Sex in Advertising, or Advertising Sex?

What product are these ads promoting?

What are these ads trying to achieve?

Think about two different contexts here.

1. What kind of discussion would have taken place among the promotion team as they designed or chose these ads for their campaign?
2. What kind of discussion might take place among different groups of people as they walk past these ads in a public space (shopping centre, airport etc.)?

Explain the links with propaganda. How does the propaganda work here?
What kind of propaganda is at work here? Explain the terms ‘parody’ and ‘counter-propaganda’ in the context of these images.

1. What statement is this image making?

2. And this one? To answer this question, you will need to decode the written text.