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Sexualization in the Media

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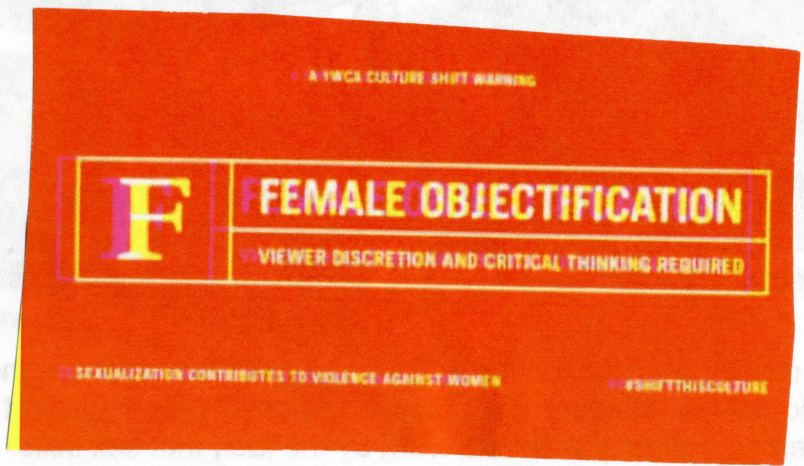
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SEXUALIZATION

~~FEMINISM~~

IN



THE MEDIA



This represents how female artists are overly sexualized in their own music videos. Although they have a choice of how they want to be presented, majority of artists work by the idea that sex sells. Female artists turn a fun, light hearted song into an over sexualized video of themselves in order to gain views and success. These pictures show highly respected artists known for having some of the most entertaining music videos. Nicki Minaj and Rihanna are eating food sexually while Katy Perry is naked laying on a cloud of cotton candy and accessorizing her body with hard candy. It is unfortunate that something as simple as licking a lollipop or eating a banana can be viewed for sexual entertainment. It is also unfortunate that they feel the need to do this in their music videos when their song does not even relate to the unnecessary sexual visuals.

<https://www.pinterest.com/pin/489485053220054444/>
<https://introtovisualculturespring2016.wordpress.com/2016/03/15/the-sexualization-of-women-in-music-videos-by-rachel-fracassi/>

Claire W



Even for male artists, it is the women who are sexualized and made out to be "asking for it" and forcing themselves on the men. Furthermore, in the majority of music videos for both male and female artists, it is the women who tend to lack a lot if not all of their clothing. These pictures have in common that the main male artist is surrounded by women either dancing, drinking, or sleeping with the artist.

<https://mic.com/articles/107410/17-songs-that-shouldn-t-have-happened-in-2014#.K0YxddIYP>
<https://introtovisualculturespring2016.wordpress.com/2016/03/15/the-sexualization-of-women-in-music-videos-by-rachel-fracassi/>

Claire W



Not only in music videos are female artists sexualized. Due to the belief that sex sells, they will perform live in erotic ways and do the most unexpected actions to grab the audience's attention. For example, Britney Spears and Madonna are seen kissing live in front of a crowd to get them riled up.

<https://www.ibtimes.co.uk/miley-cyrus-rihanna-rewind-reframe-end-sexualisation-521191>

Female pop stars complain about sexualisation as 'convenient scapegoat'

Instead of sex selling, these ideas of subjectivity and objectivity are being sold

Where is the line between owning our sexuality and letting others exploit it

Saw women as 'sex objects' through these videos

claire w

claire w



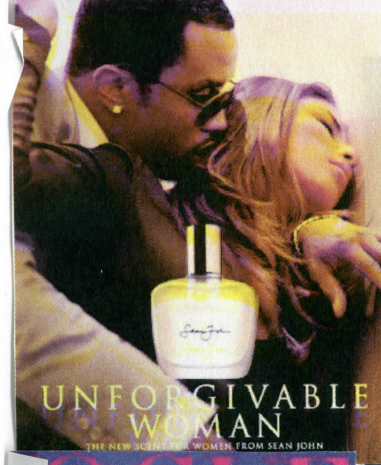
American Apparel has had many lawsuits against the CEO for sexual harassment and sexualisation in their ads, as well as accusations for using underage models and having ads banned.



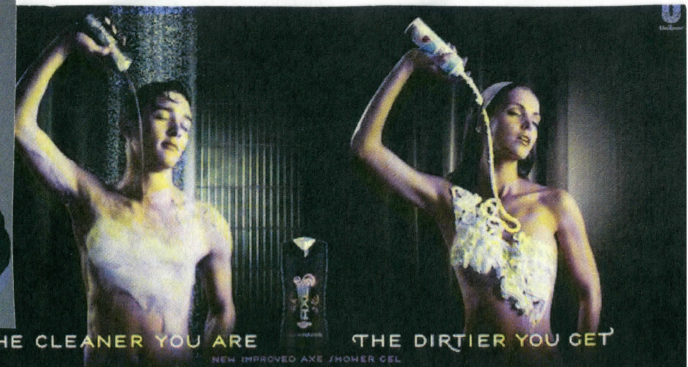
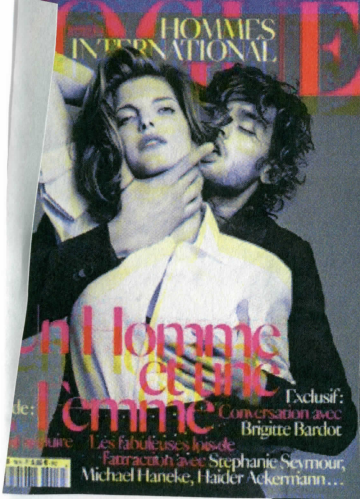
American Apparel did an advertisement with a unisex shirt, but the difference between the man and the woman was quite obvious. The phrase "sex sells" is a very common phrase in the advertisement industry.



This Tom Ford cologne ad was banned for sexuality and nudity. Ford is known for constantly objectify women in order to sell his products to men. In this particular ad he uses the woman's breasts to attract the attention of men because "sex sells". The ad is portraying that if a man uses this cologne, he will attract females and get some sort of sexual favor.



This image is practically depicting gang rape. The woman looks defenseless and powerless as she is being held down by a man and surrounded by a group of men.



Tang

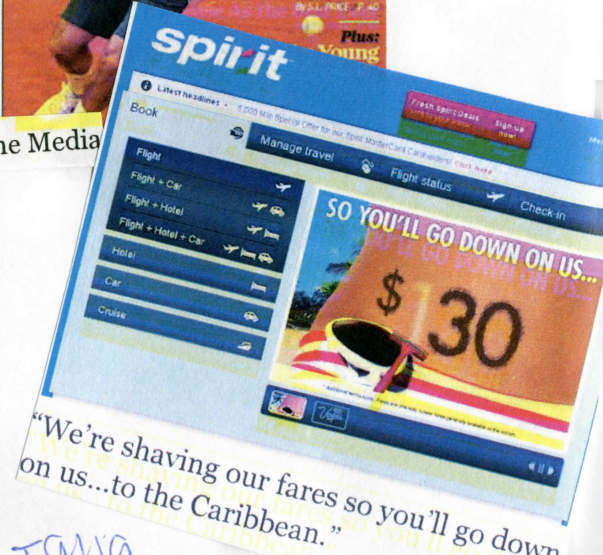
Tang



The image on the left shows actress Klara Kristin, wearing a very short skirt, along with the words, "I seduce in #mycalvins," while on the right shows a normal photo of rapper Fetty Wap with the statement, "I make money in #mycalvins." This shows the stereotype that women are nothing but sexual objects while the men make all the money. This was a big ad campaign for Calvin Klein that included many celebrities filling in this mad-lib style sentence. The photos were put side by side on a billboard in NYC for everyone to see, despite all the other celebrities that participated in the ad campaign.



Sexualisation of Female Athletes in the Media



"We're shaving our fares so you'll go down on us...to the Caribbean."

Social Media

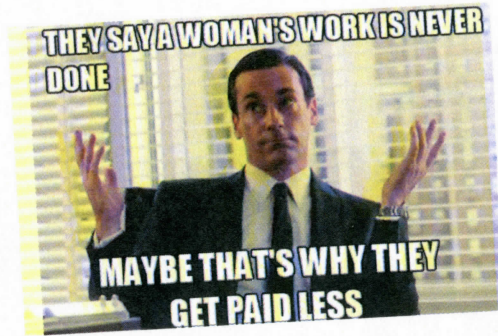
Just like any media, social media is where people get their information. The key difference is social media allows people to release and take in this information because anybody can

- ◆ Make any account
- ◆ Follow any account
- ◆ Post almost anything
- ◆ Comment anything

In other words social media is the 21st century version of true freedom of expression. While this true freedom is great for many people and causes, there's one main issue: a lack of credibility and responsibility associated with regular media. While there are loose guidelines known as the "Terms of Service," there is no guarantee the information is correct, and often times it is used to put people down, and the people being put down often mimics the society that uses it. So this means people are spreading unfiltered hatred towards all kinds of minorities like the LGBTQ+ community and people with disabilities. However, of course one of the most detrimental sentiments is towards women which is hidden behind other genres.

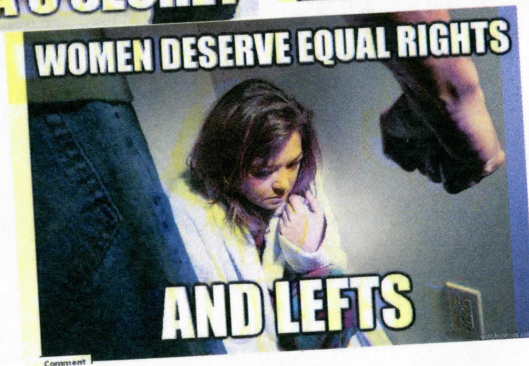
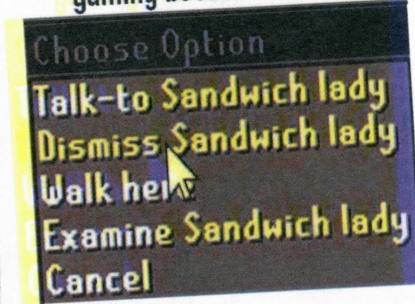
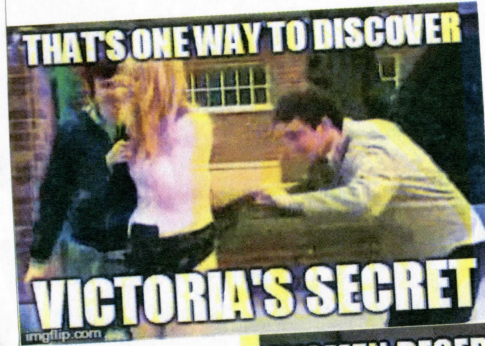


Comedy



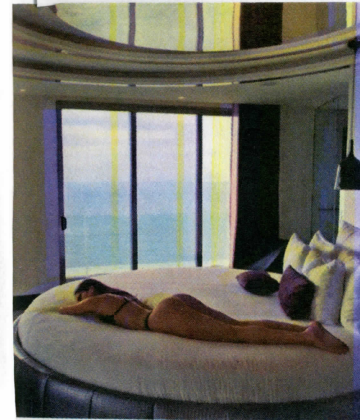
605 likes
 president.pizza Elon Musk warned us about AI

@xo_trayvon_vert
 50m ago from Camera Roll
 When your mom tells you to stop gaming because it's 3am



Memes are the cornerstone of Instagram comedy. Meme culture often rewards the most offensive memes with hundreds if not thousands of likes and comments. They also get filtered through accounts, and feeds ensuring that more and more people are able to see their message.

Of the most popular fitness accounts, 9 of the top 10 belong to women. How is that possible? Well let me give you a hint, the way these women's "fitness" accounts get their millions of followers isn't because of their strength or their workouts. It's because of the way they show off their bodies. Take these posts by 2 of the most popular fitness Instagrammers out there as an example:



@JenSelter • Follow
 a_kaeser14 I'm just here shootin my shot. Wanna smash?
 john_rova
 gurbir.singh.908132 Very nice butt
 wap118
 caceres_w Que mujer tan hermosa
 natipama15508
 lbly8073
 vasilyukhai
 purushotham.b.s
 ot_716charles God so in love
 Ttarfromtheusual Mood
 thetaxiong
 igbaddiesxoxo
 end.anti
 355,350 likes

@JenSelter
 12.4 million followers



@anacheri • Follow
 anacheri Pretty in Pink Tag someone who might like this bodysuit.
 Wearing @fashionnova lingerie
 #NovaSabe
 Load more comments
 rodrivac Pretty
 hero_mahto Nice figure
 monyanatomy Piernuda hermosa
 368,460 likes

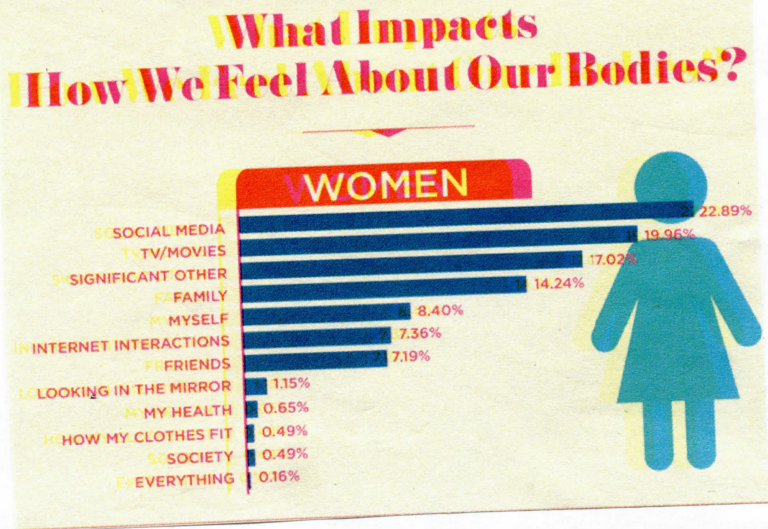
@AnaCheri
 11.7 Million followers

While they may have made Instagram's for the purpose of spreading fitness, and while they may want fitness to be the main theme of their accounts, there is a clear message being echoed by the comments and likes on these pictures: Wearing less clothes = Getting more popularity.

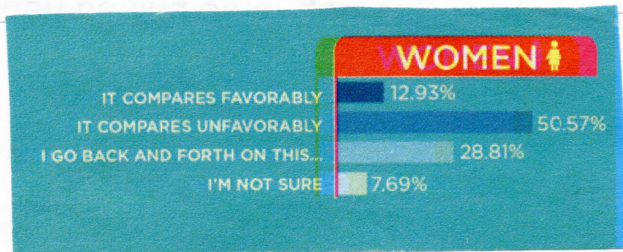
March

Effect on Women

These repeated expectations set forth by most genres of social media has a huge effect on women's personal image.



And often it has negative effects. When women were asked how they thought their body compared to the media this is what they said:



The way women are portrayed throughout social media is problematic and send detrimental messages. With these negative messages often disguised as the norm for genres across social media, they have more of an effect on women they may even realize. As social media is quickly growing to become the major source of information for the world, women are going to continue to face the same issues.

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