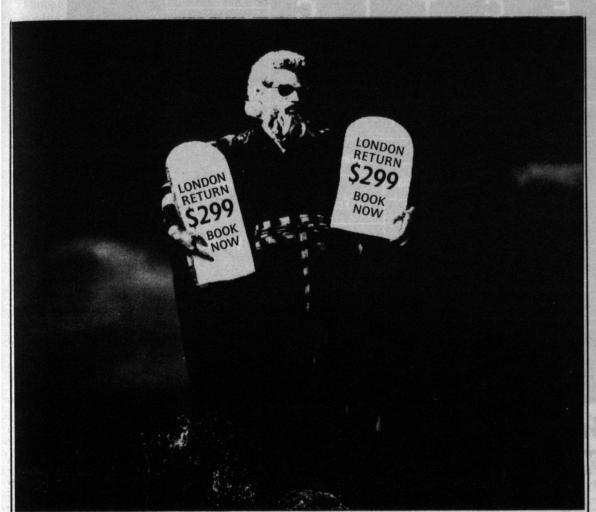
Take an in-depth look! Write features for The Gateway Room 282, SUB



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Ads insulting



Sex sells.

Sex has been used as a marketing device ever since Adam bought an apple in the garden of Eden.

The shame that Adam and Eve are said to have felt did not come from a sudden awareness of a betrayal, or of modesty, but instead from the realization that they had both succumbed to the temptation of the lowest common denominator.

It should not come as any great revelation that most men and women find each other sexually attractive, or that the majority of people enjoy sex, especially with a caring partner.

Consequently, it's not surprising that sex is used to market everything from aspirin to auto-

Surprising, no. Insulting? Definitely.

The reduction of human beings to nothing more than sexual objects and responses to those objects ignores everything else that we call civilization.

> ...we are reduced to hormonedriven lust machines.

It ignores the cultural, technological and artistic accomplishments and refinements of the human race.

This is not to downgrade the expression of sexuality in art or literature. Just like other "facts of life," we should seek greater understanding through an evaluation of how we cope with sexuality. But in sex-oriented advertising, there is no attempt at understanding. There is only exploitation.

The arguments concerning the degradation and objectification repeat them here.

The flip-side of the coin may be less familiar. Using sex to sell of person who is unable to deal something to men is insulting; we with real people and real situaare reduced to hormone-driven lust machines.

We are not expected to act rationally when confronted with an attractive female in various stages of dress and undress.

On a purely individual, personal, and intimate level, this can be true. Not always, though.

However, advertising is neither individual or personal. Sex content in advertising assumes we will always respond to a sexual stimulus. We'll run out and buy a particular kind of car, just because we want to get laid. Or we'll get a particular brand of stereo because we see pictures of attractive scantily clad women draped over it. Or we'll buy a particular beer, because of a poster.

(By the way, has it occured to anyone else that drinking a lot of the beer advertised using idealized, young women would probably result in that woman not finding you very interesting?)

Personally, I don't like the suggestion that the only important thing to me is sex.

Call it ego, but I'd like to think that I'm more than a bundle of raw sexual energy looking for release. I'd like to think I can contribute more to the betterment of society than my sperm.

The point is, men's sexual responses are being taken for granted when someone trys to sell us a calendar of scantily clad models, who supposedly attend Alberta's universities.

We're supposed to get a hardon until we shell out \$6.95 for a flimsy calendar that includes revealing pictures of people that we might even know.

This element of voyeurism is bad enough. But we're talking about images. Pictures.

Not the real thing. Not real people. Not women who have a lot more to offer than just their sexual allure. Not women who have to be related to as human beings. So there's an element of escapism and fantasy, as well.

There's only one word for people who cannot judge the of females are familiar, so I won't appropriateness of a sexual response.

It's the same word for the type

Pathetic.

Are you looking for a PART-TIME JOB?

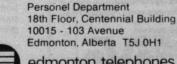
edmonton telephones' has an opportunity for you to work in our Billing Operations area as a PART-TIME BILLING CLERK. Duties will involve folding and inserting bills into envelopes for 'edmonton telephones' business

You must be available to work an average of three shifts per month, any day of the week between 8:00 a.m. - 4:00 p.m. to a maximum of 20 hours per

Candidates must possess Grade 12 with good oral and written communication skills and the ability to work with figures.

Salary: \$8.50 - 10.52 per hour

When applying please quote Posting No. 29-V19-89 by January 27, 1989 and





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