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**STEREOTYPICAL REPRESENTATIONS
STUDENTS ABOUT THE ROLES OF MEN AND WOMEN IN
COMMERCIAL ADVERTISING ON SOCIAL NETWORKS
(USING THE EXAMPLE OF BSU STUDENTS)**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

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ANNOTATION

The structure of the diploma work consists of an introduction, three chapters and a conclusion. The first chapter is theoretical, it reveals the concept, essence and socio-cultural nature of stereotypes, reveals stereotypical ideas about men and women. The second chapter is also theoretical, it describes the concept and role of commercial advertising in social networks, reveals the specifics of stereotypical ideas about men and women, defines strategies to overcome stereotypical ideas about the roles of men and women in commercial advertising. The third chapter is a practical one, which describes the specifics of student youth as an audience and reveals the attitude of BSU students to the stereotyping of the roles of men and women in commercial advertising on social networks. The volume of the thesis is 54 pages and includes 4 appendices and 39 sources used.

Keywords: stereotypes, stereotypical representations, roles of men and women, student youth, commercial advertising, social networks.

The research object of the diploma work is stereotypical ideas about the roles of men and women in commercial advertising posted on social networks. The subject is the stereotypical ideas of students (using the example of BSU students) about the roles of men and women in commercial advertising posted on social networks.

The purpose of the work is to identify stereotypical representations of students about the roles of men and women in commercial advertising posted on social networks. 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 and the descriptive method. A private scientific survey method was used to conduct a sociological study.

In the process of writing the diploma work, the following results were obtained: the concepts of stereotype were differentiated; stereotypical ideas about men and women were revealed; the phenomenon of commercial advertising was characterized; the specificity of stereotypical ideas about men and women in commercial advertising was revealed; strategies for overcoming stereotypical ideas about the roles of men and women in commercial advertising were determined; the specificity of student youth as an audience was characterized; The attitude of BSU students to the stereotyping of the roles of men and women in commercial advertising on social networks has been revealed.

The results obtained are characterized by theoretical significance, since they contribute to understanding how stereotypes affect behavior and relationships between people, as well as practical significance, which consists in the possibility of further use of the results and conclusions in research activities.

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