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**REPRESENTATION OF WOMEN AND MEN'S STEREOTYPICAL IMAGES
IN MODERN ADVERTISEMENT**

Graduate Thesis
ABSTRACT

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ABSTRACT

The object of the research work – stereotypical female and male images. The subject of the thesis research – stereotypical female and male images in modern advertising. The aim of the thesis is to identify and evaluate the representation of stereotypical male and female images used by modern advertising. The methodological basis of the thesis consists of general scientific methods: structural-functional, typological, axiological, method of visual analysis of the image in commercial advertising, focused group interview.

In the process of writing this thesis the following results were obtained: a typology of female and male stereotypical images was derived, based on the sources used; determined the content of female and male stereotypical images in society; the representation and analysis of female and male stereotypical images was carried out using the method of visual analysis of advertising messages; using focused interviews, the representation of female and male stereotypical images in modern advertising was evaluated.

The novelty of the results of thesis consists in the application of visual analysis of advertising messages, which is aimed at identifying the social and value content of stereotypical female and male images. A typology of stereotypical female and male images is proposed. The results of the application of the focused interview methodology showed that the selected advertising messages still use stereotypical and stereotypical images that the audience perceives in most cases negatively, most often the biological type of stereotypical images was subjected to negative evaluation. With the existing trend towards egalitarianism, the society maintains traditional gender stereotypes that are used in advertising.

The results of the thesis were obtained on the basis of reliable sources and independently carried out theoretical and practical research.

Keywords: biological type, gender, gender stereotypes, woman, masculinity, male society, advertising, social type, stereotypical female images, stereotypical male images, stereotypes, typology of female stereotypes, typology of male stereotypes, femininity.