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(з міжнародною участю)

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С69 Соціально-психологічні проблеми гендерної стратифікації суспільства: матеріали XV Всеукраїнської науково-практичної конференції (з міжнародною участю) (м. Дніпро, 24 червня 2022 р.) / [редкол.: Ю. О. Бохонкова (голова)]. – Дніпро: вид-во СНУ ім. В. Даля, 2022. – 177 с.

Збірник містить матеріали XV науково-практичної конференції (з міжнародною участю) «Соціально-психологічні проблеми гендерної стратифікації суспільства» (24 червня 2022 р.). До збірки увійшли тези доповідей, есе, присвячені сучасному науковому осмисленню основних трансформаційних процесів, що відбуваються у сучасному суспільстві у зв'язку із його інформатизацією та глобалізацією.

Матеріали друкуються мовою оригіналу. Відповідальність за достовірність фактів, цитат та інших відомостей несуть автори.

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GENDER STEREOTYPES IN ADVERTISING

Formulation of the problem. Today, gender stereotypes occupy a significant place in all institutions and various spheres of human activity. Advertising is no exception, as a means of mass communication that can influence the mass consciousness and behavior of the individual in society. The role of stereotypes in advertising is extremely important: they consolidate information about homogeneous phenomena, facts, objects, processes, people, etc.; allow people to exchange information, understand each other, participate in joint activities, develop common views, the same value orientation, a common worldview; accelerate the emergence of behavioral reactions based primarily on emotional acceptance or rejection of information. In the Ukrainian media space, gender stereotypes are not only condemned, but sometimes they also become a tool for promoting content.

The commercial media segment uses established gender stereotypes in advertising. The existence of gender stereotypes is considered one of the reasons for the formation of a violence cult against women in various forms - psychological, sexual, physical, and economic.

A. Volobueva, I. Lyutyk, O. Pogorelova, N. Romanchuk, and I. Solomko monitored the gender issue in the media. Ukrainian researchers who studied gender issues in the media are V. Ageeva, O. Sydorenko, O. Kis, V. Slinchuk, AV Kostovska, N. Averyanova and others. However, much of the large-scale research on the role of gender in the media is of foreign origin most of the available research has been conducted in the United States and Western Europe.

Presentation of the main material. The formation of stereotypes occurs in the process of interaction between representatives of different social groups, the stereotype itself cannot arise, because society itself during its life creates patterns of behavior and ideas about them.

Gender as a category of science was introduced into the conceptual apparatus in the late 60's of last century. It was first used in the historical, sociological, and psychological sciences, and later became part of the conceptual apparatus of linguistics. Gender, who considers the physiological sex of man and his social behavior, is one of the most important characteristics of the individual, and therefore throughout his life in some way affects his awareness of his identity, as well as the identification of the subject by other members of society [2, p.73].

Gender stereotype is one of the types of social stereotypes. These ready-made patterns of thoughts, evaluations, and, as a result, behaviors are sometimes so deeply ingrained in the subconscious structures of the human psyche that they are difficult to combat with rational arguments. Stereotypes of femininity and masculinity are often attributed to people, depending on gender, certain psychological characteristics, norms of behavior, occupations, professions, and

so on.

The role of advertising in the coverage of gender issues has recently become a fashionable topic of scientific and journalistic controversy. Advertising as a means of communication is accused of introducing and maintaining stereotypes: the appointment of women and their interests tend to be purely private (family, household chores, childcare), while men are credited with the image of a public person, for which is the main work, self-realization and public recognition [3, p.67].

Gender portrayals in advertising have been examined extensively in the last five decades and remain an important topic. Changing role structure in the family and in the labor, force has brought significant variation in both male and female roles and subsequently how it is reflected in advertising. It has been noted that there is a culture lag. Sexes for a long period of time were depicted in advertising in more traditional roles. Women were presented in an inferior manner relative to their potential and capabilities, while at the same the data indicated a shift towards more positive role portrayals. The changing role of men is the area that has seen the greatest interest in the past few years. Men are depicted in advertising in 'softer' roles, while interacting with their children. Men are also shown in more egalitarian roles.

Gender issues in today's Ukrainian society are half-hearted. The moral attitudes of our not-so-distant past suggest that discussing the relationship between the sexes, as well as the differences between them and their rights in society, is a taboo subject, obscene and unnecessary. There is an established order once and for all: a man is strong, he has rights and priorities, and a woman is weak, capable mainly of reproduction of humanity, she should be protected and cared for along with children. Such norms have prevailed in public morality for many centuries.

Authors of blogs writing advertising texts on gender inequality note that the problem lies not only in the fact that women and men are unequally represented as experts on various topics, but also in the wrong, "outdated" color of language. "Ukrainian media are very fond of using clichés about" weak "and" strong "sex as a synonym for the word" woman", sometimes replacing it with the phrase "beautiful half of humanity" [1].

Gender equality is an indicator of how democratic a society is. Countries with high levels of women's representation in political institutions not only have higher levels of civil rights and freedoms. The topic of gender equality in Ukrainian society has become much more relevant over the past three years. Experts attribute this to the democratic processes taking place in Ukraine, as well as to the growing up of the more liberal generation, which is now gradually entering into its civil rights as it reaches adulthood. The increase in the number of women in "traditionally male" spheres (in law enforcement agencies, the Armed Forces, politics, politics) shows that in Ukraine the process of equalization of women and men in their professional rights continues.

In other words, we can observe how women are gradually entering the public space and positioning themselves not only as high-class specialists, but also as independent project authors and initiative leaders.

Conclusions. Identifying and recognizing gender issues in society and the media, namely through advertising, is the first step in overcoming gender stereotypes their negative group. And it is as important as the equal representation of the views of both men and women on the air. The advertising as a means of mass media forms qualitatively new norms of communication, promotes female and male roles in the media, not limiting them only to stereotypical ideas about traditional ideas of male and female behavior, their spheres of activity and more. Moreover, today we see a trend that fewer and fewer commercials allow themselves to be manipulated by stereotypes, because they understand that this phenomenon is the prerogative of low-quality media, the “yellow press” and tabloids.

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