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**ARCHETYPAL IMAGES OF MEN AND WOMEN AND THEIR
PERCEPTION BY THE TARGET AUDIENCE**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

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ANNOTATION

The structure of the diploma consists of an introduction, three chapters and a conclusion. The first and the second chapters are theoretical, revealing the concepts of advertising, stereotype and its role in advertising communication. The third chapter is practical, it examines the peculiarities of the perception of male and female advertising images among different audiences. This thesis consists of 67 pages and includes 49 illustrations, 1 table, 2 appendixes and 45 sources of information.

KEYWORDS: ADVERTISING, SOCIAL GENDER, MALE AND FEMALE IMAGES, GENDER STEREOTYPES, TARGET AUDIENCE, ADVERTISING PERCEPTION.

The object of the thesis research is the commercial advertising.

The subject of research is the male and female images in advertising and their perception by target audiences.

The purpose of this thesis is to identify features of the perception of male and female images in commercial advertising by different target audiences.

Methodological basis of the thesis was constituted by general scientific methods (analysis and synthesis, comparison, induction and deduction method), as well as special research methods (semantic differential, Bem Sex-Role Inventory).

In the course of writing this thesis the following results were obtained: the place of advertising in the marketing communications system was considered, the target audience of advertising was characterized, the features of the perception of advertising by men and women were analyzed; the concept of gender stereotype is considered, its role in advertising communication is described, as well as the dynamics of male and female advertising images in the context of the development of modern society.

As part of this work, a study was carried out using the semantic differential method to study the audience's perception of advertising messages with modernized and traditional images of men and women. The study identified features of advertising perception using different roles and images depending on the respondent's sex.