

Women's bodies used to sell everything from cars to chocolate bars

CASE chairman writes about the objectification of women in advertising.

Key information on EU or National policies/legislation on women's' representation in advertisement:

Womens representation in advertising

Key information on trends and challenges on women and the media:

Objectification

Key stakeholders mentioned:

Council Against Sexual Exploitation, Advertising Standards Authority of Ireland, European Economic Council, Irish government

Bibliographic Citation:

thejournal.ie (128 December 2012). Retrieved: 2 January 2013.

Format: Website

Weblinks

[Website](#)



Is Part Of: The Journal.ie

Metadata

TYPE: Other

CREATOR/AUTHOR: Wade, Jennifer

PUBLISHER: The Journal.ie

RIGHTS: The Journal

LANGUAGE: English

COVERAGE: Ireland

KEYWORDS: advertising, gender portrayal, gender stereotypes