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FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
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**TRANSFORMATION OF FEMALE IMAGES
IN POPULAR CULTURE OF THE EARLY XXI CENTURY**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Doctor of Philosophy in Philosophy,
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ANNOTATION

The structure of the diploma work consists of an introduction, three chapters, and a conclusion. The first and second chapters are theoretical. The first chapter explores early 21st-century popular culture as a dynamic phenomenon. The second chapter is dedicated to the image of women in popular culture. The third chapter is practical and presents a narrative analysis of popular culture texts. Total scope of the diploma work is 75 pages and includes 3 applications and 40 sources used.

Keywords: narrative, archetypes, popular culture, transformation of female images, cinematography.

The object of the diploma work is female images in popular culture of the 21st century.

The subject of the diploma work is the trends in the transformation of female images in popular culture of the 21st century, identified through the example of popular cinema.

The aim of the study is to identify and analyze the key trends in the transformation of female images in 21st-century popular culture.

The methodological foundation of the diploma work is based on the methods of narrative and archetypal analysis.

During the writing of the diploma work, the following results were obtained: the active transformation of female images in popular culture has been traced, where the emphasis shifts from traditional models to more complex, multilayered interpretations; it has been shown that the COVID-19 pandemic became a catalyst for the rethinking of representation, increasing attention to adaptation and inner resilience; it has been identified that cinema and media not only reflect social changes but also shape them, offering new ways of understanding identity; it has been demonstrated that contemporary narratives show a departure from static constructions, with the emergence of flexible, adaptive heroines responding to the challenges of the time; it has been proven that studying these processes allows for a deeper understanding of the connection between cultural codes, ideological structures, and the changing perception of women's social roles.

The novelty of the obtained results is due to the lack of theoretical and practical knowledge regarding the representation of female images in popular culture, their transformation in contemporary narrative structures, and the influence of media on the perception of gender identity.

The materials and results of the diploma work were obtained based on reliable sources and independently conducted theoretical and practical research.