**REPRESENTATION: IMPLICATIONS**

**GENERAL IDEAS:**

* Advertising and the media are creating a cultural climate where women are seen as things or objects – less than human.
* Creating a climate of violence and abuse as men see women as possessions
* Low self-esteem or career aspirations
* Conflicting messages – be powerful and intelligent BUT be beautiful and sexy
* Eating disorders and dissatisfaction with body image due to living up to impossible ideals. (photoshop, airbrushing, plastic surgery)
* Young girls are increasingly hyper-sexualised 🡪 increase in teen pregnancy
* Women feel as though they need to conform to these expectations to gain acceptance in society.

**PROFESSIONAL QUOTES:**

Jean Kilbourne – American academic expert conducting research on the impact of media advertising on women since the 1960’s. Published a volume of work called ‘Killing us Softly’.

* “the primary purpose of the media is to sell products…but it also sells a great deal more. It sells values, it sells images…to a great extent it tells us who we are and who we should be”
* “failure is inevitable because the ideal is based on absolute flawlessness”
* “Women’s bodies continued to be dismembered in advertising…not only is she a thing but just one part of a thing. Most often the focus is on the breasts or buttocks”
* “the media images which surround us tell us that in order to be acceptable we need to be painfully and unnaturally thin”
* “In general teenagers are hyper-sexualised in our culture”
* “Advertising is one powerful force that keeps us trapped in very rigid roles and in very crippling definitions of femininity and masculinity”

**RESPONSE STARTER:**

The representation of New Zealand female youth as sex symbols is impacting negatively on young women in our society. It has far reaching and increasingly destructive implications for this group and society as a whole……