

KILLING US SOFTLY 4 ADVERTISING'S IMAGE OF WOMEN

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(CREATOR FOR THE KILLING US SOFTLY FILM SERIES)

ABOUT KILBOURNE

- SHE PREVIOUSLY HAD A MODELLING CAREER
- SHE MADE 3 "KILLING US SOFTLY" MOVIES
- SHE NOTICED A PATTERN AMONG ADS & WHAT MESSAGES THEY SENT ABOUT WOMEN

HOW DO ADVERTISEMENTS AFFECT US?

- ADVERTISEMENT IS A "POWERFUL EDUCATION FORCE" AND THEY FOLLOW US EVERYWHERE WE GO
- TODAY THEY ARE MORE SOPHISTICATED AND INFLUENTIAL THAN BEFORE
- THE INFLUENCE OF ADVERTISEMENT IS PROCESSED SUBCONSCIOUSLY

WHAT ADVERTISEMENTS DO AND WHY?

- ADVERTISEMENTS CREATE A "TOXIC CULTURAL ENVIRONMENT"
- ↳ TO PROMOTE CONSUMERISM
- ↳ FOR THE SAKE OF PROFIT

WHAT ADVERTISEMENTS DO?

- "THEY TELL US WHO WE ARE AND WHO WE SHOULD BE"
- THEY CREATE AN "IMPOSSIBLE IDEAL" AS WELL AS A "WHITE IDEAL"
- POTRAY "BLACK WOMEN" IN LEOPARD PRINTS" AS THOUGH THEY ARE EXOTIC/WILD ANIMALS
- CREATE AN OBSESSION WITH CUTTING DOWN SIZES - "SIZE 0"
- EROTICIZE VIOLENCE
- SEXUALIZES LITTLE GIRLS
- WOMAN'S BODIES ARE OBJECTIFIED - JUSTIFYING VIOLENCE AGAINST WOMEN
- PORTRAY GROWN WOMEN ACTING "CHILDLIKE" "SILLY" "YOUNG"

- USE SEXUAL INNUENDOS TO PROMOTE FOOD
- LINKS PRODUCTS TO SEX
- CREATE PORNOGRAPHIC ADS
- DESENSITIZE JUST ABOUT EVERYBODY

MESSAGES YOUNG GIRLS + WOMEN LEARN

- "FLAWLESSNESS CANNOT BE ACHIEVED"
- SEX EDUCATION < SEXUALIZATION OF YOUNG
- SEXUAL OBJECTIFICATION IS REWARDED BY SOCIETY
- SEX & SEXUALITY ONLY BELONG TO THE YOUNG AND BEAUTIFUL
- VIRGINS + WHORES - GIRLS MUST EMBODY BOTH
- IF YOU ARE NOT CONVENTIONALLY BEAUTIFUL YOU WILL NOT BE ACCEPTED
- GIRLS LEARN EARLY ON THAT THEY ARE GOING TO BE JUDGED BY HOW THEY LOOK

IMPACTS ON YOUNG GIRLS, & WOMEN

- ABUSE IS THE RESULT OF OBJECTIFICATION
- DEPRESSION
- EATING DISORDERS
- SELF-ESTEEM IMPACTED
- BODY TYPES: "THIS IS GENETIC"
- & LESS THAN 5% OF AMERICAN WOMEN HAVE THE 'ACCEPTED' BODY TYPE
- ↳ "EPIDEMIC OF EATING DISORDERS"

	<ul style="list-style-type: none">- INCREASE IN COSMETIC PROCEDURES↳ 754% INCREASE IN NON-SURGICAL PROCEDURES↳ 114% IN ENHANCEMENTS
IMPACTS ON YOUNG BOYS, & MEN	<ul style="list-style-type: none">- THERE ARE NO CONSEQUENCES FOR MEN BEING OBJECTIFIED- MEN, MASCULINITY IS LINKED TO POWER & VIOLENCE- COMMUNICATION IS DISCOURAGED FOR MEN

SUMMARY

JEAN KILBOURNE NOTICED A PATTERN AMONG ADS & THE MESSAGES THEY SENT ABOUT WOMEN. ADVERTISEMENTS FOLLOW US EVERYWHERE WE GO, AND SUBCONSCIOUSLY INFLUENCE US. THEY CREATE A TOXIC CULTURAL ENVIRONMENT IN ORDER TO PROMOTE CONSUMERISM FOR THE SAKE OF MAKING PROFIT. THEY TELL US WHO WE SHOULD BE AND HOW WE SHOULD BEHAVE. WE ARE EXPECTED TO CONFORM TO IMPOSSIBLE IDEALS CREATED BY THEM. THEY OFTEN HAVE MORE OF A NEGATIVE IMPACT ON YOUNG GIRLS + WOMEN COMPARED TO YOUNG BOYS + MEN. HOWEVER, THEY TEND TO DESENSITIZE JUST ABOUT EVERYBODY.

THREE TALKING POINTS

- WHY DO ADVERTISEMENTS USE SEX TO SELL SO MANY OF THEIR PRODUCTS?
- ARE ADVERTISEMENTS RESPONSIBLE FOR SETTING "IDEALS/STANDARDS" OR DO THEY SIMPLY FOLLOW THEM?
- HOW CAN WE CHANGE THE MINDSET OF BUSINESSES & CO-OPERATIONS TO STOP PROMOTING HARMFUL STANDARDS?