



# SEX

in ADVERTISING

Perspectives on the Erotic Appeal

Edited by  
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# Sex In Advertising Perspectives On The Erotic Appeal

**Meike Brodé**



## **Sex In Advertising Perspectives On The Erotic Appeal:**

*Sex in Advertising* Tom Reichert, Jacqueline Lambiasi, 2014-04-04 A volume of scholarly research viewpoints on how sexual appeals function in the current advertising environment Offers answers as to why the use of sex is so prevalent For scholars students in advertising media studies mass comm rhetoric

**Stereotype?** Christina Holtz-Bacha, 2011-05-20 Frauen sind jung sch n und schlank M nner sind harte Jungs die T lpel in der K che oder sehen einfach nur gut aus Die Klage dar ber dass die Werbung Frauen und M nner auf solche Stereotypen reduziert ist ebenso alt wie die Bef richtungen dass diese Stereotypen gesellschaftliche Auswirkungen haben Gelten sie heute noch Dieses Buch zieht Bilanz nach rund 50 Jahren Forschung zu Werbung und Geschlechterstereotypen und legt neue Ergebnisse aus der Analyse von Werbung vor sowie dar ber wie Rezipientinnen und Rezipienten mit solcher Werbung umgehen

*Erotic History of Advertising* Tom Reichert, 2010-04-06 Victoria s Secret and Calvin Klein are brand names practically synonymous with sexually suggestive advertising Considering their high public profile and huge profits anyone can see that sex sells Despite polls indicating that the public would like to see less sex in advertising Americans don t mean what they say They continue to respond to the lure of provocative marketing and most important to business they buy Knowing this more and more advertisers are testing the limits of public taste in the highly competitive battle to capture the consumer s attention All of this is well documented in Tom Reichert s profusely illustrated book *The Erotic History of Advertising* As Reichert amply demonstrates the use of sex in advertising is far from being a recent fad As long ago as the 1880s Duke Cigarettes enclosed in their packs not baseball cards but similar small cards showing scantily clad women of the stage which encouraged purchasers to keep buying to complete the whole set In the 1920s Woodbury soap became the market leader largely through ads with images of romantic situations and claims that Woodbury soap made a woman s skin irresistible to the touch In the 1930s White Owl cigars had great success in marketing through ads showing attractive couples locked in a passionate kiss suggesting that only White Owls left the breath smelling pleasant Warner Lambert capitalized on the same kind of imagery for decades to connect Listerine mouthwash with romantic success With numerous illustrations showing many erotic ads some campy some esthetically elegant some homoerotic that push the boundaries of sexuality and taste from over a century of product marketing Reichert not only tracks the history of sex in advertising but also explores the many factors that make the link between sex and our consumer culture so successful Among other things he considers the range of salacious imagery from mildly suggestive to the use of outright nudity the emotional impact of sexy ads the influence of sex on brand recognition what works and what doesn t the differences between male and female responses and the possible harms of using sex in advertising especially in regard to young audiences and the perpetuation of female stereotypes This thoughtful enjoyable and fascinating look into the world of advertising from the late 1800s to the most erotic ads of today will appeal to both media savvy consumers and aficionados of pop culture

Handbuch Werbeforschung Gabriele Siegert, Werner Wirth, Patrick Weber, Juliane A. Lischka, 2015-09-14

Das Handbuch gibt als erstes deutschsprachiges Werk einen systematischen Überblick über das gesamte Forschungsfeld Werbung aus kommunikationswissenschaftlicher Perspektive. Als dezidiertes Forschungshandbuch bietet es Interessierten Forschenden und fortgeschrittenen Studierenden der akademischen Forschungspraxis einen ganzheitlichen Orientierungsansatz, der nicht nur wichtige Bereiche der internationalen und der deutschsprachigen Werbeforschung thematisiert, sondern typische Strategien, Logiken und Forschungsdesigns im Zusammenhang aufzeigt. Die Beiträge präsentieren ausgewiesene Forschungsfelder, die entsprechende Literatur und liefern Gebrauchsanweisungen für die akademische Forschungspraxis.

*The Erotic History of Advertising* Tom Reichert, 2003. Despite polls indicating the public would like to see less sex in advertising, Americans don't mean what they say according to this exploration of erotic ads across the decades. Illustrations throughout.

Advertising and Reality Amir Hetsroni, 2012-11-02. Advertising and Reality: A Global Study of Representation and Content offers for the first time an extensive study of the way our life is represented in advertising. Leading scholars from different countries who specialize in marketing communication and media studies review and analyze different advertising contents and give us a truly cross-cultural view of the matter. Among the contents that are thoroughly discussed throughout the book, one finds sexuality, violence, family activities, gender roles, vocations, minorities, roles, periodical reconstruction, and more. This book provides an up-to-date picture of the way modern life is portrayed in the most popular format of marketing communication worldwide.

**Interkulturelle Perspektiven zwischen Deutschland und Frankreich. Die Rolle und Bedeutung der Frau in der Werbung** Meike Brodé, 2017-08-10. Studienarbeit aus dem Jahr 2013 im Fachbereich BWL - Online Marketing und Online Marketing, Note 2,0 Universität des Saarlandes. Romanistik Veranstaltung: Das Beste oder nichts. Von den Ungleichheiten der Markenkommunikation. Sprache: Deutsch. Abstract: Die Thematisierung der Frau in der Werbung stellt nicht erst seit gestern und nicht nur in der Marketingforschung einen kontrovers diskutierten Gegenstandsbereich der Alltagskommunikation dar. Die Rollenverteilung zwischen Mann und Frau ist seit Jahrzehnten im Umbruch. Die Diskussion über Männer und Frauendomänen wird immer wieder aufgenommen. Welche Rolle spielt die Frau in der Werbung in eben diesen Männerdomänen? In welchen Kontexten kommt sie in Kampagnen und Anzeigen vor und was verrät dies über die vermittelten Geschlechterbilder? Diese Fragen umfassen einen der Aspekte, die diese Arbeit in Bezugnahme auf Werbemittel in Deutschland und Frankreich der Firma Sixt beleuchten soll. Seit den 1980er Jahren erlebt die Weltwirtschaft im Rahmen der Globalisierung eine hiermit verbundene zunehmende Internationalisierung von Unternehmen, welche auch das Unternehmen Sixt durchlaufen hat. Gleichzeitig erfordert diese Internationalisierung ebenfalls eine Ausweitung der Werbung, m. g. l. i. c. h. e. r. w. e. i. s. e. a. u. c. h. f. ü. r. a. n. d. e. r. e. K. u. l. t. u. r. k. r. e. i. s. e. P. r. o. b. l. e. m. e. e. r. g. e. b. e. n. s. i. c. h. h. i. e. r. b. e. i. i. n. d. e. r. K. o. n. z. e. p. t. i. o. n. v. o. n. K. a. m. p. a. g. n. e. n, d. i. e. e. n. t. w. e. d. e. r. e. i. n. e. r. S. t. a. n. d. a. r. d. i. s. i. e. r. u. n. g. o. d. e. r. D. i. v. e. r. s. i. f. i. z. i. e. r. u. n. g. v. o. n. W. e. r. b. e. m. i. t. t. e. l. n. u. n. d. B. o. t. s. c. h. a. f. t. e. n. f. o. l. g. t. W. i. e. g. e. h. t. a. l. s. o. e. i. n. i. n. t. e. r. n. a. t. i. o. n. a. l. a. g. i. e. r. e. n. d. e. r. K. o. n. z. e. r. n. w. i. e. d. e. r. A. u. t. o. v. e. r. l. e. i. h. e. r. S. i. x. t. m. i. t. d. i. e. s. e. n. H. e. r. a. u. s. f. o. r. d. e. r. u. n. g. e. n. u. m. u. n. d. w. e. l. c. h. e. R. o. l. l. e. s. p. i. e. l. e. n. h. i. e. r. b. e. i. k. u. l. t. u. r. s. p. e. z. i. f. i. s. c. h. d. i. v. e. r. g. i. e. r. e. n. d. e. W. a. h. r. n. e. h. m. u. n. g. v. o. n. M. a. n. n. u. n. d. F. r. a. u.

**The Advertising Age Encyclopedia**

**of Advertising** John McDonough, Karen Egolf, 2015-06-18 For a full list of entries and contributors a generous selection of sample entries and more visit the The Advertising Age Encyclopedia of Advertising website Featuring nearly 600 extensively illustrated entries The Advertising Age Encyclopedia of Advertising provides detailed historic surveys of the world's leading agencies and major advertisers as well as brand and market histories it also profiles the influential men and women in advertising overviews advertising in the major countries of the world covers important issues affecting the field and discusses the key aspects of methodology practice strategy and theory Also includes a color insert [Sex in Public](#) Lauren Rosewarne, 2007 Despite decades of feminist awareness and activism women continue to be portrayed in outdoor advertising in a limited and sexist manner The fact that in public space audiences are exposed to such images without choice renders the issue an important public policy concern Sex in Public utilises a large outdoor advertising data collection to examine the contemporary outdoor advertising landscape documenting the routine portrayal of women as thin white young and idle This book examines why such portrayals are concerning for feminists as well as for public policy and explores the advertising self regulation systems that facilitate the display of such images This book criticises sexist outdoor advertising as a form of sexual harassment given that imagery often bearing very strong semblance to pin ups which would be outlawed in a workplace are readily displayed in public space reflecting a troublesome public policy double standard Understanding sexist outdoor advertising as a form of sexual harassment is a new framework that Sex in Public offers to understand critique and condemn such images

**Encyclopedia of Sex and Gender** Fedwa Malti-Douglas, 2007 Addresses issues of sex and gender at the personal and the social level examines issues of identity status class ethnicity race and nation of sexuality and the body of social institutions and the structures of representation Topics include changing conceptions of the feminine the family and masculinity religion morality cultural images medical practice public health economy and society and many more

*A World Made Sexy* Paul Rutherford, 2007 The cult of eroticism is a pervasive force in modern society affecting almost every aspect of our daily lives In this book Paul Rutherford argues that this phenomenon is a product of one of the major commercial and political enterprises of the twentieth and twenty first centuries the creation of desire for sex for wealth and for entertainment A World Made Sexy examines museum exhibitions art books magazines films and television to explore the popular rise of eroticism in America and across the developed world Starting with a brief foray into the history of pornography Rutherford goes on to explore a sexual liberation movement shaped by the ideas of Marx and Freud the erotic styles of Salvador Dali and pop art the pioneering use of publicity as erotica by Playboy and other media and the growing concerns of cultural critics over the emergence of a regime of stimulation In one case study Rutherford pairs James Bond and Madonna in order to examine the link between sex and aggression He details how television advertising after 1980 constructed a theatre of the libido to entice the buying public and concludes by situating the cultivation of eroticism in the wider context of Michel Foucault's views on social power and governmentality and specifically how they relate to sexuality during the modern era A

World Made Sexy is about power and pleasure emancipation and domination and the relationship between the personal passions and social controls that have crafted desire **International Journal of Advertising** ,2008 **Women in Popular Culture** Marian Meyers,2008 Following upon the success of her book Mediated Women Representations in Popular Culture the author s latest anthology takes a new look at a wide range of contemporary images of women within the media to examine the meanings behind the representations of women in popular culture This book explores what representation of women says about their positions in society the factors that shape representation and the roles that gender race class ethnicity and sexual orientation play within the mediated portrayal of women Drawing primarily on qualitative textual analysis of film reality TV advertising the news children s programming soap operas TV drama and more the book situates the representation of women in popular culture along a continuum ranging from stereotypical portrayals that underscore women s bodies as pornographic spectacle to more positive and hopeful depictions And it argues that the contemporary portrayals of women within popular culture are shaped by two major trends the mainstreaming of pornography and its resultant hypersexualization of women and girls and the commodification of those images for a global market

*Proceedings of the ... Conference of the American Academy of Advertising* American Academy of Advertising. Conference,2004 *Media Report to Women* Sheila Jean Gibbons,2003 *Processing Web Ads* Yongkuk Chung,2007 In this pioneering investigation Yongkuk Chung measures the extent to which banner ad characteristics such as animation and pictorial representation impact traditional ad response measures such as recall and recognition 132 pp **How the Media Shape Young Women's Perceptions of Self-efficacy, Social Power and Class** Cecelia Baldwin,2006 Summary This book addresses the interaction of the media sexuality and self efficacy in teenage women In doing so it is also inclusive of class and power issues and the perceptual reactions of young women to an increasingly sexualized media It includes a combination of qualitative and quantitative research examining the interaction of self efficacy as individual empowerment with sexualized media imagery It demonstrates how sexualized images projected by advertising and the media in general are perceived as power by adolescent females Power is defined as self efficacy or a personal power Sexualized imagery proved to be an indicator of perceptions of both empowerment and a stratified class structure with the more sexualized the imagery the higher the perception of both self efficacy and high social status or class The book provides an in depth exploration of young women s perceptions of sexuality and power Additionally the book examines sexualized imagery from a historical standpoint and as a component in adolescent sexual development Publisher description *Polling and Public Opinion* peter m. butler,2007-05-12 The importance of polling public opinion is widely recognized This work examines the impact that polls have on the thoughts and behaviour of the public It considers the power of public opinion polls as an element of mass persuasion in media stories advertising and government policy **Jahresbibliographie Massenkommunikation** ,2003

*Imaging in Advertising* Fern L. Johnson,2008 The dominance of advertising in everyday life carries potent cultural

meaning As a major force in the rise of image based culture advertising spreads images that shape how people live their lives While scholarship on visual images has advanced our understanding of the role of advertising in society for example in revealing how images of extremely thin female models and athletic heroes shape ideals and aspirations images circulated through language codes or verbal images in advertising have received less attention Imaging in Advertising explores how the verbal and visual work together to build a discourse of advertising that speaks to audiences and has the power to move them to particular thoughts and actions In this book Fern L Johnson presents a series of case studies exploring important advertising images racial connotations in cigarette advertising representations of cultural diversity in teen television commercials metaphors of the face appearing in ads for skin care products language borrowed from technology to sell non technology products and the illusion of personal choice that is promoted in many Internet web sites Johnson argues that examining the interplay of verbal and visual images as a structured whole exposes the invasive role of advertising in shaping culture in 21st century America

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