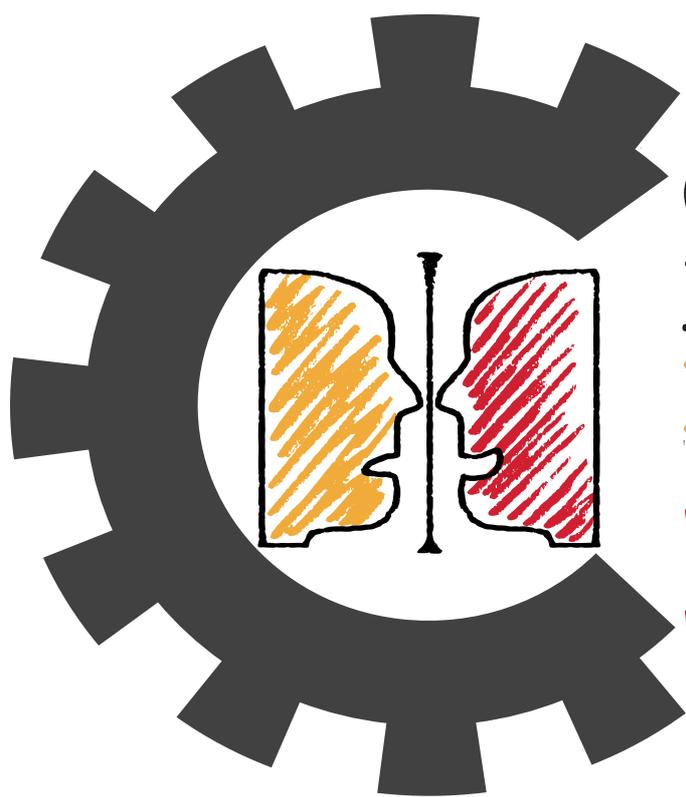


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**A Critical Approach To The Use of Feminist Discourse in Advertisements:  
"Nike - Know Us Like That"**

*Filiz Bilgin Ülken (Mersin University)*  
*Pelin Özüölmez (Mersin University)*

That the gender studies enable to question discrimination against women and the women within society create awareness on their economic, political, cultural and social rights awake also interest of the industry as a rising value. That the gender awareness and feminism become an affirmative subject day by day make the subject popular and being discussed with commercial concern. For the industry, advertising is a significant tool used to change the attitude of the target group positively towards themselves and products and to increase their sales. While the qualifications of product like quality and durability were emphasized in the advertisements of Fordism, with the post-Fordism it is focused on the problem of identity rather than the qualities of the product. The industry promises privileges, status and identity to its target group via advertisements. In consumption societies, in which people create an identity by means of what they consume rather than they produce, the products consumed also carry symbolic meanings. From this point of view, consumption is not only need-oriented but also an effort of attaining identity and status constituted with indicators. On the basis of presupposition that gender is a notion constructed socially and culturally, it would not be wrong to say that mass media has an important place in this construction process. Advertisements, a source of income especially for mass media, have a significant role in forming our gender acceptance. It can be said that advertisements as an emerging value reproduce traditional patriarchal feminine roles. However, besides the advertisements in which women are represented in their traditional roles, it has been also come across with the advertisements in recent years that represent women as subjects. One of these examples is the advertisement of "Nike - Know Us Like That" which builds its topic on antagonism of traditional and modern. With the notion of 'myth', Barthes emphasizes that the meanings of visual image is need to be analysed at the cultural dimension so that the civic culture could be understood better. Accordingly, he develops semiological method incontrovertibly. Therefore, in this study, "Nike" advertisement questioning the cultural values of the gender building process will be examined by Barthes' semiological method.