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BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
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**MALE AND FEMALE STEREOTYPES
IN A COMMERCIAL VIDEO ADVERTISING**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Senior lecturer
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ANNOTATION

The structure of the diploma work consists of an introduction, two chapters and a conclusion. The first chapter is theoretical, it reveals the concept of “stereotype” and describes modern advertising. The second chapter is practical, which describes the specifics of male and female stereotypes and reveals the attitude of BSU students to male and female stereotypes in commercial video advertising. The volume of the diploma work consists of 59 pages and includes 4 appendices and 59 sources.

Keywords: advertising, functions of advertising, video advertising, commercial video advertising, types of commercial video advertising, stereotypes, functions of stereotypes, male and female stereotypes, attitudes, students.

The research object of the diploma work is commercial video advertising using male and female stereotypes. The subject of the diploma work research is male and female stereotypes in commercial video advertising.

The purpose of the diploma work is to reveal the features of the use of male and female stereotypes in commercial video advertising. The methodological basis of the diploma work was made up of general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the method of comparison, the descriptive method, as well as private scientific methods used in conducting sociological research (survey method).

In the process of writing the diploma work, the following results were obtained: the concept of “advertising” as a form of mass communication was considered; the concept and types of commercial video advertising are disclosed; the concept of “stereotype”, its types and purposes are revealed; the specifics of male and female stereotypes are described; the image of male and female stereotypes in commercial video advertising was analyzed; The attitude of BSU students to male and female stereotypes in commercial video advertising was revealed.

The novelty of the results obtained is due to the lack of current information about the attitude of BSU students to male and female stereotypes in commercial video advertising. The results obtained are characterized by wide possibilities for theoretical and practical application

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

The diploma work materials can be used in the educational process, as well as in the development and implementation of marketing and advertising activities.