

## MALE GENDER STEREOTYPES IN ADVERTISING

Due to the constant worldwide information growth that has particular influence on people, the amount of advertising in our everyday life is also increasing. The purpose of the study is to reveal types of male gender stereotypes in Belarusian advertising.

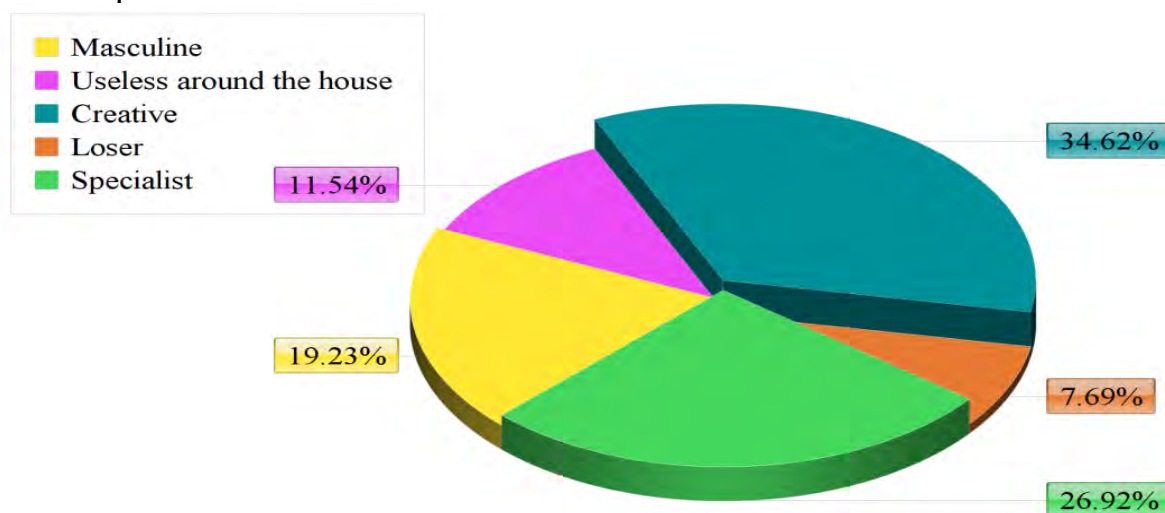
Firstly, according to W. Lippmann stereotypes are biased judgments that “coordinate the process of perception. They divide objects according to a familiar/unfamiliar principle” [1, p. 24]. A Belarusian sociologist and philosopher L. G. Titarenko determines gender stereotypes as simplified, emotionally colored stable men and women images assigned to a specific gender group, without taking into account the personal characteristics of each representative of the group [2].

Various aspects of this topic have been studied by K. A. Martul. During 2018 she analyzed more than three hundred examples of visual advertisements from Belarus, Russia and Ukraine. The researcher identified five traditional men and women types in advertising. A sexual object, model, housewife/wife/mother, adviser/ mother-in-law and specialist are for women and a useless one around the house, loser, masculine, specialist and creative are for men [3].

We have analyzed 48 advertisements (video ads, photo ads and posters) posted on websites, social networks and banners. Companies from different fields of activity were selected: appliances, food, toys, clothing, services, sporting goods, hygiene products and medicines.

First of all, it has been found out that women are shown in 38 texts out of the 48 analyzed examples, while men appear in 28 adverts. In 16 cases, both masculine and feminine images are shown.

Secondly, men are more often shown as creative and specialist characters. The roles of being useless around the house, loser and masculine are less common, which can be seen in picture 1.



Picture 1 – Male image representation in the advertising

Comparing the variety of male and female roles, it can be noted that the female image is represented in a greater variation of roles in food advertising while the male image – in the advertising of hygiene products.

Talking about the peculiarities of male roles in advertising it is possible to highlight that among the male roles the most frequent one, a creative character, advertises food, children's toys, equipment, services and hygiene products. In this kind of advertisements the man is successful and uses the product in a new way, often in the presence of a woman or at her request.

Men most often act as specialists in the field of food, services, sales of hygiene products and clothing. This role of a man is emphasized by clothing (apron, lab coat) or accessories (laptop, headphones). You can even specify the real name and position of the specialist participating in the ad.

At the same time, objectification also applies to the male image, and that can be seen in portraying man being masculine in services, food and hygiene products advertising. This image can be created though introducing a female character to the scene as well as showing interaction between a woman and a man in the dominant position.

The next group contains a useless around the house man in medicines, diapers and services advertising. The man can't cope with the task or copes in such a way that the woman who appears later has to correct the situation. The man is shown lying on the couch wearing casual clothes. And the final type is a loser, who is shown in food ads. In such examples, a man does not use the advertised product and, as a result, is inferior to another character in advertising in a dispute or appearance.

As a result having analyzed 48 examples of Belarusian advertising we have found out that the female image is more frequent than the male one in advertising. A man is more often represented as a creative character or a specialist, at the same time the man image also falls under the process of objectification. We can't but mention that unsuccessful advertising campaigns lead to companies' losses and brand denigration. So being attentive to the quality of information in ads, companies will be able to save and enhance their image. While in the U.K. since June 2019 there has been a ban on advertisements containing "harmful" gender stereotypes, for example, a husband being lazy while his wife cleans, to reduce gender inequality, here in Belarus companies have to control their advertising messages themselves well to keep their customers' loyalty, so studies on gender stereotypes in advertising are topical nowadays.

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## **NEW DIRECTIONS IN BELARUSIAN MARKETING ON THE EXAMPLE OF THE INTERNATIONAL COMPANY “CIVITTA”**

Today marketing in Belarus is developing in a new direction and every year the struggle for consumers among firms and companies intensifies. In the presentation we will consider several features of the development of marketing in Belarus.

The new generation practically does not watch TV, does not read newspapers, so the channels of influence on the consumer are changing. In the West, one generation replaces another about every 30 years, and in post-Soviet countries – about every 10 years. Now we are in the digital age and the consumer is overloaded with information and changing channels. Therefore, there is a challenge for marketers: it is necessary to promote one product in so many different ways that advertising will reach the consumer of any age category [1].

In fact, Belarus is an incredibly interesting country for marketers. Cultural identity within Belarus is very different. Some people associate themselves more with Russia, some with Europe, and some want to consume only Belarusian products. No doubt that many companies need support from specialists. And we will talk about an international consulting company “CIVITTA” and some of its interesting marketing projects.

Now “CIVITTA” is a leading management consulting company in Central and Eastern Europe, which offers a full range of services: strategy, innovation, financing, research, digitalization and implementation [2].

In Belarus we have “SATIO powered by CIVITTA” that has been a part of CIVITTA since 2016. “SATIO” provides marketing services: it helps clients from the private and public sectors to understand their market and consumers, identify market trends, become an effective and successful business [3].

The activity of “SATIO” is really important for Belarus. The example is its participation in the contest “BRAND OF THE YEAR”. This is the first and only professional competition in the field of marketing and branding in Belarus.

One of the successful “SATIO” projects was a study on the attitude of the population towards the older generation. As a result, it was discovered that Belarus has a rather high level of “ageism” (60%), that led to the denial of the social role of older people. One of the effective ways to solve this problem is to involve old-aged people in joint activities with young people [4].