

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

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MEDIA STEREOTYPES ON THE FEMALE DOCTORS

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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ANNOTATION

Object of study: media gender stereotypes.

Subject of study: different images of female doctors in social media.

The purpose of the study: to reveal how the stereotypical media images on female doctors are created and spread in Chinese society.

Research methods: case analysis, data analysis, content analysis, survey.

The obtained results: The different images of female PhDs in media were examined and role of media stereotypes was released; the young viewers' perceptions of media stereotypes were examined.

The novelty of the obtained results: Based on the results of the survey it has been shown that presentation of negative media stereotypes of Chinese female doctors still prevails and needs changes to promote gender equality.

Area of possible practical application: Results can be applied to guide media practices, promote gender equality advocacy, and inform policymakers on how to improve the image of female PhDs in the media.

The structure of the master's thesis includes introduction, three chapters, conclusion and a list of references. The volume of the master's thesis is 75 pages. The work contains 9 figures, 9 tables, 67 sources.

The author confirms that the work has been carried out independently, and calculation and analytical material cited in it correctly and objectively reflects the state of the process being studied, and all theoretical, methodological provisions and concepts borrowed from literature and other sources are accompanied by references to their authors.

Keywords: media stereotypes, female PhD, gender equality, cultural perception media portrayal.