Chapter 7

A Rebellion Against the Metallization of the Female Body: “Dove Beyond Figures”

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ABSTRACT

Media is used as an important tool in the uniformization of the female body metallized on the axis of consumption culture. Ads are of special importance in order for these bodies, which are standardized by media bodies, to reach every segment of the society. The beauty measures of each period are introduced with these films as the main determinant for women to be happy. Moreover, these measures, which are a means of domination, can cause illnesses in which women sometimes lose their lives. In such an environment, Unilever’s Dove, a personal care brand, launched a campaign called mark Beyond Figures. It continued to act with this approach in advertising films. In this study, it is aimed to determine how women analyze advertising films beyond the figures. The interviews that will be evaluated in the context of coding, criterion will be examined by reception analysis.

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BACKGROUND

Especially due to the magical world of the television, the superstar of the period, the early audience surveys demonstrated that TV audiences were passive assets that surrendered unconditionally to the messages coming from the television. As a matter of fact, it is known that the radio, which was the star of the pre-television era, also had a magical power even though it only addressed the auditory world. It is an undeniable fact that mass media has always had a great influence on people in all periods of history. *The War of the Worlds*, a novel which Orson Welles presented as a radio play on October 30, 1938, is one of the important events that show the power of mass media.

Welles presented the novel on his radio broadcast on CBS channel as if it were a newscast. The program began by the following presentation: “The Columbia Broadcasting System studio presents Orson Welles and the Mercury Theatre of the Air in War of the Worlds by H. G. Wells. Ladies and gentlemen, the director of the Mercury Theatre and the star of these broadcasts, Orson Welles:

“Ladies and gentlemen, following the news we’ve just given, the Meteorological Administration gave instructions to large observatories to closely observe the movements on the planet Mars”. Meanwhile, the number of listeners had reached 6 million and all listeners started waiting for the news from Mars. The audience was told that a live connection was established with the principal observatory and the play continued as follows:

“The outer cover definitely doesn’t belong to our world. It’s not a substance found on our planet. Wait a minute. Something is happening. This object doesn’t look like anything that I have seen before. Someone’s calling. I see something coming out of the black hole in the middle of the illuminated circle. It has got ayes. This could be a face. It is standing on legs. Actually, it is rising on a small type of metal piece. Now it has reached out to the top of the trees. It is unbelievable, but both scientific observations and what we are witnessing with our own eyes lead us to this inevitable hypothesis. These strange creatures that disembarked on the farm near New Jersey tonight are the army of occupation from the planet Mars.”

Life was congested in most places during the play. There were thousands of people in the street slunatical yes caping. People were saying good bye to their loved ones on their phones, some were trying to take a few of their belongings and drive to the countryside. On the streets were hunters with hunting rifles looking
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