

USING WOMAN IN ADVERTISEMENT AS A SYMBOL OF SEX: COSMOPOLITAN MAGAZINE EXAMPLE

KADININ CİNSEL BİR SİMGE OLARAK REKLAMDA KULLANILMASI: COSMOPOLİTAN DERGİSİ ÖRNEĞİ

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Abstract: It is widely known and agreed that advertisements are come up every time and everywhere in our daily life and consist of some meanings. Therefore, advertisements are open to be read as a text wherever they are published in mass media. In this context, social change will be examined in terms of sex and its reflections thereof by semiotic analysis method by comparing the figure of women representation in advertisements in "Turkish Cosmopolitan" of 1990's, 2000's and 2010's and use of women image in advertisement at that period. In this context, social change of woman on advertisements was historically studied through examples.

Keywords: Woman, Gender, Advertisement, Woman in Advertisements, Semiotics, Gender Mainstreaming, Feminism.

Öz: Reklamların günlük yaşam içinde her an, her yerde karşımıza çıktığı ve belirli anlamlar içerdiği herkes tarafından bilinmekte, kabul edilmektedir. Dolayısıyla hangi kitle iletişim aracında yayınlanırsa yayınlansın reklamlar birer metin olarak okunmaya açıktır. Bu bağlamda, bu çalışmada; 1990, 2000 ve 2010'lu dönemler ait "Türk Cosmopolitan" kadın dergisinde yer alan reklamlarda kadın temsiline yer alış şekli ile aynı dönemde reklamlarda kadın imgesi kullanımının karşılaştırılması yapılarak toplumsal değişimin cinsellik ve bunun reklamdaki yansımaları göstergebilimsel analiz yöntemi kullanılarak irdelenecektir. Bu bağlamda tarihsel olarak kadının reklamlardaki toplumsal değişimi örneklemeler üzerinden incelenmiştir.

Anahtar kelimeler: Kadın, Cinsiyet, Reklam, Reklamlarda Kadın, Göstergebilim, Toplumsal Cinsiyet, Feminizm.

1. INTRODUCTION

Advertisements come up everywhere and every time as a part of our daily lives. Sometimes in TV screen, sometimes in newspaper and magazines and billboards and even on internet. In brief, we are living as a "advertisement human beings" in a world surrounded by advertisements. It is impossible to run away from this siege. Although some of the advertisements attract our personal or social perspectives, others mean nothing for persons.

Advertisements have power/ability to change the perspective of individuals about the events and options by affecting the society and norms. Furthermore, they stir up the emotion of dissatisfaction of the audience of the society. Thus, advertisement presents the object to cover this shortcoming or object which is thought to cover this shortcoming or put the individuals into the place of political voter with its options (Mengü 2004). Metae and symbols used in the advertisement are conceptualized with social relations since advertisements are the important part in the reconstruction of our social lives.

Advertisements are thought to have an effective influence on changing or describing our daily life routines and habits. Even, they affect the sexist behaviors. Advertisements are naturalization of culture(s). This naturalization function carried out through several mythic discourses. For example; woman's being mother and wife is a natural role of woman and a duty attributed to the women by the culture. These mythic discourses/expressions are reproduced by advertisements (reproduction/reconstruction of production) through advertisements and adopted by the women in time. Furthermore, women are presented as a well-kept, beautiful and nice and also as a family member in the advertisements. Erving Goffman concluded as a result of the examinations on gender roles in advertisements that roles attributed to women are wife (care for the kids, cleaning and preparing dinner), childlike women or sex object (Hovland, McMahan vd. 2005, 888).

In traditional culture, defending their own sexual freedom for the woman seems very hard. Defending their sexual freedom forms the idea of "man like behaviors" or causes them to be defined as concepts as "Prostitute". It means that social oppression mechanisms come into play. According to Elden and et al. the reason is the concern of "traditional culture that sexual freedom will make the woman insignificant (Elden vd. 2011, 541). Within this context, the woman

depicted in advertisements usually direct her body to the demand of the society and easily replaceable. The woman in advertisement are the visual objective of men and her same kind-women-(Büker and Eziler 1999, 58). By this way, woman begins to see the "observer" and observed" personas within herself as separate two elements forming her own identity as a woman (Berger 2010, 46).

In today's world, the new advertisement concept where life styles and values of individuals are reconstructed are in progress instead of the traditionalized advertisement concept. The formation of the new values is provided with the images presented in the advertisements. In advertisements, "hard to reach" subconscious targets are started to set for the women by saying that you should be like the exhibited and flawlessly beautiful with the help of "Photoshop God" and in parallel with the woman image depicted. As a result, fancy, luxury, bright life, beauty and sex are packed and presented with dominant message forming technique in many customer goods from chocolate to ice cream, cologne to cosmetics, cars to textile. These kind of advertisements are filled up with imitative and hedonist elements such as useless image, visual detail, sex, cogent messages.

In this context, the objective of this study is to determine how woman representation (gender) placed in the advertisements in "Cosmopolitan" woman magazine published in Turkey in 1990's, 2000's and 2010's and observe the change of gender in advertisements published over 20 years. By stating that sex gets affected from the social change, advertisements are affected by the social changes as well and the notion of "the use of sex in advertisements change depending on the social changes" forms the main thesis of this study. Time interval of this study which is over 20 years presents us the historical size of the change of women sexuality shown in the advertisements. The years and months of the magazines when the magazines are published and advertisements where woman representation is used in the magazine is selected randomly. Semiotic method is used in analyzing the selected advertisements.

2. GENDER MAINSTREAMING IN THE CONTEXT OF FEMINISM

Even if there is a general perception that sex and gender concepts are same, these are different from one and other. While sex expresses biological features that separate women and men such as reproduction systems, hormonal structures, anatomies, gender expresses cultural, social, psychological features as to man and woman (Lindsey 2010, 4). According to the Ann Oakley who coined the term gender mainstreaming into sociology, while sex expresses biological man and woman distinction, gender mainstreaming refers to unequal distinction in society wise between masculinity and feminine (Ökten 2009, 303). According to Lindsey "Sex makes us male or female; gender makes us masculine or feminine. Sex is an ascribed status because a person is born with it, but gender is an achieved status because it must be learned." (Lindsey 2010, 4).

That differentiation based on gender between man and woman, marginalizing woman from man have been tried to explained from different theoretical approaches. Feminist approach, which is one of them, represents stand against the differentiation over gender phenomenon and separating human power and mind over gender. This approach which stands against the male dominant society and struggle against it showed up in the early 19th century (Özdemir 2009, 54). Feminism movement, which aims to change the man centered power relations between man and woman, intended to change power balance between man and woman in essence. In this context, gender mainstreaming does not only differ in gender but also expresses unequal power relations between the kinds (Ökten 2009, 303). Even if feminism seems as an ungrounded term at first glance (Schroeder 2007, 13), it is an important academic study in today's life with its changing structure as per the continent and with its 200 years history. Feminism which is a social movement according to Schroeder (2007) tries to make several topics as to the scorn and insult of women to the public agenda.

It is highlighted that gender mainstreaming concept had first been put forward by the American feminists in 1970's with its meaning today and comprehensive manner and means the rejection of biological determinism and gender gap arise from the social factors (Scott 2005, 20). Driving force behind the feminist to suggest gender mainstreaming concept is that biological features that woman has cannot be the reason of social inequality and this cannot be accepted as a legitimate foundation and it's the effort of bringing forward the fallacy of biological determinist approach (Sayer 2011, 10). Feminist historians have come up with so many approach as to the gender mainstreaming and these may be grouped in three framework generally (Scott 2005, 25-30):

1. It tries to explain patriarchal roots: To some, key points of patriarchy are production required to continue its generation and to others, it's the sexuality itself. However, common point under these analysis bases on physical differences whether it is the continuation of man dominance and generation or woman's turning into sexual object by the man.
2. It tries to include feminist critics into Marxist framework. Feminists who have the opinion of Marxism, have wider historical size compared to the other feminists. That they explain variables and directions in a "materialist" framework as to the sexuality restrict or slow new working styles. Social gender concept includes economic structures as well as social ones.
3. It benefits from the French poststructuralist and Anglo-American psychoanalysis ecrole in explanation of construction of gender mainstreaming. Lately, feminist researchers suggest and feed from material theoretic method as to the gender mainstreaming in the context of imposition of special analysis together with general

point of view. At the same time, they also pay attention to subject-identity relations and focus on the development of children in the construction of social identity.

Today, there is a general view that many issues that women deal and challenge today is related with the gender mainstreaming. The reason of this as per the feminist approach is that gender is an hierarchic analytic category and patriarchy is a social organization regulating these relations and in this context patriarchy driven system mean to be imposed on the woman (Özçatal 2011, 25).

3. RELATION BETWEEN ADVERSITEMENT AND WOMAN (SEXUALITY)

The role of woman in advertisement has been an attractive and controversial topic for years. Advertisements have been criticized for showing woman as a stereotype for years and as a result creating difficulty in understanding the changing role of women by society. Critics have criticized the advertisers and advertisement profession due the inconvenience they have against the initiative to frequently use woman body in advertisements in order to attract attention and targeted them sexually (these women are young, beautiful and attractive) and showed woman as doing house works, care for kids or trying to be beautiful as well as playing decorative roles in advertisements. Worldwide known and profitable brands such as Victoria's Secret, Calvin Klein, Giorgio Armani, Nike, Gucci are known to form powerful brand identity in parallel with sexual identity of women. This approach paves the way for the reaction of individuals/society who do not want to see woman as a decorative good.

Woman in every society might be thought to pay attention to their sitting, walking in brief how they behave starting from they are young. As a result of this, as John Berger stated (Berger 2010, 46) personality of woman is divided into two as "observer" and observed". At this point, women provide insight about the gender roles to individuals (especially to women) and women check themselves according to these images and try to make themselves as attractive and charming.

Even the women image in advertisement poses as a mother, wife, modern and working woman roles, debut of women in advertisement as a sexual image was first time in 1850's with the use of illustration technique on chubby women and women sexuality displayed in parallel with the sexuality highlight and women attributed the visual of "watchable object". Naturally, this use has gotten extensive and presentation style has changed with time.

In advertisements between 1850-1900 years, the representation of women depicted as chubby, provocative, well-kept and beautiful women with illustrator technique, that's to say drawing method (Reichert 2004). Even though women rarely take part in advertisement in early 1900's, this technique continues until 1920's and things changed after 1920's. After this period, women pictures started to take part in advertisements and reached different level with the opinion that sexuality is nothing to hide and open to public. Feminist movements, particularly the "Radical Feminists" who make feel their existence after the second half of the 1800's for that development. This effect emerged the "New Woman Image". Jewish-German feminist Henriette Fürth stated in 1914 that transformation of women into house slave was as a result of 19's. Fürth even ridiculed and criticized the social values attributed to the women by saying "Kinder-Küche-Konversation" that's to say "kid-kitchen-chat" (Bock 2004, 126).

Newly emerged "New Woman Image" has changed the mother, wife and housewife figure and present new woman image such as a women working in a profession, having lesson in university, single academician, dancers, games master. New woman image has stirred up discussion by offering new opportunities with private lives and social lives. The changes in their appearances- their short hairs resembling to boys and wearing skirts around their knees and their tours in big city streets cafes and dance lounges in parallel with the change of role have caused a big discussion. Now new woman image become popular with magazines, entertainment literature and cinema and new wife have some distance to marriage and family lives different from their grandmothers and gender and sex which should be kept as secret are no longer a taboo for new woman and become open to public (Bock 2004, 209). With the formation of new woman image, advertisement sector benefit from the collapse of taboos as to gender and sex and even used this and women begin to show up in advertisements.

Advertisers who rediscover the expression of secret trends as to sexuality as the most effective way with the customers, have increased the sexuality content dose and frequency and sexual expressions are become obvious and seen more particularly starting from 1960's until 1975 in the quarterly term between the 1950 and 1975. At that period, topics as to the private life such as sexuality, body, maternity examined by the Simone de Beauvori-famous feminist theorist and building gender roles socially have been discussed with feminist movement and feminist theory which gains momentum again as of 1970's (Bock 2004, 275-285). Women took part in advertisement in 1970's are used due to the aesthetics concerns. Working women has low percentage and has depicted as nurse, hairdresser, and secretary which are stereotype women functions. At that time of advertisement, women rarely took part as authoritative individuals in advertisements, authoritative ones are usually men. Women whose role has changed in advertisements with the changing life conditions has demolished the house wives images and depicted in outside with hectic business schedule. In parallel with this, use of sexual themes in 21 century has intensively increased due to the selling of cosmetics products such as soap, lotion, perfumes and personal care products such as hygienic women products.

The use of sexuality in advertisements has so many different ways. Sexuality in advertisements are not only about the naked bodies and sexuality. Even if major part of the sexual content in advertisement is visual materials, sexy

language and words are the complementary part of this sexuality. Advertisers attribute sexual values to brands associated with sexuality through advertisement. Promises also consist sexuality. Co-research of Tom Reichert and Jakgue Lambiase show the main promise(s) used in the sexual contented advertisements (Reichert 2004, 42). These are:

- a) Providing sexual attraction to the consumer,
- b) Frequent sexual intimacy opportunity(having more enjoy from these opportunities)
- c) Consumer feels himself/herself sexier and lustful.

In advertisements, double entendre, implicit expressions, sexual images towards sub conscious perception and promises as to sexuality are used. These kind of sexual content and images are useful to stir up the interest of the consumer towards sexuality and incite romantic emotions (Reichert 2004, 37). In order to form the requested effect in the use of sexual content visuals in advertisements, close up of body parts such as legs, breasts, lips of enticing, provocative women are used. As a result, it's a fact that advertisement stirs up the consumption phenomenon by decreasing sensitivity to some sets of values of audience by playing over the physical desires and human body (Ulusoy 2007, 310).

4. MONOTONY OF WOMAN REPRESENTATION IN ADVERTISEMENTS

Advertisers make new genders usable in accordance with the roles of individuals by following up social changes and developments. Even though there are some changes in the society with the modernization, this system which imposes roles of man and woman and forming man and woman relations generally provide myths to the service of men. Thus, advertisements teach journey to happiness associating with the social roles as a myth. The reflection of women through mass media is the consequence of mutual relations of powers defining the social fact.

Advertisements are everywhere as a part of our daily life and we are living in a world surrounded by the advertisements and for advertisements to be watched/ followed by coming into prominence are mentioned before. The easiest way to be watched and followed up is to attract attention with the use of woman as meta which is preferred by the advertisers. Actually, myths specified with advertisements are loaded with the ideologies creating inequality between man and women; however by the nature of the advertisement, it makes these ideologies innocent and hides.

Woman body in advertisement is under scrutiny with several discourses. As woman body kept identical with the individual identity, well-kept body has been shown a pre-condition of being good wife and mother. What's more, while "thin, athletic and beautiful woman" presented as social ideal, "young woman at every age" which is created through consumption products used to have this body form the key of the individual success (Demir 2006, 292). Furthermore, in advertisements of personal care products, it is emphasized that women who want to attract the attention of men (and other women) have to focus on their sexual attractiveness. By this way, man-woman relationships (at the same time with other women) are strengthen.

The sexuality of woman in advertisements are used as a drive for consumption both for women and men. The roles imposed on the woman and messages tried to be given and created images in advertisements, one can see that they are identical with the individuals. They try to reach to weak and open spot in the sub conscious of the individual and individual considers to have this product with the benefits of the visual. As Coward stated, advertisements say for women that "work hard, change yourself, be better and be more erotic." To those who behave like that, "joy and desire" are promised. By this way all women transform into individuals "who dress same, live same and miss and wants the same emotions." (Source: Demir 2006, 291).

The roles of women starting to be exist in business life with the modernization are diverse compared to man and stand out and as a result their roles in the advertisement become different. Frequently encountered stereotypes in advertisements are as follows (Demir 2006, 295; Elden vd. 2011, 542-549):

Housewife: Even if woman have extensive and significant work role in our society, she bears the mother and housewife role (myth). Housewife is the audience for every products as to the cleaning, food, home appliances and home works. Even if women take part in business life with the modernization, they cannot recovered from the mother and housewife role.

Modern Business Woman: After the industrial revolution, woman started to take part in business life and participated in the active population. The roles of woman working in advertisement are the traditional professions such as secretary or nursing. While the profession type of man in advertisement are vast before, now women business lines are widen. Practical elements such as practical foods, practical home appliances towards modern working woman are offered with the change in the roles in advertisements. However, this situation shows that their social role (mother and married woman) is not changed.

Woman as a Sexual Object: The mostly debated issue as to the representation of woman in advertisement is to show woman as a sexual object. The use of woman body as a promotive element (for other women) mean permanent repeat of old myth (sexual attractiveness, charming). Thus, the sexual side of woman remove other parts of her personality. The most interesting part of this sexuality of woman is used in messages both for man and woman. By this way, woman is exposed to double-sided abuse (Kalafat 1994, 70). Baudrillard explains that body is "rediscovered and consumed" at everywhere nowadays and this function is led by the "beauty" and "sexuality" (Baudrillard 2004, 169).

Artist Woman: Also known as star strategy, by this technique the fame of the women is used and product/brand or service remains in the mind of the individuals (Demir 2006, 295). Even if it seems that the fame of the woman is used, actually the identity of woman stands out.

The representation of woman in the history of advertisement is not only with woman magazines but also all mass media and used to attract both man and woman. Woman taken part as an object in advertisements is also audience of this advertisement.

5. METHODOLOGY



Semiotic in European Languages based on the word Semeion in Ancient Greek. This word in Ancient Greek means sign, indicator. Peirce and Ferdinand de Saussure, both live in same century used “semeologie” expression while referring to semiotic (Akerson 2005, 49).

In the study, two each sample where women used as a sexual object and associated with feminism for each period of time in the advertisements used as a woman image in Cosmopolitan magazine belonging to 3 different period of time (1990, 2000, 2010) and 6 pictures in total have been analyzed with the semiotic methodology of linguist Saussure. The linguist Saussure discussed semiotic with several linguistic signs and expressed that signs consist of the combination of the signifier and signified (Atabek and Atabek 2007, 69). He has seen sign as a function point of the brain and has not mentioned its relation with the exterior world and expressed that these relations and analyses are the subject of another science discipline. According to him, everything starts with the vision of mind and expressions do not exist without the formation of these visions.

In this study, how signified builds meaning at the backside of the brain and how vision comes front of the brain and reflect on the words will be emphasized (Akerson 2005, 61).

6. SAMPLES OF SEMIOTIC ANALYSES OF FEMINISM AND SEXUAL OBJECTS

In this study, three period of time (1990, 2000 and 2010) has been specified as a limitation, an analysis has been made over the model of sign, signified and signifier of the two each advertisements randomly selected from each period of time with feminism and sexual object associative published in woman Cosmopolitan magazine in this period of time.

6.1. Analysis on Feminism

Visual 1.1 (1992, m:N, pg.73)

The foundation of feminism approach has been laid on the notion of man and woman equality on socio-politics area (Elden vd. 2011, 540). Feminism notion refuses the negative discrimination against women and aims to spread notion of woman's ability to do everything that man can do. In this section, three visuals to be analyzed represents association of roles and images identified with man by the society with woman.

In the advertisement of Visual 1.1 selected from the Cosmopolitan magazine belonging to 1990's, women face within the frame is the focal point of advertisement as a close up. The objective of close up work is to overcome the notion that tobacco is harmful to teeth and face in particular. For this reason, this notion is tried to be overcome by attracting attention to the smooth skin and snow white teeth. At the same time, earring, nail polish, sand and palm tree which are outside of the frame, are the indispensable source of happiness for woman. In this frame, tobacco takes place with other objects. By this way, tobacco is tried to be reflected as an indispensable and source of happiness as other objects for woman.

In that period of time, when the advertisement is published, tobacco is consumed mostly by the man and man figures are preferred in the tobacco advertisements. Tobacco brands, which started to address to woman users in 90's, aimed to remove the man oriented use and establish feminist association for the sake of commercial interest.

Table 1.1

SIGN	SIGNIFIER	SIGNIFIED
Human	Woman	Peace, Happiness, Enjoy
Object	Lacquer, Earring, Palm, Cigarette	Daily Use, Part of Life
Object	Teeth, Smooth Skin	White, Spotless, Healthy



Visual 1.2 (2000, m:S, pg:4-5)

In the Visual 1.2 belonging to 2000's category, woman figure, taken place in cream advertisement produced for women, has been depicted as doing fishing and carrying out this business as professional rather than routine woman. In this example, the impression of women is not different from the man and does everything done by the men by doing flow reference from the specific to the general to the sub conscious with the woman object visual. If you take note of the clothes of the woman (shirt, vest, hat and watch), they resemble to man's wear.

Woman in Visual 1.2 is the woman having a young look but over 40 years old. The subject matter of the advertisement is a cream make up addressing to the woman of that age. In order to make the new life motto taken place in the advertisement, manly clothes and fishing composition which is thought to be made by the men by the society are used rather than women specific clothes and hobbies. By the smile of the woman in advertisement, it's expressed that woman is happy with the results of the product that she used.

Table 1.2

SIGN	SIGNIFIER	SIGNIFIED
Human	Woman	Self-confidence, Youth and Happiness
Object	Checkered Shirt, Hat, Watch	Mannishness
Object	Vest with Pocket	Professionalism
Object	Fishing Rod	Fishing
Object	Cream	Youthful Appearance



Visual 1.3 (2012, m:O, pg:213)

In visual 1.3 there are three elements which are hard to be used in woman sanitary pad. The perception of women who use sanitary pad, may do safari in desert, ride horse and fly a plane even on their specials are tried to be formed. The use of white color which is the easiest one to get dirty is highlighted a sign of confidence in this sanitary pad and expression is strengthen more with the feature of contrast by using black horse and jeep. In the visual, women's looking into horizon represents moving forward and reference to the "always better" advertisement motto.

Table 1.3

SIGN	SIGNIFIER	SIGNIFIED
Human	Woman	Power, Comfort, Confidence, Progressive
Object	Horse, Jeep, Airplane	Difficulty, Capability
Object	Desert	Difficult Conditions
Object	White Dress	Comfort, Confidence, Cleaning

6.2. Analysis on Sexual Object

The reason of women's shown as sexual object in the advertisement of the woman Cosmopolitan magazine is that woman will discover themselves with these product and found attractive by men by using the products in the advertisement.



Visual 2.1 is a rice advertisement. The specific and remarkable side of the advertisement is the use of imperative sentence "Continue to eat me" with big font next to blonde woman. The imperative is also important. The perception is made on the woman. That the main subject of the advertisement, rice is on the same level with the woman causes ambiguity. Besides, that woman establishes an eye contact directly with the lens not to the product makes the advertisement more remarkable by identifying motto with woman not with the product. By this way, motto and eye contact of woman throw the product to the background.

Visual 2.1 (1992, m:N, pg:161)

Table 2.1

SIGN	SIGNIFIER	SIGNIFIED
Human	Woman	Sexuality
Object	Rice Package	Eat

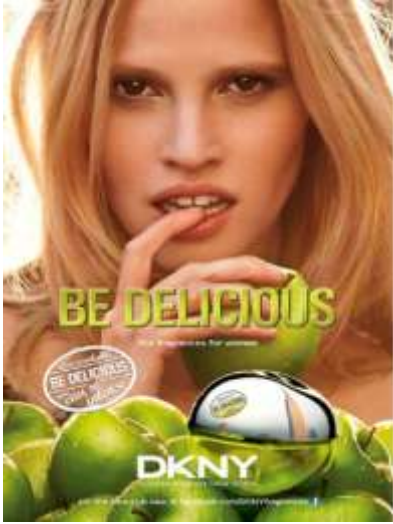


The woman in perfume advertisement taken part in Visual 2.2; evokes sexuality with her posture, attitude and missing clothes. In the advertisement, the clothes of women are designed according to her body, measures and requests with the measure, needle and scissors hands and it is mentioned that advertised product is tailored made for the person. It is emphasized that the women who use this perfume will feel themselves as special and attractive as the woman in the advertisement. At the same time, black layer which is the color of the perfume bottle is used to highlight the woman. The reason of choosing pink color as the color of the woman's clothes represents the femininity

Table 2.2

Visual 2.2 (2000, m:O, pg:65)

SIGN	SIGNIFIER	SIGNIFIED
Human	Woman	Sexuality, Self-Confidence, To be Specific
Object	Bottle	Perfume
Object	Scissors, Tape Measure, Needle	Made to Measure
Object	Pink Dress	Femininity, Inventive Design



Visual 2.3 (2012, m:O, pg:43)

In Visual 2.3, woman perfume advertisement of 2010's is available. The audience firstly contact with the face of the woman and promoted product starts after the end of woman's face. Woman in the advertisement keeps an apple just washed and bitten and bites her finger like she has done something wrong and reinforces this meaning with her looks. This look gives woman a sexy style. "Be delicious" caption, the motto of the advertisement located right under the face of the woman highlights the deliciousness of woman as apple. By using green apple in the advertisement, they refer to the shape of the perfume bottle and skyline of New York is available to make reference to the DKNY brand with the perfume bottle. The advertisement, where bright green color is dominant, highlights the vitality, freshness and naturalness and these vitality and freshness is reinforced with the young woman.

Table 2.3

SIGN	SIGNIFIER	SIGNIFIED
Human	Woman	Sexuality, Lust
Color	Green	Natural, Fresh, Live
Object	Scent Bottle	Design, New York Silhouette
Object	Apple	Forbidden Fruit

7. CONCLUSION

Sexuality related concepts in a changing and developing world are expressed in a clearer and louder ways and a reflection of it is seen in the advertisements. The use of women as a sexual objects in advertisements is normalized. Even in societies where the talk of sex is forbidden, shame and taboo, women are used in the advertisements as a strategy of marketing. By highlighting the attractive, sexy, beautiful sides of the women by woman body, posture, look and clothes etc. the perception of using these products will lead customers to the same results has been formed. When advertisements which are analyzed with ten year period of time as of 1990's are examined, women are always in the advertisements with their sexual identity and highlighted more than the products. When the time period of the advertisements which constitute the subject matter of this study in Turkey, examined, social transformation experienced with the clear addressing of sexuality as of 1980's feels itself in the advertisement area and women started to take part in the advertisement as to the "sexual identity". While the sexual identity of woman are protected in 1990's, sexuality phenomenon in 2000's and 2010's are conducted over the woman identity directly (motto and sub text are not used), posture and looks of the women in advertisements that's to say their presentation way form the complementary elements of this sexuality. The use of women sexuality has been carried out in more professional way at that period of time. In the perception of sexuality in the advertisement, a transformation from verbal message to visual one is experienced.

As the result concluded from the specific Cosmopolitan magazine, a general opinion is reached though not of certain that intended use of woman in advertisements, which have been analyzed for over 20 years, has undergone only structural changes but remaining same due to the fact that limited sample analysis is conducted.

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