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**GENDER STEREOTYPES
IN PERCEPTION OF IMAGES OF MALE AND FEMALE
IN COMMERCIAL ADVERTISING**

Master's thesis
ABSTRACT

Qualification 1-23 81 03 «Communicative management»

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ABSTRACT

The aim of the thesis is to reveal the characteristics of using gender stereotypes in advertising images.

The gender stereotype can change over time as a result of changing roles of women and men in society, but it should be borne in mind that gender stereotypes, like social ones, are characterized by stability and long-term existence in the mass consciousness. That is why advertising plays a big role in the translation of gender stereotypes.

The object of the thesis research is the commercial advertisement. The subject of the research is gender stereotypes, which used in advertising images.

In the course of writing this thesis following results were obtained: we have determined the essence of gender stereotypes in modern culture; identified specific features of male female stereotypes in modern society; identified the main gender stereotypes in advertising with the help of semiotic analysis; did a comparative analysis of stereotypical characteristics of male and female images; determined advertising images of a man and a woman in the space of a semantic differential; revealed the ideal images of men and women in commercial advertising.

Keywords: gender, gender stereotypes, male stereotypes, female stereotypes, gender images, advertising images, images of men in advertising, images of women in advertising.