

MASS COMMUNICATION AND FEMALE SHAPING POWER

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ABSTRACT. Communication was born at the same time with humanity, and with the progression of historical ages the range of communication opportunities has become more widespread. Communication has the power, whether transmitted by words, images or even behavior, to shape the individual and thus the society. The greatest power of communication is its shaping potential. Individuals, organizations, companies, and governments are aware that what is being conveyed has an impact on the social values, but they also play a role in promoting societal problems, as empathy is the cornerstone of a healthy society. This article analyzes the following: (1) by what means and how did the communication of the expectations on women change during history (physical values/values regarding the appearance); (2) identifying the social problems of advertising campaigns; (3) the main guiding principle of Apple, Huawei and Samsung's advertising: the focus of their communication; (4) the values determined by Julia Roberts and the brands she represents; (5) the social problems promoted by world brands. The focus of the analyzes is on women, because women play a

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significant role in the implementation and solution of values and social problems, they also have an important role to play if they do not fight in the front line, but they are behind the scenes.

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Introduction and Review of Literature

Art is one of the most effective communication channels, whatever form it takes. Expectations on women and men during history were formulated and communicated via art: what physical appearance they should have, how to dress, and generally, what they should emphasize with their appearance. In this study, we only present expectations on women, as we believe that women have always been more receptive and sensitive to what they have always had to meet. The role of women in society has been the basis for many debates: in prehistoric times people saw a kind of “Mother Earth” or “Mother God” in it, and it can also be suspected that prehistoric women played a very important role in society. Even more, matriarchal society evolved in many places, where women made the decisions (Heinisch, 2010). There were times when “shopping was the only free activity of women, alone in public places” (Törőcsik, 2006, p. 131). These extreme cases suggest that the expectations on women, during history, were outlined in very diverse forms. These expectations were strong ones, with possible strong messages. In our opinion, sculptures and paintings were considered an effective means of mass communication in the early history, as illiteracy was then the norm.

However, communication is in constant transformation. Communicating with the members of society, with the state or various organizations, or even with companies, continuously develops new ways. Regarding the companies, the corporate social responsibility (CRS) becomes an important possibility of communication from this point of view as brands recognize it as a potential. At the same time, advertisements (whether printed or commercials) and the media present essential elements of communication that are primarily considered for the research.

Lasswell's definition of communication is a relatively early (1948) and often used definition. The first half of the definition lists only the structural components of communication: the sender sends a message to the receiver through a channel, with an expected effect. But with a few sentences later, this is complemented by the possibilities of analysis, which includes the communicator and the related control (someone), content analysis (something), media analysis (channel), audience research, and admission (someone) and impact research (with some impact) as well (Lasswell, in Wenxiu, 2015).

Peters identifies three key dimensions that turn the media into mass media, namely the following: "content", "delivery device", "author/audience". According to him, the media may convey a message not only to the mass, but to all mankind, to some people or to only one person. (available at:

<https://drive.google.com/file/d/0B4YlqWJ4zziOMmU1ODYwMmEtN2YwOC00YzJmLTliY2ItNGNjNjk0OTljODRh/view>, p. 1-3). Benjamin, a German philosopher, believes that "the desire of the present-day masses to 'get closer' to thing, and their equally passionate concern for overcoming each thing's uniqueness by assimilating it as a reproduction." (Benjamin, 2002, p. 105) for many people, because the media - radio, television, newspapers, periodicals, Web sites - reach huge audiences (Danesi, 2008).

Consequently, exploiting the opportunities provided by the media, organizations, and companies or even by the state are manifold. In the age of digitalization, we may think that the demand for the printed media ceases to exist, that some people don't read the newspaper at all, and some people get the knowledge they need from other sources.

“Within 10 years, media consumption will not have a channel that we would not be reached through an IP network. There will be no classical newspapers, the news will not reach the people in paper-based form. All will be available in electronic format” stated Steve Ballmer, CEO of Microsoft, in connection with print media in 2008 (Bernschütz, 2012). However, we are far from already burying the printed media, although there have been many changes in the world of the media over the past few years, the number of copies of newspapers has dropped drastically and many have disappeared, however this was not necessarily the case for magazines. According to Professor Samir Husni, a journalist at the University of Mississippi, who is also a magazine expert, worldwide known as Mr. Magazine, believes that printed media, including newspapers and magazines, will be needed as long as humanity uses bathrooms, bedrooms and beaches - as it seems that the printed media provides the greatest experience there (Jónap, 2017). There are more cases when different organizations or the state draw people’s attention to the existence of urgent social problems via the media. Not just one brand communicates with their customers via the media. It may be a matter of priority to include a celebrity in their ads. Research results show that the presence of a celebrity in advertisements is justified. In the United States, for example, more than 20% of advertisements present celebrities (Erdogan and Drollinger, 2008). When selecting celebrities, however, great emphasis should be placed on source credibility, i.e. how credibly the “spokesperson” can represent the product (Schlecht, 2003). Any attempt becomes useless if the chosen celebrity does not fit the brand, if they do not believe in what they represent. The following example is very informative in this respect: “It makes sense when Charlize Theron represents Dior, but Ines de La Fressange using L’Oreal, excuse me but I don’t buy it. I’m one hundred percent sure that she doesn’t use this brand!” (Fleck, et al., 2013, p. 87). Celebrity endorsement can be very costly, due to their high fees. High claims, in many cases, result in higher product prices. However the consumer may understand the reason of price changes (Yannopoulos, 2012).

As already mentioned, communication can be done not only through the media but also through behavior. Here we think primarily of corporate behavior, more precisely the actions and activities that are

identical to what the CSR includes/represents. CSR actually refers to the fact that business activities can be easily followed in order to make social ethical values an integral part of the company (van Marrewijk, 2003). The impact of CSR activities on the company is positive in the long term, as they improve the company's reputation, facilitate the hire and retention of a better employees (Csigéné, 2008). In his research, Rahman (2011) identified the following levels of CSR: (1) obligation to the society (2) stakeholders' involvement (3) improving the quality of life (4) economic development (5) ethical business practice (6) law abiding (7) voluntariness (8) human rights (9) protection of environment (10) transparency & accountability. However, in the opinion of Sarkar and Searcy (2016) the CSR concept is the framework of the following six dimensions: (1) economic, (2) social, (3) ethical, (4) stakeholders, (5) sustainability and (6) voluntary. In fact, there is a close relationship between CSR and quality management (Frolova and Lapina, 2014) at the same time, corporate social responsibility conveys different meanings for managers (Pedersen, 2010).

Material and Method(s)

- Google's online search engine was the source of relevant information when presenting women's beauty ideas. We have chosen this method of research because, in our opinion, Google is the primary source of information for most of the people.
- Advertising campaigns were grouped according to the following criteria: (1) campaigns that have confronted races and genders in order to emphasize their message, as well as (2) campaigns, which draw people's attention to real social problems. In each case, the Google web search engine provided the information for the different categories. The research was based on the following keywords: most scandalous advertisements, scandalous campaigns, interesting posters, sexist ads.
- The use of mobile phone in communication is so wide that young people prefer it to face-to-face communication. Therefore, brands defining the mobile phone market were analyzed: Apple, Huawei,

and Samsung. The following ads were included: (1) Apple: Open your heart to everyone, Technology should be accessible to everyone, 6s makes whatever you shoot look amazing. (2) Huawei: Once a year, put your smartphone away. Be present, Dream it possible, Reinvent the smartphone photography. (3) Samsung: Unwrap the feels, U.S. Citizens Are Too Busy, Busy, Busy. It needs to be noted that Apple ads cannot be followed on TV in each country, and not all of the ads included can be watched on TV. Typically, Christmas commercials appear on TV. The other channel used for advertisements is youtube.com. Content analysis was used to interpret the messages of the ads.

- The following movies were analyzed to identify Julia Roberts' values: (1) "Pretty Woman" -1990, (2) "My Best Friend's Wedding" -1997, (3) "Stepmom" – 1998, (4) "Notting Hill" – 1999, (5) "Erin Brockovich" – 2000, since these films have brought the real breakthrough for the actress. We used content analysis to examine Julia Roberts' films and the brands she represents.
- The degree of transparency in the selection of brands performing CSR activities has played a significant role. As we considered that the online platform can reach a wider audience, in most cases we took as the primary source of information articles/publications appeared in online platform (Google search engine) and not on the enterprises official websites (except IKEA and McDonald's)
- The source of information referring to feminine beauty ideals, printed advertisements or commercials and CSR activities were represented by the Hungarian online articles/publications and the enterprises official websites. We were mainly interested in finding out which brands' CSR activities are likely to be followed up by a nation.

In this paper, only those communication channels, opportunities and values conveyed by them are presented, which, in our opinion, have a significant role in shaping the value system that determines a particular society. These communication channels and options are the following: art (painting, sculpture, films, posters), advertising (printed, commercials) and CRS.

Results and Discussions

Art is a communication channel that is timeless, does not go out of fashion, although it can take different forms of expression, it may appear in different areas, but its meaning and role is indisputable in terms of social values. The works of Salvador Dali, Pablo Picasso were significant in the 20th century, as well as Marilyn Monroe's performances or Madonna's songs (Viasat History, The 101 who made the twentieth century). The role of performers is also expanding, as they act not only in films, but also participate in advertising campaigns, thus increasing the acceptance of the value system represented by themselves and by the brand. There is a worldwide view that advertising beautifies reality; although there were times when the message of advertising was based directly on discrimination. However, the purpose of social campaigns is to faithfully portray reality and not to hide reality. Disclosure of facts is not only the feature of social advertising, but also of product/service advertising.

As a first step, we try to illustrate how the expectations on women have changed during history. We consider it important to show the evolution of these expectations, (a) to highlight the chameleon-like nature of women - changing with each era -, (b) to identify values that define women from antiquity to the present (c) to define the diversity of communication channels, which convey the expectations on women.

The evolution of the female beauty ideal from ancient times to the present

Female beauty is a topic that has always been a social concern from prehistoric times to the present. Society has unequivocally expressed its expectations on women, more precisely what characteristics they should have/what values they should be defined by.

The earliest prehistoric representation of female beauty is the so-called Venus of Willendorf figurine. In prehistoric times the strong, fertile woman was the most attractive one (Heinisch, 2010). The depiction of the ancient Greek ideal female beauty is also shown by the statues that

presents the female body in an idealistic way. The Venus de Milo statue is best known from this period (available at: <http://bobajka.atw.hu/olimpia.html>). The Catholic Church propagated the cult of the Virgin Mary in the Middle Ages. In this age, the role of motherhood and parenting was valued. One of the most famous medieval icon is the Black Madonna from Częstochowa (available at: <https://harmonet.hu/szepseg-egeszseg/187-korok,-nepek-noidealok.html>). In the Renaissance the ideal female beauty was represented by a young beautiful woman. The ideal woman had snow-white skin, high forehead, long neck, oval face and tall figure. One of the famous paintings of this age is Leonardo da Vinci's painting: The Lady with an Ermine (Sachs, 2003). In the age of the Reformation, the ideal female body became slimmer and slimmer. After the 17th century, artists returned to the classic portrayal of the woman: round shapes, snow-white skin, and a naughty smile. In the Baroque era, Peter Paul Rubens well presented the ideal woman. Such ladies can be seen in his famous painting, in The Three Graces. Romanticism emphasized melancholy and serenity. Women were painted looking gloomy, tear-eyed, and usually sad. In the Art Nouveau era, the female figure expresses delicacy and softness. The Czech painter, Mucha, is a typical representative of this era, depicting female figures with straight back, gracefully curved moves, tangled wavy hair. These distinctive features can also be seen in his work called Dance (available at: <http://vaskarika.hu/hirek/reszletek/6614/>). Beginning with the 20th century, the female beauty ideal was reinterpreted in an extraordinary fast pace. The image of the working woman appeared together with the start of the World War (<http://magyarno.com/kalapacs-rozsi-marketingtevekenysege/>). During the Second World War, J. Howard Miller photographer took the poster "We Can Do It!" which presented the necessity/importance of women's work. (This poster is also visible in an episode of the series "Cold Case").

The undisputed beauty ideal of the 50's was Marilyn Monroe (on the front page of Life magazine) who once again brought to fashion the fuller body, rich bosoms, wide hips and thin waist of women. At that time, fashion magazines gave precise guidance on how women should walk, dress, appear, use make-up and decorate their homes. The movements of the 60s, such as feminism, questioned the traditional myth of beauty. In

addition to the cult of youth, the cult of diversity has also flourished. Thus, they could have a variety of female beauty ideas, like Brigitte Bardot, the femme fatale; the girlish woman, Audrey Hepburn, or the tomboy Twiggy (Lévai, 2000). In the 70s, the main characters of the Charlie's Angels on TV broadcasted the message to society that a well-maintained body is worth more than anything, as it suggests self-reliance and confidence. The decisive figure of the 80s, Madonna believes in eternal change. Also in this decade the wave of fitness was launched. The trend launcher was nothing but Jane Fonda herself. She inspired countless ladies with her aerobic videos through the TV screen to follow a healthy lifestyle (available at: <http://bizzmagadban.cafeblog.hu/2016/05/18/noidealok-a-20-szazadban/>). The beauty ideals of the 90s were athletic, provocative, sexy with beautiful breasts, yet cold as ice (Annie Leibovitz's photo of Nicole Kidman in 1997). In the early 2000s, the absolute stars were Angelina Jolie, Jennifer Aniston and Jennifer Lopez. This era also demanded a perfect body, still slender, however, not boney, but shapely slim (available at: <http://blikkruzs.blikk.hu/stilus/trend/noidealok-regen-es-ma/zmp72wc>). Currently, the media emphasizes not only the perfect-looking woman but also the celebration of diversity of race and body type. There are blogs that focus exclusively on the importance of natural beauty. Furthermore, the brand Dove has been producing commercials and campaign films for years, featuring real beauty inspired by real women. The goal of the campaign was to overcome the stereotype that only the thin body can be beautiful (Szabó-Princz, 2014).

The expectations on women regarding physical appearance can be extreme as there was a time when a strong woman with wide hips, big-breasted were the ideal, but there was time when a tomboy figure was attractive. At the same time, there were times when the female ideal was moving between these two extremes. The qualities defining the beauty also referred to what was valuable in life: motherhood (family), sensuality, autonomy (working woman), healthy lifestyle (sport), naturalness (acceptance), self-confidence, youth, and renewal/diversity.

The current forms of mass media were not present in the beginning. We believe that during historical ages, the expectations on women have been mediated through art. The sculptures, the paintings, the icons were the forms of the media at that time. Later, this role was taken over by posters, magazines, TV, or various blogs.

The content of posters or advertisements broadcasted via TV define the social values of the age, therefore the second step is to introduce advertising campaigns that are no longer accepted by society or that draw attention to social problems that need to be solved. In order to present an overall picture not only promotional magazines featuring women are presented in this part of the study. At the same time, women are more susceptible to advertising than men (Törőcsik, 2006) consequently, apart from who is/are included in the advertisements (mainly) women are the target segment.

Advertising campaigns with society dividing messages and attention raising to existing social problems that are to be resolved

In the following, the analysis of the advertising campaigns is presented (1) which oppose races and genders in order to deliver more effective messages, as well as (2) which draw the attention to real social problems.

(1) Not only one, but many posters delivered racist messages in the past. An example among others was the Chlorinol soap powder ad in 1890 (“We are going to use Chlorinol”), and the advertisement of the Fairy company in 1936 (“Why doesn’t your mamma wash you with Fairy soap?”). In the 1950s and 1960s there were numerous ads with contents which were humiliating for women. In 1951 according to the message of the Van Heusen Australian clothing factory (“Show her it’s a man’s world”) women and men were not equal (Kovács, 2010). The ad of the Cigar Institute of America (“A cigar brings out the Caveman in you”) in 1959 emphasized the inferiority of women as well. Another slogan of theirs (“Why are more single girls switching to cigar smokers?”) which appeared in 1959, gave instructions for women how to deal with men: tenderly, with love and appreciation (available at: <http://divany.hu/tejbenvajban/2013/>)

11/17/szexista_hirdetese_k_a_hatvanas_evekbol/). Another example for the unfair presentation of women is the ad of the Drummond company with the slogan "Men are better than women!". The company producing pullovers for men conveyed the superiority of men to the society as well. The ad appeared in the American Esquire fashion magazine in 1959 (Kovács, 2010).

In the advert of Tipalet ("Blow in her face and she'll follow you anywhere") in 1969, women were presented in a „better” position. The message states that women feel more attracted to smoking men, therefore the use of the advertised product would attract more women (available at: http://divany.hu/tejbenvajban/2013/11/17/szexista_hirdetese_k_a_hatvanas_evekbol/).

The shock-inducing advertising materials are still present today, but they are free of discrimination.

(2) Society faces multiple problems. The first step is to communicate these problems, to raise the attention of the society.

- Nature – animal protection.

On the poster of the World Wildlife Fund "Fashion claims more victims than you think" two cheetahs are shown with a label on their backs, designed to illustrate the size of clothes. In many cases, fashion literally requires sacrifice. Another objective of the organization is to reduce pollution and promote sustainable development. Through their advertisements, they illustrate what might happen if people become less humble towards the environment (available at: <http://www.erdekesvilag.hu/a-wwf-15-legjobb-plakatja/>).

Maia Morgenstern (Romanian actress) also participated in the protection of the ancient gold mining town of Roşia Montana. The aim was to raise public awareness of the following fact: "A man is worth more than the gold he wears. So is a country" (Luca, 2012).

- Equality, hate free, domestic violence (spouses/children), human conscience (organ donation, cautious driving)

Since 1980, the United Colors of Benetton fashion brand has divided society with its special campaign photos (directed by Olivero Toscani). Benetton's campaign against racism depicts a black woman in

a Benetton cardigan nursing a white baby. Benetton's World Peace View was underlined by the 'Unhate' campaign (Kőrösi, 2012). A joint campaign by the WCRS advertising agency and the Ocean Outdoor media company brings domestic violence to public attention, which mainly affects women. The main slogan of the campaign: "If you see it you can change it. Don't turn a blind eye." The intensity of the injuries of a woman with an abused face on the poster varies depending on how many people stand in front of the poster (Peitly, 2015). One of the creations of the Saint Hoax, a Middle Eastern artist, the "Happy Never After" ("When did they stop treating you like a princess?") communicates a serious message in order to make think. Disney princesses are presented with battered and bruised faces to illustrate domestic violence (Horowitz, 2015).

Casa Do Monor has also succeeded in triggering people's outrage with their campaign as a charity organization fighting for anti-violence and human rights (in the printed media), their campaign obtained the title "Hands" („Certain things hang on forever”) and it draws the attention of society to the frequency of violence against children (Árbócz, 2011).

One of the well-known posters of car accident prevention campaigns is "Rain changes everything. Please drive to the conditions". With this poster, the State of New Zealand draws people's attention to the impact of weather on driving outcomes which can be fatal. Many people were shocked the way the message was transmitted (Árbócz, 2011). The Hungarian Transplantation Foundation, in collaboration with other organizations, announced a call to raise the society's awareness of the vital role of organ transplantation and the importance of decision-making in case of organ donation. According to the campaign called "The decision in your hand" 50-60 organ transplants would be needed yearly in Hungary, but in contrast, 15-20 organ transplants occur only. Furthermore, the poster "Shadow" draws attention to the fragility of time ("Decide on the fate of your organs in time") (available at: <http://www.ovsz.hu/ovsz/atadtak-dijakat-szervdonacios-es-transzplantacios-plakatpalyazat-gyozteseinek>).

Changes in technology also have an impact on how a particular society develops when we think about the development of TV or phones. The third step is to briefly illustrate the advertising messages of the brands that determine the market for mobile phones. Emotions are the basis of these messages, so women are the main target audience, since

motherhood, tenderness, care, the cohesive power of the family are the most characteristic associations when we think of women (Törőcsik, 2006).

The main directions in advertising Apple, Huawei and Samsung

Apple Huawei and Samsung are among the international brands which believe in the legitimacy of commercials on the TV. Furthermore, the brands that determine the market of mobile phones play a significant role in the revival of certain values. The following table presents those values which define the brands involved in the research.

Table 1. The values disseminated by the Apple, Huawei and Samsung – 2016

Mobile phone brands		
Apple	Huawei	Samsung
<p>(1)</p> <ul style="list-style-type: none"> • acceptance • paying attention to others/ empathy • the shaping power of the holidays (Christmas) community 	<p>(1)</p> <ul style="list-style-type: none"> • care, attention • celebration together (Christmas) 	<p>(1)</p> <ul style="list-style-type: none"> • virtual reality as a Christmas gift (gift = receiving new experiences) • love • experience • togetherness
<p>(2)</p> <ul style="list-style-type: none"> • helping people with disabilities • the opportunity to live a full life 	<p>(2)</p> <ul style="list-style-type: none"> • the power of relationships within the family of orientation (grandchild-grandfather relationship), • illustration of issues in life: learning, development, failure, endurance, reaching goals, passing away, new start 	<p>(2)</p> <ul style="list-style-type: none"> • raising awareness: we can always be better, more productive, more efficient

Mobile phone brands		
Apple	Huawei	Samsung
<p>(3)</p> <ul style="list-style-type: none"> the magic of simplicity the power of your own family relationships (mother-daughter relationship) 	<p>(3)</p> <ul style="list-style-type: none"> the desire for human relationships, the need for care 	

Source: advertisements included in the research– content analysis

Apple calls attention to eternal human values such as acceptance. In many cases, people/ life situations are judged by the cover. This negative attitude is twofold: (1) negative for that person, (2) negative for ourselves. The topic of disability is a sensitive one for many, as the effects of erroneous approaches originating in the Middle Ages are still present in the society nowadays (available at: <https://historicengland.org.uk/research/inclusive-heritage/disability-history/>). Apple has faced these prejudices and is working to provide mobile phones designed with features that make life easier for people with disabilities. Apple's ads focus on human relationships. They draw attention to the power of these.

Huawei's commercial focuses even more on the importance of human relationships. The role of mobile phones is being pushed into the background in their advertising, and this approach is attention-raising. The main message of their Christmas advertising conveys the importance of cultivating real human relationships on this day of the year at least. This manifestation of the Huawei brand may come as a bit of a surprise as it could also encourage potential buyers to delight their loved ones with a new Huawei device. According to certain opinions, Huawei has been trying to attract more and more customers, but in our opinion this does not reduce the value of their advertising. Family represents a central topic in their advertising.

Samsung's commercials are also about family, community, and moments spent together, but in a different way. The difference lies in the use and functionality of the gadgets, because the company launched the VR

glasses, Samsung Gear VR, and the new mobiles were presented together with this gadget. The characters in the advertisements are together in this virtual world, but love and closeness is still almost „tangible”.

People/actors appearing in advertisements can be ordinary people, they can be fictional characters, but they can also be celebrities. As a fourth step, we present objectively the values of the brands represented by Julia Roberts. Actress Julia Roberts was chosen because her popularity is ongoing. His life, her kindness, the values which she transmits are eternal. From this point of view, the relationship between actors and brands is considered useful for the society.

Julia Roberts and the brand values she represents

Brands and celebrities - in a general approach – are engaged to increase the brand's popularity primarily by transferring the values they represent to the brand. In fact, this marriage is not always eternal, and it can end up with divorce, especially if the chosen celebrity is doing something or declaring that society is unlikely to agree, because authenticity is essential for success. The final product of this cooperation can be a commercial or a poster.

Julia Roberts is no stranger to the world of brands as she represented or represents brands such as Calzedonia, Lancôme, Givenchy or Natura Bissé. The films in which she acted prove to be a source of information that can identify the values determining the actress. As a result, the movies in which she acted and her way of life outline the actress's values. In the following, there is a summary of the main messages of her most popular movies.

(1) “Pretty Woman” – **openness, learning are part of personal development in the movie.**

(2) “My Best Friend’s Wedding”- the events in the film suggest that true, honest love exists, and sometimes, for the sake of happiness, one has to let go.

(3) “Stepmom” - this film is a mix of human emotions, because it shows the depths of hate and love.

(4) “Notting Hill” - love and honesty are two basic concepts of the film.

(5) “Erin Brockovich” - demonstrates unscrupulous power, and its most important message is to pay attention to each other and to have the courage to fight for our rights. It is an exceptional movie.

The films suggest that Julia Roberts is characterized by the following values:

- (a) honesty, fighting for the truth,
- (b) friendship, and paying attention to each other,
- (c) respect for people,
- (d) love, family love, supporting kids,
- (e) donation, helping those in need,
- (f) the usefulness of persistent work,
- (g) simplicity, clarity,
- (h) respecting and protecting of the environment.

Consequently, Julia Roberts displays human values through her roles, which should be the foundation of a healthy society. Julia Roberts's personality, her work and last but not least, her natural beauty has proved to be attractive to many marketers. For this reason, renowned fashion designers thought the actress was the best choice to promote their brands, as Julia Roberts is a representative of many human values that can only have a positive effect on the brand she represents.

The main ideas of Lancôme, Givenchy, Calzedonia, Natura Bissé advertisements are presented in the following:

(1) The core values of Calzedonia's “Life is a journey” adverts are: love for nature, the power of love, home and family.

(2) “La vie est Belle”, on the other hand, successfully combines activity as an inherent part of life, with the joy of being more attentive in life.

(3) The 2015 Givenchy campaign and Julia Roberts's common point are simplicity and style.

(4) The professionalism of Natura Bissé in skin care is in perfect harmony with the professionalism of Julia Robert.

Consequently, it can be said that the relationship between Julia Roberts and the brands she represents is characterized by honesty, so authenticity appears just as naturally as the actress itself.

Companies are also communicating through their social responsibility. We thought it important to present this communication opportunity, since CRS represents value by itself, and despite the fact that traditional buying roles are changing (Kotler and Keller, 2006) shopping is still associated with women. Women are generally community-oriented (Kotler and Keller, 2006) it is therefore important for them to contribute to the mitigation of a social problem through their purchases.

Social problems embraced by CSR activities

The companies’ social responsibility is manifested in providing assistance, seeking solutions to solve remedy problems that do not delay postponement. The following table shows the world brands involved in the analysis, which are part of the CRS activities. CRS activities also suggest a corporate value system.

Table 2. Social responsibility of world brands

World brands	CRS activities
Nestlé	elimination of child labor
	improving the quality of life of farmers
	to promote conscious nutrition
	water management
	rural development
	employment of young people
	compliance with rules and norms
	reduction of energy consumption
	to promote high quality cocoa production
Milka	promotion of sustainable coffee, cocoa beans and tea cultivation
	waste collection and recycling
IKEA	improving the living conditions of children
	eliminating child labor
	environmental protection: use of recycled material

World brands	CRS activities
DANONE	rehabilitation of children with cancer and leukemia
	environmental protection: reducing CO2 emissions
McDonald's	helping sick children: „Ronald McDonald House”
	energy saving
	reducing CO2 emissions
	introduction of environmentally conscious packaging
	waste recycling
	efficient resource management
	the importance of sport
Samsung	fighting breast cancer
	helping disadvantaged children
	the importance of culture
	charitable donations to disaster victims
Honda	achieving zero percent environmental load index
	recycling of high-quality waste
	efficient use of water
	higher energy savings
	reducing CO2 emissions
	introduction of solar panels
Nivea	time spent with family, helping mothers
	children skill development
Nokia	prevention of the outbreak and spread of epidemics
	phone recycling
	energy saving
IBM	prevention and treatment of childhood tumors
	supporting disadvantaged people
	integrating refugees into society, education and the world of work
	prevention of pollution
	energy conservation
	climate protection
Sony	energy conservation
	plastic recycling
	reducing the ecological footprint to minimum – reducing CO2
Mercedes- Benz	supporting hospitals
	protection of animals
	financial support – children's summer camp
	organizing leisure programs for children

World brands	CRS activities
Coca-Cola	reduction of energy consumption
	reducing CO2
	waste collection and recycling
	development programs
	relationships established with NGO's
Apple	active lifestyle
	protection of Chinese forests
	fight against AIDS
	supporting WWF-conservation organization

Source: references ***, Nemes and Nagy (2014), Massay (2014), Tóth (2012)

The analyses revealed the following:

- The following brands represent a common value in the field of environmental protection: Sony, Nestlé, Milka, IKEA, Danone, Mc Donald's, Honda, Nokia and IBM, Coca-Cola, Apple. They place great emphasis on environmental protection, including energy saving, water management, waste recycling, CO2 emissions reduction, use solar panels, and climate protection.
- Helping children is a social responsibility and it is very important. Among the analyzed brands are Nestlé, IKEA, Danone, Mc Donald's, Samsung, Nivea, Mercedes-Benz and IBM. They help children who are in a disadvantaged position, are forced to work, or are suffering from some kind of illness, because the worst thing of all times is sickness.
- Nokia strives to prevent the outbreak and spread of epidemics, Samsung is involved in the fight against breast cancer, while Apple is fighting against AIDS.

In addition to common values, different and differentiating values appear as distinguishing factors for world brands, for instance:

- Nestlé considers the employment of young people as important, as well as conscious nutrition and rural development.

- Mercedes-Benz organizes various leisure activities for children and pays attention to animal protection.
- McDonald's draws attention the importance of sport.
- Samsung emphasizes the importance of culture.
- IBM finds it important to integrate refugees into society, education and the world of work.
- Nivea draws attention to the importance of spending quality time with the family.

Based on the above mentioned, social responsibility gives companies the opportunity to fight together to help relieve real social problems that are increasingly affecting our lives. At the same time, companies provide differentiation.

Conclusion

Art, various organizations, the state and companies are trying to create and shape the values of a given society through women. The question is, to what extent they can have an impact, because the power of communication lies in the intensity of the emotions it triggers. It is undeniable that the media has become a central part of our everyday life (at least for most women). Without it, it is inconceivable to access information, have fun, work, enjoy leisure time and get into contact with the world.

(a) The ideal female body has always been different by culture and age and will probably change forever, so it is not worthwhile (in our opinion) to be caught up in an unrealistic body image, and we believe that true value lies in the uniqueness of diversity. However, the pursuit of uniqueness assumes the knowledge of ourselves. At the same time, the fact that the media plays a significant role in shaping women's ideals is not negligible, the media has an impact on how society values women and how women value themselves.

(b) For many people, advertising campaigns are nothing more than manipulation, many believe that advertisements are really just about getting companies to get more value for money (profit). However, the mobile phone ads involved in the analysis convey and draw attention to such values that are indispensable for society, but sometimes we tend to forget about it, so this type of reminder advertisements are also necessary. In our opinion, advertisements are more than what most people associate with them: they draw attention to current social problems, or they might “just” save human lives.

(c) We believe that the emotional sensitivity of people will reach an ever-higher level and it will be more and more important for them to possess things that trigger emotions and these emotions will have value for them. People who support a particular brand play an important role in the selection process. It is a fact that the engagement between consumers and brands can only be successful if there is consistency between the values that determine the brand, and the value system of the person representing that brand.

(d) According to some critiques, companies only take social responsibility to attract as many consumers as possible, also knowing that caring for social problems will differentiate them compared to their competitors and thus have the potential for attraction. Nevertheless, we believe that this assumption, even if true, is insignificant not only for consumers but also for those who are the beneficiaries of these programs.

The biggest challenge for women is the fact that today's society has to learn to think much more critically than before, to select information according to their needs, always assessing their authenticity. However, the biggest challenge for companies is acknowledge the existence of: (a) the power of authenticity, (b) the female shaping potential at the society level.

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