

### Candidate 4 evidence

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	<p>Lynx is a company owned by the Unilever corporation. In their adverts they have been accused of over sexualising women simply to sell products, but they seem to have finally began to make adverts not including offensive ideologies portrayals. Dove a company also owned by the Unilever <del>corp</del> corporation has began a <del>ad</del> campaign about real <del>best</del> beauty, warning women of the damaging images of the beauty industry. Both of these companies create adverts both influencing attitudes <del>th</del> and behaviours and meeting audience needs. In this essay I will debate</p>

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Which is the main factor in these adverts.

Zynx: Fallen angels influences attitude and behaviours in both positive and negative ways. It's intended influence is to get young men to buy the product. This is done by showing beautiful young model-like women throwing themselves after a man that has sprayed himself with this spray. It also shows the action code of the man spraying the body spray to show men this is what is attracting the women influencing them to buy it. However it

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	also negatively influences behaviour
	as women may be offend by
	how they are being represented
	in this advert. In this advert
	many women who are the
	main stereotypical ideology of
	beauty fall from the sky as
	angels they have long legs,
	plump <del>tip</del> lip, long hair and
	are skinny. They are then
	seen acting on a primal
	instinct to go after this
	man simply because he
	smells nice. This is offensive
	because women are seen to
	have no free will they are
	shown as mindless animals and
	also it is suggesting that
	there is only one type of

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	beautiful women and that is
	the only kind a man may
	want. Therefore while this
	advert will influence men to
	<del>buy</del> buy the product it
	may influence women to boycott
	the brand, creating a negative
	(unintended) behaviour.
	Lynx: Fallen Angels also says
	they are simply meeting
	the needs of the audience. This
	is true men's needs are
	targeted in the advert their
	self-esteem and <del>and</del> humour
	is targeted. In the advert it
	is seen that an average
	looking young man is surrounded
	by beautiful angels. They then

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<p><del>It</del> all go on to smash their halos for him. This will build up a mans self-esteem because it suggests that anyone can get such a beautiful girl and get them to give up something important to them, simply because the men are so <del>inresistibel</del> <del>inresistibel</del> amazing.</p> <p><del>Men</del> Men's humour is also targeted and their needs <del>meet</del> <del>as</del> met as their are comical sections of the advert. For instance the religious connotations of the angels along with an <del>itali</del> Italian setting and the religious <del>FAES</del> sounding music singing 'sexy boy' is comical and creates</p>	

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	<p>a light-hearted tone. This is furthered as <del>is</del> when an angel walks past a blind man follows her as if he can see because she is so beautiful. All of these things meet <del>the</del> <del>men</del> the target audiences needs by making men feel better about themselves with also being comical and light-hearted making men attracted to the brand.</p>
	<p>Dove: Onslaught is an advert that influences attitudes and behaviours. It mainly wants to influence parents to talk to the daughters about the damaging images of the beauty industry.</p>

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	<p>This is done in the advert by showing us a <del>innocent</del> young girl with no make-up signifying innocence. <del>and</del> Then the song builds up saying "here it comes..." warning of the <del>onset</del> onslaught about to happen. We are then bombarded with a montage of images of oversexualised women, adverts selling <del>product</del> products that make you "tighter", "lighter", "firmer", then showing eating disorders and finally plastic surgery. It finally returns to the young girl simply saying "talk to your daughter before the beauty industry does". This gives across the clear message that Dove</p>

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	are looking out for women, helping parents inform their daughters. They influence parents to not let their child be corrupted by the images we were just shown. It also influences women to believe in real beauty and gives the message that everyone is beautiful. This influences attitudes in a positive as it takes action in trying to stop the harmful images being put out there by the beauty industry.
	Dove: Onslaught also meet the needs of the audience by helping women's self- esteem. In this advert the



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	<p>montage of offensive images show women with only underwear on, women drastically gaining and losing weight and finally plastic surgery. These are all shown in a very bad light in this advert but mainly the plastic surgery as it show people being operated on <del>by</del> <del>not</del> but also has <del>it</del> squealing sounds that revolt the audience as it is so disgusting. This pair the the binary opposition to the young innocent girl shows clearly who is in the wrong. This sends the message to women that these things are disgusting and they don't need</p>

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	<p>them to be beautiful. It meets a woman's self-esteem as she is told she is beautiful and you shouldn't listen to these harmful messages that are being <del>spread</del> put out by the beauty <del>industry</del> industry, because you have real beauty. This makes Dove a brand women trust as they <del>are</del> are on their side and meet the needs and help women's self-esteem.</p> <p><del>Gold</del> Gold Lynx: Brotherhood influences attitudes and behaviours by convincing men to buy their product. They do this by using a well know and</p>	

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	<p>successful athlete, Anthony Joshua, to promote their product. <del>Women</del></p> <p>Men are attracted to this as it targets their self-esteem, it influences them to buy it by making them feel apart of "The brotherhood." In it <del>the</del> a gold belt is created it is then, <del>sp</del> using the action code, sprayed with the product. <del>Men</del> Different stereotypes are then shown with Anthony Joshua narrating saying things like "big up my battle <del>&amp;</del> royal soldiers". This makes men feel as if they are apart of something bigger that they can be gold to. The product is shown beside bars of gold making it seem <del>luxurious</del> Luxurious and making</p>

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	<p>men want to buy it. This influences them to buy the product. This advert also meets the men self-esteem as they are told they are a part of the brotherhood, that they are included. This makes men feel as if they are a part of something bigger and that they are special as different men are shown such as a skateboarder with a broken arm or a videogame player, showing that every man is made of gold. This raises men self-esteem as they are special and will buy the product as they want to be part of the brotherhood.</p>	

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	<p>Overall I think all of these adverts are simply influencing <del>the</del> attitudes and behaviours. All three adverts meet the needs of audiences but that is only because they want to influence them to buy their brand. Lynx use women in an offensive and oversexualised way to <del>se</del> convince men to buy their products not caring <del>an</del> how this stereotype of the 'perfect woman' may offend women. Despite them changing direction in <del>B</del> Gold Brattherhood they no longer use women. Now to influence men they use over generalised stereotypes that are meant to be including men</p>

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	<p>all may offend them because even though they are no longer objectifying women they are still using harmful stereotypes. Finally and possibly the most patronising is <del>that</del> Dove because while the message they are spreading is good and they seem to only be meeting the audience's needs they are actually only saying this to gain brand loyalty. Because as they are owned by Unilever the same company that owns Lynx they are actually creating the stereotypes they are trying to warn us about. They are creating a</p>	

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	<p>smoke screen putting themselves forward as being a trustworthy brand, while only doing this to influence people to buy their products. Overall I think all of these adverts appear to be just meeting the audiences needs when actually they are simply using stereotypes, offensive representations and trying to gain trust to influence us to buy their products</p>