

Portrayal of Women In the Media.

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### Portrayal of women in the media

Among researchers, sexuality has been a matter of discussion as many have criticized the media for its use of sexuality and pornography. Other units of society including families, women associations, parents, educators and religious institutions have also criticized the media harshly for its use for sexuality and pornography (Allen and Brezgel, 1995). But despite the harsh critics and concerns the media has continued to use sexual and pornographic content as concepts of marketing instruments for advertisements, shows, movies, news or in other broadcasts as these concepts are considered by researchers to attract more customers and viewers.

This writing mainly intends to analyze whether the use of sexuality in media institutions is ethical according to business ethic theories and whether the exposure to pornographic content has negatively or positively affected the society. It tends to examine theories in business to determine whether it is ethically correct for the media to use the theme of sexuality as a marketing instrument.

The analysis in this writing suggests that the use of sexuality as a marketing instrument in the mass media is an unethical business behavior, it will also use deductions from Kantian, Utilitarian, Aristotelian and Contractarian which are fundamental theories of business ethics to support this suggestion.

### Literature review

The most controversial issue in communication studies has been the use of sexuality in the media. Women associations, researchers, parents and religious institutions have raised criticisms against the media owing to its sexual and pornographic contents. As far as the media is concerned, women are normally used as sexual objects that satisfy men's sexual desires; they are

used in most advertisements for marketing purposes. Pornography is a form of sexual inequality as argued since women serve as a sexual object that tend to satisfy men's sexual desires (Van Zoonen, 1994).

In the world most genres of entertainment which include movies, advertisements, news and television degrade women's position in society by treating them as sex objects that are used to attract viewers and customers.

Feminists argue that that sexuality in the media industry harms women's opportunities for equal rights and promotes sexual violence against them; it also degrades their roles in the society and restricts them to exercise fully their citizenship and participation in the public life.

Women abuse and sexuality in the mass media has many negative effects on the individuals and the society at large. The problem with exposure to sexuality and pornography has been found to increase non-marital sexual behaviours among the adolescents as they tend to view the institution of marriage as sexual confining. It has led to adolescents considering that having a family and raising children as an unattractive prospect hence ignoring the institution of marriage, it has led to an extreme increase of unusual and unethical sexual behaviours. Moreover, it has led to less concern about sexual child abuse, it has led to ignorance that sexual activity leads to a health risk, it has also increased sexual activity among the young individuals. This tends to agree with the argument raised by many that there is a link between an individual's behavior and sexuality in the media.

Research suggests there is a connection between viewing sexually-oriented stimuli and aggression. That includes violence that has been concluded to be true as exposure to pornographic content to viewers by media institutions has led to men's sexual aggression towards women leading to inclination to commit rape.

These problems impacted to the society due to use of sexuality for marketing purposes by media institutions clearly shows that the subject matter is of importance and that it needs an evaluation in terms of business ethic issues. The Kantian, Utilitarian, Aristotelian and Contractarian theories are going to be used in this writing to evaluate their approaches to business ethics.

According to Kantian, Utilitarian, Aristotelian and Contractarian theories and their approaches to business ethics it has been determined that the use of sexuality in the media as a marketing instrument is an unethical business practice. These theories argue that numerous media institutions are going against the ethical principles of business by using sexuality as a marketing instrument. Given the fact that sexuality is used as a marketing instrument in order to attract great magnitude of viewers and customers, it means that the media institutions market themselves and their products at the expense of ignoring business ethics.

The study from Kantian, Utilitarian, Aristotelian and Contractarian theories suggests that firms and media institutions should adhere to the ethical aspect of using women and sexuality as a marketing instrument. Contrary to not doing this there are implications and to also take into account the negative effects of exposing the viewers to pornographic content.

To sum it up, it is agreeable that use of women as sexual objects for marketing purposes is an unethical business behavior, and that is morally wrong as it also negatively affects the society at large and degrades the position of women in the society. Therefore, media institutions should consider the negative impact of using women as sexual objects for marketing purposes that it has on its viewers and customers, and they should also make sure that their marketing methods adhere to business ethics.

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