



The Sexualization of a Nation by John C. Holley

For PSY 235

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What is sexualization?

- ▶ Is the act of portraying men or women in a sexual manner and are objectified
 - ▶ Ex. Women dressed in revealing clothing, body bearing or facial expressions that imply sexual readiness
 - ▶ Objectified equates to the body being used “ as a decorative object, or as body parts rather than a whole person” (APA, 2007)
- ▶ The act of sexualization causes the idea of an unrealistic standard of physical beauty




Where is the increase of “sexualization” coming from?

- ▶ With the increase of TV watching and the invention of the internet people are more influenced by media then ever before.
 - ▶ Children on average watch 32 hours of TV a week and adolescents watch on average 23 of TV a week.
- ▶ Studies have shown how people see in media affect the way the think

“Virtually every media form studied provides ample evidence of the sexualization of women” (APA, 2007)



Those who influence the sexual norm

- ▶ Both men and women who encourage conformance with standards of thinness and sexiness.
 - ▶ These people can parents, teachers, peers, and others
- 



Other forms of sexualization

- ▶ While media is a major cause in the sexualization of people there are other influence as well
- ▶ These influence usually come through person action towards another person
 - ▶ Ex. Sexually abuse, assault, prostitute, trafficked girls are some of the most destructive form of sexualization



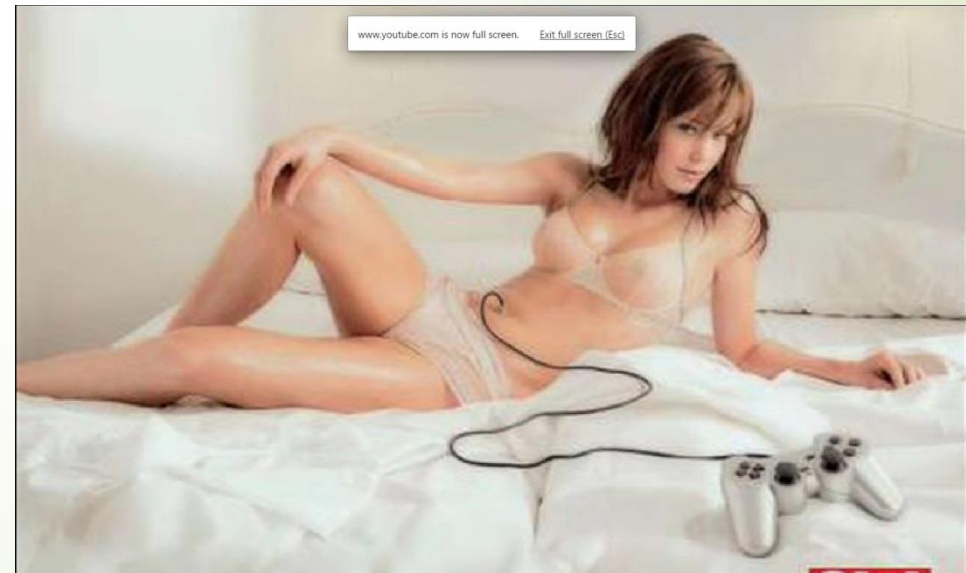
Media leading the way

- ▶ One study looked at advertisements over a 40-year period in five magazines targeted to men, women and general adult readership here is what they found
 - ▶ *“Although relatively few (1.5%) of the ads portrayed children in a sexualized manner, of those that did, 85% sexualized girls rather than boys. Furthermore, the percentage of sexualizing ads increased over time.” (APA, 2007)*

Media

- ▶ Over the past decades of the use of sexualization of ads has increased
 - ▶ Ads that are sexualized are common place in our society today
 - ▶ Ex Carl Jr. Super bowl ads, Godaddy, Doritos and this are some that we see just during the super bowl.
 - ▶ Magazines

Caption on the picture to the right is “ Keep dreaming of a better world” (CHE magazine)





- ▶ While ads are prime example of sexualization in the media it is not by it's self the only cause

- ▶ Music

- ▶ "A cuddly frog raps 50 Cent's "Candy Shop.

- " If you forgot, here are some lyrics: [50 Cent] I'll take you to the candy shop I'll let you lick the lollipop Go 'head girl, don't you stop Keep going 'til you hit the spot (whoa) [Female Voice] I'll take you to the candy shop Boy one taste of what I got I'll have you spending all you got Keep going 'til you hit the spot (whoa)"

- ▶ In this study, the researchers analyzed the lyrics from the top 100 songs in the Billboard Hot 100 year-end most popular songs every decade from 1959 to 2009. *They found that male and non-White artists were more likely to write songs with sexual lyrics in the past two decades and that there were more sexual references overall in 2009 than in 1959.*

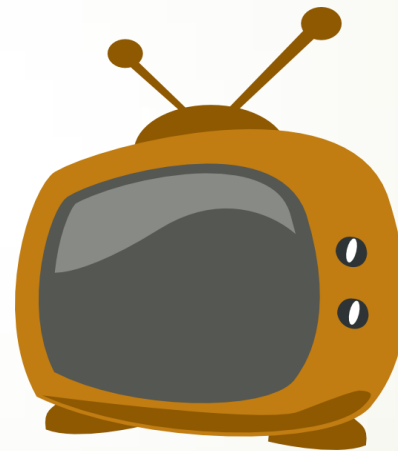
- ▶ The Internet
 - ▶ Almost every where
- ▶ Video games
 - ▶ League of Legends



- Some children's toys
 - Girl's dolls
- Celebrates



- 
- ▶ TV shows and commercials





So what is the Problem

- ▶ Is **self-objection** which was identified by studies such as (Frederison & Roberts, 1997; McKinley & Hyde; 1996)
- ▶ Self-objection is
 - “girls internalize an observer’s perspective on their physical selves and learn to treat themselves as objects to be looked at and evaluated for their appearance” (APA, 2007)*
- ▶ Self-objection is also seen in adolescent and preadolescent girls (McConnell, 2001; Slater & Tiggemann, 2002)
- ▶ "Young women and girls lack the tools to validate themselves. They look outside themselves for validation," said a 2007 study by the Women's Foundation of California on pop culture impact on girls and young women.




Cognitive Problems

- ▶ Diminishes from the ability to concentrate and focus one's attention
 - ▶ Impaired performance on mental activities or logical reasoning

One study demonstrated this fragmenting quite vividly (Fredrickson et al., 1998). While alone in a dressing room, college students were asked to try on and evaluate either a swimsuit or a sweater. While they waited for 10 minutes wearing the garment, they completed a math test. The results revealed that young women in swimsuits performed significantly worse on the math problems than did those wearing sweaters. No differences were found for young men. In other words, thinking about the body and comparing it to sexualized cultural ideals disrupted mental capacity

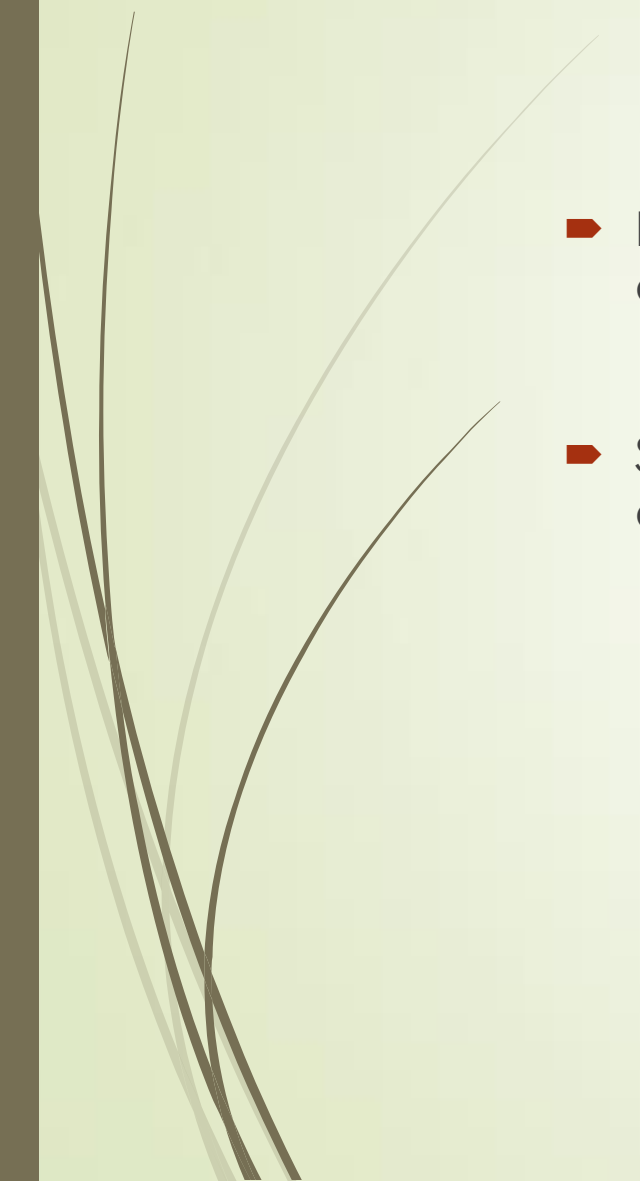


Emotional Problems

- ▶ Lack of confidence in one's self
 - ▶ Shame, anxiety, and even self disgust
 - ▶ This is found in adolescents around 12 year and up
- 



Mental and Physical Health

- ▶ Links have been shown between sexualization of girls and women in eating disorders, low self-esteem, and depression
 - ▶ Some studies show that a women's physical health may also be negatively affected.
- 



Attitudes and Beliefs


- ▶ Images in the media that sexualize girls' and women's view of their femininity and sexuality.
- ▶ The more engaged one is in mainstream media the more likely they are willing to endorse sexual stereotypes that depict women as sexual objects
- ▶ A belief that appearance and physical attractiveness is the center of women's value.
 - ▶ https://www.youtube.com/watch?v=jWKXit_3rpQ&feature=youtu.be



Social impacts



- ▶ Sexualization can have an affect on boys and men as well
- ▶ Sexualization may cause it to be difficult for men to find "acceptable" partner or to fully enjoy intimacy with a female partner (e.g., Schooler & Ward, 2006).
- ▶ Some researcher believe we could see even worst affects for the sexualization of our nation.
 - ▶ *"increased rates of sexual harassmt and sexual violence; and an increased demand for child pornography." (APA,2007)*



What does the sexualization do to men?

- ▶ *“Many advertisements do depict women with either alluring behavior or exposing some or the majority of their bodies, which contributes to the consumers ability to remember brand/product (Monk-Turner et al., 2007).”*
- ▶ Men are naturally more willing to looking at something or buy something when advertisements depict women with attractive attributes.
- ▶ But sadly sexualization can lead to other roads as well



This sexualization lead to worse

- ▶ *“Jean Baudrillard, French theorist, suggests that our reality independent on the imagery that we are experiencing on a daily basis and if we are unable to distinguish the manipulated image from what is real than one is unable to decipher one's reality. Therefore, giving into the fantasy that has been constructed by the fashion and advertising industries one's perception will be altered, leaving one in a perpetual state of hyper-reality and an exponentially hyper-sexualized porno-chic culture”*
(Christine Lynne Mace, 2012)

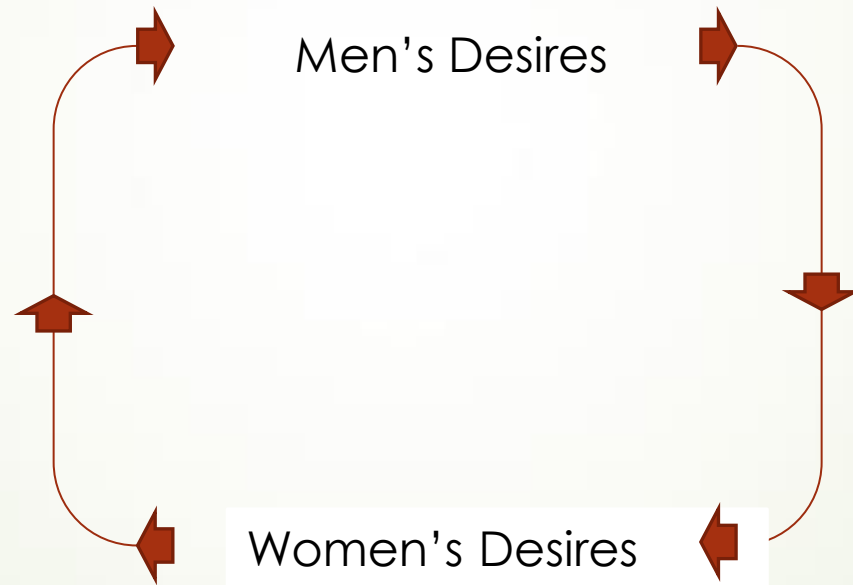


Pornographic material for men and women

- ▶ Can be addictive
- ▶ Can destroy possible love
- ▶ Can warp ideas of what sex is
- ▶ Can lead to violence
- ▶ Can ruin your sex life
- ▶ The readiness of it with internet... “Icebergs of filth in every house on their Wi-Fi” (Russell Brand, FighttheNewDrug)

A full circle

- Men desire to see the female body and women's self-objectification feeds this negative cycle.





Conclusion

- ▶ That sexualization through media could lead to further generation being more likely to objective sex
- ▶ The objection has ill effect for both male and females.
- ▶ Sexualization can effect children as young as 6
 - ▶ Dr. Hilary Friedman, a Harvard sociologist and writer, told the Deseret News. "You can go out as a 6-year-old and wear a ton of makeup and have a bare midriff. So many see these girls on TV, and as they are watching that and when they see it become suggestive, it seems OK."
- ▶ Sexualization as led to increase in eating disorders, depression, and possibly violence against women



Conclusion

- ▶ Science has proven there problem in sexualization of nation
 - ▶ We have not seen all the ill affect of what sexualizing nation could mean because many of those who are affected have not reached adulthood as pf yet.
 - ▶ Positive Alternatives outlined by APA
 - ▶ Parents need to be active in what their children watch and listen too. This will allow parent to educate their children as they see certain sexualization of the world
 - ▶ Access to athletics and other extracurricular
 - ▶ Organized religion or other ethical instruction
 - ▶ Girls and girls groups
- “As a society, we know more about women who look good than we know about women who do good” (Audrey Brashich, *All Made UP*)



movies or video on the subject

- ▶ <http://www.fightthenewdrug.org/5-celebrities-that-hate-porn/#sthash.lP8MYml.dpbs>
- ▶ “Don Jon” by Joseph Gordon-Levitt’s
- ▶ “Hot Girls Wanted” by Jill Bauer and Ronna Gradus
- ▶ Killing Us Softly 4
- ▶ <https://www.youtube.com/watch?v=1Ya67aLaaCc>