**B**: Hi, my name is Brian. Today I and Kim will discuss  sexual objectification. In this centuries, women are using as a product, that means they showing their body or some sexually appealing to attract audiences. however, in Kim’s opinion, male objectification also serious as the female celebrities. I’m not disagreeing that opinion but according to the Big Data based on sports media, men watch sport more than a woman. That means sports media focused on man’s view. For example, as we can see in UFC, they have a ring girl to inform the round start. The ring girls are sexy and beautiful which is means that UFC is focused on manning. I’m one of a big fan of UFC therefore, I was looking up for the matches. Then I found some poster that informing the match. But in that poster, two female fighters are naked and cover some part of their body with a piece of fabrics. After I saw that poster I feel angry because they are not even a ring girl but they are showing their bodies. After that, I showed to Kim to get his opinion about this poster. So in the skit, we are going to argue each other’s opinion. Using direct address and some rhetorical questions to show my purpose and include some pictures to show the examples of the sexual objectification of female athlete. My target audience is  who doesn’t care about female objectification or who think sexual objectification is acceptable.

**K:** Hello, I am Kim, because Brian is big fan of UFC, I had chances to watch several games and he showed me the match advertisement between Rousey and Tate. He was angry that UFC league treat them as an product to advertise. But I think it is double standard that he thick that female sexual objectification is only problem happening around us. He thinks female objectification is one of the most biggest reasons that causes gender inequality around the world. I would rather say that male athlete’s sexual objectification is even more serious. People simply ignore the fact that men are also discriminated. There are tonnes of advertisement that is objectifying the sexual part of men but people only find fault in women’s advertisement. I will use the format of youtube video to tell that male sexual objectification is also as much important as female sexual objectification. Therefore, the target audience would be people who think in a biased way that female sexual objectification is the only problematic. Youtube video is an effective tool because it is informal and available to anyone so many people can approach to our video. I am going to direct address, shocking image and slang words to convince my target audience more effectively.

**Skit**

**B**: What’s up guys here is Brian. Today I'm going to discuss with our special guest about sexual objectification. It Is Kim!

**K:** Hello I'm Kim good to see you guys.

**B**: Have you guys  ever watched UFC before? I am a big fan of UFC, I like to watch the match, and sometimes I looked up for the famous UFC matches. And  I just found an uncomfortable poster that announces the match between Rousey and Tate who are both UFC sportswomen. I feel angry about this poster because UFC league are using female athlete as a sexual product to attract an audience which is a perfect example of sexual objectification happening around us. I will show the poster, have a look. In that poster, two sportswomen are naked that sexualised their body but they are not showing the important part of their body. The smoke is covering the bodies of the athletes and it evokes suspenseful feeling to the audience which makes them desire to reveal the cover and watch the game. However, the title of the game, Rousey vs Tate is coloured in red like a rose. The colour contrasts with the background so it is even more noticeable. The colour red also represents the femininity so it can attract the interests of audiences. The structure of the advert is also helping to build up the curiosity. The minimum of words is used to give only few information about the game but by using naked girls for the main object to advertising it can draw UFC fans attention and also catch the public’s eyes who are not a fan of UFC. It is so aggressive advertisement that makes many people include myself uncomfortable like the back of a Volkswagen.

**K**: I agree with you that many women celebrities are used as a sexual object in many commercials. However, many men are also presented sexually in many magazines and media. Look at this photo. A guy with only underwear is lying in the kitchen. The background of the model is black and dark which makes the photo even more obscene because the colour black symbolises mystery and secret. On the other hand the slogan, “The only thing better than dressing is undressing” is standing out because the colour white is contrasting with the background so the audience can see the slogan clear as a day. The slogan is very sexualised. The word choice here is very sexualised due to the word “undressing”. It is even more sexually appealing to audiences because the male model is “undressing” himself. It is very effective and sexual slogan so the audience can remember the advert. The slogan also has the double meaning. The word “undressing” symbolises the dressing they advertise and “dressing” represents other dressings that are from other companies. The advertisement uses sex appeal to show that their product, the dressing is as good as the physical appearance of the man. The advert is a very sexually objectifying male model but it helps their customers to remember the products.

**B**: A woman has been used as a sexual objectification until nowaday. It affects our society and culture. Their rights were ignored and people do not respect the women and women do not have any opportunities. I got a front cover of a magazine from ‘Women’s health’ it is sexualizing the woman's body in this cover picture. Using slogan such as ‘Love your curves’ or ‘Beach body now’ to deliver the content in the magazine to the audience so the audience can be interest. It also uses pungent words like “sex life” which draw the people’s attention. It affected to people directly by capitalising  the words or giving colour to words to point out the purpose of that magazine. The colour of pink represent love and sex, which makes the magazine sexually. The structure also makes the magazine sexually. The attractive women are presented in the middle of the cover and those racy slogans are surrounding her and those are making her sexually objectified.

**K**: Advertisement is not the only industries that male sexual objectification happens. Do you guys know a movie called Magic Mike? It is the most obvious movie that is full of male sexual objectification. The movie’s running time is more than 2 hours and most of the running time is scenes with an army of semi-naked actors. Now, I am going to show you guys some screenshots of the movie trailer. Firstly, the name of the movie itself is very obscene. The title itself is a metaphor that is expressing the male’s generators euphemistically. These shocking word choices can raise the interest of the customers and attract them. The female character also says that to make sure that the movie is sexually objectifying male. She describes the male strippers as a “treats”. Isn’t it super disgusting? She does not even treat them as a human. But no one gives a goddamn care to this problem because they are “men”. The stage is also coloured in blue or red. Blue emphasises the sexuality, male and red symbolizes the sexual contents in the movie. The colours are really strong and powerful like a mid summer sunshine so it can attract the audience’s interests. This movie trailer is very effective because it is very naked and conspicuous. Many people demand pungent and carnal resources. Also, the movie is targeting specific and maniac audiences. The target audiences of this movie are people who want to see the naked body of male actors. Isn’t it sexism and discrimination towards men? But the movie with naked actresses is regulated and censored because of radical feminists.

K: Many advertisements that are using male objectification have common factors. The reason that many companies use male objectification is to attract customers by using obtrusive techniques. Firstly, they use very vivid colours like red, black and blue. Those strong colours are very noticeable so the audience get interested into their products and only specific colours are used. Look at this men’s health pictures. Every men are wearing blue or black coloured clothes. Because the colours, black and blue are known as “man” colour. By using those colours the pictures can build up sexual meanings. The word choices also make the pictures erotic. Only limited words are used such as “abs”. “strip” or “sexplsosion”. It is discrimination and male sexual objectification that only few sexual words are related to describe male celebrities. The famous male celebrities like Cristiano Ronaldo are always appeared in front cover of the

**K:** I cannot argue with that female is more often targeted to be sexually objectified. However, I want you guys especially who think female sexual objectification is only problematic. Sexual objectification can happen to anyone but the relatively low amount of people care about the way that media portrait men sexually because stereotype that is dominating the society. You might think that “You cares about male sexual objectification? Oh, my god, they are strong enough to bear that because they are men.” But you would think that female sexual objectification because they are women. This is a double standard that leads to sexism towards men. I want you guys to show concern about male sexual objectification as well as female sexual objectification. We need to get out from our boxes and open our mind to get rid of stereotype about gender.

**B:** I can understand what Kim said, however, what I really want to you guys; realise about female sexual objectification is critically increasing and continuous this problem until now. As we can see on the magazine cover and some movies, female athlete or actress are portrayed as a sexual product. Women is sexually objectified in our society. Actually, people think that women are a sexual object that they can attract people to watch or buy their product. It can also happen to men but it actually happened to women very often. Therefore we should focus on how women are portrayed in media. I know that gender should be equal but before say equality of gender think how women have been shown  in media.

**RATIONAL**

**B**: In this text, I used as a  youtube video. The topic was formed as language and gender course. I used the argument to make two different opinions between male and female. My text mainly about sexual objectification of women. I choose this topic because it has been a serious problem in this society. The text I wrote is constructed Youtuber video using informal words to be an actual youtube video. showing some examples of sexual objectification of women, therefore my target audience can see the problems directly by shocking images also help the audience to get closer to the purpose and use rhetorical questions to make the audience think themselves. Using metaphor gives the power of languages. Introducing the guest to draw attention from the audience, therefore, show off that I am a big fan of UFC that it can attract people who like UFC also form a consensus with my audience.

 My intended target audience is people who think sexual objectification is acceptable even though it represents the inequality between male and female. Use anger tone to show that I am not accepting the sexual objectification and against it. The mood that our target audience should feel is unfairness, guilty and inequality. My intended purpose of this text is to make people think about sexual objectification or realise the seriousness of objectified women. My ultimate purpose is to reduce the percentage of women being used as a sexual product or portray sexuality.  The structure I used in this text is women is discriminating in media. Even they are skilful at sport or a good actress, anyway, they sexualized in magazine cover or in the movie.

**K**: I used several persuasive techniques like direct address, statistics, testimony, rhetorical questions and some metaphors. Direct address and rhetorical questions are used to create a bond between myself and target audiences so the text becomes more approachable to audiences. “I want you guys” and “Isn’t it sexism and discrimination towards men?” are the examples of direct address and rhetorical questions. Metaphors are good to make the narrative more live so the target audiences can be more interested in my narrative. I used angered and passionate tone to express my feeling toward inequality and double standard on male sexual objectification so the audiences can agree with my opinion. Because my purpose is warning my target audience so they are aware of male sexual objectification and get angry about the unfairness happening around us and angry tone is very effective to convey this feeling.

I paired up with Brian to compare our own opinions. It is effective literary techniques. I compare my idea with Brian’s idea which is opposite with my opinion. It makes the narrative more entertaining so it can attract the audience’s attention.

Because I chose the format of the youtube video, I could add pictures and videos to give more visualised information. It is helpful because pictures can support my opinion more than I am just saying in words because the audience can physically see and understand what I mean easily. It is also helpful when I use shocking images like the picture of the semi-naked man. It makes the narrative more interesting so the audience can focus on the narrative.

**CONCLUSION**

**B:** In conclusion, the trend of objectification of women in media looks to continue because it is profitable and entertaining. Sexual objectification of female is getting worse because people think women is a sexual product to attract an audience. Otherwise, it is harmful to the women in mental or physically because women will stick trying to perfect their bodies exactly how the media presents the 'ideal body,'. Sexual objectification gives negative impact on our culture and society because we feel inadequate or feel insecure about the way of media representing women. However our society is accepting the media's portrayal of dating, romance, and sex, so the negative effects will only continue and progress. My purpose is an audience to realise how women sexualized in different media and show the inequality between two genders. I want my target audience to understand the seriousness of sexual objectification of women and think how to solve this problem to stop accepting sexual objectification of women. Sexual  objectification is one of the most dangerous tactics to portray their product. The idea of sexual objectification is dangerous in our culture for today for women especially. Once women are labelled as objects of pleasure rather than human beings, they lose all the human rights. This idea could also label their traditional roles in society.

**K:** The main purpose of our narrative is making sure that my target audience understands that male sexual objectification is real and it is underrated because of stereotype. I want my target audiences who think female sexual objectification is way more important than male sexual objectification and people who bring up the double standard when they judge what is sexually objectified or not. They often ignore the fact that male is also objectified a lot as much as female actresses or celebrities do. I hope them to understand that female and male are all equal. More and more male athletes and actors are becoming the target of sexual objectification but many people think it is minor problem than female sexual objectification. It is illogical that people want to remove female sexual objectification because they want gender equality but people don’t care male being sexually objectified. To achieve elimination of female objectification, to achieve gender equality, sexual objectification of both genders should be known and problematic to everyone. It shouldn’t be biased to one gender when objectification is highlighted. Male sexual objectification is no more important than female sexual objectification but no less important than female sexual objectification. Thank you.