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

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

Luck, E. (2016). Commodity feminism and its body: The appropriation and capitalization of body positivity through advertising. *Liberated Arts: a journal for undergraduate research*, 2(1).

The **article** has presented a message that recent marketers have realized body positivity is an instrument in enhancing feminism activism. As a result, advertisers have used the concept in passing a message of enablement to the products sold even if the product has a different message. Also, the article has focused on using obese women in the advertisement. Thus the technique is essential when promoting products such as fashion objects and personal care products that target women. The source is credible because it supports the topic and has the latest information published in 2016. Similarly, the author is a credible researcher at the University of Huron and is involved in writing several other articles related to obese individuals. Notably, the source will contribute to my research as it has developed supporting information on my topic through how obese models are used to enable people to realize body positivity. “Several features of body positivity are used suitably by marketers since they have the capacity to cause women feel well regarding themselves and also sense they are related with the products.”

Whyte, J. (2010). Media portrayal of people who are obese. *AMA Journal of Ethics*.

12(4):320-323. <https://doi.org/10.1001/virtualmentor.2010.12.4.msoc1-1004>

This article has focused on reviewing several television commercials conducted by obese models passing the message that media can inform individuals about concerns on obesity disease. The media can reach many people. Thus, when they use obese individuals, they deliver credible and evidence-based information to enhance health knowledge, aid individuals in staying

a healthy life and reduce discernment against obese persons. The article is reasonable as it uses up-to-date sources and the message presented is based on eliminating prejudice and encouraging health. Besides, the author is credible as he specializes in medicine, a virtual mentor in medicine and society organization, making the source useful in my research having reviewed the perception people have on obese models in commercial shows. "There is increased negative discussion on obese contestants in media commercials on lacking models' body, as well as just one overweight model has achieved the competition."

Polivy, J., & Pliner, P. (2015). "She got more than me." Social comparison and the social context of eating. *Appetite*, 86, 88-95. <https://doi.org/10.1016/j.appet.2014.08.007>

The article has presented a message of social influence brought by obese models. Individuals have reacted differently after seeing what their counterparts look like, more so for ladies. People have compared themselves to others and hence tend to eat more to compete in weight matters. This has resulted in an increased effect on an individual's self-image, feelings and body frustration. Additionally, the article is credible as it has used up-to-date sources and is current. The authors are professional as they are lecturers at the University of Toronto. Notably, the source is relevant to my research as it has provided an opposite argument on the topic. "Comparing oneself to others on eating and weight often leads to dissatisfaction."

Plummer, R. S., & Forestell, C. A. (2019). The effect of appearance-related media on implicit cognitive responses to food. *Appetite*, 138, 87-93. <https://doi.org/10.1016/j.appet.2019.03.004>

The article has focused on finding the effects of women watching Television commercials of thin and plus-size models on their contained perceptive reaction to food.

Individuals included in the study were 116 college women exposed to the commercials. Those that watched the plus-size model commercials had significant food distractions compared to those who watched the thin model commercials. The article is a credible source because it was published two years ago and making it to be an up-to-date source in my research. Consequently, the authors are professional in the research work as they work in the psychological sciences department and William and Mary. The authors are also involved in writing several other articles in psychological science. The report is credible in my research as the sources used are up-to-date, and the information provided is unbiased. "Although observing appearance-associated television commercials cannot change individual's body image or assessment of nutrition, but can effortlessly unfocused them by unnatural diets hence more inspired to consume unhealthy foods."

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