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**FORMATION OF GENDER STEREOTYPES THROUGH SOCIAL MEDIA
FROM A FEMINIST PERSPECTIVE: A SOCIOCULTURAL ANALYSIS**

Master's Thesis
ANNOTATION

Speciality 7-06-0321-02 Communications

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ANNOTATION

The structure of the master's thesis includes three chapters. The first chapter is analyzes the impact of social media and digital culture on the formation of gender stereotypes. The second chapter explores the voices and struggles of women on social media platforms from a feminist perspective. The third chapter examines the gender bias and coping strategies on social media platforms in different cultural contexts.

The master's thesis includes 62 pages, 1 appendix, and 61 sources used.

Keywords: social media, gender stereotypes, gender equality, digital culture, online advertising, visual storytelling, feminist theory, resistance theory, cross-cultural analysis.

The object is social media and their impact on the formation of gender stereotypes from a feminist perspective.

The subject is gender stereotypes and the role of women in challenging gender norms and promoting gender equality through social media across different cultures.

The purpose of the master's thesis is to identify the mechanism of formation of gender stereotypes under the influence of social networks and to explore women's activism and resistance strategies in it.

In this study, a combination of research methods was used, including case study method, comparative analysis method, and participatory observation method. The case study method was used to deeply analyze women's voices and actions on social media platforms. The comparative analysis method was used to compare and analyze the impact of social media on gender stereotypes in different cultural contexts. The participatory observation method was used to join online communities related to gender issues and observe the interaction and expression of gender concepts of community members.

The master's thesis presents the characteristics of social media as a field for the production and reproduction of gender perceptions, an overview of the influence of different cultural contexts on gender stereotypes, and an analysis of women's use of social media to challenge gender stereotypes and construct subjectivity. It identifies trends and prospects for the use of social media to promote gender equality. The results provide insight into the strategies that can be used to effectively promote gender equality through social media. In addition, the study contributes to a better understanding of how social media can shape gender perceptions and the potential impact of social media on gender equality processes.