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THE IMAGE OF A WOMAN IN ADVERTISING PHOTOGRAPHY
(using the example of the fashion magazine "Vogue")

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
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ANNOTATION

The structure of the diploma work includes an introduction, two chapters, a conclusion, a list of 38 references, 10 tables, 1 figure, and 2 appendices. The first chapter presents the theoretical and methodological framework of the study, including concepts of visual culture, gender representation, and advertising. The second chapter contains an empirical content analysis of the image of women on the covers of Vogue magazine from 1990 to 2025, applying semiotic and comparative-historical methods.

Keywords: advertising, photography, femininity, Vogue, visual culture, gender, stereotypes, semiotics, identity, content analysis, image, aesthetics, inclusivity, media.

Object of the study – advertising photography.

Subject of the study – the image of woman in advertising photography based on the example of Vogue magazine.

Purpose of the study – to identify visual patterns and the dynamics of femininity representation in Vogue's advertising photography in the context of sociocultural change.

Methodological basis includes quantitative and qualitative content analysis, semiotic and comparative-historical methods. The sample consists of 414 covers classified by nine variables: background, portrait type, ethnicity and age, body type, clothing, and others.

The results confirm the dominance of traditional gender stereotypes: the female image is mostly presented as young, slim, and European in a sexualized pose or attire. Some progress toward inclusivity is noted, such as diversity in clothing styles, roles, and visual elements. Nevertheless, the dominant paradigm of aestheticized and commercialized femininity persists.

Scientific novelty lies in the interdisciplinary approach that combines visual sociology, media criticism, and gender studies, as well as in the development and application of a comprehensive methodological tool for analyzing visual data.

The diploma work is based on reliable sources and a representative sample, using modern methods of visual analysis.

Practical significance: the materials and results of this diploma work can be used in educational and awareness programs, and for developing media policies and media literacy courses aimed at critical analysis of visual gender codes.