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**Topic:** The representation of women in liquor print advertisements

**Revised Summary:** In this paper, I will examine the ways that liquor companies, in particular, Skyy vodka, depicts women in their advertisements. In many industries, women are portrayed as servile, sexual objects that only exist to serve men, most times sexually. In ad after ad, women are trapped in domestic spaces, shackled by needy children, serving their families, and as is the case with Skyy vodka, women are frequently depicted only as body parts and objects for male consumption. Frequently, Skyy vodka employs the technique of turning women into actual objects by making women’s bodies akin to the alcohol itself, rendering women helpless, lifeless, and designed for consumption. In addition to being portrayed as actual objects, women in these ads are often pictured without heads or faces, and instead exist as sexually symbolic disembodied appendages like legs, buttocks, breasts, hands, and midriffs. The lack of heads and faces suggests the company’s message is that women do not, or perhaps should not, have brains, opinions, or voices. The implicit *should* *not* in this idea is indicative of the veiled threat of violence against women often employed by alcohol ads. In several ads in Skyy’s “Go Natural” campaign, the female sexuality on display is exacerbated by the prominent display of fruits like cherries and passion fruit, both of which symbolize the vagina. In addition, these ads frequently include men in dominant, sometimes violent, positions and women in submissive positions. The men themselves are often pictured physically above the women in the ads and oftentimes, the bottle itself, which serves as unmistakable phallic imagery, dominates the scene and the women.

**Working Thesis:** By using fruit as sexual imagery and featuring women as disembodied appendages, Skyy vodka depicts women as submissive, sexual objects designed for men’s, sometimes violent, consumption.

**Key Words/Phrases:**

1. Skyy Vodka
2. Representation of women
3. Objectification of women
4. Violence against women
5. Go Natural campaign
6. Female sexuality
7. Fruit
8. Imagery
9. Submissive positions
10. Phallic and vaginal imagery
11. Domestic space
12. Male consumption