

Does Media Play a Vital Role in the Objectification of Women As a Sex Symbol?

Author's Details:

⁽¹⁾**Farzan Ahmed**

Scholar, Greenwich University, Karachi, Pakistan. Email: farzan_ahmed@hotmail.com

⁽²⁾**Dr. Masood Hassan**

PhD, IoBM, Karachi, Pakistan and Visiting Faculty Greenwich, Karachi, Pakistan. Email: masoodhassan1@hotmail.com (Corresponding Author)

⁽³⁾**Laiba Jamshed Khan**

Scholar, Greenwich University, Karachi, Pakistan. Email: laibajamshedkhan@gmail.com

⁽⁴⁾**Muhammad Hamza Khan**

Scholar, Greenwich University, Karachi, Pakistan. Email: hamzakhan786605@gmail.com

⁽⁵⁾**Osama Bin Aasim**

Scholar, Greenwich University, Karachi, Pakistan.

Email: osama_sheikh2000@outlook.com

⁽⁶⁾**Shahab Sheikh**

Scholar, Greenwich University, Karachi, Pakistan. Email: Shahab-sheikh@hotmail.com

Abstract

The Media has significant impact of life of humans, the Main stream media plays vital role in depicting the role of women in advertizing and presenting women as source of motivation and symbol of Sex in advertising. The media depicts the false and unreal image of women in advertising and this consider as false paradigm, it uses women as tool for motivation and depicts are source of sex to sale their products and services. The women physical appearance, body, image, behavioral standards are used as symbol of attraction for men and show beauty to men, this is considered as self-objectification, as women are used as object for selling the brands. The meta analysis performed to analyzed the role of women, exploitation of their role in advertizing, in content, brand promotions, discount offers, sales. The perception of people may differ, few women themselves consider this is not ethical and marketers are used as objectification but few believes that there is no harm, and this is part of life and show false role of women as for marketing and sales only.

Keywords: Advertisements, Media misrepresentation, Marketing, Sex symbol, Self-objectification, Sexual visualization, Video games.

Introduction

Media plays vital role in depicting the false paradigm and fake role of women on media and shows in advertizing and social media advertising. The women in mainstream media are used as emphasis with sexual appurtenance, in television, print media, social networking, video games to attract customer's men and women. The media content elaborates the sense of exposure to customer and this has been increased to show beautification, body standards, sexualized the advertising to promote brands and create customer attraction. The role of media is to advertise, create customer attraction, increase customer satisfaction, provide information regarding brands and products, new arrivals and so forth. The media increases the connectivity among people and source of fun and enjoyment, but somewhere media used women as object and shows the source of attraction and advertizing and convey hidden messages which are referred as subliminal advertising in marketing (Fox, Ralston, Cooper, & Jones, 2015).

The Principles of objectification applied on conditions on media explore the quantity and elaborates sexuality to present something to other people for information, awareness and creating attractiveness. Many brands are doing in advertising, the purpose if promote the products like perfumes, sports wears, under garments, but they do not need to present women as source of attraction, hence women and men consider women is symbol of sex, they reflect its not a marketing advertisements rather than promoting the sex to people and women are used as source of promotion. Many researches has been conducted to analyze this thing as this will face consequences

by women, then feminist consider there is no respect of women in society, its male dominant society and women are only working at homes, but consideration objectification, feminist should consider that they themselves used as source of motivation, attraction and sex for male by performing these advertisements of brands (Manago & Ward, 2015).

Objectification Theory

The theory reflects the principles of women experiences and negative consequences on women wellbeing. The women as committed to work, being outward and bold and they can perform better role than men, but consider their images in advertising women themselves believe that this is sexual objectification not advertising, not celebrity endorsement. The name of celebrity endorsements and subliminal advertising is used, but this is not the reality they are considering women as source of attraction and source of motivation in brands and promotion of brands. The theory expanded the role of women, ethnic minorities, sexual minorities, populations, men role in advertizing, men perception and so forth. The advertising is used as source of attraction and objectification (Fredrickson, Hendler, Nilsen, & O'Barr, 2011).

The researcher elaborates women are happy, and justified their role in advertizing the brands, brands like under wears, sportswear, are and marketing of gym and health are related with body so the women are used with body parts, images and similar men are used in advertizing, they consider nothing wrong it but this creates the negative image in the mind of humans. The person value is determined by sexual appeal, person is narrowly attractive, sexually objectified, imposed being sexually attractive are applied for marketing the brands (Aubrey & Frisby, 2011).

The researcher elaborates women are satisfied, and justified their role in advertizing the manufacturers, brands like under wears, sportswear, are and advertising of fitness center and health are associated with body so the girls are used with frame elements, snap shots and comparable men are used in advertizing, they bear in mind nothing incorrect it however this creates the bad image in the mind of people. The man or woman fee is determined by sexual attraction, man or woman is narrowly attractive, sexually objectified, imposed being sexually appealing are carried out for advertising and marketing the manufacturers (Vandenbosch, Vervloessem, & Eggermont, 2013).

The theory displays the concepts of ladies studies and poor outcomes on girls nicely being. The women as committed to paintings, being outward and bold and they are able to carry out higher role then guys, however take into account their pix in advertising girls themselves accept as true with that that is sexual objectification not advertising and marketing, not celeb endorsement. The name of celebrity endorsements and subliminal advertising is used, however this isn't always the fact they may be thinking about ladies as supply of attraction and source of motivation in manufacturers and merchandising of brands. The idea extended the function of ladies, ethnic minorities, sexual minorities, populations, men position in advertizing, men belief and so forth. The advertising and marketing is used as source of enchantment and objectification (Fredrickson, Hendler, Nilsen, & O'Barr, 2011).

Media Exploitation

The Media has a tremendous effect of existence of people and plays crucial function in creating awareness and records to human beings. The Main movement media plays critical position in depicting the position of women in advertizing and providing ladies as a source of motivation and image of Sex in advertising. This is obvious from many TV advertisements, and on-line classified ads or even girls are performers and recall their function is advantageous and no damage in it. Women gift themselves in advertising, commercials, and social media as a marketing device that marketers and commercial enterprise people used to create cognizance and information inside the marketplace (Alogero, Herbozo, & Thompson, 2016).

The media depicts the false and unreal photo of girls in marketing and this take into account a fake paradigm, women has sizeable role within the financial system and they're similarly knowledgeable and take part in country wide income and GDP and perform well inside the business enterprise, however media use girls as tool

for motivation, a laugh source of energy and depicts are a supply of intercourse to sale their services and products (Andrew, 2013).

The ladies' physical look, body, photo, behavioral requirements are used as image of attraction for men and show beauty to men, that is taken into consideration as self-objectification, as women are used as items for promoting the brands. The meta evaluation accomplished to analyzed the function of ladies, exploitation in their role in adverting, in content, emblem promotions, bargain gives, sales. The notion of people might also fluctuate, few ladies themselves don't forget this is not ethical and marketers are used as objectification however few believes that there's no harm, and this is a part of life and show false function of girls as for advertising and sales only (Andet, 2016).

The Women used as sexual objectification in adverting the brands and in lots of brands they're used as Sex image to draw customers, even the products are not related to intercourse, like perfumes, frame wears, sports activities wears, athletics wears, ladies are used as source of enchantment and girls frame requirements are utilized in marketing which is unethical and media performs giant role in selling this objectification of woman (Levnies, 2010).

The study reflects the volume under the conditions the women are used as sexualizing the media elicits self-objectification amongst humans. The researchers and theorist explored that the ladies is used as source of enchantment, and persistent attraction of humans. The studies involves the third man or woman angle as well, as keep in mind the ladies play vital role in creativity, innovation and they could better promote it manufacturers and carry out in media, but media and entrepreneurs objectifying them and this suggests the photo of intercourse symbol in advertising and marketing (Michaels, Parent, & Moradi, 2013).

The Women role is exploited in TV Commercials, films, advertising, music and promotion of brands. The ladies figures, body standards, clothing is portrayed in presentation that affects the role of women. This shows the women are trendy, but they are presented in way that they are like sex objects and man are suppose to use them, and they are attracting the men to purchase the products or brands. Few feminist or women might consider this is not an issue and consider the world has changed and modern advertising can be like these, but this will face consequences to society and women sexual harassments has been increased on this case. Many advertisements like Slice Katrina Kaif is promoting the brands, but marketers consider them is source of objectification, in Advertisements of Lux Kareena Kapoor used as source of objectification, similarly in many brands of Fast Moving consumers good and automobile sector they are used as source of objectifying as symbol of Sex (Manago & Ward, 2015).

Media plays vital role in depicting the false paradigm and fake role of women on media and shows in adverting and social media advertising. The women in mainstream media are used as emphasis with sexual appurtenance, in television, print media, social networking, video games to attract customer's men and women. The media content elaborates the sense of exposure to customer and this has been increased to show beautification, body standards, sexualized the advertising to promote brands and create customer attraction. The role of media is to advertise, create customer attraction, increase customer satisfaction, provide information regarding brands and products, new arrivals and so forth. The media increases the connectivity among people and source of fun and enjoyment, but somewhere media used women as object and shows the source of attraction and adverting and convey hidden messages which are referred as subliminal advertising in marketing (Michaels, Parent, & Moradi, 2013).

Advertising and Media Role

The examiner reflects the quantity beneath the situations the girls are used as sexualizing the media elicits self-objectification among people. The researchers and theorist explored that the ladies is used as source of enchantment, and continual enchantment of human beings. The research includes the 1/3 man or woman perspective as properly, as take into account the women play vital position in creativity, innovation and they can better put it on the market brands and perform in media, however media and entrepreneurs objectifying them and this suggests the image of intercourse symbol in marketing (Fredrickson & Roberts, 1997).

The Principles of objectification carried out on situations on media explore the amount and elaborates sexuality to provide something to other human beings for statistics, consciousness and creating beauty. Many manufacturers are doing in advertising, the cause if promote the products like perfumes, sports wears, beneath clothes, but they do not need to give women as supply of appeal, for this reason males and females don't forget women is image of sex, they replicate its not an advertising commercials in place of promoting the sex to humans and women are used as source of merchandising. Many researches has been performed to investigate this thing as this will face outcomes by means of girls, then feminist consider there may be no recognize of ladies in society, its male dominant society and women are simplest operating at houses, but consideration objectification, feminist must consider that they themselves used as supply of motivation, attraction and sex for male through appearing those advertisements of manufacturers (Manago & Ward, 2015).

The researcher elaborates girls are glad and justified their position in adverting the manufacturers, manufacturers like under wears, sportswear, are and marketing of fitness center and health are associated with frame so the women are used with frame elements, photographs and comparable men are used in adverting, they bear in mind nothing wrong it however this creates the awful image within the thoughts of humans. The individual price is determined with the aid of sexual enchantment, man or woman is narrowly appealing, sexually objectified, imposed being sexually appealing are achieved for advertising and marketing and advertising the producers (Vandenbosch, Vervloessem, & Eggermont, 2013).

The Women position is exploited in TV Commercials, movies, advertising, tune and advertising of manufacturers. The women figures, body standards, apparel is portrayed in presentation that affects the position of ladies. This show the women are cutting-edge, but they may be presented in manner that they're like sex gadgets and guy are supposed to use them, and they're attracting the men to purchase the goods or manufacturers. Few feminist or ladies might keep in mind this is not an issue and consider the sector has modified and contemporary advertising and marketing may be like these, but this will face consequences to society and girls sexual harassments has been extended on this example (Capodilupo & Kim, 2015).

Many commercials like Slice Katrina Kaif is selling the manufacturers, but entrepreneurs don't forget them is supply of objectification, in Advertisements of Lux Kareene Kapoor used as supply of objectification, in addition in many brands of Fast Moving consumers properly and automobile zone they're used as source of objectifying as symbol of Sex. Media performs important function in depicting the fake paradigm and pretend position of women on media and shows in adverting and social media advertising and marketing. The women in mainstream media are used as emphasis with sexual appurtenance, in tv, print media, social networking, video games to attract consumer's ladies and men. (Michaels, Parent, & Moradi, 2013).

The media content material elaborates the sense of publicity to purchaser and this has been increased to expose beautification, body standards, sexualized the advertising to sell manufacturers and create patron appeal. The position of media is to put it on the market, create consumer enchantment, increase purchaser pride, provide information concerning manufacturers and merchandise, new arrivals and so forth. The media increases the connectivity among people and source of fun and enjoyment, however someplace media used ladies as item and suggests the source of appeal and adverting and bring hidden messages which are referred as subliminal advertising in advertising (Michaels, Parent, & Moradi, 2013).

Self-Objectification

There are various researches conducted to elaborate the women role and women are used as brand ambassador, celebrity endorsements to promote the brands. All advertisements are not depicting the women false role or image many advertisements are true and real and show the women are trendy, strong and present good image of women on media. Though many advertisements and brands promotions shows women are themselves used as source of objectification and consider themselves as symbol of sex. The theory elaborates the beliefs of beauty, mental mechanism, health and wellbeing of person. Women's are independent today, and try to show the courage to people and society, but leaving their cultural and ethical values and being shows as bold as being shows as source of attraction to men this is refers as self-objectification, means do not consider as harm, to

show body parts, body standards in films, movies and advertisement and they consider being bold and strongest (Moradi & Huang, 2008).

The media depicts the false and unreal image of girls in advertising and marketing and this bear in mind as false paradigm, girls has considerable role in economic system and they're equally knowledgeable and taking part in countrywide earnings and GDP and carry out nicely in agency, but media use women as device for motivation, a laugh source of energy and depicts are source of sex to sale their products and services (Choma et al., 2010).

The girls physical look, body, image, behavioral standards are used as image of attraction for men and display beauty to men, that is taken into consideration as self-objectification, as girls are used as item for promoting the manufacturers. The Meta evaluation finished to analyzed the role of girls, exploitation of their function in adverting, in content material, emblem promotions, cut price gives, income. The belief of people may additionally range, few ladies themselves recollect this isn't always moral and entrepreneurs are used as objectification but few believes that there is no damage, and that is part of existence and display fake role of women as for advertising and sales best (Choma et al., 2010).

The ladies in mainstream media are used as emphasis with sexual appurtenance, in television, print media, social networking, video games to draw customer's ladies and men. The media content material elaborates the sense of publicity to purchaser and this has been elevated to reveal beautification, frame standards, and sexualized the marketing to promote brands and create customer attraction. The position of media is to advertise, create customer enchantment, boom consumer pride, and offer facts concerning brands and products, new arrivals and so on. The media will increase the connectivity among humans and supply of a laugh and amusement, however someplace media used women as object and shows the source of enchantment and adverting and bring hidden messages which might be referred as subliminal marketing in marketing (Capodilupo & Kim, 2015).

There are various researches carried out to elaborate the women role and girls are used as logo ambassador, celebrity endorsements to promote the manufacturers. All advertisements are not depicting the ladies fake role or picture many commercials are proper and real and show the women are trendy, robust and gift right photo of girls on media. Though many classified ads and types promotions suggest women are themselves used as source of objectification and don't forget themselves as image of intercourse (Galdi, Maass, & Cadinu, 2014). The concept elaborates the ideals of beauty, mental mechanism, fitness and wellbeing of individual. Women's are impartial these days, and attempt to reveal the courage to people and society, however leaving their cultural and ethical values and being indicates as bold as being indicates as source of enchantment to men this is refers as self-objectification, means do now not consider as damage, to expose body elements, frame standards in movies, films and commercial and that they take into account being bold and most powerful (Galdi, Maass, & Cadinu, 2014).

Correlation Research

Most go-sectional correlation studies have proven that using sexualizing TV applications and magazines and using social networking sites, like Facebook or Pinterest, are definitely related to self-objectification among ladies and men, in addition to among women and boys. However, there are exceptions. For instance, in a take a look at by using the research neither using beauty nor health magazines became related to self-objectification amongst guys. The marketers that simplest look-associated, but now not widespread, Facebook use was positively correlated with self-objectification amongst ladies (Morry & Staska, 2001).

Only some researchers have applied a panel survey design. The researcher determined that publicity to sexualizing television anticipated trait self-objectification for both university ladies and men; however media publicity expected body surveillance only for guys. The study also identified gender differences amongst children. The use of sexually explicit Internet fabric predicted handiest boys' frame surveillance. In comparison, using social networking sites anticipated frame surveillance handiest amongst women (Aubrey, 2006).

The ladies shade is also being stereotyped and present in unreal way and false image inside the thoughts of humans. The white girls as used in beauty advertising, gyms, apparel and ladies with black colorations indicates as disadvantaged, nothing they may have and display being demoralized in the economic system. The girls

physical appearance, body, picture, behavioral requirements are used as symbol of attraction for guys and show splendor to guys, this is considered as self-objectification, as ladies are used as object for promoting the brands. The Meta evaluation performed to analyze the position of women, exploitation in their function in advertising, in content material cloth, emblem promotions, bargain offers, profits (Holland & Tiggemann, 2016). The notion of people can also range, few women themselves don't forget this is not ethical and marketers are used as objectification however few believes that there's no damage, and this is part of life and show faux position of girls as for advertising and advertising and sales first-class. Media performs essential characteristic in depicting the fake paradigm and pretend function of ladies on media and shows in advertising and social media advertising and advertising (Holland & Tiggemann, 2016).

Experimental Research

Experimental research can lead to causal conclusions approximately the results of media publicity on nation self-objectification because of managed research settings and the remote manipulation of the independent variable (Gill, 2010). Many experimental researches have recognized multiplied self-objectification amongst ladies after a noticeably short exposure to sexualizing media content material. The have a look at accelerated self-objectification amongst younger ladies (Field, 2015).

The Advertising shows the women photograph as source of attraction of human beings and types are suggests with little emphasis and sexualizing pix and no longer an excellent source of marketing. The Actresses are used for subliminal marketing, patron are less meant to buy the emblem, as shows in print advertising, girls role is explicating the pictures, beauty, body requirements, and associated products with women beauty and requirements. The take a look at elaborates the women function exploitation in advertising, advertising and promoting of manufacturers and ladies are used as image of sex in advertising and promoting the manufacturers (Galdi, Maass & Cadinu, 2014). The mainstream media create the fake photo of ladies position, however ladies need to restriction it and keep in mind the actual position and reality that depicts higher component and higher shape of advertising and marketing. In Many speedy moving customer goods brands, vehicle quarter, song industry sports wears ladies are shown as supply of attraction and motivation for patron and sexualizing photograph and content is used in marketing (Galdi, Maass & Cadinu, 2014).

Meta-Analysis of Objectifying Women as Symbol of Sex

The study elaborates the women position exploitation in marketing, advertising and marketing and merchandising of brands and women are used as symbol of Sex in advertising and selling the brands. The mainstream media create the fake image of girls' role, but ladies want to restrict it and recollect the real position and truth that depicts better element and better shape of marketing and advertising (Barzoki, Mohtasham, Shahidi, & Tavakol, 2016).

The girls in mainstream media are used as emphasis with sexual appurtenance, in TV, print media, social networking, video games to draw consumer's men and women. The media content material elaborates the feel of exposure to client and this has been prolonged to reveal beautification, frame necessities, sexualized the marketing to promote brands and create patron appeal. The function of media is to promote it, create customer attraction, increase patron satisfaction, offer data regarding brands and products, new arrivals and so forth (Jongenelis, Byrne, & Pettigrew, 2014).

The Meta analysis elaborates the women as used as image of intercourse their role is fake and unreal snap shots to show humans for attraction and don't forget as unethical marketing by marketers. The Advertising indicates the ladies photo as supply of enchantment of human beings and types are shows with little emphasis and sexualizing pictures and no longer a great source of marketing. The Actresses are used for subliminal advertising, purchaser are less meant to shop for the logo, as shows in print marketing, girls function is explicating the pix, splendor, body requirements, and associated products with ladies splendor and requirements (Holland & Tiggemen, 2016).

The study elaborates the ladies role exploitation in advertising, marketing and advertising and marketing and merchandising of brands and girls are used as symbol of Sex in advertising and selling the brands. The

mainstream media create the faux image of ladies role, however girls want to restriction it and bear in mind the real position and fact that depicts better element and better form of marketing and advertising (Barzoki, Mohtasham, Shahidi, & Tavakol, 2016).

Role of Media in Objectifying Women as Symbol of Sex

The media depicts the false and unreal image of women in advertising and this consider as false paradigm, women has significant role in economy and they are equally educated and participating in national income and GDP and perform well in organization, but media use women as tool for motivation, fun source of energy and depicts are source of sex to sale their products and services. The women physical appearance, body, image, behavioral standards are used as symbol of attraction for men and show beauty to men, this is considered as self-objectification, as women are used as object for selling the brands (Jongenelis, Byrne, & Pettigrew, 2014). The meta analysis performed to analyzed the role of women, exploitation of their role in advertng, in content, brand promotions, discount offers, sales. The perception of people may differ, few women themselves consider this is not ethical and marketers are used as objectification but few believes that there is no harm, and this is part of life and show false role of women as for marketing and sales only (Jongenelis, Byrne, & Pettigrew, 2014).

Media Content

There are various modes of marketing brands, and create marketing awareness. The organizations need to sales brands, need to increase sales, want their movie should be highlighted and hit in the market and consider as award winning movie. But marketers used women are in advertising the brands, this is not harmful or not restricted but the presence and dressing, clothing they are showing this might be irrelevant with brands. Typically, some crawls determine that advertisements in general portray women in an unreasonable way that often promotes unhappy body image and confidence in women vigilantes The image of a delicate and charming great lady So this motivates many ladies to have little self-esteem and often inclusive despair as they don't seem to be that ideal image of a woman (Prendergast & Gerard, 2002).

The women in mainstream media are used as emphasis with sexual appurtenance, in television, print media, social networking, video games to attract customer's men and women. The media content elaborates the sense of exposure to customer and this has been increased to show beautification, body standards, sexualized the advertising to promote brands and create customer attraction. The role of media is to advertise, create customer attraction, increase customer satisfaction, provide information regarding brands and products, new arrivals and so forth (Courtney & Whipple, 1983). The media increases the connectivity among people and source of fun and enjoyment, but somewhere media used women as object and shows the source of attraction and advertng and convey hidden messages which are referred as subliminal advertising in marketing. Perhaps the most commonly focused topic in the job description of reviews is sexual solicitations, including nudity or sexual appearances. Women are often used as "sexual objects" to provoke sex appeal in advertising (Courtney & Whipple, 1983).

The ladies in mainstream media are used as emphasis with sexual appurtenance, in tv, print media, social networking, video games to attract patron's men and women. The media content elaborates the feel of publicity to consumer and this has been accelerated to reveal beautification, body standards, sexualized the advertising and marketing to promote brands and create consumer attraction. The role of media is to put it up for sale, create consumer enchantment, boom client delight, and provide records regarding brands and products, new arrivals and so on. The media will increase the connectivity amongst human beings and source of amusing and leisure, however someplace media used women as object and shows the source of enchantment and advertng and bring hidden messages which are referred as subliminal marketing in advertising, certainly, in video games; ladies are a struggling maid, prize, or sex object. Additionally, one of the most widely recognized general qualities is that female video game characters are frequently sexualized, i.e. depicted as having huge breasts and buttocks, small abdomens, and female characters showing lots of bare skin (Burgess et al., 2007).

The mainstream media create the fake picture of women role, but women want to limit it and take into account the actual role and reality that depicts higher part and better form of advertising and advertising. In Many fast shifting consumer goods manufacturers, vehicle quarter, song enterprise sports activities wears ladies are shown as source of appeal and motivation for client and sexualizing photo and content material is utilized in advertising. Media plays critical function in depicting the faux paradigm and pretend function of ladies on media and shows in adverting and social media marketing and advertising. The media increases the connectivity amongst humans and source of fun and amusement, but somewhere media used ladies as item and shows the source of attraction and adverting and bring hidden messages that are referred as subliminal advertising in advertising and marketing (Capodilupo & Kim, 2015).

Women Role and Exploitation in Media

Another have a look at carried out with the aid of Svedin, Åkermana, and Priebe concluded that male companions' use of pornography is probably included within the objectification principle framework for ladies, thinking about that pornography is a socialization agent for sexual attitudes and conduct. It often portrays men objectifying girls through staring at ladies' breasts and/or labia, non-permitted competitive and sexualized touching of girl's body parts, making sexual and derogatory comments about women's body parts, and engaging in forceful oral and anal intercourse no matter ladies gagging and crying (Svedin, Åkermana, & Priebe, 2015). The mate is visible as a sexually questionable and degraded being for the reason that associates seeks sexual fulfillment via the objectification and every now and then degradation of ladies. Pornography is predominately revolved round what men need sexually. This is why there are infinite videos on line of acts of women being raped, sexually harassed, and prostituted. In pornography, girls generally tend to want to be violated and possessed, and men need to violate and own those ladies. This represents the inequality of the gender hierarchy, wherein women are seen as sub-human in assessment to men (Barzoki, Mohtasham, Shahidi, & Tavakol, 2016). The study elaborates the women role exploitation in marketing, advertising and promotion of brands and women are used as symbol of Sex in adverting and promoting the brands. The mainstream media create the false picture of women role, but women need to restrict it and consider the actual role and reality that depicts better part and better form of marketing and advertising. In Many fast moving consumer goods brands, automobile sector, music industry sports wears women are shown as source of attraction and motivation for customer and sexualizing image and content is used in advertising. Media plays essential role in depicting the fake paradigm and pretend function of girls on media and suggests in adverting and social media advertising and marketing. Rather than the vast measure of examination on the event, and results, of sexualization in social media, research on how sexualization is resisted in social media is scant. Social media can be utilized by young ladies and young women as platforms to voice their perspective and resist sexualization in the media (Burns & Eaton, 2016; Lawrence & Ringrose, 2018)

Women Presence in Advertising as Sex Symbol

The Advertising shows the women image as source of attraction of people and brands are shows with little emphasis and sexualizing images and not a good source of marketing. The Actresses are used for subliminal advertising, customer are less intended to buy the brand, as shows in print advertising, women role is explicating the images, beauty, body standards, and related products with women beauty and standards. The study elaborates the women position exploitation in marketing, advertising and marketing and merchandising of brands and women are used as symbol of Sex in adverting and selling the brands. The mainstream media create the fake image of girls role, but ladies want to restrict it and recollect the real position and truth that depicts better element and better shape of marketing and advertising (Barzoki, Mohtasham, Shahidi, & Tavakol, 2016). In Many speedy moving client goods brands, automobile sector, track industry sports activities wears girls are proven as supply of appeal and motivation for patron and sexualizing photo and content material is used in advertising and marketing. Media performs important role in depicting the fake paradigm and faux feature of women on media and indicates in adverting and social media advertising and marketing. The girls in mainstream media are used as emphasis with sexual appurtenance, in tv, print media, social networking, video

games to draw consumer's men and women (Barzoki, Mohtasham, Shahidi, Tavakol, 2007). The media content material elaborates the feel of exposure to client and this has been prolonged to reveal beautification, frame necessities, sexualized the marketing to promote brands and create patron appeal. The function of media is to promote it, create customer attraction, increase patron satisfaction, offer data regarding brands and products, new arrivals and so forth. The media will increase the connectivity among humans and supply of amusing and amusement, however someplace media used women as object and indicates the supply of appeal and advertizing and produce hidden messages which might be referred as subliminal advertising in advertising and marketing and advertising and marketing (Barzoki, Mohtasham, Shahidi, & Tavakol, 2007).

Effects of Women on Color

The women color is also being stereotyped and present in unreal way and false image in the mind of people. The white women as used in beauty advertising, gyms, clothing and women with black colors shows as deprived, nothing they could have and show being demoralized in the economy. Stereotypically, the black girl's cartoon is a sassy, bubble-gum chewing, twerking girl. This is portrayed in one-of-a-kind track motion pictures via huge artists, consisting of in Meghan Trainor's "All About That Bass" and Taylor Swift's "Shake It Off". Ultimately, this turns into a trouble because black ladies are visible as hypersexualized (Holland & Tiggemann 2016).

The notion of human beings may vary, few ladies themselves keep in mind this isn't always moral and marketers are used as objectification but few believes that there's no damage, and this is a part of existence and show faux position of girls as for marketing and advertising and marketing and income quality. Media plays crucial characteristic in depicting the fake paradigm and pretend position of ladies on media and indicates in advertizing and social media advertising and advertising (Holland & Tiggemann, 2016).

The women in mainstream media are used as emphasis with sexual appurtenance, in television, print media, social networking, video games to attract customer's males and females. The media content elaborates the sense of publicity to purchaser and this has been progressed to expose beautification, body requirements, sexualized the advertising to sell brands and create consumer enchantment (Hall & Crum, 1994). The position of media is to promote it, create consumer appeal, boom customer pleasure, offer facts regarding manufacturers and products, new arrivals and so forth. The media will increase the connectivity among people and supply of amusing and leisure, but someplace media used girls as object and shows the supply of attraction and advertizing and convey hidden messages which can be referred as subliminal advertising in advertising. Women are often used as enrichment items by including photos of body parts, including photos of the chest, leg and pubic area, and are displayed wear casual clothes or a bathing suit (Hall & Crum, 1994).

The Advertising suggests the ladies photograph as source of enchantment of people and types are indicates with little emphasis and sexualizing pix and now not a first-rate supply of advertising. The Actresses are used for subliminal marketing, consumer are much less intended to shop for the brand, as suggests in print advertising and marketing, women position is explicating the photographs, splendor, body necessities, and related merchandise with girls beauty and requirements (Edmonds, 2010).

Women Role as Subliminal Advertising

The girls bodily look, frame, photograph, behavioral standards are used as symbol of appeal for men and show splendor to men, that is considered as self-objectification, as ladies are used as item for selling the brands. The Meta evaluation executed to analyzed the role of girls, exploitation of their function in advertizing, in content material, emblem promotions, bargain gives, income. The belief of human beings may vary, few girls themselves recall this isn't ethical and entrepreneurs are used as objectification however few believes that there's no harm, and this is part of life and show fake role of ladies as for advertising and marketing and sales best. Media performs essential function in depicting the false paradigm and faux role of ladies on media and indicates in advertizing and social media advertising and marketing (Holland & Tiggemann, 2016).

The ladies in mainstream media are used as emphasis with sexual appurtenance, in TV, print media, social networking, video games to draw purchaser's males and females. The media content elaborates the sense of

publicity to purchaser and this has been improved to reveal beautification, body standards, sexualized the advertising to sell brands and create patron enchantment. The role of media is to market it, create customer enchantment, boom patron pleasure, and provide facts regarding manufacturers and products, new arrivals and so on. The media increases the connectivity amongst humans and source of amusing and enjoyment, but someplace media used girls as item and shows the supply of appeal and adverting and produce hidden messages which are referred as subliminal marketing in marketing (Carpignano, Andersen, Aronowitz, & DiFazio, 1990). The Advertising shows the women photograph as source of attraction of human beings and types are suggests with little emphasis and sexualizing pix and no longer an excellent source of marketing. The Actresses are used for subliminal marketing, patron are less meant to buy the emblem, as shows in print advertising, girls role is explicating the pictures, beauty, body requirements, and associated products with women beauty and requirements. The take a look at elaborates the women function exploitation in advertising, advertising and promoting of manufacturers and ladies are used as image of Sex in adverting and promoting the manufacturers (Schroeder, & Borgerson, 1998).

The mainstream media create the fake photo of ladies position, however ladies need to restriction it and keep in mind the actual position and reality that depicts higher component and higher shape of advertising and marketing. In Many speedy moving customer goods brands, vehicle quarter, song industry sports wears ladies are shown as supply of attraction and motivation for patron and sexualizing photograph and content is used in marketing. Media performs critical position in depicting the faux paradigm and faux function of girls on media and suggests in adverting and social media advertising and marketing and advertising (Capodilupo & Kim, 2015).

Conclusion

The study elaborates the women role exploitation in marketing, advertising and promotion of brands and women are used as symbol of Sex in adverting and promoting the brands. The mainstream media create the false picture of women role, but women need to restrict it and consider the actual role and reality that depicts better part and better form of marketing and advertising. In Many fast moving consumer goods brands, automobile sector, music industry sports wears women are shown as source of attraction and motivation for customer and sexualizing image and content is used in advertising. Media plays essential role in depicting the fake paradigm and pretend function of girls on media and suggests in adverting and social media advertising and marketing. The ladies in mainstream media are used as emphasis with sexual appurtenance, in TV, print media, social networking, video games to draw consumer's males and females. The media content elaborates the feel of publicity to client and this has been extended to expose beautification, body requirements, sexualized the marketing to promote brands and create purchaser attraction. The role of media is to promote it, create client appeal, boom purchaser pride, and offer statistics concerning brands and merchandise, new arrivals and so on. Moreover, the findings suggest that the impact of media use on self-objectification equally affected males and females, older and younger participants, and individuals of several ethnic backgrounds. We name for destiny research to include each ladies and men in all existence degrees and from distinctive elements of the arena, to implement longitudinal designs, to further inspect the internalization of look beliefs, and to document extra considerably on the measures regarding media use.

References

- Andrew, R., Tiggemann, M., & Clark, L. (2016). Predicting body appreciation in young women: An integrated model of positive body image. *Body image, 18*, 34-42.
- Arendt, F. (2013). Dose-dependent media priming effects of stereotypic newspaper articles on implicit and explicit stereotypes. *Journal of Communication, 63*(5), 830-851.
- Arroyo, A., & Brunner, S. R. (2016). Negative body talk as an outcome of friends' fitness posts on social networking sites: Body surveillance and social comparison as potential moderators. *Journal of Applied Communication Research, 44*(3), 216-235.

- Aubrey, J. S. (2006). Effects of sexually objectifying media on self-objectification and body surveillance in undergraduates: Results of a 2-year panel study. *Journal of Communication*, 56, 366–386
- Aubrey, J. S. (2007). The impact of sexually objectifying media exposure on negative body emotions and sexual self-perceptions: Investigating the mediating role of body self-consciousness. *Mass Communication & Society*, 10(1), 1-23.
- Aubrey, J. S. (2010). Looking good versus feeling good: An investigation of media frames of health advice and their effects on women's body-related self-perceptions. *Sex Roles*, 63, 50–63. doi:10.1007/s11199-010-9768-4
- Barlett, C. P., Vowels, C. L., & Saucier, D. A. (2008). Meta-analyses of the effects of media images on men's body-image concerns. *Journal of social and clinical psychology*, 27(3), 279-310.
- Barzoki, M. H., Mohtasham, L., Shahidi, M., & Tavakol, M. (2017). Self-objectification and self-sexualization behavior within consumer culture. *Applied Research in Quality of Life*, 12(2), 425-438.
- Borenstein, M., Hedges, L. V., Higgins, J. P., & Rothstein, H. R. (2021). *Introduction to meta-analysis*. John Wiley & Sons.
- Calogero, R. M., Herbozo, S., & Thompson, J. K. (2009). Complimentary weightism: The potential costs of appearance-related commentary for women's self-objectification. *Psychology of Women Quarterly*, 33(1), 120-132.
- Capodilupo, C. M., & Kim, S. (2014). Gender and race matter: The importance of considering intersections in Black women's body image. *Journal of Counseling Psychology*, 61(1), 37.
- Choma, B. L., Visser, B. A., Pozzebon, J. A., Bogaert, A. F., Busseri, M. A., & Sadava, S. W. (2010). *Self-objectification, self-esteem, and gender: Testing a moderated mediation model*. *Sex roles*, 63(9), 645-656.
- Dakanalis, A., Di Mattei, V. E., Bagliacca, E. P., Prunas, A., Sarno, L., Riva, G., & Zanetti, M. A. (2012). Disordered eating behaviors among Italian men: Objectifying media and sexual orientation differences. *Eating Disorders*, 20(5), 356-367.
- Eveland Jr, W. P. (2003). A "mix of attributes" approach to the study of media effects and new communication technologies. *Journal of Communication*, 53(3), 395-410.
- Fardouly, J., Diedrichs, P. C., Vartanian, L. R., & Halliwell, E. (2015). The mediating role of appearance comparisons in the relationship between media usage and self-objectification in young women. *Psychology of Women Quarterly*, 39(4), 447-457.
- Field, A. P. (2015). Dread returns to mega-silly one. *Health Psychology Review*, 9(1), 15-20.
- Ford, T. E., Woodzicka, J. A., Petit, W. E., Richardson, K., & Lappi, S. K. (2015). Sexist humor as a trigger of state self-objectification in women. *Humor*, 28(2), 253-269.
- Fredrickson, B. L., & Roberts, T. A. (1997). Objectification theory: Toward understanding women's lived experiences and mental health risks. *Psychology of women quarterly*, 21(2), 173-206.
- Galdi, S., Maass, A., & Cadinu, M. (2014). Objectifying media: Their effect on gender role norms and sexual harassment of women. *Psychology of Women Quarterly*, 38(3), 398-413.
- Gill, R. (2009). Beyond the sexualization of culture thesis: An intersectional analysis of 'sixpacks', 'midriffs' and 'hot lesbians' in advertising. *Sexualities*, 12(2), 137-160.
- Grey, M. J., Horgan, T. G., Long, T. A., Herzog, N. K., & Lindemulder, J. R. (2016). Contrasting objectification and competence: Body-competent images of women relieve women of self-objectification. *Journal of Media Psychology: Theories, Methods, and Applications*, 28(2), 88.
- Hall, P., West, J. H., & McIntyre, E. (2012). Female self-sexualization in MySpace. com personal profile photographs. *Sexuality & culture*, 16(1), 1-16.
- Hausenblas, H. A., Campbell, A., Menzel, J. E., Doughty, J., Levine, M., & Thompson, J. K. (2013). Media effects of experimental presentation of the ideal physique on eating disorder symptoms: A meta-analysis of laboratory studies. *Clinical psychology review*, 33(1), 168-181.
- Holland, G., & Tiggemann, M. (2016). A systematic review of the impact of the use of social networking sites on body image and disordered eating outcomes. *Body image*, 17, 100-110.

- Jongenelis, M. I., Byrne, S. M., & Pettigrew, S. (2014). Self-objectification, body image disturbance, and eating disorder symptoms in young Australian children. *Body Image*, 11(3), 290-302.
- Karsay, K., Matthes, J. (2015). Sexualizing pop music videos, self-objectification, and selective exposure: A moderated mediation model. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), August 6–9, San Francisco, CA.
- Levine, M. P., & Murnen, S. K. (2009). "Everybody knows that mass media are/are not [pick one] a cause of eating disorders": A critical review of evidence for a causal link between media, negative body image, and disordered eating in females. *Journal of Social and Clinical Psychology*, 28(1), 9.
- Lindner, D., Tantleff-Dunn, S., & Jentsch, F. (2012). Social comparison and the 'circle of objectification'. *Sex roles*, 67(3), 222-235.
- Manago, A. M., Ward, L. M., Lemm, K. M., Reed, L., Seabrook, R. (2015). Facebook involvement, objectified body consciousness, body shame, and sexual assertiveness in college women and men. *Journal of Sex Roles*, 72, 1–14.
- Michaels, M. S., Parent, M. C., Moradi, B. (2013). Does exposure to muscularity-idealizing images have self-objectification consequences for heterosexual and sexual minority men? *Psychology of Men & Masculinity*, 14, 175–183.
- Rosenthal, R., DiMatteo, M. R. (2001). Meta-analysis. Recent developments in quantitative methods for literature reviews. *Annual Review of Psychology*, 52, 59–82.
- Tiggemann, M., Slater, A. (2013). NetGirls: The internet, Facebook, and body image concern in adolescent girls. *International Journal of Eating Disorders*, 46, 630–633
- Vandenbosch, L., Eggermont, S. (2012). Understanding sexual objectification: A comprehensive approach toward media exposure and girls' internalization of beauty ideals, self-objectification, and body surveillance. *Journal of Communication*, 62, 869–887
- Vandenbosch, L., Muise, A., Eggermont, S., Impett, E. A. (2015). Sexualizing reality television: Associations with trait and state self-objectification. *Body Image*, 13, 62–66.
- Zurbriggen, E. L., Ramsey, L. R., Jaworski, B. K. (2011). Self- and partner-objectification in romantic relationships: Associations with media consumption and relationship satisfaction. *Sex Roles*, 64, 449–462.