



**PORN**

**SEX**

**PLEASURE  
Vs PROFIT**

**PORNIFICATION**  
INFORMATION PACK  
FOR PARENTS AND PROFESSIONALS

# PORNIFICATION

## WHAT IS PORNIFICATION?

“Pornification is the way in which the aesthetics and explicitness of pornography infiltrate mainstream culture.”

‘Everyday Pornography’ by Karen Boyle, Routledge UK July 2010

“Pornification, sometimes referred to as pornographication or 'raunch culture' is the increasing distribution and acceptance of pornography as well as the fragmenting and blurring of pornography and pornographic imagery into popular culture. Pornography and pornographic imagery are infiltrating popular music videos, outdoor advertising, fashion and art to name but a few. While pornographication is sometimes viewed as simply the increasing acceptance of sexual themes in media, it is actually the promotion of a particular model of sex which is harmful to women.”

<http://catwa.org.au/?q=pornography>

“The values of pornography, and its practices, extended outwards from magazines and movies to become the dominating values of fashion and beauty advertising, and the advertising of many other products and services.”

Jeffreys, S. ‘Beauty and Misogyny: Harmful cultural practices in the West.’ New York: Routledge. 2005, p. 67

## WHY IS IT HAPPENING?

“Hollywood makes approximately 400 films a year, while the porn industry now makes from 10,000 to 11,000. Seven hundred million porn videos or DVDs are rented each year. This is a mind-boggling figure. Pornography revenues, which can broadly be construed to include magazines, websites, cable, in-room hotel movies, and sex toys, total between 10 and 14 billion dollars annually. This figure as New York Times critic Frank Rich has noted, is not only bigger than movie revenues, it is bigger than professional football, basketball and baseball put together. With figures like these, Rich argues, pornography is no longer a ‘sideshow’ but ‘the main event’.”

Linda Williams. ‘Porn Studies.’ Durham: Duke University Press, 2004. 12

“A multibillion-dollar industry that produces more than 13,000 films a year in the United States alone, the porn business is embedded in a complex value chain, linking not just film producers and distributors, but also bankers, software producers, credit card companies, internet providers, cable companies, and hotel chains.”

Gail Dines – <http://www.guardian.co.uk/commentisfree/2011/jan/04/pornography-big-business-influence-culture>

“The line between pop culture and porn culture is blurring, as the sexual themes, language and production techniques that have made porn a multibillion dollar industry are increasingly, and intentionally, cropping up in mainstream music, movies, TV and video games.”

Kinnick, K. 2007. ‘Pushing the Envelope: The role of the mass media in the mainstreaming of pornography.’ In A. Hall & M. Bishop (eds). ‘Pop Porn: Pornography in American culture.’ Westport, CT: Praeger. 7-27.

## HOW IS IT HAPPENING?

“Teenagers have always been, and will always be interested in sex. It is a natural curiosity associated with growing up. I am sure all of us have tales of sneaking a peek at an adult movie or magazine, or taking more than a passing interest in a mainstream movie sex scene when we were growing up. However somewhere along the line highly sexualised images and concepts ceased being confined to brown paper bags, mail order videos, or adult theatres, and broke out into mainstream culture.”

<http://understandingteenagers.com.au/blog/2010/09/the-pornification-of-generation-z/>

“Any time there's a new communication or entertainment technology that comes out, we want to be the very first, if possible, to make our content available.”

Quentin Boyer, a spokesman for adult entertainment company Pink Visual.

<http://www.technewsdaily.com/technology-pornography-online-sex-1422/>



## WHAT ARE THE IMPACTS?

“Through the 'mainstreaming of pornography' or 'pornification,' pornographic imagery and even pornography itself are gaining legitimacy and a degree of glamour and cultural chic. As pornography continues to become more prominent and pornographic imagery becomes more 'mainstreamed' we become accustomed to living in a pornified world in which it is acceptable that women and girls can be bought and sold.”

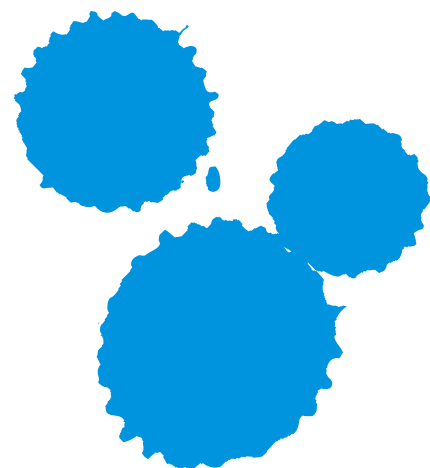
<http://catwa.org.au/?q=pornography>

“In invading the sex lives of an entire generation, in shaping sexual tastes, norms and desires, porn has the power to allow the agenda of consumer culture into the essence of what makes us human. Sex, previously the very crucible of human connection, is contaminated by the atomised perspective of the consumer. Thus its importance as a means of exchange, or of communication, is trumped by the importance of conforming, in bed, to physical and behavioural convention.”

<http://www.iol.co.za/scitech/technology/internet/xxx-visions-of-our-online-future-1.1051636>

“Porn stars have become celebrities and young girls in particular are encouraged to think that there is something wrong with them if they do not engage in sexual activity. Likewise, boys are given the impression that girls exist for their satisfaction.”

Family Court Chief Justice Alistair Nicholson. ‘Freedom of speech has limits when it's about exploiting children.’ The Age. 4th August. 2009, p. 9.



## HOW CAN WE HELP?

It can seem overwhelming to tackle this on your own but small steps can make a huge difference. If we all changed one thing this could amount to a big movement. Here are just a few ideas to get you started:

### ASK YOUR LOCAL DVD STORE –

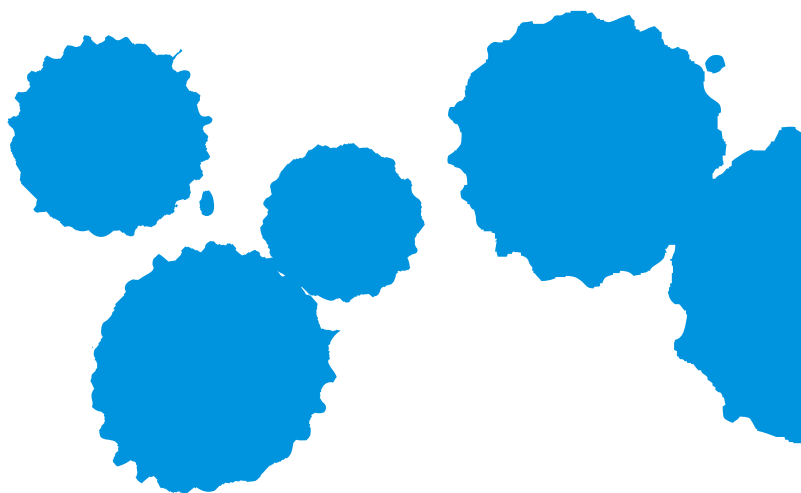
to move the 'adult only' section away from the children's, family and comedy sections. Surprisingly, this is not an uncommon arrangement.

### ASK YOUR SUPERMARKET –

to stop displaying sexualised magazines such as Nuts, Zoo and FHM where children are easily exposed. There are guidelines in place for shops and retailers on how they should display such soft porn but they are rarely enforced. Use your power to remind them of what they should do. Also, ask your newsagent to stop displaying advertising for these magazines in their windows.

### CONTACT TELEVISION CHANNELS –

if you are unhappy with any adverts or programme content. It doesn't take a huge number of complaints to trigger an investigation so make your voice and concerns heard. If you don't want your children exposed to certain content explain to them why you want them to switch the TV off.



## **DON'T BUY!**

If there are certain toys or dolls that you don't want your children to receive as presents, tell your friends. Many parents are starting to say no to Bratz dolls, no to makeup parties for young girls, and no to logo T-shirts such as 'I'm too sexy for my t-shirt'.

Some parents are concerned that their children's dance class routines are emulating the sexualised moves of music video clips. Talk to the dance school if this is a problem.

## **GET TOGETHER WITH A GROUP OF LIKE-MINDED PEOPLE –**

who are concerned, and discuss ways you could make a difference. It only takes one to start.

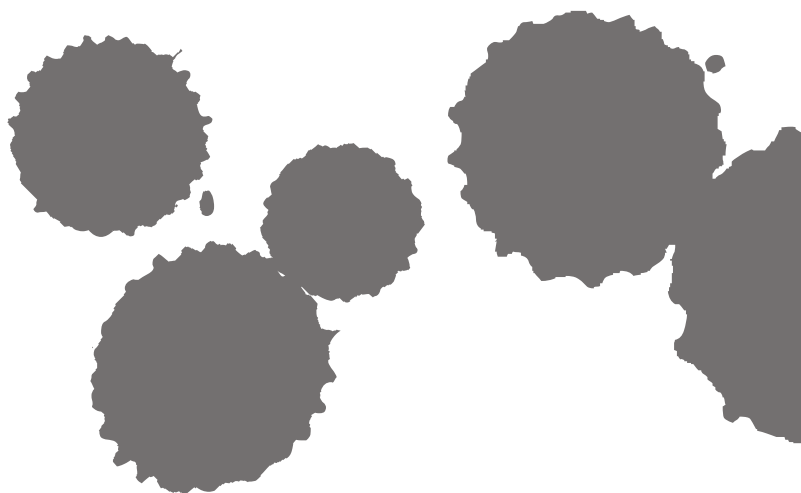
## **SPEAK TO YOUR LOCAL MSP –**

to see if these issues are on their agenda. It will help bring about change if elected representatives are made aware of concerns.

## **JOIN GROUPS –**

that lobby and campaign on these issues - such as [www.object.co.uk](http://www.object.co.uk) or The Scottish Coalition Against Sexual Exploitation –

<https://www.facebook.com/pages/Scottish-Coalition-Against-Sexual-Exploitation/175173580913?sk=info>



# READING, LINKS AND RESOURCES

## SEXUALISATION / PORNIFICATION USEFUL RESOURCES / SITES

### **Collective Shout**

A new grassroots campaigns movement mobilising and equipping individuals and groups to target corporations, advertisers, marketers and media that objectify women and sexualise girls to sell products and services.

<http://collectiveshout.org>

<http://enlightenededucation.com.au/>

### **Kids Free 2B Kids**

A group of Australians concerned about the increasing sexualisation of kids in the media, advertising, and clothing industries.

<http://www.kf2bk.com/about.htm>

### **Generation Next**

Understanding the unique health and wellbeing challenges facing our young people and how they can *be met*.

<http://www.generationnext.com.au/>

### **OBJECT**

Challenging 'sex object culture' - the increased sexual objectification of women. Object today! Join the campaign at [www.object.org.uk](http://www.object.org.uk)

### **Sexy Inc. Our Children Under Influence**

This is an excellent 35-minute Canadian documentary analysing the hypersexualization of our culture and its effects on young people. Suitable for adult audience.

[http://www.nfb.ca/film/sexy\\_inc/](http://www.nfb.ca/film/sexy_inc/)

## PORNOGRAPHY SUGGESTED READING

### **Use of Pornography and Self-reported Engagement in Sexual Violence Among Adolescents**

Bonino S, Ciairano S, Rabaglietti E, Cattelino E. 2006

European Journal of Developmental Psychology 3: 265–288. DOI: 10.1080/17405620600562359

### **Teenage Training: the effects of pornography on adolescent males**

Check J. 1995

In *The Price We Pay: The Case Against Racist Speech, Hate Propaganda, and Pornography*, Lederer LR, Delgado R (eds). Hill and Wang: New York; 89–91

### **Trends in Youth Reports of Sexual Solicitations, Harassment and Unwanted Exposure to Pornography on the Internet**

Mitchell K, Wolak J, Finkelhor D. 2007b.

Journal of Adolescent Health 40: 116–126. DOI: 10.1016/j.jadohealth.2006.05.021

### **Harms of Pornography Exposure Among Children and Young People**

Michael Flood

Child Abuse Review Vol. 18: 384–400 (2009).

Published online 2 November 2009 in Wiley InterScience ( [www.interscience.wiley.com](http://www.interscience.wiley.com) ) DOI: 10.1002/car.1092

### **Pornography**

Malamuth N. 2001

International Encyclopedia of Social and Behavioral Sciences, Smelser N, Baltes P (eds). Elsevier: Amsterdam; 11816–11821

## PORNOGRAPHY FURTHER READING

### **Everyday Pornography**

Boyle K. 2010

Routledge Press

### **Impact of the Media on Adolescent Sexual Attitudes and Behaviours**

Escobar-Chaves S, Tortolero S, Markham C, Low B, Thickett P. 2005

Pediatrics 116: 303–326

### **Exposure to pornography among youth in Australia**

Flood M. 2007

Journal of Sociology 43: 45–60. DOI: 10.1177/1440783307073934

### **Seeing Masculine Men, Sexy Women, and Gender Differences: exposure to pornography and cognitive constructions of gender**

Frale D, Johnson A, Kellman H. 1997

Journal of Personality 65: 311–355. DOI: 10.1111/j.1467-6494.1997.tb00957.x

### **Youth, Pornography, and the Internet**

Thornburgh D, Lin H (eds). 2002

National Academy Press: Washington, DC.





[www.womenssupportproject.co.uk](http://www.womenssupportproject.co.uk)