

Candidate 2 evidence

2.	Media content often influences peoples attitudes and behaviours, depending on the form of media and the Intention of the content this can be intentional or unintentional. One form of media is adverts, this form of media always has the intention of convincing the audience \$ to buy buy a product. Lynx is one of these companies that does this. In one of their adverts, they have thin, Model-like women women wearing short toga-like dresses and wings. These women are meant to represent represent angels, they all have the same body type, all walk the same, and all have similar facial features, the idea is that they all want to be with the man who uses lynx. At the end of the advert \$ the audience sees the man spraying lynx and there is a thump on the roof, a voice over says "lynx. Even angels will fall." This implies that these
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women are ideally what angels, in other words, perfection looks like. This is meant to be a joke from Lynx, they say that the ~~the~~ 'angels' looking the way they do is meant to be ~~the~~ the point. But what can also come across is the message that this is what women are meant to look like, when ~~it's~~ it's not. It also sends the message that until you look like this, you're not 'perfect'. There is another Lynx advert with a woman ~~is~~ looking much like the previous advert's angels and here is writing saying "will you win cheaky?" This implies that cheaky is an object to be owned, rather than a person in her own right. This can have negative effects of younger viewers, it can lead to them trying to make themselves look 'perfect'. This is a dangerous train of thought as it can lead to eating disorders and depression.

There is a new agenda, of sorts, in adverts lately. Some companies, such as Dove, and always, have been making adverts to bring attention to the negative ~~and~~ effects ~~of~~ that some adverts have on women's body image. They do this more to support their brand image than to promote a singular product. In one always advert called 'like a girl' a group ~~and~~ of men, women, boys and girls are asked to do something, 'like a girl', one of the things they are asked to do is to 'run like a girl'. The men, women and boys jogged on the spot and waved their arms about ~~and~~ pathetically. When the ~~young~~ young girls were told to 'run like a girl' they ran as hard as they could. One of the young girls was ~~as~~ asked what 'run like a girl' meant to her. And she said, 'run as fast as you can.' At the end of the advert a woman says ~~to~~ to the camera; "Yes, I run like a girl. And I"

fight like a girl. And I Swim like a girl. And ..
I wake up in the morning like a girl, because
I ~~am~~ AM a girl. why can't run like a girl
also mean win the race." The always advert
was made to draw attention to the use of
'like a girl': as a derogatory term. In the
advert. one girl talks about how puberty
brings down girls confidence and how the use
of 'like a girl' can worsen that, "it's like being
told your not good enough" gets the message
across quite strongly.