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## letters

# Exposing sexism is just one step on the road to equality

I am very grateful to *Personnel Today* for exposing the *Sunday Times* ad with the title, 'What turns businessmen on? Domination' (News, 6 April).

However, your own headline: 'Sexist *Sunday Times* ad angers female readers', obscures the fact that many men also found this advert offensive, and registered complaints with the Advertising Standards Authority.

Some might argue that the boast of being the 'most read publication among businessmen' is simply a representation of the 'facts'. Perhaps – but representations can be self-perpetuating.

The danger is, the more we depict the business world as being male-dominated and white, the more this is unlikely to change (there is still only one female chair on the FTSE 100 after 30 years of the Sex Discrimination Act, as well as a 25 per cent pay gap).

In addition to rendering business women virtually invisible from the business world, this advert's use of aggressive language in conjunction with sexual innuendo is a very disturbing development.

In a world where sexual harassment and bullying are sadly all too commonplace, this is not only irresponsible, but profoundly sinister in its perniciousness.

**Tess Finch-Lees**

*Independent Global Diversity Specialist*



The ad, which played upon macho and sexist stereotypes, infuriated its readers