Brown, Melissa. ""A Woman in the Army is Still A Woman": Recruiting Women into the All-Volunteer Force." *International Studies Association* March (2006): 1-41.

Overall, in the print ad sample and television commercials, women are a peripheral presence for each of the services, rather than an integral part of the military’s image. However, my analysis of recruiting materials reveals some real institutional differences among the services.

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The Army, which needs to attract the greatest number of recruits each year, has pictured women

the most frequently, and has presented them in ways that make them seem like a regular part of

the institution.

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The Navy, on the other hand, occasionally uses images of women in its advertising, but without

necessarily presenting them as a regular part of naval life.

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The ads make token references to women as sailors, but basically present the Navy as a male world and use images of women as a way to attract men; women may perform a decorative function as civilians, or if they are pictured in uniform, they generally aren’t performing a naval task.

 -pp. 38

The Air Force has the largest percentage of women and the most jobs open to women, but women are a minor presence in Air Force recruiting materials.

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-Although the US military/government suggests that men and women share equal status and opportunity within the military, they only promote women in a few of the elements in the military

-However they only promote the presence of women in services that they require numbers in, as they promote women openly in the Army (most recruits needed each year), but they do not require many women in the Navy, Air Force or Marines and therefore have little to no presence of women in their recruiting campaigns or images of that service