

(91250 High Not Achieved –

The representation of young women aged 16-25 in make-up advertisements

In my report I am looking at the representation of young women aged 16-25 years old in makeup advertisements. Through my analysis I have come to discover that the group I am focusing on is represented as happy, flawless, and the so called perfect body and is usually European. ①

Advertisement One: In this advertisement the lady is representing the makeup company Revlon and she is represented as being sexy. ③ In the image her head is tilted over her ② shoulder, her lips are parted and she is looking directly at us. ④ She looks quite seductive and as the eye shadow make up that she is representing is quite dark and smokey blends in with the dark background in this advertisement which symbolises seduction and it shows that she is looking like this 'you can look and touch, come get me'.
 In the image she is also wearing a dark blue sparkley dress which shows bare skin at the ④ back but the wording covers some of it which makes you wonder how far down it goes. This is designed to grab male's attention. ⑤

Advertisement Two: In this image this young lady is presenting the make up company ③ summer collection and women are represented needing to appear natural. This is a natural part of makeup even though she still looks seductive she doesn't look slutty or fake because it is more natural look. The lady wears a creamy soft loose fitting t-shirt showing no cleavage or anything that could make her look less young and innocent even though it has beading around her neckline it is more than enough and shows purity and glamour. In this image she also has her lips parted and her eyes are looking directly at us and her hair falls perfectly looking tousled and relaxed. This shows the feeling 'you can look but you can't touch' still drawing the males attention but not drawing attention to physical contact. The backlighting in the image is very natural and is just a plain white which also shows purity and its attention grabbing looking angelic and innocent. ⑤

Advertisement Three: In this image this lady is advertising the make up company Revlon and ③ women are represented as needing to be beautiful. This makeup is natural and appealing and it is focusing on a natural looking foundation which doesn't make her look fake. As ④ words shown underneath the foundation image it states 'you've never felt makeup like this before.' And this shows that it's a nice natural type of makeup. The lighting in this image is a natural colour which is plain white and her clothes are creamy which makes you focus on her face which has natural colours. Her lips are parted and her eyes are positioned in a way where it makes her look seductive without giving the impression that she wants everybody to come and get her. In this image she shows the flawless type of image and she doesn't have to try it. It gives a message that it should be effortless to look beautiful. ⑤
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