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There are many things that are changing in our daily lives, such as how the media has as an entertainment device and how one may view the media. George Gerbner first came up with the idea of how the television has been cultivating our society since the 1960s. According to the Cultivation Theory those who watch an excessive amount of television become cultivated from what they view and have a distortion of what is reality. The Cultivation Theory explained how the television begins to mainstream ideas of what one views. When viewers see repeated symbolic portrayals of things on television, it causes viewers to replay it to real-life experiences.

The Cultivation Theory was developed by George Gerbner, the dean of the Annenberg School of Communications at the University of Pennsylvania. He first started his research in the mid 1960's to find out if watching television influenced viewers ideas on how they perceive the world was like every day. He also believed that heavy viewers (viewers who watch more than 4 hours of television a day) of television are more likely to be influenced than light viewers (viewers who watch less than 4 hours of television in a day). Television viewers are also more likely to be influenced by topics that they have little firsthand experience in (Cultivation Theory, 2010). His study also said that television watching has a way of "cultivating" a symbolic view rather than having a direct effect. The symbolic view is then used by viewers to interpret everyday reality (Hughes, 1980).

In George Gerbner's findings he draws to three main points; institutions, messages, and publics. His first point institutional process analysis investigates the institutions that produce mass media and their decision making process. Next is the message system analysis this is the part where they investigate the body of the message and look at the broad and consistent patterns. The final point investigated was the cultivation analysis, this was the study of the relationships between institutional processes, message systems, and the public assumptions, images, and polices that they cultivate. These relationships all affected one another. The point here is that when people are living in a symbolic

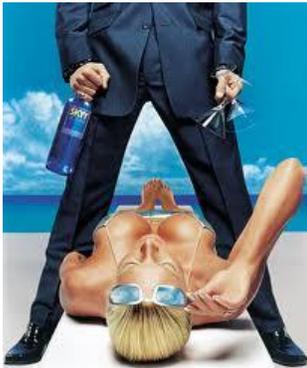
environment where certain institutions or companies that have certain types of objectives are constructing specific messages, which then tend to cultivate certain types of collective awareness.

Advertisements tells us who we are and who we should be, the advertisements tells us what is most important is how we look, and exactly what it takes to look that way. They put in our heads that we must look absolutely flawless. Women in advertisement never have lines or wrinkles, blemishes, just a flawless face. Ads tell us over and over how one's body must be, which is not healthy for any women. Many women and teens are affected by eating disorders, and they must get the image from what they see and become cultivating to seeing on television, or at least some part of it is due to what the media portrays. The media tells us that in order to accepted and beautiful, one must be extremely and unhealthily thin.

Media has had a large part on how it portrays women's bodies compared to male bodies. Women's portrayals of having a thin and anorexic body is shown more in the media compared to males. A study of 221 television characters only 17% of male main characters had a thin body compared to 69% of female male characters had a thin and almost anorexic body type (Hendriks, 2002). Men are more likely to have satisfaction in their body types compared to females and are less likely to distort their perceptions of their own bodies. 92% percent of women feel pressure to have a thin and beautiful body that is exposed on television, and 95% percent of women recognize and identify the ideal body type that is portrayed on television (Hendriks, 2002). In the real world, women's body types are a lot fatter and curvaceous compared to what is depicted on television. Male's bodies in the real world are thin, with broad shoulders and narrow hips; recent media has been portraying women's bodies to be the biological norm as male bodies (Hendriks, 2002), and these deception then cause women to feel unsatisfied in their body type and want to change their image to be like what they see in the media. Realistically this may be impossible for many women's body types; Wiseman, Gray, Mossiman, and Ahrens (1992) study

concluded from the Miss America contestants found that many of the contestants were 13-19% below their expected weight for their height. Many women see these portrayals and believe that this is the way they must look, when they see these body types of other women they associate with a lower self esteem.

Many advertisements portray women in a negative way. In the ad pictured below on the left there is a man standing in a suit hovered over an attractive women, who has large breasts and is very thin. The woman is wearing a small swim suit where she appears to be tanning. She seems unbothered by the presences of the man. The man is holding a bottle of Skyy Vodka in one hand and two glasses in the other. He is grasping the glasses firmly, it shows that the man wants to have drinks with the women and is giving her no choice but to drink with him. This advertisement represents that the man being dominant in the ad is sexy and okay. The woman has no choice in the matter and that the man has all the authority. The advertisement also tells one that a woman must live up to a man standard as looking and acting like the woman in the advertisement.



<http://www.google.com/images>



<http://mgm0508.wordpress.com/2010/04/30/dolce-gabbana-unethical-advertising/>

In the ad pictured above on the right for Dolce & Gabbana; in ad the woman is made to look as though she is helpless. The man is holding down both of her wrists so that she cannot move. Her positioning in the advertisements also makes her look helpless as she is lying down and the rest of the

men are just staring down at her. This photo portrays that they may take advantage of her and that rape is sexy in this advertisement. Her face expressions represents that she does not look terrified as to what is happening to her, and she also does not look scared or panicked. She looks as though she is relaxed even though this muscular man is holding her down. The woman looks small compared to all these muscular, tough men standing above her. This advertisement all tells one that men should be the powerful ones and women should just be the small helpless ones, and accept whatever a man wants to do to them.

There are many advertisements that tell one over and over how women are being portrayed as objects, especially sex objects. In the new advertisement of the Axe Detailer commercial they are making it seem as though many men have dirty balls and so women do not want to play with them. They are also representing on how sex sells, they are cultivating to men that if they buy this product and use it to clean their balls, which is really referring to their testicles, that women will now want to play with their testicles. This commercial being aired on television brings out the shared view of how people perceive that sex sells, and why would a guy not want to buy this product? They make people think that they could get women to want to do things that they might have not done previously, because they did not clean their testicles as well.

These advertisements represent how sexual behavior is being mainstreamed through the media. The media has a way of cultivating people into thinking that things that they see in the media is normal and that everyone is doing it and acting the way the media portrays people. More and more everyday people are watching television and taking what they see and applying it to their real-life. Sex has also been a huge growing thing on television. Many advertisements these days rely on the explicit scenes or acts of men and women to sell products.

George Gerbner's Cultivation Theory addresses television viewers are more likely to be influenced by topics that they are unfamiliar with and have never experienced it firsthand. Heavy viewers are also more likely to cultivate by television compared to light viewers because they keep seeing it over and over and start to believe that it's true. The ads that were analyzed represented a method of mainstreaming a sexual behavior and how women are portrayed in the media; this symbolizes how the media is cultivating and shaping viewer's conception on social reality. When viewers watch and listen to the media and continue to see the same things over and over, they become immune to it and start to believe what they are watching and seeing is the truth about our reality.

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