

2017 Research Week Proposal

Title – Objectification: Work-based Worth and the Renewal of Character

Program of Study – MFA Graphic Design

Presentation Type – PowerPoint

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Category – Creative & Artistic

Abstract: This persuasive campaign, based on preliminary research, analyzes the definition and potential application of the term, “objectification,” beyond its typical sexual connotation. The act of objectifying an individual, as defined by Merriam-Webster, is “to treat as an object or cause to have objective reality.” Although the word itself remains broadly referential to any object or tool, in relation to women specifically, further investigation reveals a primary focus on the perverse view of women as sexual objects. Supported by instances and claims of men sensually objectifying their female counterparts, resources relevant to pop culture, including the Huffington Post and Everyday Feminism, continue to perpetuate the objectification of women in a physical manner. Founded on a more academic approach, a study published through the American Psychological Association, *Sexual Objectification of Women: Advances of Theory and Research*, reveals the premise and consequences of Objectification Theory, identifying the causes of and potential for self-objectification. Once again, the term is primarily focused on a sexual nature, leading to the following core questions of investigation: 1) Returning to the general definition of objectification, what constitutes as an object? 2) How are women objectified in a non-sensual manner? 3) In what ways do women objectify themselves? 4) What

are the consequences of non-sexual self-objectification? 5) How can a poster campaign visually bring awareness to this issue, persuading women to take steps towards viewing themselves as a person once again? After compiling research from scholarly sources, Scripture, and logical reasoning, the student concluded with the following thesis: Although the objectification of women lends itself towards a sexual nature, the term itself applies to any instance where women are perceived or perceive themselves as work-based tools, leading to a distorted sense of purpose and a diffused self-worth. Taking steps towards a solution, the social issue was addressed creatively using conceptual imagery that humors the viewer into an awareness of the problem and encourages continued communication with a hypothetical organization for support.