

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

GORBACHEVA Mariya Vladimirovna

**PECULIARITIES OF THE PERCEPTION OF ADVERTISING BY MEN AND
WOMEN IN LOCAL MEDIA**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Senior lecturer
Anatoly V. Shichko

Minsk, 2024

ANNOTATION

The structure of the thesis consists of an introduction, four chapters and a conclusion. The first three chapters are theoretical: the first chapter reveals the meaning of advertising, its role and objectives. In the second chapter, it is indicated about the features of advertising in local media. In the third chapter, the topic of male and female stereotypes is revealed. The fourth chapter is practical, which describes the features of the use of male and female stereotypes in the local media "Minskaya Pravda". The volume of the thesis is 92 pages and includes 2 appendices and 38 sources used.

Keywords: advertising, stereotype, brand image, target audience, marketing mix, commercial enterprise, production.

The object of research of the thesis is advertising and its impact on social groups.

The subject of the thesis is male and female stereotypes in advertising as an instrument of influence on the consumer.

The purpose of the thesis is to identify the peculiarities of the perception of advertising by men and women.

The methodological basis of the research in the thesis was the scientific works of foreign and domestic authors, publications on advertising and advertising art, features of advertising and consumer culture. In the process of working on the project, the following research methods were used: analysis, synthesis, comparison, generalization, comparison, comparative analysis, induction and deduction. Achieving the research goal required the involvement of scientific tools from the field of content analysis.

In the process of writing the thesis, the following results were obtained: different approaches to the definition of advertising were identified; differences between male and female stereotypes were identified; prospects for the development of advertising were determined; the importance of using stereotypes in advertising was revealed; the degree of use of male and female stereotypes was assessed using the example of the local media "Minskaya Pravda".

The novelty of the results obtained is due to the lack of an integrated approach to studying the influence of male and female stereotypes on the objects of advertising, its consumers and on the promotion of a commercial enterprise. The obtained results are characterized by wide possibilities of theoretical and practical application.

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

The materials of the thesis can be used in the educational process, as well as in the development and implementation of marketing activities for local media "Minskaya Pravda".