

The society has changed that anyone wanting to succeed should consider about their outer beauty. The advertisement world is concentrating more and more on the look than to advertise the actual product. The advertisement in general shows the fake beauty, so the populace trying to look and be like the people in the advertisements. Advertisements have enormous impact on the society wanting the fake, outer beauty.

The advertisements for Levi's during 1983 and 2001 have much different claims about gender and

The biggest impact is on the teenagers and the little girls. Little girls do not have the ability to know what is right or wrong. Also, little girls learn from what they see and hear. The little girls and teenagers envy and wants to look like the models in the advertisements. Result to this could bring teenagers to become bulimic and aneraxic, which is a big issue on teenagers today. They do not realize what effect this disease would have on them and also not realizing that it is wrong. In order to reduce this problem is for the advertisements to do not focus too much about the sexual and skinnyness of the model, but to advertise the product itself without selling the women and or men in the advertisements. Also, the schools should teach and talk to students about