

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
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**FIGURE OF MEN AND WOMEN IN ADVERTISING MESSAGES**  
**(using the example of the banking sector)**

Diploma work  
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:  
Doctor of Philosophy in Sociology  
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## ANNOTATION

The diploma work titled «Figure of men and women in advertising messages (using the example of the banking sector) ». The first chapter and the first paragraph of the second chapter are theoretical; they explore the concepts of advertising, advertisers, viral advertising, and psychological influence. The second paragraph of the second chapter is practical in nature and is devoted to the analysis of visual and textual representations of male and female figures in banks' Instagram posts, as well as the examination of audience perception of these figures. The volume of the diploma work is 36 pages and includes 15 illustrations, 12 tables, 3 appendices and 28 sources used.

Keywords: figures of men and women, culture, advertising, social gender, target audience, stereotypes, content analysis, perception.

The purpose of the diploma work is to analyze the images of men and women in the advertising of Belarusian banks and identify their influence on the formation of social ideas about the roles of men and women.

The subject of the diploma work is the advertising messages of Belarusian banks.

The subject of the diploma work is images of men and women, as well as the influence of these images on the formation of social ideas about men and women.

The methodological framework of the diploma work is based on general scientific methods (analysis and synthesis, comparison, induction and deduction), as well as a specific research method-content analysis.

The following results obtained during the writing of the diploma work: theoretical approaches to studying the figures of men and women in the media space examined; gender stereotypes and their reflections in advertising messages analyzed; and the functions and mechanisms of representation in advertising studied. Special attention was paid to the specifics of visual communication on social media. In the practical part of the research, a content analysis of Instagram posts from official bank's accounts was conducted to identify the images of men and women and their typical characteristics. Based on this analysis, key trends in the representation of men and women in banking advertisements were determined, along with differences in the visual and textual structure of messages aimed at different target audiences.