

# PERCEIVED SEXUALISATION IN GIRLS' FASHION STYLINGS: A SPAIN-CHINA CROSS-CULTURAL ANALYSIS

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## INTRODUCTION



**Childhood,** sexualising elements are the same that sexualise adults and are reproduced in children's fashion products.



**Sexualisation,** growing concern about the increasing early sexualisation of children, prompting the study of measures to combat the hypersexualisation of children.



**Media Literacy,** it is important to educate children in the responsible production of media messages.

## METHODOLOGY

Survey

750 university students

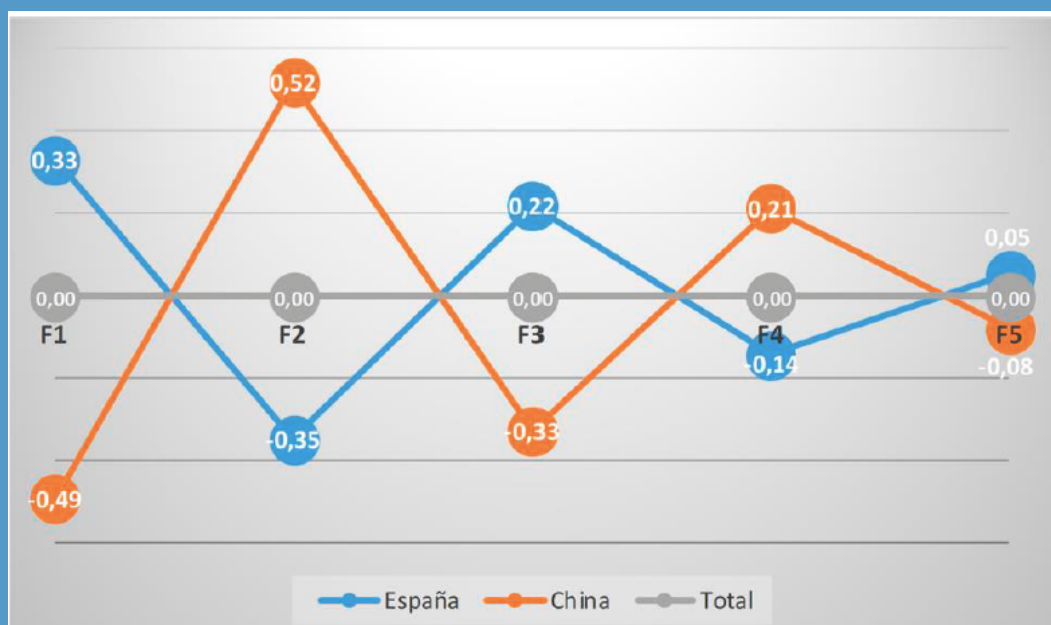
Spain (N=449) and in China (N=301)

4 images of girls' styles - Fashion magazines

«Cadeaux»  
of «Vogue Paris» n° 913

«Telva Children» n° 17

«Hola Special Children»  
n° 3.658



## CONCLUSIONS



Sexualisation in girls is determined by the gestures and postures they adopt, the setting around them and the words or pictures they display on the clothes or accessories they wear.



Cultural differences, associated with the audience's country of origin in a medium that disseminates children's fashion styles, significantly condition the perception or not of girls' sexualisation within that medium.



Awareness of the phenomenon and its harmful effects on minors must be raised, particularly through training in deontology for future communication professionals.

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