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SEXISM IN ADVERTISEMENT

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Relevance. The main features of sexist advertising can be summarized in three ways.

1. *Objectification, sexualisation of the individual.* Sexual objectification is the process of objectifying women or men, simplifying a person's personality to an abstract image or parts of the body. Objectification in advertising presents people as a commodity or entertainment, describing this product or service through the sexuality of a person.

2. *Lack of connection between what is advertised and how a person is shown.* Gender is indicated in a manner that doesn't have a direct connection with goods or services. The naked male or female body is now imaged everywhere. Starting from advertising tractors and ending with advertising underwear. But if in the latter case this is a completely justified image, then in advertising tractor, why is the naked body showed?

3. *Presence of sexist phrases.* "Henpecked", "all women are the same", "a woman has all the heart – even the head", "female logic", etc. The use of elements of domination and subordination between the sexes calls for violence and its justification.

Aim: to find out the attitude of society towards sexist advertisement, realize the problem and start taking action to combat it.

Brands need to understand better where women's heads are today, what is important to them and what their aspirations are. Rather than being fixated on marriage and children, the four greatest aspirations women have been to feel comfortable in their own skin, to be financially independent, to be able to make their own decisions in the life.

Materials and methods. Foreign and domestic magazines have been analysed. Sixty respondents from our university were shown examples of the advertisement and interviewed with application of the Google Forms tests.

Results and discussion. More than half (59%) of the respondents say advertising has an out-dated view of women indicating 79% inappropriate humour with sexual overtones in advertisements for ordinary goods. Sixty per cent of respondents more than once paid attention to the unreasonable display of naked body parts in the advertisement.

Conclusions. In sum, sexist advertising is based on the fact that one gender has some advantageous characteristics over another: smarter, stronger, more capable than the other sex. Consequently, we start playing with these stereotypes in advertising: women are more emotional, so they should choose their hearts and take care of children. And men are more logical, which means they can make better decisions and be talented leaders.

Professionals, customers and producers of advertising should realise and speak about the problem of sexist advertisement and create standards to determine how much of the human body should be present in the advertisement. Their activities should comply with legislative acts and regulatory authorities that are responsible for controlling in creation and output of advertising products. Advertisement producers need to understand that they are working for an audience that has voting rights.