

AD AGENCIES USING FEMALE EMPOWERMENT AS SALES TACTIC



The 'empowering' of women has become a prevalent advertising buzz word and concept. Professor Nancy Bauer, chair of the Department of Philosophy at Tufts University and an expert in feminist philosophy, articulated how the concept has become culturally trendy. "She dresses in these outrageous ways and is invested in the idea of presenting herself as totally different from anybody else and completely her own person, yet at the same time, she is still conventionally sexualized," said Bauer. Lady Gaga, for example, wears provocative clothing, high platforms shoes, and shows a lot of skin, yet her body would still be considered conventionally attractive. "She sends the message that part of what empowerment is, is exactly what the culture is showing," commented Bauer. "Feminine sexuality is a kind of power that can be wielded, provided that you are genuinely accepted in a feminine way."

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