

Sex, Censorship and Media

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What is sex, censorship and the Media

Sex in the media has been around for awhile and is highly used for advertisement of products. I'm sure nearly everyone in their lifetime has noticed it at some point either subconsciously or knowingly. This is where the controversy comes in; "Is sex in media to normalised and should it be censored?"



Sexually Suggestive

Sexually suggestive material is used to sell items through advertisement and can be used for many different products just like sexually exploitive aesthetics. The difference is that sexually suggestive aesthetics are everything around sex but not explicitly saying it. It's about the skin, the eyes, the mood and how it's all portrayed on screen and off.

This video demonstrates the use of sexually suggestive aesthetics:

<https://www.youtube.com/watch?v=jZAFRIUxrig>

Sexually Exploitative

Sexually exploitative is similar to suggestive aesthetics but different in the way it is more overtly sexual and often takes advantage of males and females body. Examples of this is everywhere in media with adverts such as these.

<https://www.youtube.com/watch?v=HGwkheRHyGw>



The Question

So how do we as viewers and as a population decide what is a sexually suggestive aesthetic and what is exploitative one as well as what do we do about censorship?" Where do you personally draw the line? Which one is suggestive and which is exploitative? Are they both suggestive or vice versa?



Censorship In the Media

With this definition of suggestive and exploitative aesthetics what do you think should be censored? Well it's a little hard to say what type of sexualisation should be censored because if you censor everything what's to stop us from turning into a big brother society such as Orson Welles '1984'. If we as a society censor things we don't like then there is no longer free speech for the public. This also brings up the point about art, should nudist art be censored because it is distasteful to some? Why should one of these be censored and not the other?



Censorship in the Media

Just because we censor something it doesn't make it less sought after and will not get rid of demand (GirldoesRant, 2014). When we look at sex in the media there have been many arguments that media is over saturated with it and that we should censor it for children and to have family friendly advertisements. With that sort of thinking at what age do we introduce sex and intimacy to a young audiences? The problem with many arguments such as these is that there is never a clear answer with both choices of full censorship and no censorship being wrong. I believe there needs to be some censorship involved as well as discussions to young children from parents that what is portrayed in the media isn't always true.

What's Wrong in the Media

Things that need to be discussed between parents to children is body representation, sex representations and other general discussions that should be had.

I don't think media should be particularly censored but I believe there should be better awareness with the problem sexualised media and then people can make an educated decision. In modern western marketing women used as decoration is seen as exploitative and is still very much a problem in advertisements today. (Reichert, 2013). Another problem with sexualised media is the different representation between men and women with women being more sexualised and men having more of a business and dominant standpoint



What Can We Do

No matter your take on what type of censorship for sexual adverts and sexual media you believe we should have I don't think there will ever be a right answer. I hope I have somehow informed you on what sexualisation in the media does and how it work as it is such a broad subject. I think the only way to have a voice is to learn and research as well as form an educated opinion.



References

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McNair, B. (2002). Striptease culture : sex, media and the democratisation of desire