

The Office of Sponsored Programs Presents

Scholars Exchange

A Wednesday Brown Bag Lunch Series
Featuring 2016 PSC CUNY Research Awardees

Wednesday, November 29, 2017

12:00 - 1:00 p.m. • Faculty Commons N-227

Alyssa Adomaitis Business

*Impact of Sex in Luxury Fashion Advertisements on
Brand Credibility, Image and Purchase*

Advertising is a key institution of socialization in postmodern society (Kilbourne, 1999; Messaris, 1997; Shields, 2002) According to Shields (p. 34) “images of ideal bodies, most often female bodies, are some of the most dominant and consistent images produced by advertisers.” Shields goes on to suggest that images give shape to expectations concerning how women “should look and be looked at, how we should feel and be made to feel, and how we should act” (p. 12). In addition, since the beginning of modern advertising, marketers have often used sex to promote their products and services (Sivulka, 2003). Sex in advertising has been defined as “sexuality in the form of nudity, sexual imagery, innuendo, and double entendre...employed as an advertising tool for a wide variety of products” (Courtney & Whipple, 1983, p. 103).



All Faculty Welcome

You are welcome to bring your lunch.

