**Sex in Advertising**

How are we persuaded to buy a product? In the fashion world, the depiction of sex is often used to sell products. One could argue that 'sex' is a stylistic device commonly found in print ads. However, ads that include sexually charged images and language may have an adverse effect on social values and norms. View the film ‘Killing Me Softly 4’ by Jean Killbourne.

According to this film, **what are the adverse effects of including sex in advertising**? Take notes on the film as you watch, keeping this question in the back of your mind.

Listen for:

* The objectification of women
* Eroticism of violence
* Commodification of sex
* The trivialization of sex
* Infantilism of sex