

In this presentation I will discuss how advertisements that use images and visual text in their ads are able to draw attention of the gaze in the man or the woman and how they are drawn to it, and what possesses them to feel the need to have what is being advertised. A lot of advertisements are focused around how man and/or women are supposed to look in order to be accepted by society. The American Culture has created a big social construct that dictates the gender roles that the man or woman is supposed to play.

From a very young age men were taught that they must fit into this super hyper masculine stereotype gender role that they are supposed to play to fit in social construct that the America's society created. This society idea was brought over from European countries that they got from every early human evolution, where the man was supposed to be the hunter/provider of the family. In the society that we live in today men are still supposed to play a similar role, depending on their job they aren't so much killers anymore but are still considered to be more of the provider. They are meant to have a bigger/higher paying job than the women and make the rules of the house. Most adolescent boys growing played sports or were told that they have to play sports, such as football or baseball because they were a boy. Also while they were growing they were told they are supposed to be tough and aggressive they had to listen to sayings like "men" don't cry or "you need to man up", "stop whining be a man and grow up". Playing and exploring the childhood imagination was more for the girls and dads wanted their boys to be more "mature" and focus more on physical strength than their creative imagination. Parents and/or even Coach's have taught them how they are supposed to act. Most of the boys growing up had favorite sport plays or big role models that they looked up to. When teenagers boys or young males see the advertisements that are shown below, they will think back on what

they were told as a kid. They believe if they look like that they will be to complete this role they were too they have to play in order to be part of this society. They feel people will look up to them, respect or be intimidated by them, women will find them attractive or would want them. Most men believe this is what they need to be like. The text in the first image say "Milk for Real Man". The image directly targets younger men by using the male physique modern society has adopted to believe is most attractive and ideal. These impressionable youths see ads like this and subconsciously are drawn to the products; they may feel using it will help them to achieve this image of modern "masculinity" which they have been indoctrinated by current social norms to believe is their role as a man to adhere to. Throughout the years of adolescence, it's advertisements like these, actors on tv and in movies, and popular figures that portray this look of strength, independence, and perseverance which trains young men to think that achieving these attributes will make them more attractive and successful in terms of relationships, wealth, and happiness. It advertises building real lean muscle and fearlessness, for these traits are common in the older men, looked up to by boys and teenagers, who have already established success and dominance in today's society by displaying these qualities our culture deems admirable for the male gender. In the *Men's Workout* photo, the photographer positioned the model this way so that the phenomenon known as "the gaze" is created as a manner of making the beholder interacted with the photo. The gaze creates an interaction between the looker and the looked at which can cause the looked at to feel a sense of desire, either sexually or even in the sense of asexual desire. This image of the model may not invoke a sexual response from young straight men, but they see his masculinity objectified as a quality that they must too obtain in order to be dominant. In other words it makes you want look like him, so that you can be as powerful as he is portrayed.



Girls as well staring from a young age have also been taught how to act like a “lady.” Mothers may have said that they aren’t allow to burp or must keep their legs crossed when sitting. They have been taught to be more passive than aggressive because that is the role the “man” is supposed to play. They were meant to become the caretaker of a child and supposed to provide affection and nurture, while the men did the hard work. Women have been exposed to a variety of media that tell them how they need to look or act in order to be accepted in our society. A Lot of advertisement for woman is primary focused on their looks, like makeup or hair product. The images I have chosen are good examples and best fit the discussion. Advertisers use pictures like this, not just so little girls want to look like them when they’re older, but to also attract the attention of men to products that are considered mainly by using sexualized images of women turning them more into an object for the man. You may find them on beer or sports

car advertisements. Women have been made to seem like they need to be perfected in every physical way with good skin perfect proportions so they will be able to find a man. These make up advertisements that are supposedly meant to help women out with making them look better or healthier or more objectifying because they make women out to just be objects for the man and less of their own individual. In episode 2 of John Berger's "ways of seeing" he talks a lot of about how women view themselves and why they fall for these advertisements. He says that "men dream of women and women dream of being dreamed of". Advertisements like this reinforce the idea that woman have to focus solely on their looks for them to be accepted by men.





The American society has created these sexiest gender specific roles that are not need that originated far back from early evolution when the man hunted and the woman took care of the child, europeans continued this changing it a little and bringing it over here when they came, there is no longer a need for roles like this in this world, things are starting to change but men and women feel they still need to fill these rolls in order to be accepted and advertisements still continue to push this belief. All the advertisements that I showed you are good examples of how society makes these unrealistic expectations on what the norms of how men and women are supposed to be. Men and women both at very young ages have been held to believe this is what it means to be a real “man” or how to be a real “lady” and most people will live their lives

believing this to be the case. So, when one of them see advertisements like the ones shown above they will get caught up in the gaze of these images because of the they look up to them because they desire to look like the models shown in the images, because they believe that is how they need to look in order to be accepted, and the way that the models look back at the looker, give them the hope and the idea that is could be them.

Image 1) <https://s-media-cache-ak0.pinimg.com/originals/23/e0/33/23e033f3ce3f818d34d8740a339a0e34.jpg>

Image 2) http://justmediakits.com/images.mediakit/2/men_s_workout.1032.jpg

Image 3) <https://millar1005030.files.wordpress.com/2013/01/20130130-102710.jpg>

Image 4) <http://hle268.weebly.com/uploads/4/1/8/0/41805675/769145327.jpg>

John Berger Ways of Seeing episode 2) <https://www.youtube.com/watch?v=m1GI8mNU5Sg&t=53s>