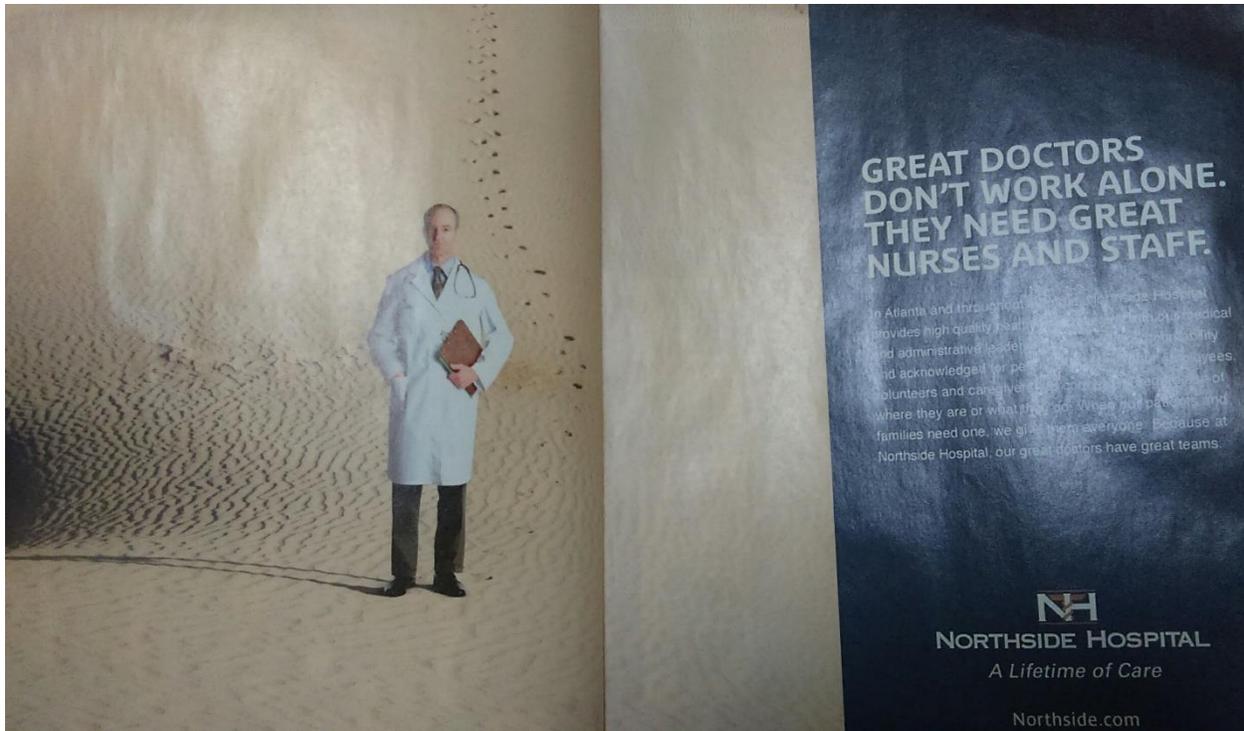
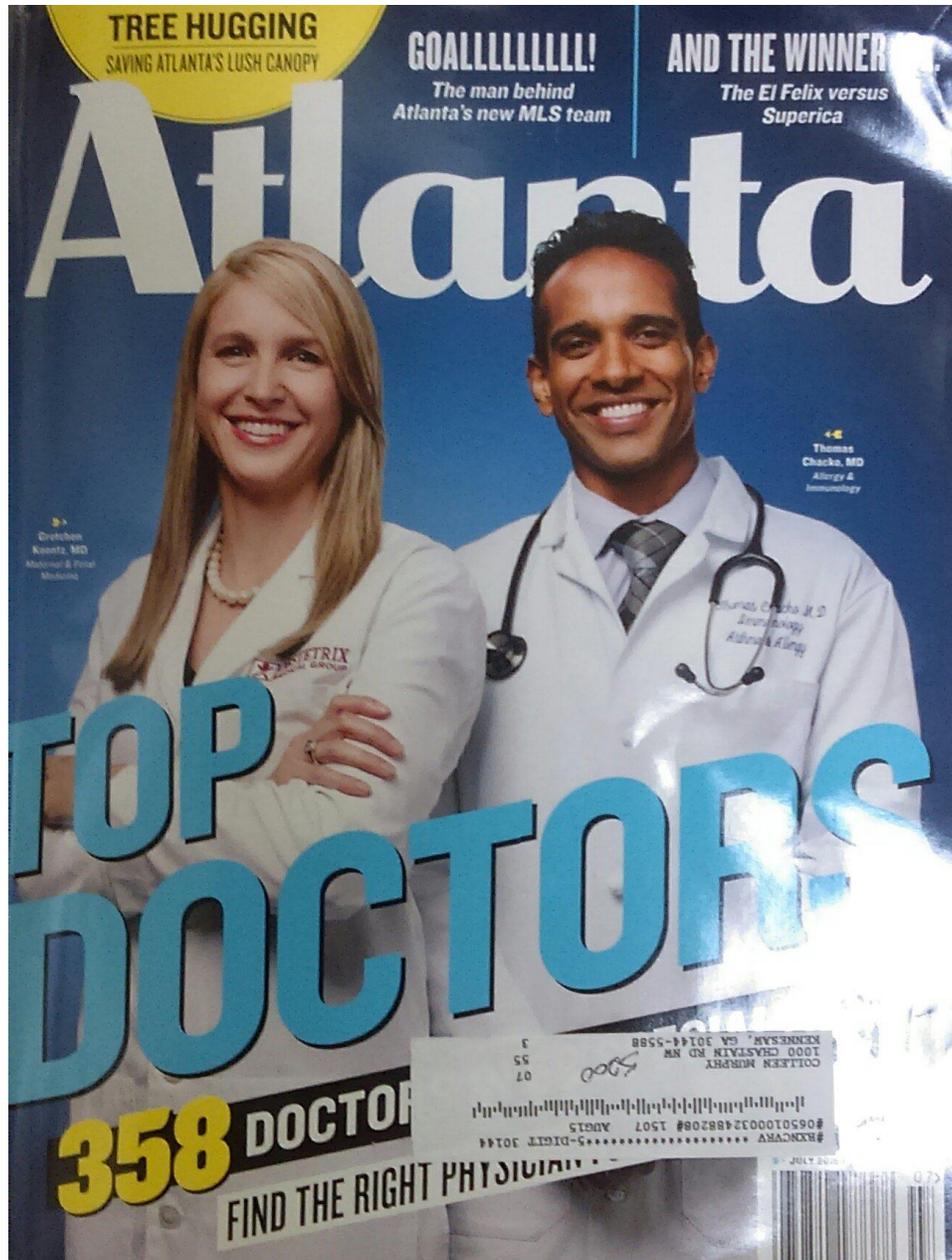


The cover of Men's Fitness: Special Issue Magazine speaks for the ideologies of male body image and what men's fitness consists of in modern day society. First, the perception of what "ideal" male body image is represented in the image of American actor and musician, Miles Teller. He is Caucasian from Pennsylvania with dark short but styled hair wearing a black V-neck shirt and jeans accessorized with a simple but probably expensive watch. This issue discusses how he is a game changer for 2015 men's fitness. So obviously the "ideal" set here for American culture is an in shape white male who looks good and is dressed casually but still looks great.



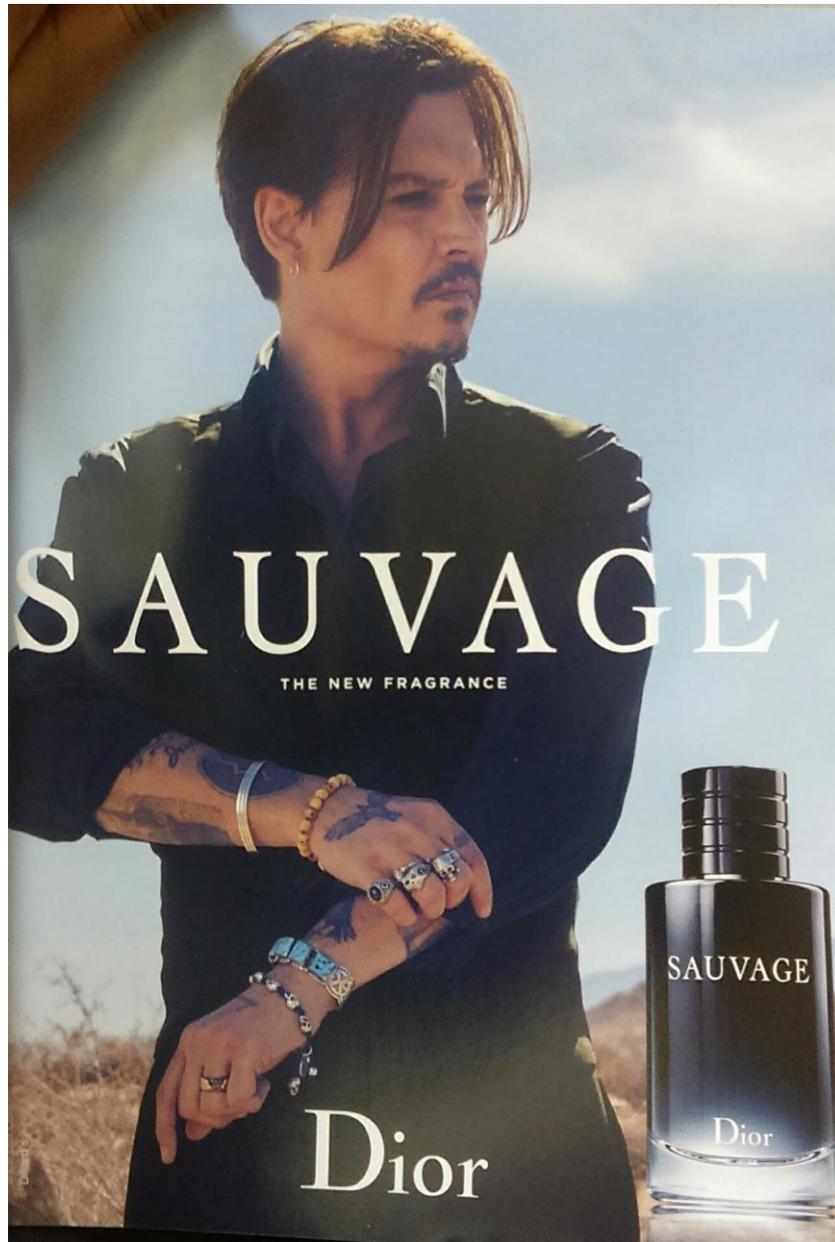
This is a two page advertisement found in the Men's Fitness: Special Issue Magazine. The ideology I see here is one that I wouldn't normally think of, however, I did. In June through August of this year (2015), I went overseas to Malaysia and worked as a Marketing Consultant intern for Portea Medical, the largest growing home medical care company in Southeast Asia. This advertisement with the words, "great doctors don't work alone," but yet the doctor is standing alone in the desert made me think of SE Asia and gave me the impression that American doctors/healthcare is better than that of SE Asia. In that even though doctors "need great nurses and staff" somehow in SE Asia they don't. This made me realize the role of power plays and how politics is a commonplace of everyday ideologies. We think that America has better healthcare compared to other places in the world but does America really?



This cover of Atlanta's Top Doctors Magazine brings me to a different conclusion than the ones previously. When I look at this image I immediately think of the "ideals" that we have set for who can be top doctors and who can't base on the ethnicities and gender of the two people photographed. The ideology behind gender roles and ethnic stereotypes is a conflicted thought that many have. However, this magazine takes out the complication and adds diversity, which has become a newer "ideal" of American culture because a majority of people are biracial or mixed and gender roles aren't what they used to be decades ago so it is definitely a sign of ideological change.



In the Atlanta's Top Doctors Magazine I found this advertisement of Smart Water with Jennifer Aniston smiling. She has fronted the campaigns of Smart Water since 2007. This 2015 campaign of #upupup by Smart Water has a lot of subliminal religious ideological symbols that can be identified more in the visual rhetoric of the advertisements than the written rhetoric of it, but actually to some extent both. The words, "inspired by the clouds," gives a double meaning. One that the water is so fresh and environmentally friendly that it is inspired by the clouds of condensation that is something natural from the earth's water cycle. The other meaning is that this water is so amazing it was inspired by the clouds of God himself and that the water is heavenly. You get the impression when looking at the advertisement above with the way the light is showing so brightly in the background.



I'm not sure which magazine this advertisement was posted in but it doesn't matter because the advertisement itself speaks for another set of "ideal" male body image in modern society. Not everyone likes the typical Caucasian male (displayed in the first magazine cover of Miles Teller). However, due to the diversity presented in America (and all of the world) Johnny Depp is the perfect man for this cologne advertisement. Yes, I know that is American but his complexion isn't pale. He has tattoos all over his body of various characters he's played in movies and the ones closest to his heart (like his daughter's name across his chest). He also has a goatee, all black clothing, and numerous rings and bracelets. He's not the cleat cut kind of guy we saw earlier. He's more rugged and exotic looking. Therefore, he sells Dior Sauvage cologne in that fashion.



The first thought I had when I flipped the pages of a magazine and stumbled upon this advertisement was not about the man doing push-ups, the image of the vitamins, or even giving my taste buds a workout. My first thought was, how is this adult gummy vitamin number one? Once again the ideology of power in America plays a factor here.

**THE WORLD'S BEST PROTEIN FORMULAS**

GNC offers the highest quality proteins with guaranteed potencies, scientifically designed to deliver results and help you meet your goals. We insist on the most stringent quality checks for all GNC brands.

\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease. Call 1-800-477-6460 or visit GNC.com for the issue nearest you. ©2015 General Nutrition Corporation. May not be available outside the U.S.

**GNC LIVE WELL**

**EXCLUSIVE In-Store Savings**

**TAKE \$5 OFF**

**Any Purchase of \$50 or More\***

\*See site for any. Cannot be combined with other offers. Excludes gifts. Excludes any not for reproductive, infant, children. Subject to the limited availability of the product. Cannot be applied to previous purchases. GNC Live Well membership requirements apply. Offer valid in the U.S. and where available. Some restrictions may apply. See website for details. Offer valid at participating GNC. Not valid at GNC.com or GNC.ca. Not available. OFFER VALID THROUGH 10/31/15. IN-STORE COUPON CODE: 5715A

**GNC** | QUALITY LIFE QUALITY PRODUCTS

**GNC** LIVE WELL

Here we see the ideals of fitness. The perception that in order to be in shape is to be muscular, ride bikes, and work hard in the gym until your hands need to be wrapped or that you'll be working so hard that you'll need the bandages before you start as to not hurt yourself while working out. But either way, we get the idea that protein is good for your fitness and GNA provides the best.

The advertisement is split into two main sections. On the left, a red aerosol can of 'biosexvhair' Push Up Thickening Finishing Spray is shown. The can has a black cap and features the brand name 'biosexvhair' in large, bold, white letters. Above the brand name is a small red star and the words 'sexyhair'. Below the brand name, the product name 'PUSH UP' is written in white. Further down, there is a small graphic of a bra and the text 'DON'T WANT VOLUME? TRY THIS!' and 'INSTANTLY'. At the bottom of the can, there is fine print: 'THICKENING FINISHING SPRAY', 'FORMULA OF NATURAL ESSENTIAL OILS', 'SPECIAL PROTEINOLIGOS', 'GENTLY PUSHES UP, THICKENS HAIR', 'DRIES TO FORMULATED HAIR'. To the right of the can, the text 'GIVE YOUR STYLE A LIFT' is written in white, followed by 'PUSH UP' in large, bold, red letters, and 'THICKENING FINISHING SPRAY' in white below it. Below this text, it says 'Apply to DRY HAIR to get that SEXY & VOLUPTUOUS look INSTANTLY'. On the right side of the advertisement, there is a black and white photograph of Marilyn Monroe sitting on a dark, reflective surface. She is wearing her iconic white strapless dress and has her hair styled in her signature voluminous, blonde waves. She is looking directly at the camera with a slight smile. In the bottom right corner of the advertisement, there is a red star logo followed by the text 'sexyhair' and the tagline 'STYLES CHANGE. SEXY IS FOREVER.'

Over 50 years after her untimely death, Marilyn Monroe still remains as an iconic figure in popular culture. She has somehow managed to become the vintage but modern face of what “ideal” sexy is for women in America, right down to her hairstyle. This advertisement features Marilyn in her classic white with beautiful red lips and volumized hair implying that you could give your hair the perfect volume and level of sexiness to attract anyone (maybe even the President).

**Heart-smart.**  
49 PISTACHIOS  
· 160 calories  
· 6 grams protein  
· 3 grams fiber

**Dumb-dumb.**  
13 FLAVORED TORTILLA CHIPS  
· 160 calories  
· 2 grams protein  
· 1 gram fiber

You don't have to go to Harvard to figure out a fistful of pistachios is more satisfying than a few measly flavored tortilla chips. It did, however, take a recent Harvard study to suggest eating nuts seven times a week or more is as healthy as it is smart. Pistachios are naturally cholesterol and trans fat free, a good source of protein and fiber, and heart-friendly. So get crackin'. And get snackin' with smarts.

Specific evidence suggests but does not prove that eating 1.5 ounces per day of most nuts, such as pistachios, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease. See nutrition information for fat content. ©2015 Wonderful Pistachios & Almonds LLC. All Rights Reserved. WONDERFUL CRACKIN', the Package Design and accompanying logos are registered trademarks of Wonderful Pistachios & Almonds LLC.

Wonderful  
PISTACHIOS  
Get Crackin'

This advertisement makes me think of the expression, “work smarter not harder,” which plays on the ideology of both fitness and intelligence. I mean for some reason people don’t like to be called “stupid” well really because the connotation is bad. Therefore, when this advertisement uses the word “dumb-dumb” to describe the common people who eat chips it makes them feel offended enough to maybe eat healthier. Also the fact that they mention Harvard and basically say that you don’t have to go to Harvard to know that pistachios are better than tortilla chips.

LEVIAN®

THE WORLD'S MOST BEAUTIFUL  
AND DESIRABLE JEWELRY

PEACH MORGANITE™  
RASPBERRY RHODOLITE®  
CHOCOLATE DIAMONDS®

AVAILABLE AT  
MACYS

The advertisement features three rings with various gemstones and diamonds, set against a background of chocolate chips. The rings are arranged in a cluster, with one featuring a large peach morganite, another with a raspberry rhodolite, and a third with a chocolate diamond. The overall aesthetic is one of luxury and indulgence.

This advertisement addresses the ideals of “good taste” both literally and figuratively. Literally because the rings are displayed on top of chocolate chips that look fresh and ready to eat. Figuratively because the rings are chocolate diamond, raspberry rhodolite, and peach morganite. It’s basically advertising that expensive jewelry is a representation of “good taste.” As well as the chocolate delights because quality chocolate is not cheap.

*Satin*  
ULTRA-VIVID FASHION COLORS  
Aloe Vera Based

**Be Extraordinary**  
SALON QUALITY COLOR WITHOUT THE SALON

- 72 beautiful shades to meet all your needs
- Satin is economical, as one tube can have three applications
- Satin Color can be used as Semi permanent color when mixed with Satin Semi Developer or as a permanent color when used with a regular developer
- Satin is a professional product now available to the public
- Satin has an Aloe vera base to ensure gentle conditioning to the hair
- Satin has the smallest color molecules, less than 1%, and uses the least amount of ammonia

Find Satin at a beauty store near you by visiting [SatinHairColor.com](http://SatinHairColor.com)

Satin hair color dye gives you salon quality hair without having to pay the price of the salon. This sets the ideology of female body image in that we get basic ideals of how women should look in America. Why is it that color treated hair is more desirable than natural hair color? I guess it is about being “extraordinary,” according to this advertisement at least.



These last 4 advertisements will be addressed in the rest of my blog post as I will talk about the ideologies and expectations that the media and entertainment industry set for our society in America.