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**QUEER-GENDER ISSUES IN MODERN COMMERCIAL  
ADVERTISING**

Master's Thesis  
ABSTRACT

Speciality 1-23 80 11 Communications

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## ABSTRACT

The purpose of this work is to identify and evaluate quirky gender issues used in modern commercial advertising.

The object of the master's thesis is the problematics of queer-gender images. The subject of the master's thesis is the problematics of queer-gender images in modern commercial advertising. In the process of writing the master's thesis the following results were obtained: the problematics of queer-gender images were deduced from the used sources; the content of queer-gender images in the society was determined; the representation of queer-gender images was carried out by means of the method of visual analysis of advertising messages; by means of focused interview, the problematics and representation of queer-gender images in modern advertising were evaluated.

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

*Key words: advertising, biological type, femininity, gender, gender stereotypes, gender stereotyped images, gender typology, lgbt+, masculinity, man, queer, queer-gender, society, social type, woman.*