Sexy sells: The marketing of girls’ sexuality
Some definitions

- **Sexualization**: a process external to the individual.

- **Precocious sexualization**: when sexualized culture affects those who usually lack the necessary maturity to understand the consequences.

- **Pornification**: refers to the widespread dominance of pornographic imagery, values and aesthetics in popular culture and its overall influence on human relationships. It results in hypersexualization or sexualized culture.

- **Corporate paedophilia** (The Australia Institute): the sexualization of children as a marketing strategy.
Characteristics of a sexualized society

- Sexual permissiveness
- Lack of clarity about what is “normal” sexuality
- Intense preoccupation with sexual identity and practices
- Hedonism
- Unclear boundaries around obscenity and between private and public (extimacy)
- Economic explosion in the provision of sexual services
Sexualized socialization

- Capitalism and patriarchy: concentration of media power and commercialization of women’s bodies
- Powerful industries: pornography, music and their codes
- Media: omnipresence of sexualized imagery
- Societal changes
- Parent/child relationships
- Friends: pressure to conform to norms of peer group
- Self: identity, needs and strategies
Consumerism

- Confusion between what is real and what appears real
- Quest for a perfect ideal: beauty, popularity, stardom, image, sexuality. An ideal that creates perpetual dissatisfaction with the self.
- Shopping gives meaning to life.
- Control over one’s appearance replaces lack of control over larger issues.
- Fosters individualism, competition and narcissism.
Sexism is not new
Neither is infantilization
Representation of women in media
Position of the body
Wild racialized women
Neck
Dressed to kill...
Blurred boundaries