

Nudity and Sex in Advertising

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Nudity and Sex in Advertising

I have chosen to research and write about the controversy of nudity and sex in advertising in the United States of America. Many people oppose advertising that uses sex and nudity to sell products, while others believe that there is nothing wrong with sex or nudity displayed in advertising. For my final research paper I have chosen to argue with the side that believes it is okay to advertise usually nudity and sex. Countries in Europe use full frontal nudity and sex to sell products all the time and not as many people are offended by the advertisements compared to people in America. I will be discussing why Americans view these advertisements different than Europeans and why with out these advertisements they are making the situation [worse](#).

The [topic](#) of nudity and sex in advertising is important to all television viewers because if nudity and sex are banned from advertising, what will be banned next. Any thing could be banned with the support of a enough people, so we have to draw a line somewhere. I believe that hopefully my research and conclusions will help change the minds of at least a few people and maybe even start a revolution to allow nudity and sex in advertising. Maybe no one will read my paper or change there minds about the topic, but at least I can

say that I tried and gave it my best. I hope though to become more knowledgeable about the topic for later [encounters](#) with this controversy.

Virgin Mobile has decided to move away from nudity in their campaigns and move more to conservative advertisements. They believe that the change will indeed change them from “sinners to saints.” Their old ads had nude women wearing only a clear cell phone box where now the ads will contain teenagers talking to religious figures such as priests, monks, and rabbis. They decided to make the change with all the pressure advertising and the media has been getting from showing sex and nudity. I will be using this article in my paper that condemns using nudity and sex in advertising and the media. It will help me show even companies are actually listening to their viewers and in the end changing their advertisements.

Word count: 123

Cuneo, Alice Z.

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