

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
Department of Social Communication

KOBOT Darya Pavlovna

**GENDER PECULIARITIES OF ADVERTISING PERCEPTION**

Graduate Thesis

ABSTRACT

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Scientific adviser:

Nadezhda V. Efimova

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Associate Professor

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## ABSTRACT

The object of the thesis is gender images in modern advertising. The subject of the thesis is the perception of gender images in modern advertising by the youth audience. The purpose of the thesis is to describe the main characteristics of gender images in modern commercial advertising and to determine the peculiarities of their perception by the youth audience. The methodological basis of the thesis was made up of general scientific methods (analysis and synthesis, comparison, method of induction and deduction), as well as special research methods (semantic differential, visual analysis).

As a result of the study, material was collected that provides practical guidance on the use of gender images in the development of advertising. The characteristics and types of advertising were studied, gender stereotypes and images in advertising were analyzed, and the peculiarities of their perception by the target audience were revealed. The work revealed differences in the perception of men and women of the same advertising images.

The novelty of the results obtained is due to the lack of knowledge about the gender characteristics of advertising perception, as well as the insufficient number of studies conducted on the influence of the gender factor on the perception of advertising images by the youth audience. Gender advertising uses many techniques that affect the subconscious of women and men. Therefore, in order to understand exactly what advertising should be for a certain target audience, it is necessary to take into account the peculiarities of gender perception of advertising, hence the need to study them.

The results obtained can be valuable information for the creators of advertising, as well as applicable in the educational process.

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

*Keywords: advertising, gender, gender stereotypes, gender images, gender characteristics, perception, analysis of gender differences, target audience.*