Your Name

Instructor Name

Course Number

Date

SCS 100 Project 3: Final Reflection

# **Question:**

Do women in a walking marriage have outside influence that will lead them to demand a change in their cultural acceptance of marriage?

# **Reflection:**

The concept of walking marriages is one of the best aspects of the Mosuo Culture in China, according to those that have witnessed it. According to a number of resources, the complex social structure of this culture is largely matriarchal, one of the last remaining ones in the world. This matriarchal is derived from the concept of walking marriages, which follows the maternal bloodline and favors female agency over male dependence. Thus, it is vital that this culture is preserved in a dominantly patriarchal structure of society followed in the world (Genova).

The women that hail from this culture are not restricted to it. They are allowed to form martial relations beyond their culture and hence shift the cultural beliefs they observe, based on the culture they are married into. However, this may also cause the women to take their new cultural beliefs back with them and share them with women that they have known all of their lives. Despite the drawbacks of the patriarchal society, it certainly has its charms. It promises a form of stability in marriage, where you and your partner belong to one another and are partners in life. You get autonomy of life matters and decisions and this could be a heady concept for someone hailing from a culture where any and all decisions are made by the parental figures.

Thus, while it is vital that the structural fabric of this society might be kept intact, as it is what had led to their survival and makes them stand out, it is also important that this culture is studied in vivid detail. Seeing how they live their life, the way they operate within society and their relationships with one another is nothing short of a valuable human endeavor in providing a unique insight into their culture. They are a proud kingdom of women and they deserve to be studied with awe and respect (Booth).

**Question:**

The ads indicate the relationship between the product and the people. The main question is what motivates customers to act in a certain way? It mostly stereotypes which drive the main agenda of the actions of many people. In the ads, the stereotype is evidence in Infusium miracle; Landrover Maasai and airwaves bus.

**Reflection:**

For long people have been charmed with the idea of the perfect life. They believe in the idea of gaining material wealth will automatically turn them into the best version of themselves and finally live the life they deserve. Given the lifestyle lived by the rich and famous and then the projection of the said lifestyle on social media, it has become easier to be attached to the rather distorted image of society (Chu et al.).

This is the idea that most advertising agencies bank on, which is corrupting the very fabric of society. People are no longer capable of discerning fact from fiction and are willy-nilly going after a lifestyle which may promise fulfillment but shows no way of offering it. Thus, it is vital that the answers to these questions are found in a prompt manner and through the study of the society itself. This will yield a possible and viable solution to change society from within and bring a lasting change in the viewpoint held by people (Fardouly and Holland).

Choosing to find a way to ease the effects of advertising that advocates the rich and famous lifestyle is nothing short of a valuable human endeavor and it should be studied as an intrinsic part of human behavior and development.

Works Cited

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