Student’s name

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Subject

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Formal Annotation – Sexuality In Advertisements

Milillo, Diana. "Sexuality sells: A content analysis of lesbian and heterosexual women's bodies in magazine advertisements." Journal of lesbian studies 12.4 (2008): 381-392.

The article presents sexuality such as lesbian and heterosexual women’s bodies in modern advertising has become a rather relevant method for attracting the attention of buyers. Paying special attention to the biological nature of man and mainly to reproductive function, many well-known brands, through well-designed advertising messages containing an element of sexuality, attract and retain the attention of representatives of their target audience. However, on the other hand, advertising with erotic overtones, in certain cases, can also cause negative emotions. In this article, the author claims that sexuality is basic content of advertisement in these days.

In this article, the author claims that the positive and negative aspects of the role of sexuality in advertising as a method of psychological influence on human consciousness. In modern advertising with sexual overtones, along with the goods, certain values ​​and attitudes are “sold”. For example, it is often the idea that the use of a particular product is immoral, but the law does not prohibit it, which adds special importance to the purchase. Also, advertisers most often promote an idea whose main goal is to show the user of a certain product more attractive and to the eyes of the opposite sex.

By this article, I come to know that for advertising, it is useful to use unconscious poses, gestures and facial expressions of a sexual orientation. If advertising is aimed at women, then the posture of a standing man who thumbs up on a belt or on the edges of his pockets is suitable for advertising, and the rest of the fingers are down. Thus, it focuses on the male genitals. Mimicry should radiate mystery: a slightly squinting look, a barely noticeable raising of eyebrows, etc. If advertising is aimed at men, then harmonious and slender images of women should be used. It is obligatory that this is a woman with a straight posture, a high chest, a slight gait, at which a slight rocking of the hips is noticeable. It is possible to attract attention with the help of simple actions with the clothes of a woman: fix the skirt, stockings, blouse. Also, unconscious sexuality is manifested in the "random" demonstration of the palms, wrists, neck, earlobes (for example, when a woman straightens her hair). More open ways of attracting the attention of men will be both casual and specially made touching his chest, thighs, hands, etc.

This is an interesting article that helps me to understand the sexuality in advertisement. I choose this article because it helps to understand the concept of advertisement with respect to sexuality. Television advertising is the simplest and at the same time the most difficult means of attracting attention to the product. In television advertising, you can combine absolutely all means and methods of attracting attention: apply various images, use the brightness and dynamics of the advertising message, various video and sound special effects, text of unusual design, etc. However, all this requires large investments. not every firm. In addition, unprofessionally designed and not thought-out television advertising can become anti-advertising, and the effect of anti-advertising will be much greater than that of other types of advertising.