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Supersize Me! Advertising and the “Midriffs.”

Article Review Critique 1

Summary

“Supersize Me! Advertising and the ‘Midriffs.’” by Rosalind Gill, is an article that examines the way women are seen in the media and “Midriff” advertising. In 1992 there was a shift in advertising with companies facing three challenges; sign fatigue, viewer skepticism, and feminist critiques (Gill, 2015). Advertisers' response to the last challenge was to incorporate the power/energy of feminism whilst domesticating it (Gill, 2015). The beginning of midriff advertising can be traced back to Madonna and her performances that included her baring her midriff and decorating it with a piercing, and this form of fashion (low rise pants, shirts showing off your midriff, whale tails, and belly-button piercings) being dominant (Gill, 2015). The way women were viewed in the media also changed during this time; from being passive objects to desiring sexual objects (Gill, 2015). A women's body was seen as the source of her capitol, and instead of being objectified they are now choosing to be objectified (Gill, 2015). All the advertising surrounding women were now viewed as her choice and not as seeking but as ready to please which is just re-sexualizing women in a new way (Gill, 2015). However, this type of advertising did not include everyone and left different women out (older, bigger, disabled, any women who did not meet the beauty criteria, and anybody who was of the LGBTQ+) (Gill, 2015). Midriff adverts were very successful in selling brands and still are today, but they also worked towards showing how a beautiful woman was made (makeup, workouts, etc.) (Gill, 2015). The external male-judging view was now gone and instead there is a self-policing narcissistic gaze that women see themselves and others through (women judging other women for not meeting beauty standards), thus giving another layer to female oppression (Gill, 2015). This article concludes with three things that need to happen to contest this view in media and

they are; finding a new and better way to represent women in the media (funny, feisty, sex-positive, and inclusive), rethink agencies and choices to reject dualisms, and to push for more diverse representations of gender and sexuality (Gill, 2015).

Critique

This article was written really well and gave great insight into how the media portrays women. I really enjoyed it for the transparency it gave with how the sexualizations of women can cause many issues that people might not see usually through their own eyes. A good example of this is towards the end of the article Gill is talking about a magazine that features a woman in just a bra trying to hail a cab and how in the streets of NY there is a very high possibility of this women getting sexually assaulted (Gill, 2015). This article also did a good job in talking about the representation of women in the media and how only those with “perfect” bodies were able to shown in advertising, while those who weren’t perfect (and who made up most of the population) sat in the shadows. This article did a great job at explaining the development of the ads created and how they made it look empowering for women when in reality it was a ploy to sell brands and further objectify females. Reading this article, we get to see how different the world is now despite it only being 5/6 years since this article was written; there's a lot more diversity in the media with social platforms rising the last few years, however, there is still a male's gaze in many ads. The information this article used as its sources worked well with the material, and gave a great understanding outside of the writer. Overall, this article was a great insight to the media and how advertising changed the way females were looked at.

Facebook Involvement, Objectified Body Consciousness, Body Shame, and Sexual Assertiveness in College Women and Men

Article Review 2

Summary

The article “Facebook Involvement, Objectified Body Consciousness, Body Shame, and Sexual Assertiveness in College Women and Men” is essentially about how objectified body consciousness can affect both men and women through adolescence, and the usage of social platforms and its outlying affects. It goes on to explain how the internet and its many platforms that grow bigger by the day are one of the main sources of sexualization (Manago et al, 2014). Facebook and other social medias can be linked as well to the objectified body consciousness of adolescent/young girls (Manago et al, 2014). We go on to read that the whole purpose of this study is to examine associations with Facebook and the objectified body consciousness (Manago et al, 2014). The article talks about how both men and women are vulnerable but their experiences during the study were very different, and how society gave them each their own sexual role (active sexual roles to men and passive, gatekeeping roles to women) (Manago et al, 2014). The article also went on to talk about how posting pictures of yourself correlated with self-worth (based on your appearance), and seeking validation from others (Manago et al, 2014). The reliance we have on technology is also established in our social lives, and the external perspective we get of ourselves through media (Manago et al, 2014). It also went on to talk about the effects poor body image has on psychological sexual health, as well as how regardless of gender anyone with a feeling of inadequacy about their body will always be self-conscious during sexual activities (Manago et al, 2014). This article also discusses the studies done and gives the statistics found (Manago et al, 2014). This paper finishes off with a discussion of all the things prior discussed, and their findings in the actual study done.

Critique

I found this article to be really interesting and it gave a great understanding of the topic. However, the article repeated a lot of what it was saying throughout the paragraphs and dragged the information out. It also used the word ‘objectified body consciousness’ a lot throughout the

paper. The information it gave had good research behind it and the study/statistics were very useful when reading (gave better understanding of the material), anyone who reads this can tell it's a well-prepared article and meets a lot of standards for studies done. In spite of that, I found the material very boring compared to some of the other articles we've looked at in this course, the paper seemed very dry with no emotion at all towards the facts given. This article was at first very good and gave new light to the occurrences that can happen on social media and its effects but then continued to use the same information repeatedly. In conclusion I really liked this article at first, it gave good material and shed some light on some new information that I have never heard of before; but then it began to repeat what was already said and was very lengthy, it also gave no concern for the material discussed.