

Assignment Takeaway: Comparing Gender Representations Across Cultures

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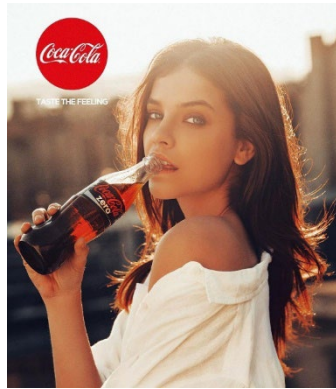
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Gender plays a big role in advertising. Not only in America, but in other cultures as well. Often times, gender stereotypes are influenced and reinforced by large-scale advertisements. Even more, the most influential brands often rely on gender stereotypes to sell their products. Looking at advertisements from Coca-Cola®, Nike®, Dolce & Gabbana®, L'Oréal®, Pop Chips®, and Got Milk?®, representations of men and women in America, Europe, and Australia reinforces why inclusion and equality in cultures proves to be a very difficult task.

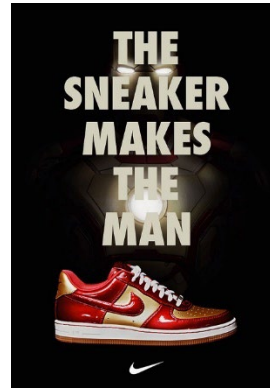
Across all three cultures, women are depicted similarly. They are presented as you, thin, light-skinned, and sexualized. The American ad presents a woman in a sexually suggestive pose, the European ad suggests that makeup will make you desirable, and the Australian ad uses the idea of breast implants to sell a low-calorie bag of chips. There is no positive representation for women in any of the advertisements. This can lead young women to believe that they need to present themselves sexually, as well as use the products in question, in order to be desirable and fit in socially.

Men, on the other hand, are presented differently in each culture. In America, it is suggested that men will be rich, strong, and powerful if they wear a certain pair of shoes. In Europe, a specific fragrance will give you a chiseled body and make you feel like you are in a tropical paradise. Australia, though, reinforces two gender stereotypes with one ad. They present a man being disheveled, while his assumed wife being in a changed mental state, while

she is experiencing her menstrual cycle. The ad suggests he their partnership will be stronger, and she will be in a better mood, if she drinks more milk. Advertisements aimed toward men influence them to consider themselves as above women. They also encourage men to feel as if they need to be dominant, highly successful, and muscular in order to be a worthwhile person.



Women in America



Men in America



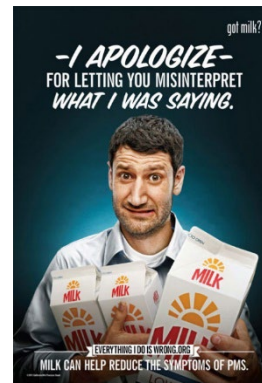
Men in Europe



Women in Europe



Women in Australia



Men in Australia