

Sexualization

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Sexualization is the process by which people or things come to be viewed as sexual. This projection of sexuality, also known as sexual objectification, is the perception of people as sexual objects and the evaluation of them in terms of sexuality. This is seen in modern culture through beauty pageants and the ever increasing use of sex in advertising such as the use of bikini-clad models to sell cars and motorcycles or muscled handsome men to sell cleaning products.

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