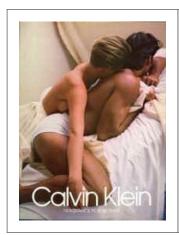
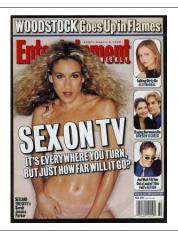
Sexual Messages in Advertising and Other Media









KEY QUOTE: "Sexual content in mass media has been around as long as mass media itself," Arizona State professor Mary-Lou Galician, a researcher, author and media literacy advocate says. "The difference is the proliferation of it. We live in a 24/7 media world now. Take, as an example, the exploitation of Britney Spears, who is literally pulling off her clothes during her performances. Her real talent lies in being an objectified image. And it is an image, by extension, of our country around the world."

Source: http://www.eastvalleytribune.com/index.php?sty=51589

INTRODUCTION

Now here is a topic that many educators may not feel comfortable addressing in the classroom. But the expression "sex sells," is certainly one that many advertisers believe in. Many state's health teaching standards include: "Analyze the influence of personal beliefs, culture, media, technology and other factors on health." Many will agree that messages about sex found in the media certainly communicate and educate to audiences. But what are students understanding? Is the message always correct? And is anything important left out of the message?

Educators and students should review media literacy <u>"coreconcepts"</u> as well as these <u>critical thinking questions</u> before proceeding.

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Study Confirms Movies with Sex Scenes Influence
Teen Behavior
  Girls as young as 6 want to be 'sexy,' study says
  Sexual Content Proliferates
Teens learning about sex through magazines, not
parents: study
  Why Sex Sells
  Study: Sexualized portrayals of females are norm
  What Media Teaches Kids About Sexual Health (May
2011)
  PTC criticizes heavy sexual content on TV
                                                       Young people not greatly affected by sexually explicit media: study
 Media: one of the leading sex educators in the
                                                       Sex in movies pushes kids to have sex earlier
                                                     <u>Magazine trends study finds increase in advertisements using sex</u>
TV Shows Spur Earlier Sex For Kids
                                                     Sexy songs have detrimental effect on kids
Lolita at 5
                                                       UB study finds media sexualization of women outranks men
Too Sexy, Too Soon (Family Circle)
                                                       Hollywood over-sexualizing teen girls: report
Editorial: Sex, sex and more sex. Got your
                                                     Influence of New Media on Adolescent Sexual Health: Evidence and Opportunities
attention?
                                                     Study Reveals New Data on Screen Sexiness (April 2011)
PTC bashes TV's use of sex (Aug 2008)
                                                     <u>Sexualised Teen Girls: Tinseltown's New Target</u> (PTC Study, Dec. 2010)
What's Missing About Teen Pregnancy in TV,
                                                      Study: exposure to sexual content not to blame for teen sex rates
Films? (Newsweek)
                                                       Study shows sex sells, sometimes
Little Girls Gone Wild -Marketing to little kids
                                                     Sex images in media harming kids' mental health
(Salon)
                                                     New Research Shows Sex in Movies Doesn't Lead to Box-Office Success
Patron Slapped by Industry Group for Sexy Ad
                                                     Children Who View Adult-targeted TV May Become Sexually Active ...
Imagery
                                                       TV, Low Self-Esteem, and Family Problems Lead to Early "Sexual Debut"/ study
Sex Doesn't Always Sell
                                                     abstract
<u>Goodbye to Girlhood</u> (Wash Post series)
                                                     Sex on TV Increases Teen Pregnancy, Says Report/Study links teen pregnancy to sexy
Sexy media images linked to problems in girls
                                                     TV shows /
Girls gone wild: what are celebs teaching kids?
                                                       TV habits, risk of pregnancy linked
Tuned in
                                                     Effects of a Peer-Led Media Literacy Curriculum on Adolescents' Knowledge and
  Sexy, sassy, still in primary school
                                                     Attitudes Toward Sexual Behavior
When ads say bad things to little girls
                                                     and Media Portravals of Sex
Listen: Jean Kilbourne how Big Media sexualizes
                                                     Study: Profit Motive Behind Sexualization of Tween Girls
                                                     Sexualization of Girls Is Linked to Common Mental Health Problems in Girls and
So Sexy So Soon
                                                     Women-Eating Disorders
Listen: NPR: Media, Sex and Talking to Tweens
                                                     Sex in ads (apparently) doesn't sell (to women)
  Teens Call Hyper-Sexualized Media Images
                                                     "Sexy Media Matter: Exposure to Sexual Content in Music, Movies, Television, and
"Normal"
                                                     Magazines Predicts Black and White Adolescents' Sexual Behavior,"
  Call to ban jeans ads (Australia)
                                                     Movies 'condoning sex and drugs'
  Celebrities make pregnancy glamorous
                                                     <u>Violence and Sex in Television Programs Do Not Sell Products in Advertisements</u>
 Fashion industry using sex to sell ad nauseam
                                                     Impact of the media on adolescent sexual attitudes and behaviors
Explicit media can lead to permissive attitudes about sex (study)
  What's a mom to do?
                                                     Verbal sexual content on TV more powerful than visual images (study)
Articles: Sex on TV Study (news stories; link to
                                                     Teens overexposed to media sex
research below)
                                                     Linking Exposure to Outcomes: Early Adolescents' Consumption of Sexual
 Are teens overexposed?
                                                     Content in Six Media (Mar.2005)
PR/study: <u>Sex in ads improves men's purchase</u>
                                                     Teens, Sex & The Media
                                                     Teenagers and the Media: A Media Analysis of Sexual Content on Television
Article/study: Sex on TV 'wildly unrealistic'
                                                      Professor studies sexuality and social messages
  Article/study: Overexposed: teens, sex & mass
                                                        Can the mass media be healthy sex educators?
                                                     Kaiser Research: Sex in TV 4 (2005); Sex on TV 3 (2003); Teens, Sex &
  Environmentalists sexy ad outrages women In
                                                     TV (2002):
Mexico
                                                     Sex on TV 2 (2001) News Graphic
  New Dolce & Gabbana racy ads controversy
                                                     Research (Mediascope) Teens, Sex & The Media
  Selling Sex to Kids
                                                     Calvin Klein ads (warning: some may find material here objectionable)
  Sexy Jeans Ad Rejected by Magazine & Times Square
                                                     YSL ad and website
  Critics: 'That's Too Hot' of Sexy Carl's Jr. Ad
                                                     Sexism and sexuality in advertising
  Is childhood becoming oversexed?
  <u>Just the Facts of Life: porn in the digital age</u>
Lesson plan: Social Influences (grade 7)
Lesson plan: Sex in Advertising (grade 11-12)
  Parents' Dilemma: Keeping Kids from Sex on TV
  Magazines Upping The Cleavage Quotient To Boost
Sales
  The disappearing tween years
  Sex In Advertising
  Sex in Advertising (A History)
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Website essays: Take if off: Sex in Advertising

Curriculum: Youth Talk Back: Sex, Sexuality & Media Literacy; Teacher Guide

Downloadable book with activities/resources: <u>Media, Sex and Health: A</u>

<u>Community Guide for Professionals and Parents</u>

Lesson Plan: Reality? TV: What is the media using sex to sell you?

Website/resource: <u>SexInAdvertising.com</u>

Website/resource: MediaRelate: Understanding Media Images of Love, Sex &

Relationships/<u>MediaRelate</u>: teaching resources

Website/resource: <u>Teen Aware: Sex, Media & You</u> Student handout: <u>Sex, Violence and Advertising</u>

<u>Sexualized Images in Advertising</u>

There can be no denying that "sex sells." This article explores how advertisements in mainstream magazines have increasingly relied on the explicit sexualization of both men and women to sell products.

Recommended texts/videos:

