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Should Obese Models be required to be used in TV Commercials?

Name

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- I. Introduction
 - a. Hook: Obese models are a transformation in enabling equality of body size in TV commercials.
 - b. Thesis: Obese models are required to be used in TV commercials because of foster activism, promote healthy eating behaviors and body acceptance.
- II. Obese models are required in television commercials to be used by marketers, especially those in the fashion and beauty industry. The concept of a one-size-fits-all mentality is eliminated because people can value every individual irrespective of their size.
 - i. Marketers have realized body positivity is an instrument in enhancing feminism activisms. Many people are championing equality, making it possible for marketers to ensure they make their products associated with all females.
 - ii. Using obese models in advertisements has proved to work in many ways, especially when promoting fashion objects and personal care products that target women. Luck (2016) argues that obese women used in advertising make them feel they are related to the product and are supported to be involved in activism.
 - iii. Many body positivity features are used suitably by marketers since they can cause women to feel well regarding themselves and feel they are related to the products.
- III. The majority of individuals tend to concentrate when a person with the same condition advises them. Thus, obese models can be used to pass a message concerning obese than thin models.

- i. Television commercials conducted by obese models are essential in passing the public's message regarding the obese disease. This is because the information will be deemed credible and evidence-based.
 - ii. Through television commercials, the media can reach many people; hence, they can reduce the discrimination of people based on body size.
 - a. Assist individuals in staying a healthy life and reduce discernment against obese persons.
 - b. Deliver approved information concerning obesity that will impact healthy knowledge to people.
 - iii. The obese models will be protected and feel they also require the same privilege as other models. According to Whyte (2010), there is an increased negative discussion on obese contestants in media commercials on lacking models' bodies and just one overweight model, which has achieved the competition.
- IV. Obese models used in Television commercials improve Social cohesion because both thin and obese models will be part of the present social norm than introducing shame on other body-sized individuals.
 - i. Making certain body types to be used in commercials have adverse consequences. Czerniawski (2015), suggests that TV commercials should deliberate on using diverse body sizes and not place judgments and stress on body type.
 - a. TV commercials need to understand that actions and events that value decision based on body type has significant implications on clients.

- ii. Obese models in television commercials can inspire healthy images and improve individuals' body esteem. This is critical as people in society will love the way they are irrespective of the body size.
 - a. The availability of obese models on TV commercials enhances mental health benefits. According to Whyte (2010), obese models have fewer contrasts and love their bodies than their thin-bodied counterparts.
- V. Obese models in TV commercials have resulted in increased social comparisons as people tend to love and admire other people's body than theirs.
 - i. Polivy & Pliner (2015), emphasize that "Individuals have reacted differently after seeing what their counterparts look like especially for ladies."
 - ii. People have compared themselves to others and hence tend to eat more to compete in weight matters. As individuals' weight matters in the current society, they will view the model's body size and admire it, hence eating more to fit the model's body size.
 - iii. People do not love their bodies, causing anxiety due to increased effects on their self-image, feelings and body frustration.
- VI. Women watching commercial advertisements performed by obese models and thin models have a different perception of food.
 - i. Plummer & Forestell (2019), performed a study that "featured 116 college women exposed to both obese and thin models' commercials. Those that

watched the plus-size model commercials had significant food distractions compared to those who watched the thin model commercials.”

- ii. Observing appearance-associated television commercials cannot change an individual's body image or assessment of nutrition. Still, it can effortlessly unfocus them by unnatural diets hence more inspired to consume unhealthy foods (Rosiek et al., 2015).

VII. Model-size individuals influence the Television client’s memory and likeability in marketing. This is because different individuals have different perceptions and views concerning the model's body size.

- i. Pupo (2018), states that “consumers concentrate more on normal sized models than obese models hence increasing their chances of being liked and focuses on the ads ”
- ii. Obese models create more attention to consumers than thin models. However, the female obese models always require more attention than the male obese models.

VIII. Conclusion

- a. Obese models are required to be used in TV commercials because they foster activism and promote healthy eating behaviors and body acceptance.
- b. Obese models are required in television commercials because they promote activism by presenting body positivity and make people love their bodies. However, it might lead to social comparison hence making people eat a lot.

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