

Gender stereotypes in advertising in the context of domestic strategic communication: parameter of gender stereotype-mediated advertising

Научный руководитель – Шилина Марина Григорьевна

Сычкова Мария Олеговна

Студент (бакалавр)

Российский экономический университет имени Г.В. Плеханова, Факультет маркетинга,
Москва, Россия

E-mail: kvint.mary@mail.ru

Advertising has not only become an element of everyday life, but also an instrument of strong influence on social and individual mind [3]. Advertising communication as a direction of strategic communication is becoming more and more customer- and person-centric and individualized and accurately targeted [2]. There is a task in front of advertising creators to make a precise hit on restricted, niche target audiences. Gender characteristics of the audience – an important factor of targeting in advertising and strategic communication [2, 4].

Gender is the range of characteristics pertaining to, and differentiating between, masculinity and femininity. Depending on the context, such characteristics may mean social characteristics (especially gender and other social roles) or gender identity.

The development of gender theory from the second half of the last century and the results of the latest researches determine the realization that study of communication problems in society without taking into account gender approach is not complete. Today, the increasing of implementation of gender characteristics determines the need for new areas of its' research.

Erving Goffman, American sociologist, was one of the first who drew attention to gender roles in advertising. He focused on the fact that it is advertising that provokes the creation of idealized men and women images [6]. For advertising creators, gender characteristics and stereotypes, that is, stable and well-known ideas of behavior, appearance and aspirations depending on gender, are becoming an essential condition of the advertising effectiveness.

First of all, gender stereotypes are associated with existing gender roles in society that create aggregated image of all women and men, summarizing only female and only male qualities, and are a certain imposed model of behavior in society.

Analysis of Russian researcher's works shows that there are four main types of men and women in modern domestic advertising and also a number of modifications based on it that is used in advertising [1, 2]. Foreign practitioners, on the contrary, tend to move away from persistent gender stereotypes, for example, using men to advertise women's cosmetic products [4, 5].

The use of gender stereotypes in advertising is aimed at achieving a specific goal for a concrete target audience, and the more restrictedly gender standards of social groups are defined that this or that advertising campaigns targeted at, the more likely it is to get into the core of target audience [7].

The scientific problem of studying gender stereotypes in modern advertising strategic communication lies in the need of identifying the characteristics of male and female advertising images that impose the society hypertrophied masculinity or femininity, depending on which gender the audience of advertising campaign belongs to, and at the same time the denial of the features that go beyond "typical" frame perceptions of men and women.

Thus, gender stereotypes have a direct influence on strengthening gender inequality, and there is a need of estimate gender inequality's components in researching actual advertising communication that uses male and female images and gender stereotypes. Estimation of such

a parameter as gender inequality is especially important for assessing advertising quality as a strategic communication. In the framework of this study it is proposed to evaluate and test the quality of advertising formats and features of advertising communication of object and subject from the gender inequality's point of view, that is forms by using gender stereotypes basis.

Источники и литература

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