Show and Tell Sex and Violence

Today “violence in movies and sex on T.V..” (Family Guy) is everywhere? After 11pm in it’s hard to turn on any channel besides public broadcasting, and children’s networks without seeing such infomercials as girls gone wild. Today our views have become less conservative, from magazines on store shelves “Better Sex Today,” to television shows on late night television stations, to infomercials. Today’s women and men are a lot more adapted to sexual video’s and film. Ten years ago television would not have shown infomercials showing censored girls, let alone on late night television showing a completely naked women. Today, this is something that has become a norm.

The objective that ‘sex sells’ is everywhere in American culture. From magazine ads to television, Sex is something that people want to see, from people wearing very little to nothing. Sex seems to be everywhere. What makes it so popular, if it draws attention if people are curious, people will come.

Late night television, with the loss of broadcast stations allowing soft-core porn producers had to do something. Sex sells but if it is not allowed what is left to do? The decision was made to produce movies that will continue the soft-core porn. Late night television is now scattered with Girls Gone Wild type advertisements. If “sex sells” then why when people order one video from GGW do they get placed directly into a subscription service? “GGW infomercials open with a blank screen and graphic red lettering announcing, “Warning: this video
contains explicit material not suitable for children.’’ The disclaimer, now standard on reality crime programs, quickly fades to a succession of young women showing their breasts directly for or close to a video camera. Calypso or techno music plays in the background while a narrator lets us know, as he puts it in one infomercial, ‘‘The action never ends when the hottest, real schoolgirls hit the beach by day and the wildest parties by night!’’ Each infomercial heightens the impact of the outtakes with quick cuts, zoom-ins that fill the screen with breasts and thongs, and zoom-outs revealing crowds of hovering, male voyeurs. Some sequences also show women kissing, undressing each other, donning wet t-shirts, and showering. As part of the tease, animated stars flash as pasties, and the words ‘‘censored’’ and ‘‘call now’’ act as simulated pieces of underwear barely hiding nipples and pubic regions. Every ten minutes, the narrator pitches the videos for a reduced rate of $19.99. In return for the discount, the small print at the bottom of the screen informs buyers that purchase also enrolls them in a subscription service (also called a ‘‘continuity program’’) that obliges them to receive new GGW videos for one year. The scenes in the video repeat at least four times during the infomercials.” (Mayer, 3)

Part of the scheme to gain viewers and purchases by coming out with new videos with new plots constantly. Without showing actual sexual intercourse they are able to sell these videos on cable television. These movies just show women naked flaunting their bodies in front of cameras’. These videos are supposed to portray normal “girl next door” type women. Part of the casting requirements for GGW is that none of the girls are allowed to have tattoos. Tattoos are strictly forbidden because it may portray a different
type of female. When these images are seen nightly it becomes something expected, a norm.

I choose a clip from a comedy skit by Pablo Francisco. This skit is part of an ad lib act on soft-core porn. Though GGW is not the only soft-core porn out there it is the one most marketed on cable television. Soft core bore is just giving the mind the image of sex, either by it being the portal of the act of sex or by showing naked girls kissing or dancing in front of a camera. This excerpt is making fun of the fakeness of soft-core porn, and that it doesn’t take much to give the mind the image of sex.

It has been said that 75% of a man’s life is spent thinking about some part of the act of sex. It is everywhere. When it is everywhere it is easy to constantly think about. As Francisco states, “soft-core porn can be just like moving furniture.”

Therefore, “sex sells” in every day life, from magazines with ads with articles on “Best sex secrets” (Glamour Magazine) to Girls Gone Wild videos. Sex is everywhere in our world today and it is something that gains everyone’s attention. That being negative attention or positive attention.
Works Cited
