

10 June, 2013

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BRIGHTON Q 4017

Dear Sir/Madam



REGULATION OF OUTDOOR ADVERTISING

The above issue is very complex. I think the advertising affects two groups of people – the children and the adult models.

The children can be affected by

Suggestive poses

Sexually explicit photos

The effects on the subconscious brains of the children even if the advert means nothing to the child on the first appearance, the memory of the advert becomes part of the child's psyche. This memory will affect the child later.

Incorrect spelling does not help children, e.g., nite for night.

Some of the models are shown as "super" models who are capable of almost any feat.

With regards to the women in the advertising

Most of the adverts belittle women

Clothing is very scanty

Women are viewed as chattels – "things" to be used and exploited

Often women are depicted as having little or no intelligence.

This calls for the setting up of a commission or board which inspects all advertising before it gets to the billboard stage.

Yours sincerely

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Shirley Myers rsm