

So You Think Sexism is on the Decline? Think Again ...

Each year, the University of Michigan's Sexual Assault Prevention and Awareness Center (SAPAC) holds a Sexism in Advertising Contest. The purpose of the contest is to challenge consumers to recognize and analyze the images of women that are presented in the media on a daily basis. Since the 60s, supporters of the women's movement have been working to assure equality between women and men, but there is still much more work to be done. One area in society where women are still not considered equal to their male counterparts is advertising. The images that we see in advertisements on a daily basis reinforce the notion that women should conform to narrow concepts of beauty and societal roles.

SAPAC's Definition of Sexism in Advertising Includes:

Focusing on a limited standard of beauty.

Models are young, white, thin, and airbrushed. When women who do not fit this stereotype choose to be models, their differences are often eroticized or ridiculed by the ad.

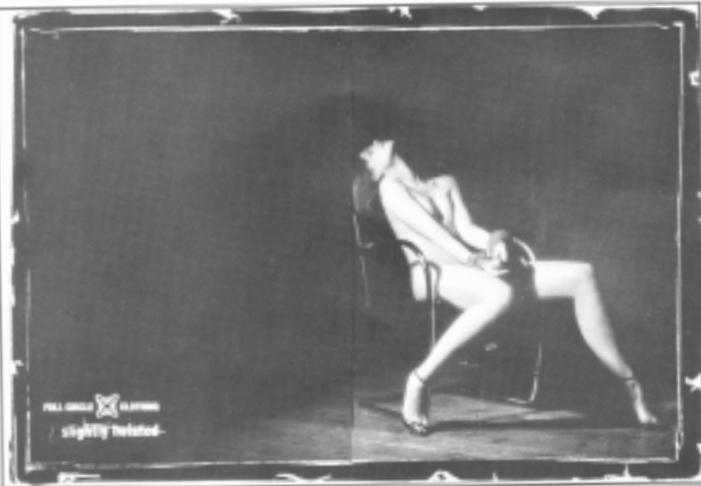
Stereotypical displays of women.

Advertisements often portray women as weak or subordinate or use body parts to sell products. This reflects the view that women are objects to be possessed or to be used as props.

Displaying violence against women and children.

Using slogans and pictures of women being physically attacked glorifies the violence used against women everyday. Some advertisements subtly condone violence against children by using sexualized images of minors.

This Year's Losers



Full Circle Clothing
slightly twisted



The most votes for this year's most sexist ad went to **Full Circle Clothing**. This ad was chosen because the woman in the ad is portrayed as being forcibly submissive in a highly eroticized manner. It makes you wonder why they would choose to use a naked woman in bondage to sell clothing.



bebe



The first runner-up, **bebe**, was selected because it portrays a woman peering suggestively out of a cage, implying that she enjoys her captivity.



Advent

Advent! ... It's the difference between real and ... unreal!



Advent was this year's second runner-up because it compares the "reality" of a scantily-clad, chained-up woman to the "unreality" of the clarity of the speakers. (What reality are the Advent advertisers living in?)

What can you do to stop sexism in advertising?

Speak Out. Write to the magazines that print sexist images of women in their advertisements to express your disgust.



Head & Shoulders
cleans hair beautifully.

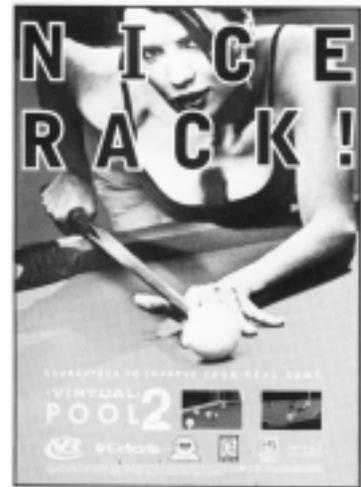


Educate. Learn more about the ways our culture perpetuates violence against women and other oppressed people. Then share this information with your friends, family, co-workers, and professors. Spread the word about the damage done when women are exploited in this way.



Joop!

Boycott. Do not purchase the magazines which run sexist ads or promote the general power of men to subordinate women and boycott the products and companies that oppress women.



Virtual Pool 2
Nice Rack!

Addresses of the losing advertisers:

- Advent Software, Inc:** 301 Brannon Street, San Francisco, CA 94107
- Bebe:** 350 Valley Drive, Brisbane, CA 94005
- Celeri's (Virtual Pool 2):** 9638 Topanga Canyon Place #13, Chatsworth, CA 91311
- Full Circle Clothing:** Unfortunately, we are unable to find this address.
- Joop! GMBH:** Harvesterhuder WEG 22, 20149 Hamburg, Germany
- Procter and Gamble (Head & Shoulders):** P.O. Box 599, Cincinnati, OH 45201

For more information or resources, contact the SAPAC office at:

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