

Title:

The Hidden Agenda

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Abstract

Instead of questioning the world of advertising, we passively buy into ads and further fuel the advertiser's goal in making us consumers. One particularly persuasive advertising ploy is the use of sex to sell. In order to determine how and why sex sells, I have targeted Axe advertisements. Axe, a well known line of body washes and deodorants, sells sex by reinforcing certain gender stereotypes and objectifying women. After documenting the other research done on sex in advertising, I have identified how Axe uses sex to sell by implementing a textual analysis. This evidence is then connected and used as support for my overall thesis: sex sells.