

Candidate 1 evidence

2.	Role of the Media.	
	The media are often criticised for the influence adverts can have on the audience in terms of their behaviour and attitude. Some adverts are criticised for being intrusive and problematic. Many adverts show the dominant ideology of the stereotyped perfect woman. Adverts claim their only intention is to promote their product in order to encourage people to buy it. However many of the claim there is in fact an unintentional message behind these coming from the adverts. These messages are problematic due to the fact they are lowering women's self esteem as it is making them believe that because they	

do not look like the women in these adverts they are not seen as beautiful. These both intentional and unintentional messages were shown in the adverts I have studied which were: Gucci premier, L'Oréal Elvive shampoo, Lynx fallen angels and Dove onslaught.

The 'Gucci premier' advert was to promote their perfume and they used Blake Lively to star in this advert. ~~Blake~~ This advert claims its only intentional message was to promote this perfume. However this perfume came with the unintentional message that this perfume will provide women with good looks and make them

	beautiful. Lively is shown seductively	
	spraying herself with this perfume.	
	This advert has used a well known	
	celebrity who is tall, has long blonde	
	hair, a slim figure and the perfect	
	skin which follows the stereotype	
	of the 'perfect' woman. The female	
	audience using watching this	
	advert will believe this perfume will	
	make them look as good as Blake	
	Lively. This unintentional message	
	is problematic due to the extent	
	people will go, to, after this perfume	
	not making them 'beautiful', to look	
	like the image this advert creates.	
	.. Lively is shown in a golden dress,	
	which shows her figure; spraying her-	
seductively	self with the perfume. This suggests	
	to the audience that using this	

perfume can also make them look seductive and have the perfect body.

This image of Lively can also appeal to the male audience as they will want their partner to look this way and may buy them it as a gift.

Loreal 'elveve shampoo' starring Jennifer Aniston will appeal to the female audience as Aniston is well known for her hair styles. Women have previously wanted their hair to look like Rachel from Friends (Aniston) and would request her style in hairdressers. This advert ~~intention~~ claims its only intention was to promote the product and get people to buy

it. However when Jennifer Aniston is talking about the shampoo and how good ~~it is~~ and healthy it is making her hair she introduces the science but and a male's voiceover explains the 'science but'. This unintentionally ~~argues~~ ^{shows} the sexism as it suggests pretty women are not intelligent and need men to explain things for them. This may result in lowering women's self esteem or in fact make them want to be stupid due to the fact it may make them beautiful.

The

Fallen angles advert which is promoting Lynx deodorant shows lots of beautiful women who

are appearing as angles
falling at the feet of men.

These angles ~~are~~ fit the
dominant stereotype of beautiful
women and suggest that men
who use this product will
attract women as beautiful
as these angles. ~~The~~ The makers
of this advert claim they are
only trying to promote the
product however, it is clear
they are unintentionally
suggesting to men if they want
beautiful women to fall in
love with them they have
to use this product.

Doves onslaught advert shows
a little girl who is innocent with

the music saying 'here it comes' - ~~the~~ This creates tension as we know we are about to see something but we aren't shown what it is yet. It then begins to show ~~billboards~~ montages of billboards, magazines and posters of the stereotyped 'perfect woman'. This advert is showing all the negative effects the media's unintentional messages are bringing to the public as it then begins to show the extent these women are going to make their appearance fit the stereotype of what 'beautiful' looks like. It shows women who are undergoing cosmetic surgery and developing eating disorders due to ~~that~~

~~the~~ look like the pictures of women they are constantly exposed to.

Overall it is clear that the makers of adverts only intention is to promote their product and encourage their audience to buy it. However, it is clear that they are also unintentionally telling females that they are not beautiful unless their appearance matches the stereotyped ~~has~~ 'perfect' women that is constantly shown. It is clear that this is having a massive impact on the female audience as it is lowering their self esteem and making them feel they need

	to change their appearance.	
	In order to do this they are	
	putting their lives in danger	
	as they are making choices	
	such as getting surgery and	
	not eating.	