


Warning!

This presentation might content adult materials.


18sx




**What are the ethical issues
underlying debates about
sexism in advertising?**

Advertising Ethics – 6 Key issues

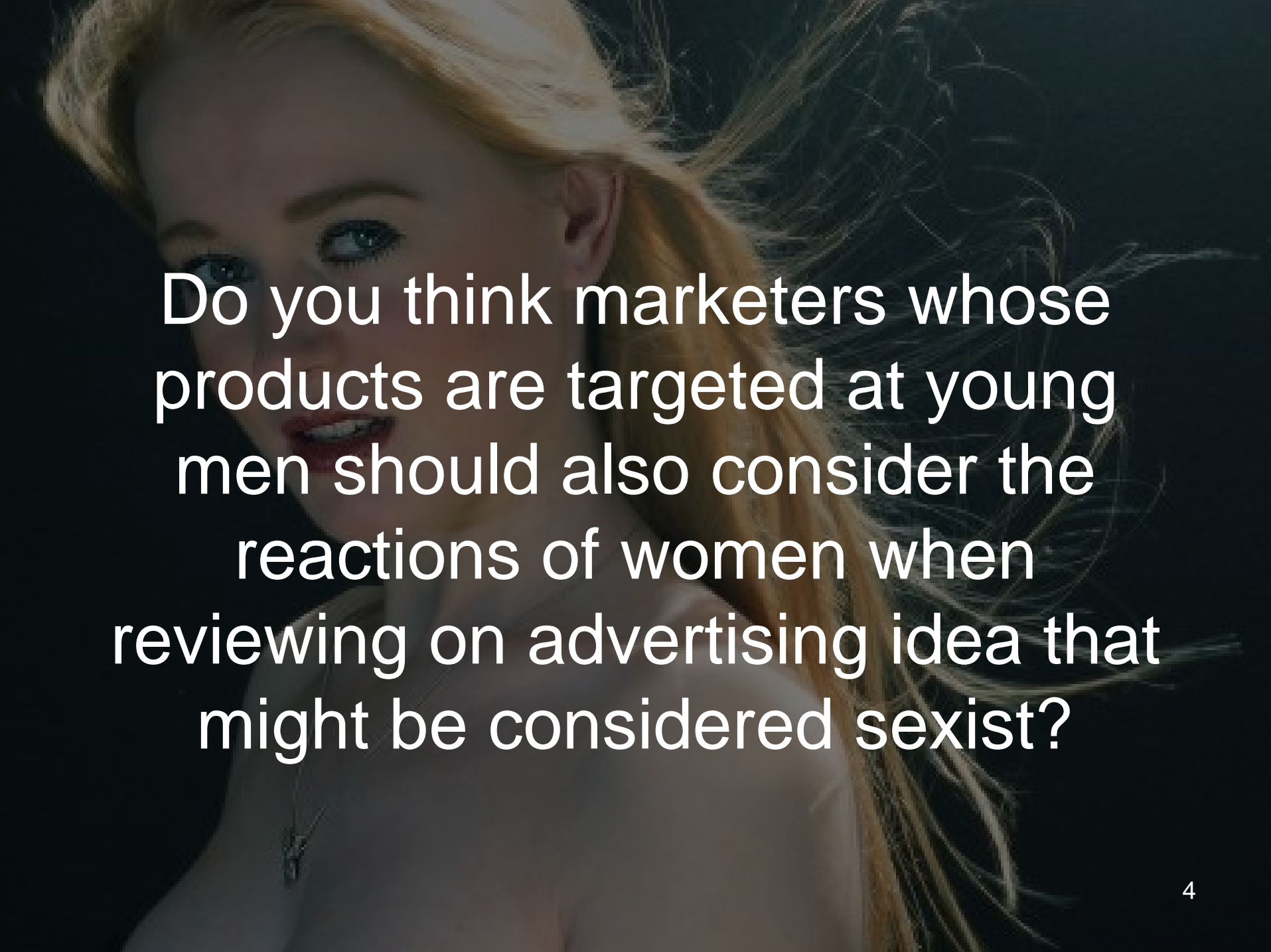
1. Poor Taste and **Offensive Advertising**
2. Stereotyping
3. **Body and Self image**
4. Targeting Children
5. Misleading Claims
6. Controversial Products



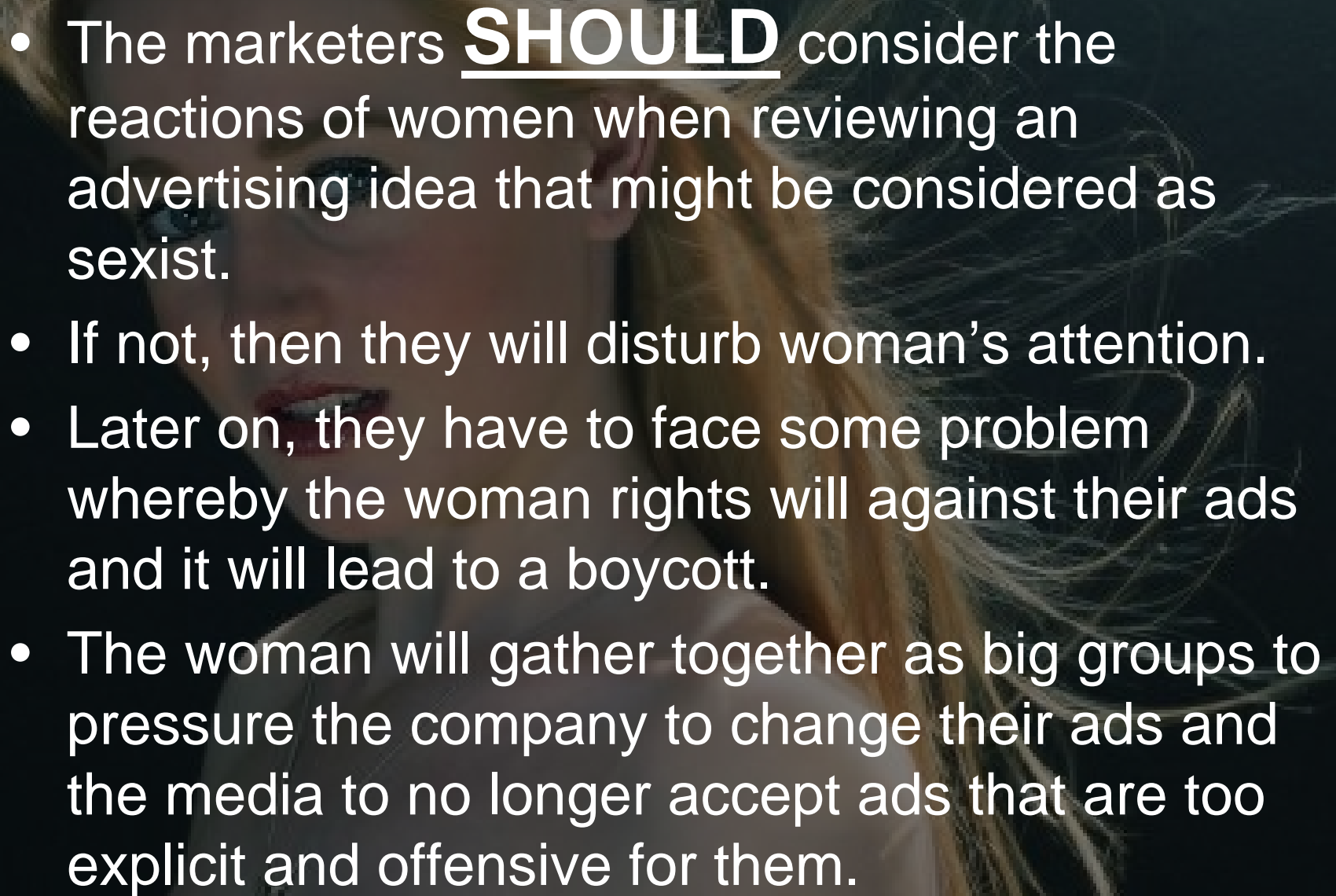
Is Sexism in Advertising mean to be offensive to the females?



There should be guidelines on the body and self image when the ad is being advertised in the print and broadcasting media.

A close-up photograph of a young woman with long, wavy blonde hair. She is looking directly at the camera with a thoughtful expression, her mouth slightly open as if speaking or about to speak. The background is dark and out of focus.

Do you think marketers whose products are targeted at young men should also consider the reactions of women when reviewing on advertising idea that might be considered sexist?

- 
- The marketers **SHOULD** consider the reactions of women when reviewing an advertising idea that might be considered as sexist.
 - If not, then they will disturb woman's attention.
 - Later on, they have to face some problem whereby the woman rights will against their ads and it will lead to a boycott.
 - The woman will gather together as big groups to pressure the company to change their ads and the media to no longer accept ads that are too explicit and offensive for them.

Sexism in Ads Need To Be Ethically Right !

1. Select the right media which only targets the male when sexism ads is used (eg: of male focused media: Play Boy Magazine)
2. Mark the ads as adult content and keep it protected from reaching the children, and leading them into immoral activities.
3. Use sexism ads only when it is actually related and there is a great need for sexism to advertise certain products or services .
4. There should be guidelines on the body and self image when the ad is being advertised in the print and broadcasting media.

1. Sexism

- Sexism

MALE

service

- Theref

males

ads ar

- Select

of Mar

- Examp

Magaz

Health

many

ULTIMATE COLLEGE ISSUE

PLAYBOY

ENTERTAINMENT FOR MEN playboy.com • OCTOBER 2005

BARE
CLASS BEAUTIES

GIRLS
OF THE
PAC
10

VIDEO GAME
PREVIEW
SEXY NUDE
DIGITAL
DREAMGIRL
TRADING
CARDS
NUMBERS
1-4 INSIDE

NASCAR
BLOWOUT
ONE WRITER
TWO WRECKS
200,000 FANS
A TALLADEGA
CRASH
COURSE

SARA JEAN
BRUNSON
PHOTOGRAPHY

the

product or

by the

sexism in

right way

contents.

boy

), Men's

e) and

2. Avoid from reaching children

- Sexism Advertising are adult only contents and

The Miller logo is displayed in a red, cursive font on a yellow background.

**SORRY, IF YOU ARE UNDER 21,
IT'S NOT **MILLER** TIME YET**

Sorry, you must be of legal drinking age (21 and older) to enter our site.
You are being redirected to www.thecoolspot.gov, a place for teens to find
info on alcohol and resisting peer pressure.

3. Using Sexism

- Sexism in advertising the product is relevant
- Example: Condoms



product is not interesting
uses sexism ads

3. Using Sexism Ads For The Product

(continues...)

- Sexism ads of product where the steps bare
- The ads on sa related with t advertisers an necessary of



©1996 Durex Consumer Products. Durex is a trademark of LL group.

CENSORED AS WE CARE TO NOT MAKE THIS PRESENTATION OFFENSIVE TO THE LADIES

The human body has over 45 miles of nerves.

Enjoy the ride.

Set yourself free. In a new Durex® condor

A photograph of a Durex Extra Sensitive condom package. The package is purple and black, with the Durex logo and the text 'Extra Sensitive' and 'super thin for more feeling'. The word 'ADVANCED' is visible in a small box at the bottom.

4. Guidelines on the body and self image

- There should be a strict guidelines on the code of conduct for the body and self image when there is a advertisement taken by the advertisers.
- Government should filter the ads that are immoral. This is to ensure that the ads has the quality and it is inter-related with each other.

The truth behind this presentation

- This presentation was made attractive to the viewer by adopting the “**Cheesecake**” strategy
- To prove that we adopted “**Cheesecake**” strategy is the use of **girl** as the background in all the slides
- To retain the attention of viewers, we increased and decreased the brightness of the background picture (**girl**) consistently

End of Presentation

Presented by,
Christopher
Regan Rajan
Rajiv Manoharan
Thomas Zacharia George