

Group 11

SEX IN THE MEDIA

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Hello, and welcome to our newsletter. The focus of our collective articles is the portrayal, mostly negative and unfair, of sex used in the media. This generally covers magazines and television and the advertisements in print and billboards. We find that one of the most terrible reactions to sex being used in the media is ignorance. Therefore, it is our goal to present you with some information in a new perspective. Our goal is if reached, in the course of reviewing our research, a reader understands what really going on. Any resident in the consumer world has all of the pieces to the puzzle of sex exploitation and degradation in his or her head. Please continue and keep an open mind.
Thank you.

Introduction

By: Brad Negulescu

In the Merriam-Webster Dictionary sex is defined as “the sum of the structural, functional, and behavioral characteristics of living things that are involved in reproduction by two interacting parents and that distinguish males and females”(Webster). So why is sex such a big deal? In our world today sex is everywhere. It’s at schools, homes, on television, on billboards and even in our newspapers. We cannot seem to get away from it. The media seems to have an obsession for using sexual content to get its point across. But what is that point the media is trying to convey? Are they trying to sell a product by using sex, or are they trying to sell sex itself? What effect is that having on the youth of America today? Another argument that arises is one of America and its fear of sex. It is of many peoples opinion that Americans are too naïve and too close-minded to really understand the sexuality that is rapidly becoming mainstream to American culture. In many European countries, nudity on primetime television is normal for night time programming, but yet that would never be permitted on American TV. These are some questions that many people would like to have answered. But nobody knows for sure if sex in the media is having a direct effect on people, three out of four teenagers say the fact that “TV shows and movies make it seem normal for teenagers to have sex” is on reason that teenagers have sex. Many parents across the country are very alarmed at these statistics (Peterson). The American Psychological Association estimates that teenagers are exposed to 14,000 sexual references and innuendoes per year on television (Kunkel).

However, sex is not just on television, it is on all media outlets. It seems that everywhere you look you are seeing some type of sexual reference, whether it be a giant billboard on your way to work or a cigarette ad on the back of a magazine. What does this mean to us as a country? Is sex in the media a good thing? Or is it something that the majority of Americans would be like to see stopped? Our newsletter will talk about the issues of sex in the media, by specifically focusing on the role that sex plays in television, advertising, and print media. We will try to answer these question and many more as we look into this very important issue that is facing people both young and old in America today.

Sex on Television

By: Joel Niekamp & Anthony Nero

When you’re watching television in the primetime hour it’s there. You find nothing that interests you on the first channel, so you go to the next and there it is again. Hopefully now, you may have some idea what I am hinting at and that’s’ sex. It is everywhere, not just on primetime hours, but throughout the entire television world.

With a lot of sexual content being in television throughout the day, we have to wonder how much television people are watching. The average person spends near, or over, 200 minutes a day. That is over four hours. With a person watching that much television, you have to wonder what is on television at that time and what your children are watching also, and I bet a major part is some show dealing with sex or at least mentioning the word. Three out of four teens say that television shows and movies make



it seems normal to have sex. Teens are learning more about sex from television where it is portraying the wrong ideas of sex. Children should learn about sex from their parents and not some show they see on television. However that is not always the case. Half of teenagers learn about contraceptives, pregnancy and birth control from television and movies that they have seen. In 1999-2000 the sexual content rose to 68% from what it was previously at in 1997-1998 at 56%. Sex is everywhere on television and we can't always get by it, but it gets viewers attention and it works. So if it works use it.

Sex continues to grow throughout society and with it being in television shows it seems like it doesn't bother anyone since it's so natural. Viewers continue to turn to the TV from 8-11 every night to see someone mention the word sex or even engage in the act. Reality television shows are becoming more part of this. Survivor, Big Brother, The



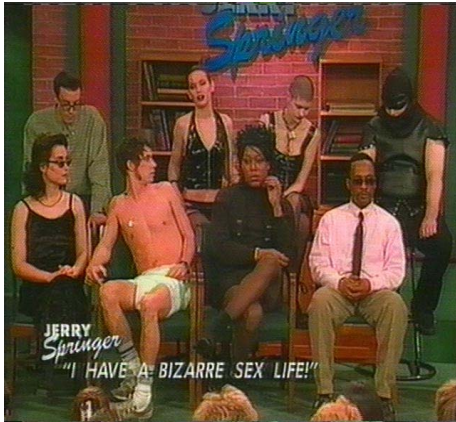
Real World, The Bachelor, The Bachelorette, and etc. all have had some type of sexual content in them and that's what keeps everyone interested to keep watching. At first people were watching to see who would win the big prize money or who he/she would pick to marry them, but now it is who will they sleep with next.

Sitcoms seem to start on the same concept of sex, which character hooks up with someone and how many times, and son on. The sitcom Friends is big examples of this, but also there are many others as well. People enjoy sex on television it grabs the



viewers' attention and the television companies work off that for more ratings.

Sitcoms and reality television are not only sex producers though. Who could forget about the Jerry Springer and all the other talk shows? If you turn on the show, "Jerry Springer," the chance of there being some trashy woman or even a stripper is pretty good. Sex is treated like your common everyday thing. It is so exploited on there,



that when there isn't a stripper dancing around and kissing her brother, people find it weird. It is so weird, in fact, that people stopped watching the show when Jerry was forced to go soft. The show lost a whole point in the ratings, which resulted in a lot of viewers stopping to watch the show, simply because of the lack of sex on the show. Jerry Springer isn't the only show, though; he is probably

just most popular. Others include Jenny Jones and Ricki Lake, because they both do the same thing that Jerry is doing on his show. They are both using sex to get people to watch this kind of thing. They know it will attract the viewers to watch this kind of thing.



Another show is Talk Sex with Sue Johnson. This show features a really old woman talking about sex with people who call in with questions about their sex life. They talk about every dirty thing imaginable. Who would want to listen to an old woman talk this stuff? Apparently a lot of people want to hear this, because the show is pretty popular. Everyone wants to hear other people's sex stories and sexual experiences. The show is kind of like the show that used to be on MTV called, Love Line. It has the same idea, but instead of having Dr. Phil and Adam Corolla, you have an old woman. Love Line was also a very popular show from the results of its content.

So, in conclusion sex on television is a growing market. Who knows how long we go before nudity is actually allowed on basic cable after some hour of the night. My prediction is the sex on television will keep increasing due to its success rate. It is a sure fore way for success. That's why every channel you turn on has something related to sex on it. It is everywhere channel you turn to on television today.

Sex in Advertising

By: Daniel Nieves

In today's world there is some form of advertising everywhere you look. Advertising is everywhere-everywhere from our jobs to our homes, from our daily entertainment to our rush hour traffic. One of the most effective forms of advertising techniques is sex. Anyone who has ever watched television or read a magazine has seen some form of sex in advertising. Sex is often used to advertise such products as designer clothing, hair products, and alcohol. Over the years, sex has been utilized to the point that it has become an advertising norm in our society. Of all the different forms of ads, advertising over the internet, advertising on television, and print advertisements are among the most significant. With the millions of ads seen in everyday life, and the constant use of sex as the attention-grabber, it is certain that everyone will be exposed to some type of sex-appeal advertisement. Because of this hyper-exposure to sex-appeal advertisements, people need to be made aware of what advertisers are doing in order to influence our thoughts and behaviors as consumers.

First of all, there are different types of print advertisements. There are billboard ads that thousands of people see everyday on their daily commute to and/or from work. There are also advertisements on the side of public transportation buses, taxis, etc. You may have seen sex being used on billboards along the highway. These examples include the perfume ads where women are presented in a very sexual manner and are the focal point, like Polo, or the boxer ads where the man is wearing nothing but the boxers with the brand name being advertised. In my opinion, the most common and effective form of print advertisement is through magazines. Magazines are full of ads, many of which are either designer clothing and/or alcohol. Designer clothing ads often have professional models that are displayed in a way that has nothing to do with the product and often times the models are wearing very little clothing. Tommy Hilfiger, Polo, Calvin Klein and Abercrombie are some of the most popular designer clothing brands that are frequently advertised in magazines. They are also very slender and have perfect bodies to complement their beautiful faces. Regular or: average" people are few and far between.

All of the photos used in the ads are “touched up” by computers post photo shoot and the model is often wearing a substantial amount of make-up during the photo shoot. These techniques make the models more sexually appealing, thus adding to the amount of sexual content in them that attracts consumers to buy their products.

Second, the most recent form of advertising to hit the mass market is advertising over the internet. Internet advertising includes pop-up ads, banners and spam. These ads promote anything from casinos on the internet to travel sites. Banners are used the most often as online. The banners used are very eye-catching and are aimed to convince the consumer to click on the banner. Banners often have pictures of celebrities or attractive models that lure the consumers into clicking on it. The banner links the consumer to the website attached to the banner in hopes of having the consumer stay and browse the website. The same is also true for pop-up ads. Pop-ups are the same as banners, only they appear in the middle of the website so that it forces one to at least look at it in order to even get rid of it. The pop-ups are made to attract, or sometimes, trick the targeted people to click on the pop-ups by being very flashy or by having some sort of a catchy text on it. Spam mail is an e-mail you receive that is only used to advertise a product or website. Many of the ads use sex by having a picture of a beautiful woman and a fake profile. Next to the profile is a line like “Hey wanna chat” which is intended to trick people into clicking on the empty text bar which suddenly links them to a site. All of these use sex in a similar way, by either having pictures or by having seductive text. Last, and the most effective form of advertising, are TV ads. Every TV show has a number of sponsors, all of which have commercials that they play on numerous occasions throughout the show. All of the commercials are grouped together in what is known as a commercial break. Many of the ads use sex to make their ad stand out from the rest. An example of this is the Herbal Essence commercial with the woman showering and being sexually aroused by the shampoo. Another may be the Victoria’s Secret ads where models appear in only lingerie and almost seem to give false hope that if women wear this, they will be equally beautiful. Alcohol ads use sex much of the time to appeal to males who usually are the ones drinking the beer. Coors has the popular commercials that feature attractive twins who seem to be rather popular among males.



The ads have a number of attractive women partying and everyone having a great time while drinking the featured beer. The ads tend to portray a bachelor party-like atmosphere every time the consumer drinks their beer. This appeal to the target audience, which are 18-34 year old males that watch sports and dream of beautiful women. The beer industry is a billion-dollar industry that spends millions on advertising a year, and sometimes millions for a single ad. During the Super-Bowl, each thirty-second ad costs seven million dollars and brands like Budweiser have ads every commercial break. Many of the ads use sex as their attention-grabber which seems to be working. So sex in alcohol advertisements seems to go hand in hand.

Advertising plays a large part in our everyday lives. It is seen in print, on the internet and on our television sets. Sex is often used in them to make the ad more appealing and stand out. Sex is an attention-getter that works to sell products and create interest or curiosity. Sex is used to advertise almost anything in today's world and has become a norm by society's standards.

Sex in Print

By: Alison Nieman & Lindsay Nicholson

The purpose of advertising is to convince people that products are of use to them in one way or another. If people agree, they will buy them. For many products it is possible to find (or invent) a sexual connection. This helps companies sell millions of products each year. They target men and women by featuring sexy young models with a beautiful face and a flawless body. This influences the public that if they buy the product being advertised, they can also look like the man or woman in the advertisement.

Quite provocative and controversial strings of advertisements run by Candie's. Each features Alyssa Milano (model & actress) and Nick Lachey (98 degrees).



The Candie's ads obviously have a strong use of sex in their advertising. This basically shows the viewers that's using their perfume or the other products can get you sex. Obviously, this doesn't happen for everyone and perfume, cologne, or jeans alone are pretty weak to base a sexual relationship on (so are most other things). The commercials and magazine print advertisement, however, obviously get attention. Even the controversy counts as attention.

Men are most often the target of these sexy ads. It is easy to get their attention by showing a sexy woman. Some of these advertisements include the Calvin Klein ads that feature a scantily clad girl who looks no older than fourteen years old, or many beer and liquor ads



that show a beautiful woman drinking the product and implying that if you drink the featured product, than you can date a woman who looks like that. Advertising can show the woman and sell the product, than you can date a woman who looks like that.

Advertising can show the woman and sell the product on the basis of "women want this [product] in a man. Get product, get the women." It is playing on his instinctive rather than intellectual

view of the world.

To sell to a woman, advertising relies on that modern idea about how men and women relate -- romance. Romance fits into the woman's intellectual view of relationships since its major element, courtship, the process by which men and women select mates, is the discovery of how the male does or does not satisfy her societal criteria for a suitable sexual partner. Rarely does the romantic appeal contain the blatant sexual messages that appear in ads aimed at men since such messages would counter the intellectual view. Although an ad may use a man's body as an attention getting device, he is usually shown in a romantic nature than sexual context.



Recently in sex in print advertising in our culture, we have been bombarded by

the Got Milk? advertisement. Give on of today's hottest, sexiest stars a glass of milk and a milk moustache and you have one of the most successful ad campaigns of our time. These ads have been running for several years and are still impacting people today. The idea behind this wildly popular campaign is good-looking people drink milk and it helps to make their body look good, so milk could help average people to look good as well. This has also become one of the most recognizable ad campaigns in history.

Sex is everywhere in print advertising especially in magazines today you'll see



a full cigarette, alcohol, clothing and food ads that carry a subliminal message related to sex that encourages people to buy their product. These subliminal messages can be hidden anywhere. One example of a technique used by advertisers is to hide the hands of the models in the ad.

Subconsciously, this will cause viewers of the ad to wonder where the models hands are and leave the answer up to their own imagination. These hidden messages are even found in advertisements for children's toys, dog food and every other imaginable product. Sex in advertising seems

impossible to escape from in this day and age.

"What will the world's most beautiful women be wearing this year?" and features Cindy Crawford, with a bed-head look sporting a little black backless dress. The main feature is Baked Lays crumbs and pieces all over the front of her dress and a little piece sticking out of the corner of her mouth. On the bottom, "Baked Lay's KC Masterpiece Flavor" and in the bottom right corner a picture of the bag of chips and "Nobody can eat just one!" This advertisement displays, first of all, Cindy Crawford, obviously a famous model and it suggests a number of things. Since she is presumed to eat Baked Lays, men may find Baked Lays desirable because she acts as an endorser. Women on the other hand, may think that since they are "low fat" potato chips (as can be seen on the bag) and since the supermodel is "wearing" them, it must not make you gain weight and therefore it must be okay to eat them. We know, however, that these low fat chips still have fat and

aren't exactly nutritious. Therefore, this presents a false message. It is not all that probable that someone will see Cindy Crawford with potato chips and buy them strictly for that reason, but it is plausible. In this case, the use of sexual overtones is more to get one's attention than to actually sell the product.

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