

The Deconstruction of Women Image Through Advertising

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<p>Keywords: Advertising Communication Process Advertising Content Objectification of Woman</p> <p>Received 20 November 2019 Revised 10 February 2020 Accepted 15 February 2020</p> <p>Article Classification: Research Article</p>	<p>Purpose – In our daily lives, we are faced with millions of products/services that are waiting to be consumed and ads are trying to govern individuals' perception by using themes such as luxury, fantasy, beauty, attraction, entertainment and irritation. The goal of this study is to focus on advertising communication process through advertisement content creation as an effective tool. It is also necessary to draw attention to the importance of advertising content subjects and to argue how women are trivialized, underrepresented and objectified in advertising.</p> <p>Design/methodology/approach – This study is constructed through a qualitative analysis which uses convenient sampling method. The purpose of the study is to underline and advance theory, research and practice regarding the image of women as incompetent, useless, sexual objects and likened to a meta in advertisements from different sectors.</p> <p>Findings – It has been recognized through literature that various images in advertising has more impact power rather than the rest of the images. The portrayal of women in advertising has been believed to be the one of the most powerful images which is mostly used as an object- for increasing effectiveness, awareness, recall power and sales rate of the products. Specifically, findings have concluded that most of the advertisements purposely promote objectification of women to preclude their individual advancement in the society.</p> <p>Discussion – Objectification is an ethical concern that needs to be sensitively criticized and debated about "how the women should be portrayed?". Specifically, advertising industry should consider effectively reproducing the image of 'women' according to society's values and should not to represent their image in negative formats.</p>

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