

ABSTRACT

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Title: WOMEN'S RIGHTS IMPACT ON ADVERTISEMENTS IN THE U.S.
& FRANCE

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Year: 2019

This research paper will analyze the portrayal of women in advertisements in the United States and France from the 1950s to the 21st century. It will discuss how the progression of women's rights in both countries has influenced their portrayal in print advertisements. The paper will then assess the impact that the portrayal of women has on consumer behavior, including attitudes towards advertisements by comparing and contrasting U.S. and French brands. Finally, the overarching goal of the paper is to make a claim as to how effective/ineffective the use of women in advertisements is. The paper will then end in a discussion of recommendations for advertising in both countries.