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ETHNIC STEREOTYPES IN COMMERCIAL ADVERTISING

Graduate Thesis
ABSTRACT

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ABSTRACT

The object of the thesis is commercial visual and audiovisual advertising with ethnic stereotypes. The subject of the thesis is ethnic stereotypes. also private science used in social sciences (content analysis).

As a result of the study, we have collected material that reveals the specifics of the use of ethnic auto- and heterostereotypes in commercial advertising. The most frequently occurring phenomena of ethnic stereotypes used in advertising were identified, the direction of stereotypes in advertising was analyzed, and also in which advertisements ethnic stereotypes were most often used.

The scientific novelty of the study is to identify the specificity of the use of ethnic auto- and heterostereotypes for modern commercial advertising. The use of ethnic images seems to be effective in modern advertising, as due to this specific marketing objectives are achieved. Focusing on the overwhelming part of society, thinking and acting stereotypically, advertisers present ethnic images from the traditional point of view, thus creating the necessary associations and product image among consumers.

The results of the thesis were obtained on the basis of reliable materials and independently conducted theoretical and practical research.

Keywords: commercial advertising, product promotion, ethnic stereotypes, ethnos, autostereotype, heterostereotype.