Stereotypes in Advertising

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Fast food advertisements can be truly stereotypical. But after all it makes sense to our society, doesn't it? When I picture a burger I think of a burly man biting into a large juicy burger with a huge smile on his face as he swallows down each messy bite. Maybe the keyword in that description is "messy?" When we think of women eating, we would mostly likely think of the societal norm that women should eat with proper table manners: take small bites, chew with mouth closed, daintily wipe face with napkin, etc. The article "Having it His Way" articulates this general belief in society that men eat big juicy and meaty meals while women eat smaller neater and healthier meals. Is this stereotype 100% true? Certainly not, there are many females who eat meat with every meal, maybe even more than some guys! Yet, fast food marketers have caught on to the general beliefs and continue to have us think in these stereotypical ways.

As for the sale of male skin care products, I would have to say that if I were to see a guy walk into a Sephora, I would probably assume that he is gay. Yes, it's highly stereotypical but I think that is society's general outlook too. Men have egos and they wouldn't want to be caught shopping for themselves in a "girly" store like Sephora. It is definitely a wise decision for male skin care brands to sell their products in more general stores and have them grouped together in a "men's grooming zone." The lower prices also do wonders for their business because what guy would want to admit to his guy friends that he spends an outrageous amount on a skin care product? His friends would judge him saying "dude, only girls do that..."

Furthermore, various stereotypical advertisements exist all throughout society today. For example, my choice of a product line for our final projects, Herbal Essences, aims their ads and commercials specifically to a female audience. The sensual hair flips and elaborate descriptions of sensory scents with a sexy voiceover make the female audience want to be the “goddess-like” women that they see pictured. Although males may be attracted by these types of ads, Herbal Essences is a line of products designed for females; therefore, their ads are too. However, this male attention only adds to the female marketing campaign. Knowing that males gawk at the women in the Herbal Essences commercials adds to the female desire to buy and use their products. Honestly, it’s just individual perspective to determine whether or not using gender to sell a product is right or if it is simply a really clever advertising tactic.