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<http://www.youtube.com/watch?v=UUg8RrvslaA>

Budweiser Genie and the Blonde

In the world today we would like to say that all men and women are consider equal upon many levels such as education, employment, and even in most sports. But even though we're living in the millennium and things have come a long way, that's not entirely true especially when it comes to media in society. In America the mass media is known for depicting the worldview of men and women. Men are portrayed as powerful, masculine, a sports jock, a businessman, and wealthy. While the idea women is very beautiful, super model thin, sexy, fun, and wealthy. Sure we would like to believe that we are equal, but our culture tells us different. Our culture tells us that men are superior and women are helpless pretty little sex objects.

As I did research for this project I can cross several commercial that all depicted men and women in the same similar way such as men are kings and women are sexy and just there. The commercial I selected was *Budweiser Genie* that portrays people living in a wealthy world where it seems like they're vacationing. In this world of the commercial, there's a young thin beautiful blonde Caucasian woman or walking alone a pleasant beach caring a small dog in her arms while talking on her cell phone. The woman seems to be the typical stereotype of an unintelligent blonde who's clueless and trying to keep her appearance up for the next hot guy. As she walks

in the sand along the beach yapping on the phone to her agent, she kicks a genie bottle and out comes a big powerful man floating up above to grant her three wishes. She then smile and makes her 1st to be loved across American, 2nd she wants to be a worldwide sensation, and the 3rd she would like all men to celebrate when they see her. However after she starts making here wished the genie becomes bored and not interested at all in what she has to say, so by the time she finishes her last wish he turns her into a cold bottle of beer.

To me this commercial clearly shows how our culture depicts the role of men and women. The genie played be a man who powerful and have the destiny of granting women whatever they want if they act in a manner he approves. Obviously by watching the commercial the genie is impressed with the young pretty blonde until she starts nagging with her request for people worship her. The genie become uninterested with the blonde and turns her into a much enjoyable thing which to him is an ice cold beer. As he starts drinking the bottle of beer which before was the young blonde, he smiles after the first mouthful and says, “She’s not so bad after all.” I see the young blonde woman as a financially stable healthy attractive girl, but yet like most of our culture she wants to be famously known across American. I think the main value in the world of this commercial is living the lifestyle of the rich and the desire to be famous.

In this made-up world which similar to the real world these people seem to be unhappy and ungrateful yet with money and power. The statement that’s being made in this commercial is simply if you’re not slim young and pretty in the lifestyle of the rich and famous you have no life. Men just as the stereotype don’t listen to women at all, and rather than have a conversation with them they rather be alone drinking somewhere. Therefore; even though we are all supposed to be treated equally unfortunately we’re not, we are living in a world depicted just as the media portrays us as.

