

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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**FEMALE IMAGE IN ADVERTISING PHOTOGRAPHY
(BASED ON CHINESE MEDIA)**

Master's Thesis
ANNOTATION
Speciality 7-06-0321-02 Communications

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ANNOTATION

The master's thesis of the graduate student of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of BSU Huang Qing «Female image in advertising photography (based on Chinese media)» is devoted to the analysis of the representation of female images in advertising photography in Chinese fashion magazines. The work presents the concept and types of advertising, examines the Ethical and sociocultural aspects of advertising; the history, types and features of advertising photography are analyzed; the image of a woman in Chinese advertising photography is analyzed using the covers of three Chinese fashion magazines as an example.

The aim of the study is to identify the peculiarities of representation of female images in advertising photography of Chinese fashion magazines.

Keywords: advertising photography, women's representations, gender research, fashion journals, «rayli», «bazaar», «cosmopolitan».