

1940s

WWII War Campaign
While men were away at war, women working outside of domestic life were accepted, encouraged, and looked upon as patriotic during a short period in time.



1960s

Sexual objectification is used to sell products and often has nothing to do with the product that is being marketed. The woman in this ad is being dehumanized by using her body and comparing it to the car, an inanimate object, in order to sell something.



1980s

Same decade, different depiction. On magazine covers, women are depicted as sex objects, with their value lying in their appearance and sexuality. By contrast, the men are depicted more seriously, as professionals with more diverse interests.



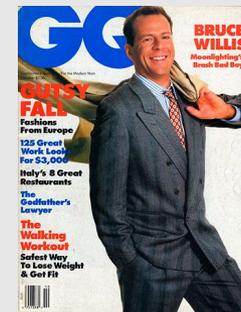
1950s

By this decade, the war era thinking was short lived. This ad supports the stereotype that a woman's place was in the home and her main focus was on domestic chores.



1970s

This ad uses sexualization of a child to appeal to a young teen audience. It is an unhealthy message as little girls will view this as a way that they want to look. Ads of this nature promote the loss of innocence and the desire to grow up too quickly.



1990s

This Victoria's Secret catalog ad depicted the unrealistic image of the female body with the "Angels" brand promoting the sexy but innocent expectation for the female persona.



2010s

In 2016, CoverGirl introduced its first "CoverBoy" model, 17-year-old make-up artist James Charles. In doing so, CoverGirl promoted a progressive view of gender expression in this ad campaign.



2000s

While these scantily dressed women are objectified, this ad is somewhat progressive because it promotes realistic female body types and different ethnicities in a positive light.



2020s

Laverne Cox, a transgendered woman, is featured in this magazine, providing society the opportunity to learn about the trans community. This exposure can have a positive impact and increase acceptance of the trans community in our culture.

The Consequences....According to the American Psychological Association (APA), gender stereotyping and sexualization/objectification in the media have serious consequences, including negative body image, eating disorders, unrealistic ideals of self image and self worth, depression, and violence against women.

Looking to the future....According to UN Women, demeaning images of women in advertising act as obstacles to gender equality. While gender stereotypes are still prolific, a shift to more progressive depictions of gender roles, gender identities, and realistic body images in the media will help to promote positive change to our society and culture.