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**REPRESENTATION OF GENDER STEREOTYPES
IN BELARUSIAN ADVERTISING**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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ABSTRACT

The object of the thesis is an advertising image. The subject of the thesis is the features of the representation of gender stereotypes in advertising. The purpose of the thesis is to determine the features of the representation of gender stereotypes in Belarusian advertising. The methodological basis of the diploma work was: analysis of information from theoretical sources, induction and deduction, systematization, generalization, semantic differential.

In the process of writing the thesis, the following results were obtained: the types and features of gender stereotypes in advertising were identified, the mechanisms for the formation of gender stereotypes, as well as the perception of such images by the target audience, were considered. Recommendations have been developed regarding the use of images with gender stereotypes for the Belarusian target audience

The novelty of the results obtained is due to the lack of research into the perception of images with gender stereotypes in Belarusian advertising. The results obtained can be practically useful in the field of advertising and marketing. The introduction of recommendations on the use of images with gender stereotypes can facilitate the process of identifying the audience and the broadcast image, positively influence the attitude of a potential client towards advertising, and also help to simplify the understanding of the advertising message.

The materials used and the results of the thesis work are reliable. The work was done independently.

Keywords: advertising, advertising image, gender, gender stereotypes, gender neutrality.