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**ADVERTISING AS A TOOL FOR THE DEVELOPMENT
OF GENDER EQUALITY IN THE INFORMATION SOCIETY**

Master's Thesis

ABSTRACT

Speciality: 1-23 80 11 Communications

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Minsk, 2023

ABSTRACT

The master's thesis of the graduate student of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of BSU Volkova Ekaterina Alekseevna “Advertising as a tool for the development of gender equality in the information society” is devoted to the impact of advertising on the development of gender equality in the information society. The paper reveals the dynamics of gender stereotypes in advertising communication; analyzes the reaction of society to new male and female images in advertising communication in new media; carries out a visual analysis of gender advertising images; studies the interrelation of the gender identity of the individual with the peculiarities of the perception of gender images in advertising.

The object of research of the master's thesis is advertising messages containing male and female images.

The subject of research of the master's thesis is the impact of advertising on the development of gender equality in the information society.

The purpose of the master's thesis is to draw a conclusion about the importance of advertising in the development of gender equality in the modern information society based on a visual analysis of advertising messages containing gender images, and studying the characteristics of their perception and the reaction of society to such advertising in new media.

Keywords: advertising, targeted audience, gender, gender identity, information society, new media, gender role, gender images, gender stereotypes, gender equality, visual analysis, archetypes, perception of advertising.