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About Women in Advertising campaigns

Having a female model in advertisements initially started with promotions on products like alcohol and adult entertainment. The trend then spread as being a wildfire in the market and is still being trusted although being exaggerated. It is now a compulsion now to get a beautiful model in all kinds of advertisement, which sometimes seems unnecessary. They seem to sell anything from shaving gel to cars.

A lot of women right activists say that the women are increasingly being projected as merely a physical object by such advertisements. Though the harsh truth is that advertisements featuring women is influencing viewers of all ages and advertisers have realized this. The advertisement begins with an attractive woman posing in seductive ways accompanied by the product or the service provided by the company. The beauty of the model already lures the customer, so advertisers do not have to invest more effort to motivate them.

But there are particular drawbacks in using women models in most advertisements and if a consumer is sensible enough, it won't take time for him to comprehend that. It is totally irrelevant to include a female model or an actress in advertisement promoting men products. Some good examples of this point are showing a lady in axe deodorant commercial and comparison of your partially nude woman's body for the body of a car. Second drawback is a result of more concentration on the model, the interest deserved by the product is not sufficient. The target of the advertisement is lost.

Surprisingly only few male models advertises for male oriented products. A picture of a woman on an Internet commercial seems not logical to some extent, as there are thirty percent of female online users and seventy percent of male online users, worldwide. To add to it, advertisers cannot explain why beautiful bodies bring success to advertisement.

Advertisements are convincing and motivating tool, that may leave a deep impact on the minds from the viewers and plays a significant role in molding the culture and attitude of your companion. Expansive and extensive portraying of ladies in this manner merely reduces their image to an object of passion. Emphasis is laid only for the physical beauty of the woman like features, body curves. Following your commercial has been shot, using graphical technology, just about any imperfection of the body is altered which in ways sends out the signal that only perfect individuals are meant to use the product.

The businesses have a moral responsibility also within the society. These commercials have a very negative impact on the society and contributes to problems faced for the common woman. The major ill effect is the pressure on woman to have those near-perfect bodies. They get so pressurized which they take the unhealthy way to attain the set goals. They develop eating disorders; themselves gets affected which may sometimes bring about irreparable damages. And those who never get to that point, face humiliation and have taunted by everyone around them. This leads to depression and other long-term psychological diseases.

As outlined by researches and surveys conducted, the majority of the women vow that commercials lower their self-confidence and so they visualize themselves as unattractive due to image being portrayed in the perfect woman in ads. In the usa, seventy-five percent of healthy females feel that they are over-weight. Half of the women populations are saved to some kind of diet program and nearly ten million women experience serious eating disorders. The extra weight of a fashion model is 23 percent less than an average weighed ordinary woman.

Advertisements haven't spared women being beaten up. In a very particular after shave lotion commercial, the history voice says that its essential to learn martial arts because once a man applies the company's product, women around will likely be attracted and will pounce on him. In the end of the commercial, they show a male model kicking several women model that seem to have attracted to him. That is degradation of respect of females to the lowest level.

After all this exposure, women viewers identify themselves because weaker sex. Some think that males decide their self-worth. Over exposure of ladies as sex objects have triggered cases of physical assault and rapes. Majority of the women are taking the wrong way to acquire those stick figures, that are results in diseases, sometimes ultimately causing death. And most of this is caused by the advertisements that pour to the lives of innocent people everyday. Marketing ethics needs to be built to raise the status of woman inside the society and

give them the due respect but not degrade them.

Have a look at the internet site [SEO Arizona](#) and their eBay Store [Backlinks](#).

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