# Seduction of Advertisement by Women

Nowadays, the enormous effect of advertisements on humans has increased, especially in terms of making people feel out of place in society as technology has developed. Advertisements are based on seduction for those who feel that they need the products companies try to sell; however, we often end up wanting products that we do not actually need. For instance, if a fancy girl who already owns a lot of makeup wants to buy another product that is advertised as the most long-lasting makeup, she is likely to want to buy it without hesitation even though she does not need it. These aspects lead us to question why women are more prone to buying such products.

In my opinion, women shown in TV shows are not presented as real people but as artificially glamorous figures with heavy makeup, and other women want to look as beautiful as those shown on television. That is why the advertising system exploits not only products but also women's sense of seduction. Another aspect is that women are often represented as sexual objects by being half-naked or wearing underwear; moreover, they are even used in food advertisements through actions such as licking or biting food in a sexualized way. Using women in sexualized advertising changes men's perceptions of women in terms of appearance. For instance, if a man who is married or has a girlfriend is constantly exposed to attractive women with exaggerated body features in advertisements, he may want his girlfriend or wife to change her appearance to resemble those women seen on television.

Furthermore, this chain reaction leads women into a competition in which they try to present their appearance as more beautiful than others. As a result, this race encourages advertising to produce more content that relies on women's sexuality and appearance. Advertising aimed at women does not only involve sexuality; for example, advertisements for sports equipment suggest that if you do not use certain products during physical activity, you will not be able to look as fit as the women represented in brochures. Because of these repeated sexual messages

in advertising, people have become accustomed to judging others based on appearance, which can lead to depression. In my final opinion, the worst effect of advertising is that women are sometimes shown next to men in disturbing and violent visual contexts, which may unconsciously influence people's minds and potentially lead to harmful attitudes toward women in public spaces.

In conclusion, I believe that sexuality is constantly being sold, and this will not end unless advertising becomes more ethical and gives proper value to women. Advertisers must stop using women as if they are puppet products. Overcoming this issue starts with becoming aware of how advertisers manipulate our subconscious to increase their profits. If we understand these deceptive tactics, especially those targeting women, we can choose not to support companies that sell sexuality and instead support those that use realistic and respectful representations of women in their advertisements.