

**Chapter 1 : Miss Representation - The Representation Project**

*RepresentWomen works to increase women's representation in elected office and advocates for systemic reforms to the recruitment process, voting systems, and legislative practices so that more women run, win, and lead.*

We are glad you are enjoying Advertising Age. To get uninterrupted access and additional benefits, become a member today. Log in or go back to the homepage. Representations in Advertising September 15, Although women are depicted in various roles and statuses in advertising—ranging from homemaker to business executive and from sex object to superwoman—it is only since the mid-20th century that women have been shown in roles other than purchaser of domestic products. While some observers may be impatient with the traditional images of women used by major packaged-goods marketers, those depictions reflect meticulously calibrated research designed to detect the subtlest element of potential offense in the target group. This market research-based advertising may not always show trend-setting women the images they want to see, but market research seldom leads advertisers far astray. In short, the roles of wife and mother continue to be performed by large numbers of women whom advertisers seek to address. Early days One of the most enduring female characters in advertising is Aunt Jemima, a trademark that had its beginnings in 1888. Invited to breakfast with millions of families all over the world for more than a century, Aunt Jemima eventually became an icon. By the end of the 20th century, she had undergone several face-lifts to reflect the evolving African-American consumer market. While some products are named to entice women to buy them, none has enjoyed the success of Gold Medal flour and its Betty Crocker trade character. As a result of a successful promotional campaign for a pincushion in the 1930s, Washburn Crosby Co. Blanche Ingersoll, a Washburn Crosby employee, became the voice of Betty Crocker on the radio in 1937. Since that time there have been at least eight different images of Betty Crocker. The most recent, introduced in 2007, was a multicultural composite of the features of 75 women of varying ethnicities. Through the 1950s, ad copy continued to portray women primarily as homemakers or objects of sexual desire. While wartime propaganda encouraged women to labor for country and family, advertisers urged female factory workers to remain glamorous and keep the home running smoothly. Many advertisers portrayed women in their newly expanded roles. For instance, Eureka showed three women in its vacuum cleaner ads—one in a military uniform, one in pants and another in typical housewifely garb. By late 1940s, however, women were being prepared, often through strategically placed advertising, to give up their jobs when the soldiers returned home. At the end of the war, advertisers began once again to show women at home, sometimes going so far as to suggest that a working mother was not a good mother. In an advertisement by Adel Precision Products Corp. As more women entered the workforce, however, another kind of advertising made use of them as a means for selling goods and services. Those ads showed women as clerks, telephone operators and secretaries using the latest office equipment and office furniture. Another approach to the portrayal of women in advertising involved scantily clad females in alluring poses; those images most often appeared in ads for products used by men. Advertising, although a target, also became an ally, as the industry provided a variety of venues and activities for the single, self-supporting woman. The protest, which may have been the first organized demonstration against the image of women in advertising, was staged against Mattel Toys in reaction to an ad the company had placed in *Life* to promote its Christmas toy line. A classic ad from that period came from the Polaroid camera campaign featuring actors James Garner and Mariette Hartley. Hartley was shown in a distinctly non-traditional role—fixing a car. The Charlie perfume campaign featured confident young women in tailored pantsuits pursuing traditionally male-oriented activities. Grey Advertising created the first Charlie ads. In 1971, a new agency, Advertising to Women, was founded. Its intent was to reach the contemporary, confident, career-oriented woman who was not inhibited by her sexuality. The superwoman Advertising in the 1970s portrayed career-minded women as "supermoms," and the industry began to grapple with integrating the traditional and contemporary roles of women. The group founded an annual awards program to applaud and censure ads on the basis of presence or absence of sexist overtones. The brand became an instant success; within five years, it was the most popular U.S. Emerging images By the 1980s, dramatic changes had occurred in the depiction of women in advertising. One groundbreaking ad was for Maidenform, which

pictured some of the objects representing slang terms for womanâ€”a fox, a tomato, a doll and a chick. The text accompanying the ad read, "While images used to describe women are simple and obvious, women themselves rarely are. Just something we like to keep in mind when designing our lingerie. During this decade, advertisers of traditionally male-targeted productsâ€”such as athletic shoes, cars and beerâ€”began to focus on female consumers. A new genre of advertisements came to the forefront, signaling a new attitude: Research that showed a definitive correlation between eating disorders and advertising gained prominence in the s. Because many female models were extremely thinâ€”often two to three sizes smaller than the average American womanâ€”psychologists, nutritionists and activists focused on advertising as contributing to the growing numbers of girls and women suffering from bulimia or anorexia nervosa. By the turn of the 21st century, many key positions in advertising were occupied by women, enabling them to exert a major influence on ad campaigns. Some critics of the portrayal of women in advertising hoped this situation would give rise to more positive images of women.

*In How Women Represent Women: Political Parties, Gender and Representation in the State Legislatures, Tracy L. Osborn argues that political parties fundamentally shape the pursuit of women's policy issues in American politics. When women represent women, they do so as partisans.*

Biologist takes to Wikipedia to represent women and molecular biology By Guest Contributor on October 3, Biologist takes to Wikipedia to represent women and molecular biology By Guest Contributor on October 3, Biologist takes to Wikipedia to represent women and molecular biology Laura Hoopes. Laura Hoopes, December She recently completed our course that teaches scholars how to add their expertise to Wikipedia. As a professor of biology and molecular biology, I knew I could help. Activities and roadblocks Representing women in science Once I was familiar with the technical side of how to make changes on Wikipedia, I started to narrow down which articles I could create or improve. I spent most of my time revising stubs short articles that need expansion and improving longer articles on women in science. I created three new biography articles for Ru Chih C. Huang , Iwona Stroynowski , and Bette Korber. I found that Wikipedia articles are interconnected, both informing and building off of each other. Improving one may be dependent on the quality of another, for example. In order to properly cross reference the article on Huang, I had to upgrade the article on her dissertation advisor James F. I made my case to another user for why this information was valuable to include in the three articles, and ultimately made the improvements. Editing Wikipedia means collaborating with other users and understanding the standards of quality that they uphold. I edited his article so that it acknowledged her achievements. The article on Bette Korber presented a different problem. I found a photograph of the computational biologist that was published by AAAS with a notation that any use was permitted. I sent that email and got back a note that the photograph belongs to the Los Alamos National Laboratory, a US government facility. Since government photos are accepted as being in public domain, it has now been accepted and I used it in her article. The former is a standard technique in biochemistry labs around the world. The latter is very important to cancer research today. In most cases, the additions were well received. However, I needed to be rescued from format errors by the Wikipedia experts in my class Shalor and Ian who were very helpful when I got snarled in messes. I got messages saying my new articles had no incoming links and no categories so I had to get advice on how to add those. In solving these issues, I learned a lot about Wikipedia writing. I wanted to add an article on Regulatory RNA, but I decided to engage the Talk page on the molecular biology WikiProject to ask other users what they thought of my idea. People suggested I do a disambiguation page instead of a new article. I tried, but it was removed. So I did that. So far no objections have come up. Drawing on my background advocating for undergraduate research opportunities Some twenty years ago I was involved in the origins of the movement to make undergraduate research more available to all college students. So I wrote one. As part of the process, though, I had to declare a conflict of interest , since I had been directly involved in the topic I was to write objectively about. Other Wikipedians worked with me on the article to get the encyclopedic tone right. I connected the article with the biography articles of CUR presidents that I could find, including one for the physicist Neal Abraham. I expanded his article to include his work in this area. Surprising and enjoyable experiences I was surprised at how complicated the use of photographs was, by how quickly another user blasted my supposed disambiguation page and deleted it, and by how few changes made by other people are accompanied by a note on the Talk page of the article involved. But I was also happily surprised at how comfortably I could finally use sandboxes, a stumbling block when I tried to learn Wikipedia on my own. I also liked getting welcome messages from WikiProjects along with information about priority needs. I found I enjoyed writing that kind of article. I am unsure about how much ongoing professors as opposed to retired professors can do this kind of work. But with this new skill, all of us will probably go in and update important articles that we may refer our students to use or need to use in our own research. I think the professors who want to use the evaluation or writing of Wikipedia articles in their classes may be more apt to edit Wikipedia extensively. Wiki Education also has free tools to help instructors incorporate Wikipedia editing assignments into their courses, even

without any experience with the platform themselves. Hopes for Wikipedia in the future I think updating and improving content on Wikipedia is a great public service, so I hope that people can do more and that it will make information more accurate, complete, and up-to-date in my fields. It partly depends on how people choose to invest their time. To see what the articles that Dr. Hoopes and others as part of their course, see their Dashboard page. Gates at Pomona College.

### Chapter 3 : ASK AMY: FEMINISM

*Stormy Daniels' attorney Michael Avenatti announced Thursday night in Los Angeles that he is now providing legal representation for three additional women who were paid by Donald Trump, The.*

### Chapter 4 : Gender Equality and Women's Empowerment | U.S. Agency for International Development

*And that was when I realised that Williams doesn't represent working women, or angry women, or women on social media - she represents ALL women. Every single one of us.*

### Chapter 5 : Linda Nochlin - Wikipedia

*Representation is a great resource on reforms to win parity that focus on changing rules and systems - like those used successfully in the 96 nations that rank above the United States in women's representation and in a growing number of US jurisdictions!*

### Chapter 6 : Avenatti now representing 3 women who claim to have been paid hush money by Trump - POL

*Representing women in science Once I was familiar with the technical side of how to make changes on Wikipedia, I started to narrow down which articles I could create or improve. I spent most of my time revising stubs (short articles that need expansion) and improving longer articles on women in science.*

### Chapter 7 : RepresentWomen (@represent\_women) - Instagram photos and videos

*Michael Avenatti, the attorney representing porn actress Stormy Daniels in her lawsuits against President Donald Trump, now also represents three other women who claim to have had affairs with.*

### Chapter 8 : Women: Representations in Advertising | AdAge Encyclopedia of Advertising - Ad Age

*A breakthrough for women of color occurred in when Tyra Banks, an African-American model, signed a contract to represent Cover Girl in its ads; she was the first non-white woman used in major.*

### Chapter 9 : Women's National Team selected for November Tour | USA Rugby

*Valley News Live - "Women's rights attorney Gloria Allred has confirmed that she is representing the family of Savanna Greywind." Savanna was 8 months pregnant when she went missing and her body was recovered days later.*