

# Manifestations of sexism in advertising

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**Abstract** – *In the report of a comparative analysis advertising of various commercial goods which demonstrated gender discrimination from past for today.*

**Keywords** – *sexism, advertising, gender discrimination, the psychology of advertising, control of advertising.*

## I. Introduction

**Gender discrimination and sexism** - this is discrimination which based on sex.

Unlike other forms of discrimination (eg, racism), sexism is using more subtle methods of cultural influence: the formation of stereotypes proper social behavior, methods of education, indoctrination consciousness through language and cultural images, including suggested in the media.

Synonymous discrimination - "suppression." Thus, the mechanisms of suppression of reproduction in human activities include three steps:

- 1) the apparent suppression (manifestations of sexism in the external evaluation of behavior and human activities);
- 2) the internal suppression (a manifestation of sexist behavior and self-assessment activities);
- 3) a person as the subject of the suppression of (a manifestation of sexism in relation to other people).

There are a lot of problems in society because advertising sexism becomes the basis of society stereotypes about what a "real woman", "real people", "female logic", "male friendship", "maternal instinct", etc. It is easy to see that women are represented as sexy, sensual, passive, concentrated on family or household in advertising. While men, by contrast, are represented as aggressive, domineering, physically strong, focused on work and career, busy financial solvency.

The consequences of this can be very sad: violence, sexual harassment at work, humiliation, control and self-restraint in all spheres of life, both professional and personal.

We determine two main aspects displaying of sexism that attracted the attention :

◆ The first - is the general use of gender stereotypes in the distribution of social roles. In summary, it looks like this. Male - the breadwinners of the family and / or machos. The women - a housewives and / or sexual objects.

◆ The second - is that image of a nude woman is used by advertising so hyperbole the the importance of sexual function body.

## II. Bulk

**Sexism** often takes the form of a hint of sex in such a manner, which has no direct connection with the context of product being advertised, as well as elements dominance or subordination of the image of the individual as a sexual object.

The laws discovered by Freud a century ago, it is hard to deny. We can not recognize of subconscious, but this will not change anything. Therefore, in textbooks of psychology of advertising is phrase admit that the use of "Basic Instinct" - the most important condition for the effectively of advertising for adults.

The influence of advertising most felt by young people, as it does not oppose itself tends environment. According to psychologists consequences can be very sad: violence, sexual harassment, humiliation.

International regulation appears to influence the advertising process coordination and harmonization with international NGOs. The most famous of these are: the International Chamber of Commerce , the International Association of Advertising Agencies , International Union of Advertisers Associations , International Association of Public - Relations , International Union Fair , European Association of direct advertising and so on

## III. Control of advertising

Particular importance because of their widespread is outdoor advertising ( billboards , shop windows, city lights , etc.). Thus in this type of advertising used by famous aphorisms , stable association thus refer to known knowledge and gender stereotypes , ie manipulate content and consciousness.

We believe that free and unrestricted imposition of images and behaviors society through advertising , which often happens at a subconscious level, it isn't a manifestation of the country's democracy and violates the human right of free choice, self-determination and identity.

The U.S.A created a special organization of self-regulation - National Board Observer Advertising. This organization has been developed recommendations on issues of discrimination against women in advertising and negative and stereotypical images.

The France was the first country which was against sexism in advertising by law. In March 1983 , the French government approved the statutory provisions on combating gender discrimination in the media, public speeches , and advertising , in cases of sexism defendant received a prison term of one year and had to pay fine (44 thousand dollars). The most advanced discussion about sexism in advertising in the present - the old Member States, while countries - new EU member states, despite the existence of codes, there is a small number of complaints (UK - in 2006 - 1650 complaints, Belgium - 33, Czech Republic - 4 France - 89, Germany - 201, Hungary - 3 Poland - 1 Italy - 0 Romania - 0) [1]. This may indicate that the process of self-regulation works, but mostly it is an indicator of poor attention from the public on these issues.

In Norway advertisement that is contrary to the principles of gender equality , prohibited by Article 1 of the Law "About the marketing ."

In Sweden in 2008 the government rejected proposals to adopt law against sexist advertising ( "men or women" ) because it isn't freedom of speech . Thus, paying attention to the fact that advertising should be regulated within the industry.

In the UK, anyone can send to the Advertising Standards Service your complaint on a particular advertisement. Service carefully consider these messages and if necessary intervene in the situation.

At EU level , there are several documents European Commission and European Parliament, containing provisions against discrimination and gender stereotypes in advertising, in particular resolution 1997 European discrimination against women in advertising.

Information space clogs different advertising garbage , so it is time to think about ecology of our consciousness.

NGOs try to influence this process - for certain promotional offers sent an inquiry to the National Expert Commission on Public Ethics. And as a result, received the first report. With reference to the Law of Ukraine "On Protection on Public Morality," "On Advertising", "On Equal Rights and Opportunities" "... promotional product is deemed to neglect the rules of propriety, violates ethical standards and discriminates against women on the grounds of sex."

In 2006-2008, Ukraine held social and educational events under the slogan "Stop sexism ! ". Launched Lviv Scientific Research Center "Woman and Society" , the event involved meeting with students , journalists, NGO activists , government officials and concerned citizens for open and sharp public debate about the mechanisms and consequences of Ukrainian sexism in advertising. The effect of the action on the minds of the participants can be compared with inoculation by which a person is made immune to the mechanisms with which the advertising industry seeks to manipulate our choice (what to buy or who to be ) our consciousness and subconscious, our lives and relationships , driving all diversity of human personality under artificially constructed "ideal images" of man and woman .As for the legal regulation of discrimination articles in the media and advertising in Ukraine , in Article 3 of the Law of Ukraine "On Ensuring Equal Rights and Opportunities for Women and Men" (January 1, 2006. ), Among the main directions in public policy states protect society from information aimed at discrimination based on sex. Article 8 of the Law "On Advertising" says: " The advertisement is prohibited contain statements which are discriminatory for social and property status, race and ethnicity , gender , education, language , attitude to religion , type and nature of occupation, place of residence with other circumstances, or which discredit the products of others. " It should be noted that the analysis of the Law of Ukraine "About Advertising " has shown that in this article there is no law , no rules wich ban use advertisment with gender stereotypes and sexism. Corporate regulation.

Implemented promotional united government organization in the state.

This Union of Advertisers Ukraine , Association of AdveAdvertising " Ukrreklama " Ukrainian Advertising Coalition, Association of Outdoor Advertising of Ukraine and many others.

For example, among the main tasks of the Union of AdveAdvertisers Ukraine stated aesthetic education .

Public regulation. Active in various organizations and foundations this status, including political parties : National Union of Journalists of Ukraine, National Union of Designers of Ukraine, the National Union of Writers of Ukraine and others. Their influence is manifested through direct participation, public speaking, publishing, the media, sending open letters , etc.

Professional Regulation . Provides for the account of legislation and acts of managers and specialist agencies / companies and preparation of its rules "business game". For example:Among the main objectives of the specific regulation of promotional activities indicated next goal - to ensure that the content and form of advertising requirements of government regulation and moral- ethical and mental standards of society.

Consumer regulation. Displayed in the work of national organizations in this field, in particular, Ukrainian Association of Consumers and its regional associations, and, in general, is to expertise, consulting, education, legal aid.

## Conclusion

The problem of sexism has been described in this report. Also gender discrimination has been considered as like that advertising promotes understanding of deformation of the role of men and women in life. The problem is that repression has been replaced by exploitation. Sex in ads is inherently exploitative ; it seeks to arouse us in order to sell us thing, to press our sexuality into the service of the consumer culture.

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