The Hot-girl Phenomenon

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I. Introduction

Looking around, hot girls are everywhere, on the commercials, the TV programs and the exhibition, etc. It is more than ever that hot girls are not just a trend. It seems that products promoted by hot girls sell better. Using hot girls as a means of promotion has become a marketing strategy. From the media to the enterprises, from men to women, everybody is talking about these hot girls. With pretty faces and perfect figures, these hot girls are creating a new phenomenon. This essay will first introduce the brief history of the phenomenon of hot girls. Secondly, it will discuss how this phenomenon affects economy and the potential problems caused by the hot-girl phenomenon.

II. Thesis

1. The brief history of the hot-girl phenomenon

   A. 1996 TV program Guess, Guess and Guess Again (我猜我猜我猜猜猜)

   Guess, Guess and Guess Again is the originator of hot-girl phenomenon. The features of this program are mainly to introduce beautiful girls. The staff from this TV program is to look for beautiful girls on the streets and ask them to attend the video recording of the TV program. Owing to the high TV rating, beautiful girls can be seen by millions of people via attending the recording. Many female stars, models, entertainers have attended this program before they become famous and successfully.
B. 2003 Internet album *Wretch* (無名小站)

What makes hot-girl phenomenon so popular is the Internet. With the switches of the time, almost every one uses the Internet. Hence, countless hot girls are noticed and become famous on the Internet daily. *Wretch* is a website that features hot girls and comes to a great success. It introduced many new functions such as the Internet album, blogs and message board. The Internet albums on Wretch update millions of pictures of hot girls, and directly enhance the hot-girl phenomenon.

C. 2003 International Taipei Computer Game Show (台北國際電玩節)

The sponsor, Taipei computer association, employed many hot girls, also called showgirls, to promote the products in the exhibition. This strategy successfully attracted the attention of media and people. After that, many exhibitions, such as car exhibitions, use the same way to catch the eyes of consumers and created satisfactory outcomes.

D. 2009 殺 Online

殺 online is a classic TV commercials that uses girls who once were not TV stars and successfully create a hot issue. Although the commercial is controversial, one of the girls in the commercial successfully become a famous star from an ordinary girl, known for her innocent face and hot figure. Due to the success of 殺 online, more and more companies tend to find pretty but not famous girls as the product endorser for the brands.
2. **Hot girls and economy**

A. The way that hot girls affects economy (hot-girl economy)

a. Male consumers

Men seem to have tendency to purchase goods promoted by hot girls than women do. In order to catch the attention of main potential consumers, more and more commercials feature the sexy images of female. The body of hot girls, the products, and the desires of consumers are three elements of hot-girl economy.

Consumer behavior is all about desires. To satisfy the desires is the reason why people buy goods. Putting hot girls and products together creates the biggest satisfaction for men. Take an advertisement of a brand of sports car for example. A hot girl sitting in the sports car makes viewers suggest that owning the car may attract beautiful girls as well.

b. Female consumers

Products that are promoted by hot girls can also attract female consumers. Make-ups and fashion brands promoted by gorgeous models or beauties stir imagination of potential female consumers that they will be as pretty as the models in the commercials after they use the products.

3. **The potential problems of the hot-girl phenomenon**

A. Objectified women
“An advertisement represents the fashion trend and the life taste of modern human society; it has become a popular public cultural expression.” (游易霖)

Discussion on the social aspect of marketing by objectifying women – case study on Online Games

Advertisements and media really play an important role in human society. It has a great influence on people’s purchasing behavior. In the patriarchy society, more and more advertisements are using hot girls as a way of promotion, in a rather unfavorable way, exposing the body of female to the audiences. The original intention of these advertisements is to arouse the desires of male viewers and to catch the eyes of consumers; however, these advertisers may exert an inestimable negative influence on human society by abusing the appearance of hot girls and objectifying women.

B. The definition of beauty is getting narrower.

Through the development of the Internet and mass media, the commercials which objectify woman have been widespread. People or consumers may not be aware of it. These commercials may send wrongful messages to the viewers, such as overemphasizing the figure of the hot girls in the commercials making female viewers may consider the girls in the commercials to be the standard of today’s beauty: being young is to wear revealingly. Female viewers adjust their appearance blindly in order to fit the “standards.” More and more girls are on diet to be as slim as the TV models or take great care of the size of their breast. The definition of beauty is getting narrower.

C. Abuse the position of women
Watching these “hot-girl” commercials is similar to a process of brainwashing. Some people may gradually accept the wrong concept that woman should be like the girls in the commercials—being tender, obedient, subject to men, easy to control, not to mention children who may not even to tell right from wrong. They may be influenced by the images transmitted by the media and build up a wrong sexual stereotype. These commercials indirectly enhance the sexual discrimination and abuse the position of women.

III. Conclusion

Nowadays, people advocate gender equality, but commercials that feature the body of hot girl are still very common. It is a song of lament under the attractive commercials.

People are bombarded with information in the form of TV advertisements, newspaper, the Internet, and so on. Hence, these media has a great influence on people. If people can not tell the right information from the wrong one, it may lead to the formation of sexual stereotype.

In order to avoid the worsening equality between men and women, here are some solutions. First, we have to enhance the ability to tell right from wrong. People contact so much information from the media, and we can use the power of media to improve viewers understanding the potential meaning behind the advertisements.

Secondly, we have to teach children the correct concept of gender equality from the beginning. Hence, parents and school teachers may play an important role of gender
equality education. Instilling the correct information of gender relations may gradually change the situation of sexual discrimination.

In this way, we can minimize the negative impact of hot-girl phenomenon and reduce the conflict caused by gender difference. Furthermore, female should be respected not only for their appearance but their success in many other fields. Hopefully, in this way, we can improve gender relations.

IV. References

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