



SEXIST ADVERTISING IS A PERVERSE AND UNWANTED EFFECT OF ADVERTISING COMMUNICATION.

Breaking the silence: Fight against
violence and abuse of women
(2018-1-HU01-KA204-047751)





**DESPITE THE EFFORTS OF ADVERTISING
COMMUNICATION PROFESSIONALS AND OTHER
SOCIAL AND POLITICAL ACTORS, SEXIST
ADVERTISING IS CLEARLY MANIFESTED IN THE
MOST DIVERSE ADVERTISING CAMPAIGNS.**

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How to recognize sexist messages/sexual advertisement?

Observe:

- The environment in which the women are depicted
 - The activities they are engaged in
 - The clothes they are wearing
 - The way their bodies are portrayed



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How to recognize sexist messages/sexual advertisement?

Be aware of messages containing:

- A unique standard of beauty
 - Sexualized women
 - Gender-based stereotyping
- The use of feminism for marketing purpose (femvertising)



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You mean a woman can open it?



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