

CONTENT ANALYSIS OF SELECTED TV LIQUOR ADS AND
THEIR EFFECTS TO THE VIEWERS

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ABSTRACT

This study is a content analysis of different TV liquor advertisements that contain sexual appeal. The advertisements were aired in the year of 2000-2007. This study presents fifteen (15) different liquor advertisements running from 30 to 60 seconds. The researcher included seven (7) local advertisements and eight (8) foreign advertisements. This study identified the elements in the ads such as, theme, music, projection, and endorsers. Based on the analysis majority of the selected TV liquor advertisements are sexually-themed. Most of the ads portrayed women as sex symbols which are objects of men's gaze. Sexual themes contain nudity, which may pertain to the clothing or the physical attractiveness of the model or endorser. This may include skimpy clothing or showing off of bare skin from top to bottom. The study also determined the effect of the ads to the viewer. A group of panel critics was asked to analyze the content of the selected TV liquor advertisements. The responses of the critics were the basis in the analysis of the study along with the related literature included in the study. TV liquor advertisements in a way persuade viewers, but they can also affect the viewers' attitude towards alcoholism and sex. This study proved how rampant TV liquor advertising can be in projecting sex.