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SCS 100

4-1-2019

SCS 100 Theme 2: Observation Journal

**Article Choice**

I chose the advertisements that I did because each of them featured both men and women of different ethnicities with different personal hygiene items. Each advertisement is marketing specific personal hygiene such as Hair spray, cologne and anti-wrinkle cream besides one that markets alcohol. Each has either couples or business partners in them. I was intrigued by the articles because of the way each advertisement displayed their product through people instead of visibly showing them. Additionally, I wondered why the adverts were depicted in a way that was unethical since some individuals in the adverts were depicted without clothing. Instead of describing the products, the advertisements deployed individuals who are associated with the use of a particular product.

**Assumptions and Observations**

**Audience.** Each advertisement has a specific audience to which it appeals. Three of the advertisements depict white actors and actresses while one depicts an African American couple. One of the adverts also appeals to Caucasian individuals. The intended audiences in each advertisement are those who care about their hygiene or those who enjoy going out for drinks with a spouse or friend. The audience from these advertisements would be people of all ages and ethnicities but mostly adults. The audience also depicts aged individuals who may have the interest of removing wrinkles from their faces. The audience of the advertisements also denotes the individuals who have the desire to enhance the strength of their hair to prevent it from falling.

**Message:**

The message which is depicted in four of the adverts is the relationship between people and their hygiene. The adverts also illustrate the relationship between individuals and their beauty and health. For instance, the infusium print advert is about how the product can be deployed in building and strengthening damaged hair. For the Diadermine anti-wrinkle cream, it can be used to prevent aging of the skin and remove wrinkles from the skin.

**Relationship between People:**

The relationship between people is depicted in the four adverts. As mentioned earlier, the adverts depict both female and male individuals. In three of the four adverts, two individuals were portrayed who can be presumed to be coupled since they are held close to each other**.** However, the aspect of gender stereotyping is depicted in one of the adverts since the woman is clothed in a sexually appealing attire.

The advertisements depict both the aspect of health and beauty. People are concerned about their beauty and health, and therefore the adverts described can be appealing to most individuals. One of the advertisements denotes individuals in the workplace and their business attire. The attire of the business individual is different from the women depicted in the same advertisement.

**Relationship with the Product:** The relationship that I emphasize regarding the advertisements is about people and their hygiene and the physical outlook. For instance, the infusium print advert explains on how the product can be used in strengthening damaged hair. In most cases, people especially female individuals tend to maintain the hair to have an excellent physical outlook. Additionally; people with wrinkled faces make efforts to ensure that their faces appear smooth without wrinkles through the application of various creams (Monk-Turner et al., 2007).

**Effectiveness:** According to my perception, the least effective advertisement is the one regarding Corega and how the product can be used in the prevention of wrinkles on the face. Ideally, this is because the individuals in the adverts are depicted without clothes and they are both of old age. As such, the advert does not represent how the product has aided in the removal of wrinkles. Wrinkles are presumed to be natural during the old age, and therefore the advert regarding the product for removal of wrinkles on the old faces might not appeal to the audience. When people age, their skin becomes thin and unable to protect itself from self-damage. Therefore the advertisement may not appeal to young people. It may appeal to the older individuals, but the individuals might not pay attention.

The essential adverts are the one that explores how to prevent falling of hair and how to strengthen the hair. Ideally, young individuals may experience problems with the falling of hair, and therefore one of the products in the advertisements can be used in strengthening the hair. When the hair becomes weak, the female individuals undergo an embarrassing experience.Therefore it is imperative to incept the strategies can help in strengthening the hair. As such, the advertisement regarding the product for strengthening hair is the most effective advertisements.

**Social Science Evidence**

One of the aspects that I found evidence in the advertisements is about gender stereotyping in advertisements**.** Studies have depicted that gender stereotyping is prevalent in most of the advertisements. For instance, one of the studies found out that men are depicted to hold leadership positions in most of the advertisements (Bolliger, 2008). On the contrary, their female counterparts are assumed to object primarily in the way they are dressed sexually. Studies have also demonstrated that only 1 percent of female individuals are presumed as heroes or problem solvers in the advertisements (Monk-Turner et al., 2007).

Despite the aspect of gender stereotyping in the advertisements, it is imperative to denote that some of the advertisements have depicted gender equality since they represent the males and females individuals in a sexually appealing manner (Bollinger, 2008). Studies have affirmed that the advertising industry can be at the forefront to advocate for gender equality by ensuring that both the males and females individuals are depicted equally on the advertisements (Monk-Turner et al., 2007).

However, adverts promote gender stereotyping to an extent since they tend to figure the female individuals as a lesser gender in society (Monk-Turner et al., 2007). From the evaluation of the particular advertisements, it is imperative to depict that females are portrayed to transform into beauties with fair skin. Even the woman who is dressed in business attire is described to have fair skin. Such an aspect can bring about stereotyping since it can imply that only light-skinned individuals can excel in their careers.

**Question**

One of the questions regarding the advertisements is that; why is gender stereotyping prevalent in most of the adverts and what strategies can be used in the advertisements without depicting the aspect of gender stereotyping. All the four advertisements that were evaluated depict various stereotypes that raise concerns on the ethics of advertisements. I presume that individuals who make adverts should come up with strategies that would ensure that advertisements are made without depicting various stereotypes.

Work Cited

Bollinger, D. U. (2008). Perceived Gender Based Stereotypes in Educational Technology Advertisements. TechTrends: Linking Research & Practice to Improve Learning, 52(3), 46–52

Monk-Turner, E., Kouts, T., Parris, K., & Webb, C. (2007). Gender Role Stereotyping in Advertisements on Three Radio Stations: Does Musical Genre Make a Difference? Journal of Gender Studies, 16(2), 173–182.