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# PROMISES, PROMISES: EXPLORING EROTIC RHETORIC IN SEXUALLY ORIENTED ADVERTISING

Jacqueline Lambiase and Tom Reichert

## Abstract

Sexual appeals in mainstream advertising have become more graphic and used for a wider variety of brands, as societal attitudes change and as trends dictate. Although researchers have explored in some depth the ways that viewers of sexual ads process information, an important perspective has not been considered: the way sex is used or promised as a benefit of buying and using the advertised brand, along with the variety of interpretations available for this transaction. This paper's rhetorical analysis uses the tools of Kenneth Burke—his dramatic pentad particularly—to analyze advertisements representing three common sexual promises. While recognizing the richness of empirical studies, part of this analysis is a conscious stepping away from empirical research to contemplate theoretical perspectives that explore visual persuasion. In essence, this interdisciplinary project: (a) creates synergy from the oscillation between rhetorical theory and empiricism to build groundwork for future research, and (b) suggests new directions in the conversation about sexually oriented advertising.

# Sex In Advertising Perspectives On The Erotic Appeal

**Tom Reichert**



## **Sex In Advertising Perspectives On The Erotic Appeal:**

Sex in Advertising Tom Reichert, Jacqueline Lambiase, 2014-04-04 A volume of scholarly research viewpoints on how sexual appeals function in the current advertising environment Offers answers as to why the use of sex is so prevalent For scholars students in advertising media studies mass comm rhetoric     The Erotic History of Advertising Tom Reichert, 2010-04-06 Despite polls indicating the public would like to see less sex in advertising Americans don't mean what they say according to this exploration of erotic ads across the decades Illustrations throughout     Investigating the Use of Sex in Media Promotion and Advertising Tom Reichert, 2019-01-15 The latest scholarship on one of today's most pressing issues Today it is obvious that sexual content is a prevalent aspect of the media and that the intensity of this content has increased in recent years Less obvious however are the direct effects the strategic use of sexual content has on audiences Investigating the Use of Sex in Media Promotion and Advertising presents the latest scholarship on the role of sex in the most common media outlets television programming radio shock jocks music videos magazines and advertising The eye opening contributions from over a dozen recognized experts in the field provide useful empirical evidence on media conveyed sexual stimuli and look toward moving the public dialogue on sex in the media further along Often opinions regarding sex in the media have little or no scientific grounding and even when scientific grounded arguments are offered they suffer from wide gaps in research based knowledge Investigating the Use of Sex in Media Promotion and Advertising is the important compilation that fills these knowledge gaps In delving into this pressing issue it not only offers timely findings that provide an indication of the nature prevalence and effects of sexual information when used as a promotional tool but suggests new directions for the study of sex and media as well This informative text is also extensively referenced and features numerous tables to clearly present research data Chapters in Investigating the Use of Sex in Media Promotion and Advertising examine the nature and extent of sexually appealing newscasters primarily on cable news programs commentary and camera angles of women's sporting events in the 2004 Summer Olympic Games the efficacy of both sexual content and sexual self schema on consumers attitudes toward promotional announcements advertised programs viewing intention and self reported arousal the history and content analysis of shock jock radio like the Howard Stern and the Bob Tom shows the relationship among sexual content in music videos viewer enjoyment and actual product purchase intention Maxim magazine's cover formula and the competitive response from other men's lifestyle magazines the efficacy of men's magazines sexual cover models on consumer outcome variables including interest and purchase intention an international perspective of nudity in advertising in magazines versus on television a case study of the sexual appeals used in several billboard ads for the Hard Rock Hotel and Casino in Las Vegas and much more Filled with insightful and groundbreaking information Investigating the Use of Sex in Media Promotion and Advertising is a vital resource for advertising and media professionals as well as educators and upper level and graduate students in media communications and advertising programs     **Sex in Public** Lauren

Rosewarne,2009-03-26 Despite decades of feminist awareness and activism women continue to be portrayed in outdoor advertising in a limited and sexist manner The fact that in public space audiences are exposed to such images without choice renders the issue an important public policy concern Sex in Public utilises a large outdoor advertising data collection to examine the contemporary outdoor advertising landscape documenting the routine portrayal of women as thin white young and idle This book examines why such portrayals are concerning for feminists as well as for public policy and explores the advertising self regulation systems that facilitate the display of such images This book criticises sexist outdoor advertising as a form of sexual harassment given that imagery often bearing very strong semblance to pin ups which would be outlawed in a workplace are readily displayed in public space reflecting a troublesome public policy double standard Understanding sexist outdoor advertising as a form of sexual harassment is a new framework that Sex in Public offers to understand critique and condemn such images

**World Made Sexy** Paul Rutherford,2007-08-11 The cult of eroticism is a pervasive force in modern society affecting almost every aspect of our daily lives In this book Paul Rutherford argues that this phenomenon is a product of one of the major commercial and political enterprises of the twentieth and twenty first centuries the creation of desire for sex for wealth and for entertainment A World Made Sexy examines museum exhibitions art books magazines films and television to explore the popular rise of eroticism in America and across the developed world Starting with a brief foray into the history of pornography Rutherford goes on to explore a sexual liberation movement shaped by the ideas of Marx and Freud the erotic styles of Salvador Dali and pop art the pioneering use of publicity as erotica by Playboy and other media and the growing concerns of cultural critics over the emergence of a regime of stimulation In one case study Rutherford pairs James Bond and Madonna in order to examine the link between sex and aggression He details how television advertising after 1980 constructed a theatre of the libido to entice the buying public and concludes by situating the cultivation of eroticism in the wider context of Michel Foucault s views on social power and governmentality and specifically how they relate to sexuality during the modern era A World Made Sexy is about power and pleasure emancipation and domination and the relationship between the personal passions and social controls that have crafted desire

**Sexuality in Marketing and Consumption** Athanasia Daskalopoulou,Daniela Pirani,Jacob Ostberg,2024-08-09 This volume provides an in depth examination of the role of sexuality in consumers life course and in the marketing of products and services Leading scholars in the field define the most up to date picture of theories of sexuality in marketing and consumer research mapping the topic through diverse theoretical lenses addressing queer and feminist research and putting sexuality and consumption in context The book brings together leading international marketing scholars to build on the growing interest in theories of sexuality queer theory and intersectionality which are gaining more interest among institutions and researchers interested in equality and diversity While this book builds on existing expertise in consumer culture scholarship it is the first time a marketing book focuses on sexuality adding value to the existing repertoire in gender and feminist literature The chapters are organised into

three key sections Part 1 maps the marketing and consumer research field discussing how sexuality can be studied through different lenses Part 2 focuses on queer and feminist theorising drawing on LGBTQIA theory queer theory and theories of intersectionality to analyse how overlapping social categories interact to influence consumer behaviour identity and experiences in the marketplace and Part 3 explores the personal and social aspects of sexuality offering a broad overview of issues of gender and sexuality digitalisation and the sexual body This text will be of direct interest to scholars and researchers within the fields of marketing consumer research sociology and media studies The aim of this book is to help scholars and students to develop a broader understanding about the interplay between sexuality society and the market

**Imagining Organizations** Paolo Quattrone,Nigel Thrift,Chris Mclean,Francois-Regis Puyou,2013-06-17 Organizations rely extensively upon a myriad of images and pictorial representations such as budgets schedules reports graphs and organizational charts to name but a few Visual images play an integral role in the process of organizing This volume argues that images in organizations are performative meaning that they can be seen as performances rather than mere representations that play a significant role in all kind of organizational activities Imagining Organizations opens up new ways of imagining business through an interdisciplinary approach that captures the role of visualizations and their performances Contributions to this volume challenge this orthodox view to explore how images in business organizing and organizations are viewed in a static and rigid form Imagining Business addresses the question of how we visualize organizations and their activities as an important aspect of managerial work focusing on practices and performances organizing and ordering and media and technologies Moreover it aims to provide a focal point for the growing collection of studies that explore how various business artifacts draw on the power of the visual to enable various forms of organizing and organizations in diverse contexts

The Routledge Companion to Marketing and Feminism Pauline Maclaran,Lorna Stevens,Olga Kravets,2022-02-25 This comprehensive and authoritative sourcebook offers academics researchers and students an introduction to and overview of current scholarship at the intersection of marketing and feminism In the last five years there has been a resurrection of feminist voices in marketing and consumer research This mirrors a wider public interest in feminism particularly in the media as well as the academy with younger women discovering that patriarchal structures and strictures still limit women s development and life opportunities The F word is back on the agenda made high profile by campaigns such as MeToo and TimesUp There is a noticeably renewed interest in feminist scholarship especially amongst younger scholars and significantly insightful interdisciplinary critiques of this new brand of feminism including the identification of a neoliberal feminism that urges professional women to achieve a work family balance on the back of other women s exploitation Consolidating existing scholarship while exploring emerging theories and ideas which will generate further feminist research this volume will be of interest to researchers academics and students in marketing and consumption studies especially those studying or researching the complex inter relationship of feminism and marketing

*The Ascension Mysteries* David Wilcock, 2016-08-30 From the New York Times bestselling author of *Awakening in the Dream* comes a book that will take readers on a surprising and enthralling journey through the history of the universe exploring the great cosmic battle surrounding our own ascension David Wilcock's previous New York Times bestsellers *The Source Field Investigations* and *The Synchronicity Key* used cutting edge alternative science to reveal oft hidden truths about our universe In *The Ascension Mysteries* David takes us on a gripping personal journey that describes the secret cosmic battle between positive and negative happening every day hidden in both the traumas of our own lives and the world's headlines Through his contact with a positive higher intelligence behind the UFO phenomenon groundbreaking scientific information and data from high ranking government whistle blowers David reveals that the earth is now on the front lines of a battle that has been raging between positive and negative extraterrestrials for hundreds of thousands of years *The Ascension Mysteries* explores the towering personal obstacles David overcame to unlock the great secrets of our universe and looks ahead to what this battle means for each of us personally By unifying ancient texts from a variety of religions with scientific data and insider testimony David presents a stunning conclusion that Earth is on the verge of a massive cosmic event that will transform matter energy consciousness and biological life as we now know it and will utterly defeat the great villains of our time

*Gender, Culture, and Consumer Behavior* Cele Otnes, Linda Tuncay-Zayer, 2012 First Published in 2012 Routledge is an imprint of Taylor Francis an informa company

**The Millennium Election** Lynda Lee Kaid, 2003 *The Millennium Election* highlights some of the most important campaign communication from the 2000 elections looking at candidates political messages the media's campaign coverage the impact of the Internet and the political socialization of young voters The authors show that we still have much to learn about traditional candidate voter interactions as well as new forms of political communication and these forms must work together to engage a new generation of voters Visit our website for sample chapters

**Male and Female Violence in Popular Media** Elisa Giomi, Sveva Magaraggia, 2022-10-06 *Male and Female Violence in Popular Media* brings into focus the apparently symmetrical phenomena of men's violence against women and women's violence against men explaining the profound differences in their actual features as well as in their representations which over the last few years have been proliferating in a vast array of global media contents Elisa Giomi and Sveva Magaraggia consider popular media including crime TV series such as *The Killing* Denmark 2007 2012 *The Fall* UK 2013 2016 and *True Detective* USA 2015 factual entertainment such as *Who the bleep Did I Marry* Investigation Discovery 2010 2015 and Italian pop music in order to examine popular culture's depictions of men and women in their opposite yet complementary roles of perpetrators and victims They reveal how TV shows pop songs news and commercials that populate global audiences daily life fuel false beliefs about love and sexuality that either legitimate or stigmatise violence depending on the perpetrators and victims gender

**Psychoanalytic Accounts of Consuming Desire** John Desmond, 2012-11-28 Provides an accessible introduction to psychoanalytic explanations of consumer desire Topics are drawn widely to reflect the

scope of Freud's vision and include dreams, sexuality and hysteria. Discussion is widened to selectively include authors such as Melanie Klein and Jacques Lacan and to include evaluation of current research.

**Female Fans of the NFL** Anne Cunningham Osborne, Danielle Sarver Coombs, 2015-09-16 In the past sport particularly football has been defined as a male domain. Women's interest stereotypically ranges from gentle tolerance to active resistance. But increasingly women are proudly identifying themselves as supporters of their teams and have become highly desirable audiences for sport organizations and merchandisers. Football provides a unique site at which to examine the complex interplay between three theoretical areas: identity formation and maintenance, commercialization of cultural practices and gender hegemony. This book explores how women experience their fandom and what barriers exist for the female fan.

**Mass Media Revolution** J. Charles Sterin, Tameka Winston, 2017-11-22 Now in its Third Edition, Mass Media Revolution remains a dynamic guide to the world of mass media, enhancing its readers' development as critical consumers. It features a wealth of expanded content with particular attention to diversity in the media industry, reality TV, ethics and social media, and the evolution of online journalism. Chapter content is aligned to the ACEJMC national academic standards.

**Consumer Culture, Branding and Identity in the New Russia** Graham Roberts, 2016-04-14 As shopping has been transformed from a chore into a major source of hedonistic pleasure, a specifically Russian consumer culture has begun to emerge that is unlike any other. This book examines the many different facets of consumption in today's Russia, including retailing, advertising and social networking. Throughout, emphasis is placed on the inherently visual, not to say spectacular, nature both of consumption generally and of Russian consumer culture in particular. Particular attention is paid to the ways in which brands, both Russian and foreign, construct categories of identity in order to claim legitimacy for themselves. What emerges is a fascinating picture of how consumer culture is being reinvented in Russia today in a society which has one nostalgic eye turned towards the past and the other utopian eye set firmly on the future. Borrowing concepts from both marketing and cultural studies, the approach throughout is interdisciplinary and will be of considerable interest to researchers, students and practitioners wishing to gain invaluable insights into one of the most lucrative and exciting of today's emerging markets.

**The Better Mousetrap** Simon Pont, 2012-11-03 Advertising can be great. Great advertising that is. Brands live or die on the power of their advertising and the advertiser's role is to build better mousetraps. But why do we love certain brands and passionately or indifferently reject the rest? What do our brands say about us? And why do we feel so compelled to use digital brands to say even more? Advertising has always been the hard sell and subtle hustle that piques our interest and gets us thinking I WANT that, but in a world that now moves with binary speed, the Brand Game is taking ever new and remarkable turns in its pursuit of better and faster mice. A provocative and insightful look at the chase. The Better Mousetrap lifts the lid on the brand and advertising strategies of leading companies who in a world redefined by digital media are setting the best traps for these ever quicker mice.

**Fashion & Luxury Marketing** Michael R. Solomon, Mona Mrad, 2022-04-14 Written by marketing experts, this authoritative

and comprehensive full colour textbook made up of both accessible research and theory real world examples and case studies including Prada Gucci and Burberry provides students with an overview of the global fashion industry and fashion marketing strategy branding communications retailing and distribution as well as the psychological factors involved in consuming fashion and luxury The role of social media celebrities and influencers such as Kim Kardashian and Lil Miquela are discussed as is the ever increasing role of ethical fashion and sustainability The authors also offer an expanded view of fashion and luxury by moving beyond just clothing and apparel to include other fashionable and luxurious products and services including technology Packed with attractive visuals from fashion and culture and accompanied by chapter summaries questions and exercises this textbook is essential reading for students studying fashion luxury marketing management retailing branding and communications Also provided for educators are supporting PowerPoint slides and an instructor s manual to support use of the textbook with students Suitable for Fashion Marketing Fashion Consumer Behaviour modules as well as a general text for Fashion Marketing programmes The text will also appeal to Luxury programmes MBA etc and Retail Marketing modules

UG Media Ethics at Work: True Stories from Young Professionals Lee Anne Peck,2013 The drawback of most media ethics books is they examine dilemmas faced by seasoned media managers and ignore situations faced by students as they enter the workforce Lee Ann Peck and Guy S Reel s Media Ethics at Work helps students assemble a toolkit for dealing with ethical issues on the job At the heart of the book are 23 cases true stories of problems encountered by recent professionals working in news advertising and public relations Each story is presented as a narrative so readers can ponder What would I do if this happened to me When they ve finished the book they ll feel prepared with an array of theoretical and practical approaches for thinking on their feet Cases include Tool for Thought and Tool for Action boxes application of a theory or professional ethics code and practical how to tips Thinking it Through questions What If scenarios and Go Online for More

**The Advertising Age Encyclopedia of Advertising** John McDonough,Karen Egolf,2015-06-18 For a full list of entries and contributors a generous selection of sample entries and more visit the The Advertising Age Encyclopedia of Advertising website Featuring nearly 600 extensively illustrated entries The Advertising Age Encyclopedia of Advertising provides detailed historic surveys of the world s leading agencies and major advertisers as well as brand and market histories it also profiles the influential men and women in advertising overviews advertising in the major countries of the world covers important issues affecting the field and discusses the key aspects of methodology practice strategy and theory Also includes a color insert



## Unveiling the Magic of Words: A Overview of "**Sex In Advertising Perspectives On The Erotic Appeal**"

In a global defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their power to kindle emotions, provoke contemplation, and ignite transformative change is truly awe-inspiring. Enter the realm of "**Sex In Advertising Perspectives On The Erotic Appeal**," a mesmerizing literary masterpiece penned by way of a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve to the book is central themes, examine its distinctive writing style, and assess its profound effect on the souls of its readers.

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### **Table of Contents Sex In Advertising Perspectives On The Erotic Appeal**

1. Understanding the eBook Sex In Advertising Perspectives On The Erotic Appeal
  - The Rise of Digital Reading Sex In Advertising Perspectives On The Erotic Appeal
  - Advantages of eBooks Over Traditional Books
2. Identifying Sex In Advertising Perspectives On The Erotic Appeal
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Sex In Advertising Perspectives On The Erotic Appeal
  - User-Friendly Interface
4. Exploring eBook Recommendations from Sex In Advertising Perspectives On The Erotic Appeal
  - Personalized Recommendations
  - Sex In Advertising Perspectives On The Erotic Appeal User Reviews and Ratings

- Sex In Advertising Perspectives On The Erotic Appeal and Bestseller Lists
- 5. Accessing Sex In Advertising Perspectives On The Erotic Appeal Free and Paid eBooks
  - Sex In Advertising Perspectives On The Erotic Appeal Public Domain eBooks
  - Sex In Advertising Perspectives On The Erotic Appeal eBook Subscription Services
  - Sex In Advertising Perspectives On The Erotic Appeal Budget-Friendly Options
- 6. Navigating Sex In Advertising Perspectives On The Erotic Appeal eBook Formats
  - ePub, PDF, MOBI, and More
  - Sex In Advertising Perspectives On The Erotic Appeal Compatibility with Devices
  - Sex In Advertising Perspectives On The Erotic Appeal Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Sex In Advertising Perspectives On The Erotic Appeal
  - Highlighting and Note-Taking Sex In Advertising Perspectives On The Erotic Appeal
  - Interactive Elements Sex In Advertising Perspectives On The Erotic Appeal
- 8. Staying Engaged with Sex In Advertising Perspectives On The Erotic Appeal
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Sex In Advertising Perspectives On The Erotic Appeal
- 9. Balancing eBooks and Physical Books Sex In Advertising Perspectives On The Erotic Appeal
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Sex In Advertising Perspectives On The Erotic Appeal
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Sex In Advertising Perspectives On The Erotic Appeal
  - Setting Reading Goals Sex In Advertising Perspectives On The Erotic Appeal
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Sex In Advertising Perspectives On The Erotic Appeal
  - Fact-Checking eBook Content of Sex In Advertising Perspectives On The Erotic Appeal
  - Distinguishing Credible Sources

13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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