



CASE REPORT

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| 1. Complaint reference number | 51/99 |
| 2. Advertiser | Australian College of Journalism |
| 3. Product | Education |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 9 March 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement comprises a series of cartoons/cartoon images and text. One of the cartoons/cartoon images is of a woman in profile dressed in a black swimsuit. She is depicted with emphasised breasts and buttocks. Underneath this image the wording includes the following: ‘Make money in Cartooning and illustration. Study from home by Correspondence...Simple cartoons such as this can earn you...’ followed by other advertiser details.

THE COMPLAINT

Comments the complainant made regarding this advertisement included the following:

‘I find this image to be offensive and sexist, as it portrays a generic woman as a sex object. The image is inappropriate to present to potential students who may be looking for a college to study cartooning and illustration, as it implies inequality between male and female students, as well as being inappropriate for community attitudes in general.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the advertisement did not constitute discrimination or vilification, nor did it breach the Code on the grounds of its portrayal of sex, sexuality or nudity. The Board determined that the advertisement would not offend prevailing community views and standards and dismissed the complaint.