Gender stereotyping in advertisements in women's magazines - a comparative study between English and Bosnian/Croatian/Serbian speaking areas

Rodni stereotipi u jeziku reklamnih poruka u ženskim часописима енглеског и бошњачко/хрватског/српског говорног подручја

Локални линкови:
http://eteze.bg.ac.rs/application/showtheses?thesesId=277
https://fedorabg.bg.ac.rs/fedora/get/o:5579/bdef:Content/download
http://vbs.rs/scripts/cobies?command=DISPLAY&base=70036&RID=43503375
http://nardus.mpn.gov.rs/123456789/4016

Сажетак:
Циљ ове дисертације је да истражи односе између језика, рекламе и рода. Истраживање је проведено на рекламама које се појављују у људским појавама у енглеском и Б/С говорном подручју. Скупљено је укупно 1241 реклама из америчког, хрватског и српског говорног простора (Cosmopolitan i bosanskog Aza). Тематика и детаљна анализа текстовног и визуелног дјела рекламе је проведена, али као и насупротстављена у језику. Дале је проведена противставља за анализу текстовног и визуелног дјела. Насупротставља се и о англизмима и рекламама у Е/С говорном подручју. Међутим, централна анализа препознају се у релативно су уCHANTANUJUњом и представљању исти у медијима. Показвало се, на темелју истраживања, да је западна страничка друштвено одржавање и да је достојан рођак неупоредним када су у везу женска правда или Б/С друштва, које је важак традиционално и појединачне односе. Ставови према тјелу и представљању устали су у оба облика: Б/С/С говорне културе.

The aim of this dissertation was to explore a possible relationship between language, advertisement and gender. A research was conducted on advertisements that appear in women's magazines in English and B/C/S speaking areas. A total of 1241 advertisements were collected from the American, Croatian and Serbian magazine for women Cosmopolitan and Bosnian Azra. A thorough and detailed analysis of both verbal and visual parts of advertisements has been conducted, as well as the connection of the two. Further, a contrastive analysis of verbal and visual parts has been conducted also. The issue of Anglicisms has been the subject of exploration as well. The focus of this research, however, was on gender stereotypes and their representation in the media. Western society proved to be more open and has reached a higher level of evolution in favour of women's rights than B/C/S. The latter is still represented as traditional and family-oriented. The attitudes towards bodies and the reproduction process.

Кључне речи:
rod, stereotip, reklama, kontrastivna lingvistika, morfološka, sintaksa, semantika, pragmalingvistika, sociolingvistika, anglicizmi; gender, stereotype, advertisement, contrastive linguistics, morphology, syntax, semantics, pragmalinguistics, sociolinguistics, anglicisms

What is Stereotyping in Advertising? Stereotyping, by definition, is the oversimplification of something that is more complex than it's portrayed. In most cases, stereotypes apply to things or people, and they are excessively common in advertising. In reality, people are complex and cannot be defined by single role. Some of the advertisements portraying women as housewives and second class citizens in the past are outright offensive. Advertising is notorious for inflicting stereotypes about body image and how beauty is defined in the culture. The role of women in advertising is changing, however. Although gender roles are beginning to evolve in advertising, old stereotypes remain common and are a point of contention in gender equality movements. Traditional Gender Stereotypes in Advertising. If you're interested in seeing how gender roles are often portrayed in advertising, check out genderads.com. When it comes to gender stereotypes in popular media, psychologists have looked at the "masculinity" or "femininity" of the cultures themselves. According classic measurements, "masculine" cultures are those that emphasize achievement, assertiveness, and material rewards; "feminine" cultures are instead those that emphasize cooperation, modesty, and caring for the weak. For example, one study showed that ads in the Netherlands portrayed women in less sexist ways than in the UK. That is, women were less likely to be portrayed as sex objects and more likely to be portrayed in a working role. 3. 1. Gender advertisement refers to the images in advertising that depict stereotypical gender roles and displays. Gender displays are used heavily in advertising in order to establish the role of one gender in relation with the other, and some scholars argue that advertisers are obsessed with gender. Advertisers focus on gender relationships, because people define themselves by gender, and gender can be "communicated at a glance", making it easy for advertisers to use this theme in their work. The effects