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BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

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GENDER ROLE STEREOTYPES IN MODERN CINEMA

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Doctor of Philosophy in Philosophy,
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Minsk, 2025

ANNOTATION

The diploma work consists of an introduction, three chapters and a conclusion. The first chapter is devoted to the theoretical aspects of gender role stereotypes, including concepts, classifications, and stereotype formation factors. The second chapter reveals cinema as a tool for stereotype formation, including the influence of cinema on gender-role stereotypes and the historical darkening of gender-role stereotypes in cinema. The third chapter contains a content analysis of gender role stereotypes in modern cinema and analyzes their transformation. The volume of the diploma work is 44 pages and includes 1 table, 5 illustrations, 3 diagrams, 2 appendices and 34 sources used.

Keywords: gender role stereotypes, gender, cinema, representation, popular culture, male gaze, stereotype transformation.

The object of the diploma work is modern cinema.

The subject of the diploma work is gender role stereotypes in modern feature films.

The purpose of the diploma work is to identify the features of gender role stereotypes in modern feature films.

The methodological basis was a comparative analysis of scientific literature and a content analysis of 50 popular films from 2015 to 2024.,

The novelty of the results is due to the focus on visual aspects of stereotyping that had not previously been systematized in research, including the assessment of gender balance, visual objectification, plot roles, and violent scenes.

In the process of writing the diploma work, the following results were obtained: the influence of cinema on the emergence of gender role stereotypes was assessed; historical changes in gender role stereotypes in cinematography were considered and examples of the use of gender role stereotypes in modern cinema were analyzed.

The practical significance of the work lies in the possibility of using the findings to develop recommendations for film companies and conduct further sociological research on the impact of cinema on the audience. The materials are applicable in training courses on gender studies, media culture, and the sociology of communication.

The materials and results were obtained based on an analysis of reputable scientific sources, up-to-date film statistics and original content analysis data, which ensures the reliability of the conclusions.