

ТЕОРІЯ ТА ІСТОРІЯ СОЦІАЛЬНИХ КОМУНІКАЦІЙ

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FORMATION AND REPRODUCTION OF GENDER STEREOTYPES IN MODERN MEDIA

The article deals with one of the most important communication problems – gender equality. The most powerful factor in the formation of public consciousness is the means of mass communication. Stereotypes tend to change over time, reflect the political interests and ideology of states, national or international group members and parties, as well as representations of everyday consciousness to a certain era. They represent the mood, views, and superstitions of the information carrier – the journalist. In this sense, no report is absolutely neutral, inevitable, not only represents the state of public consciousness and ideology, but also creates public opinion every day and every second; offers role models, manner of thoughts and attitude to reality. For this reason, the problem of social responsibility of the media arises, especially as regards the observance of human rights. Unfortunately, domestic media quite often ignores this aspect of activity, knowingly or unwittingly professing the principle of freedom of speech, in particular regarding women's rights. The relevance of this thesis lies in the fact that every year in the modern world, more and more attention is being paid to the image of a woman in the mass media, her presentation, the presentation of a woman in all spheres of life, to gender stereotypes that prevent a woman from even taking a place next to a man. It is not for nothing that the achievement of gender equality is among the top 5 main problems that humanity is trying to solve today. At this moment, the question of how the social position of a woman is changing in a new socio-cultural situation, how a modern woman should combine work and domestic work, raising children and promotion, how to build partnerships with her husband, influence the decision-making process in society, becomes relevant. The entire list of listed problems is reflected in the information provided by mass communication.

Key words: gender stereotypes, women in advertising and media, journalism, stereotypes, advertising.

Statement of the problem. There is a wealth of research showing that male and female psychology are different. But what is the reason for these differences? Is the structure of the body so affecting the features of thinking and behavior? Most likely, these differences are enshrined in different methods and principles of socialization of men and women, from childhood. Men are required to be active, socially open, able to lead, to lead. From a woman expect passivity, care, gentleness. People, of course, prefer to live in a comfortable social environment, which means doing what

others expect of them. Therefore, in decision-making areas, we see men in positions that require technical, economic knowledge, and women in positions where qualities such as caring for people and serving their needs are needed.

It is absolutely impossible to ignore or deny the role of the media in supporting, promoting and cultivating these stereotypes. But here we need to find out what is the global task of the media? Or is it simply a “mirror that we walk on the road with, and not a fault of a mirror that reflects ditches and potholes”, or is it a

mirror that demonstrates by the will of man only what his master wants?

It happens both. In any case, the perception of the writer and the person reading is subjective and directly related to his life experience.

Analysis of recent research and publications.

As well as problems of study of mass communication, it was begun the questions of stereotypization to pay attention comparatively recently, only at the beginning XX of century. These problems interested philosophers, sociologists, psychologists, and also representatives of other social humanitarian sciences. The psychological theories of stereotype are represented in labors Sh. Bern, A.A. Bodaleva, E. Violet, V. Duaz, D. Katsa, K. Silverta, R. Tadzura. The problem of influence of facilities of mass communication on the processes of stereotypization is investigated by V.L. Artemov, G.S. Melnik, R. O'Hara.

Task statement. The main goal of the study is to find out the specifics of the existence of gender stereotypes in the modern information space and the functional features of the media as a spreader of stereotypical ideas about representatives of different genders.

Outline of the main material of the study. It is no surprise that in interviews with male politicians, newspapers and television focus on their professional qualities, and when talking about female politicians, they are invariably interested in their wardrobe, hairstyle, ability to cook, housekeeping, family status and professional qualities are on the back burner.

It is worth noting that men appear ambitious, adventurous, strong and powerful, while dependence, subordination and weakness remain behind women; men are engaged in interesting affairs for which they receive great rewards, while women serve either as auxiliaries or are engaged in less important, compared to men's, affairs for which they receive only minor rewards. All this is an unconscious ideology that affects the psychology of men and women. Unconscious of being under her influence, usually not understanding it.

This is because we so often come across these widespread ideas that we do not pay attention to them. These ideas are presented to us in a hidden form and conveyed in such a way that they are simply not noticed or discussed.

This includes all the anecdotes and jokes in which a woman is portrayed as stupid, stupid, incompetent. No one even tries to deny the content of such jokes – this is considered bad. And that is why anecdotes become part of an unconscious ideology that teaches that a woman is less than a man.

This ideology is doubly dangerous because it is not immediately conspicuous and difficult to combat. This ideology is called sexism. A term that emerged by analogy with racism. It means gender discrimination or prejudice. That is, the restriction or denial of women or men only because they have certain gender characteristics.

Sexism can manifest at the individual, cultural, and institutional levels:

- Individual. The man says to the partner: “For a woman you play chess well ...”.

- Cultural. Attribution of personality to certain roles depending on gender.

- Institutional. As a result, in our society, women receive 40% of men's salaries.

But can it be natural?

We often come up with “this is inherent in woman / man nature”, but we don't have to worry about what those words mean. When does nature lay in us fundamental differences? At the moment of conception? At birth? Or can it be up to two years of age? When is a “nature-driven” strong man formed or that “woman is not human”?

We do not ask ourselves these questions. We firmly know that the “male – female” dichotomy is relevant to all aspects of human life. We associate in our minds “gentle” – with the female, “strong” – with the male. Caring for the sick – with the wives, fighting for independence – with the men. But in women's “kitchen” there is a “male” cook. That is a man whose work is valued and paid higher [6, c. 31].

And when it comes to teaching for schoolchildren, the students say, “She is such a good teacher that she cannot be said to be a teacher.” Only the teacher. “This is taken for granted, moreover, as the highest praise. A woman became so good that she matched her husband! And the words of poet, writer, artist. All these words are compared lower than the poet, the writer, the artist. Some words denoting human activity are not feminine at all. For example: politician, dean, surgeon. In the same way, a strictly limited range of occupations and professions is given to a woman from birth.

And it is not surprising that the media, following the usual stereotypes of childhood, not only reflect the state of affairs, but also reinforce it. In the media, it is often a sin when, when covering a woman's work (especially when she occupies high management positions), they discuss her charms, clothing, age, and more. Traditionally, women are asked how to bring up children and their favorite recipe, while men ask how to manage the country and forecasts for the next five years. What is considered to be the “norm”. However,

all of this leads to the rooting of stereotypes about “traditional women’s roles” – kitchen-family-children – and the inability to make important political decisions or to hold leadership positions in the Verkhovna Rada or to do business. Below are examples of sexist headlines published by leading Ukrainian media [1, c. 288].

It is the journalist’s job to criticize decisions that have caused bad consequences in the country. However, to accuse them of being a woman or to be surprised that a high position was embraced by a woman is primitive. There are very few women in politics, all of them in the palm of their hands.

The consequences of such stereotypes, which are replicated with enviable speed, are that the woman must constantly prove that she is able to hold a position, be successful and realize herself as a professional, not just as a wife or as having three children.

In order to avoid discrimination, stereotyping and sexism in the media, statistics should be used. When preparing material, remember the eloquent figures for women. For example, 90% of victims of domestic violence are women and children. Women earn on average 30% less than men. Only 12% of women are represented in the Ukrainian Parliament.

Invite expert women to comment on politics, government, the economy, business, and not just the medical or educational fields. Women themselves talk about gender issues through their own stories. Do not place gentle accents in the material.

The rule is the opposite. What would you like to ask a woman to ask about a man? Would you ask a Member of Parliament with whom his children are discussing a bill in parliament? What is the mayor’s hair color that won the local election? It is not necessary to ask about this and women.

Despite the fact that men and women are one biological species, we are accustomed to believe that the peculiarities of perception of information are due to psychological and physiological characteristics. And this is indeed true when it concerns different people, but is it possible to summarize all men and all women?

Stereotypes depend on geography and culture. Thus, in Ukraine, the model of “husband-seeker and defender of the family” is still popular, and woman traditionally acts as “the center of the hearth”. Such stereotypes are actively implemented in the minds of consumers who are imposed by certain socially-approved roles, such as the image of a mother-mother who always has a clean, timely lunch, and she herself glows with happiness after spending a whole day in home care [2, c. 23].

Although gender stereotypes contribute to reinforcing inequality, in advertising this technique is aimed at achieving a specific marketing objective, because the division into standardized groups allows you to more accurately “reach” the target audience.

When targeting a specific segment of consumers, it’s important not to cross the line and offend anyone with your advertising efforts. In Ukraine, relatively recently, they have become serious about advertising and trying to prevent publications with dubious or offensive content. Today, there is not enough experience to make a guess as to where the boundaries of what is permissible, so it is worth focusing on legislation, existing cases and just common sense.

Typical features and roles of female and male characters in advertising:

1. Woman:

- housekeeping;
- beauty and sexuality, well-groomed;
- lack of competence in certain matters (the advertised product comes to the aid);
- the ability to listen to the thoughts of her husband and girlfriend (“Aunt Asya advises to wash with a certain powder”);
- determination and ability to achieve your own in any situation.

2. Male:

- successful businessman in an expensive car and in a good suit;
- athlete with excellent body, leading a healthy lifestyle;
- a skilled seducer surrounded by beautiful women;
- loving husband and father (found in any advertising – from cars to ketchup);
- party-goer;
- a true friend (the cliché of male friendship is often used in the advertising of alcoholic beverages) [2, c. 144].

In an effort to stand out from the competition, big brands are not afraid to deviate from the imposed image. Stereotypes – a mass phenomenon, after which any step beyond their boundaries will not go unnoticed.

Manny Gutierrez, a beauty blogger with more than 4 million Instagram followers, became the face of Maybelline New York in 2017. This is not the first example of the use of men in the promotion of traditionally feminine goods. In 2016, 17-year-old beauty blogger James Charles became the face of the Covergirl brand. According to the blogger, he participated in the project to show that cosmetics can be used by everyone.

The Ukrainian audience is more conservative than the Western audience, so there is no certainty that such a publicity move will be welcomed in Ukraine. Going beyond the usual models is always a risk, so it is worth considering this as an experiment and not despair if there is no expected reaction.

If the first example with James were scandals on which waves of sales rose, then the story of Manny received less feedback, and the last case of collaboration of young beauty-blogger Lewis Ball and Rimmel company went almost unnoticed, as evidenced by the number of reactions in Instagram.

Features of perception of advertising by consumers of different sex.

The way people perceive information differs significantly between women and men – this is the claim marketers make when creating advertising. It is believed that women are more empathetic and more inclined to experience, more receptive to new information, so it is easier for them to become interested in what appeals to feelings and feelings.

Also, women look after their appearance, and manufacturers of cosmetic products are actively using it. For example, the basis of all shampoos is based on virtually the same chemical formula, but as women are more willing to respond to the visual series and the call for beauty, find their buy shampoos for different types of hair and even shampoo for long or short hair.

In pursuit of the creation of “women’s” and “men’s” goods manufacturers do not stop at anything. If women’s thin cigarettes do not surprise anyone, then vodka “Ladies” – a non-standard example of gender.

Men, however, are considered not so attentive to details, they are more important to the functionality of the object and how it demonstrates the financial capacity and status of the owner. Attention to product features can be seen in the example of Gillette shaving machine advertising. There is nothing superfluous in advertising, it shows only what distinguishes the product from its analogues, the ease of use of replaceable cartridges and smooth shaving. In comparison, in the promotion of women’s shaving machines, the emphasis is on the beauty and exclusiveness of women [1, c. 145].

Examples of unsuccessful advertising using gender discrimination:

1. Advertising “Alphansurance”. Slogans: “Bought a German?” Insure it quickly and without foreplay! “And” Americans love great HATS! “ did not find support from the population, and because of this there were many complaints about sexism.

2. An advertisement in a photo of a young blonde woman in big red letters: “I gave it to your neighbor. Free. Do you want to give it to you too? “ and with a smaller font, but not so noticeable blue: “6 Months of the Internet.” An example of the most vulgar attempt to sell a product other than female sexuality. However, this kind of consumer advertising is usually more immediate and distrustful of the “low-grade” offer, and therefore of the service.

3. Alpha Bank advertising that led to numerous accusations of sexism:

4. Humiliating Dolce & Gabbana Advertising) is an example of objectifying a woman in Dolce & Gabbana advertising.

An example of advertising that broadcasts stereotypical perceptions of one’s gender over one another’s intellectual, physical, social or other preferences [3]. Television video of the brand “Bread Gift”, the slogan of which is: “Those who rotate the earth”. It states that men rotate the earth: “While everyone is sleeping, in the heat and cold, without stopping, without interruption, carefully, thoughtfully, responsibly. Even when tired, even if no one sees, because everything is up to you here.” The video shows men of different occupations rotating something (steering wheel, coffee maker, computer mouse wheel, figure skater, etc.). The video itself does not have a direct negative connotation to the representatives of the other sex, but its slogan states that the world’s leading men are and everything depends on them, thereby putting the other half of the population in the secondary place in the life cycle.

In areas where gender stereotyping is not fundamental, neutral moves are already in use. For example, Barbie, which has always made toys for girls, has produced doll furniture where it is necessary to show engineering skills, and together with the brand Moschino launched a commercial in which the boy plays with a doll [4].

In today’s world, it is not necessary to use objectification and discrimination in advertising. Over the past few years, attention to content and advertising has increased substantially, and ethics violations can not only infuriate and disapprove of the audience, but also cause irreparable image harm to the company and even become a party to the lawsuit. The video, filmed by Badger & Winter advertising company, clearly illustrates the negative effect that women inflict on humiliating images in advertising [10].

Due to the use of gender stereotypes in advertising, quite interesting cases can arise. An example is Ax’s Unilever advertising: after seven years of using deodorant, a resident of India sued Unilever without

waiting for the result promised – immediate interest from the opposite sex.

Examples of successful advertising campaigns:

1. Gender-neutral advertising for H&M's Denim United collection. It has neither objectification nor stereotypes, yet it attracts with its conciseness and demonstration that this brand's clothing suits both men and women. For the most part, the models are presented in identical sets of clothing, which emphasizes the gender-neutral tone of the video [7].

2. An example of how successful Sport England advertising and This Girl Can campaign featuring real women convinced nearly 3 million women to start playing sports with a video [9].

3. Always has filmed a #LikeAGirl video calling on girls and girls not to be ashamed of their gender, but to be proud. Because being a girl is cool. Advertising demonstrates that little girls are not yet dependent on the stereotypes that society builds around them, so in their understanding women are active, strong, hardy, energetic people. In doing so, proving that gender stereotypes are an imposed social construct, not a cruel reality that cannot be avoided [7].

4. Nike: What are girls made of? Advertising campaign with the slogan: "You are made of what you do." Another example of successful maneuvering stereotypes against them. The video demonstrates that girls and women are talented and strong in what their soul lies, not what society wants them to do. Not only does the promotion of women's sportswear not only profitably sell their goods, but also creates a social video that increases the limits of women's development [8].

In today's world, the perception of gender stereotypes is constantly changing. Although changes are not so rapid, they cannot be taken into account. It's

easy to cross the line and get attractive but scandalous and offensive content for certain groups.

Conclusions. The main negative consequences of the process of gender stereotyping are identified, which prevent citizens from getting rid of outdated stereotypes for further development. However, there have been positive developments in addressing this issue, such as increased interest in eliminating the objectification of women in advertising and the growth of material that transcends gender stereotypes. In this way, all the tasks that were set before us at the beginning of the research were performed step by step. In general, it should be noted that the current state of the spread of gender stereotypes through the media has been analyzed. On the basis of ready-made advertising and journalistic materials, we analyzed the inconsistency of gender stereotypes with modern reality. Gender stereotypes, which continue to be broadcast in the mass media, are a serious obstacle to the fair development of humanity. However, it should be noted that recently the situation is beginning to change, materials about both active and successful women and men who are ready to raise children and run a household are increasingly appearing in the media. Gender stereotypes are a relapse of patriarchal consciousness, cultivated in the consciousness of society, a phenomenon that distorts mass consciousness and hinders the development of truly democratic media and society as a whole. Today, as we enter the second decade of the 21st century, gender stereotypes are outdated, but they are still alive. Therefore, it is important that the media does not reinforce these stereotypes, but rather promotes their change. A stereotype is part of a worldview, and therefore, in order to eliminate it, it must not be allowed to take root in the minds of those who broadcast information to society.

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Горчикова А. О., Смуць А. Г., Зубарець А. В. ФОРМУВАННЯ ТА ВІДТВОРЕННЯ ГЕНДЕРНИХ СТЕРЕОТИПІВ У СУЧАСНИХ ЗМІ

У статті розглядається одна з найважливіших проблем комунікації – гендерна рівність. Найпотужнішим фактором формування суспільної свідомості є засоби масової комунікації. Стереотипи мають тенденцію змінюватися з часом, відображати політичні інтереси та ідеологію держав, членів національних або міжнародних груп і партій, а також уявлення повсякденної свідомості до певної епохи. Вони репрезентують настрої, погляди, забобони носія інформації – журналіста. У цьому сенсі жодна доповідь не є абсолютно нейтральною, неминучою, не лише репрезентує стан суспільної свідомості та ідеології, але й формує громадську думку щодня й щосекунди; пропонує зразки для наслідування, манеру думок і ставлення до дійсності. З цієї причини постає проблема соціальної відповідальності ЗМІ, особливо щодо дотримання прав людини. На жаль, вітчизняні ЗМІ досить часто ігнорують цей аспект діяльності, свідомо чи мимоволі сповідуючи принцип свободи слова, зокрема щодо прав жінок. Актуальність даної дипломної роботи полягає в тому, що з кожним роком у сучасному світі все більше уваги приділяється образу жінки в засобах масової інформації, її презентації, презентації жінки в усіх сферах життя, гендерні стереотипи, які не дозволяють жінці навіть зайняти місце поруч з чоловіком. Не дарма досягнення гендерної рівності входить до ТОП-5 головних проблем, які сьогодні намагається вирішити людство. У цей момент актуальним є питання про те, як змінюється соціальне становище жінки в новій соціокультурній ситуації, як сучасній жінці поєднувати роботу і домашню роботу, виховання дітей і просування по службі, як будувати партнерські стосунки з чоловіком. процесу прийняття рішень у суспільстві, стає актуальним. Весь перелік перерахованих проблем відображено в інформації, що надається засобами масової інформації.

Ключові слова: гендерні стереотипи, жінки в рекламі та ЗМІ, журналістика, стереотипи, реклама.