

123 My Street  
El Paso, TX 79924  
October 01, 2018

Kelli Wood  
9570 Gateway Blvd. North  
El Paso, TX 79924

Dear Ms. Wood:

For my essay, I analyzed a 1975 “Loves Baby Soft” perfume ad. This commercial caught my attention because of how bluntly it sexualizes women. In this essay, I explain how the advertisement industry displays women and how women should be childlike, innocent, and vulnerable, yet maintain a level of sexiness. I also explain how ads such as Loves Baby Soft have a negative impact on young girls' self-esteem and the impression it has on a grown woman's image.

Describing the ad was my favorite part, and I am proud of the small summery after describing the ad: "The model is dressed to look like a little girl, but she is a little girl with cleavage. The fact that she is raising her skirt, her legs are apart, and that she is licking a lollipop, gives a powerful sexual image yet at the same time, it denies it which is precisely what the product is telling young girls to do, to be both innocent and sexy at the same time." I believe I summed up the most critical aspects of the ad and stated what subtext I understand from the sexual image the ad displays.

The assignment overall was a bit difficult to do, but it was also satisfying to see how it came out after working really hard on it. I have a couple of concerns, and one is if formatted the sources correctly. I used the book, but I am still afraid I may have gotten something mixed up. The other concern I have is if I described everything accurately and in detail.

Thank you for your time. I look forward to your feedback.

Sincerely,

[I would sign here]

Jennyfer Salgado