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FEMALE GENDER DISCRIMINATION AND STEREOTYPES IN ADVERTISING

***Summary.** In the article, the author analyzed the content of the gender reports in the advertisements. In many cases, these messages shape gender identity and determine the nature of gender relations. The author also investigated the intensity of such messages, which are a normalization effect. This means that false ideas become the norm that people guide in their daily lives. As a result, false stereotypes are formed. Given the mass and power of influencing gender identity, media can be considered as a social technology of gender.*

***Key words:** gender equality, law, protect, discrimination.*

Equality is the most important foundation of any democratic society that strives for justice and respect for human rights. Women`s rights occupy a special place in the context of human rights. In practically in all societies and spheres of activity, women are discriminated against on both sides - from the legal and practical. Now, we can observe the growth role of women in various spheres of public life. I think that the problem of violations of women's rights is very relevant. Women lag behind men in many areas, including education, labor market opportunities, political representation, and pay for equal work.

In my essay I would like to tell you about female gender discrimination in advertising. Advertising is a phenomenon of modern life. It shapes world perception and affects the mental state of people. I think, this problem is relevant in Ukraine because the roles that women portray in advertisements are often offensive and inaccurate. As a result, the younger generation forms incorrect statements about women.

To begin with, discussions about the woman's independent position were conducted from ancient times - from the Jewish wise men, Plato, Socrates and Aristotle to thinkers of the 19th and 21st centuries. The subordinate position of the woman implied a negative attitude of men. Moreover, Socrates thought: *«Three things can be considered happiness - that you are a man, not a wild animal, that you are Greek, not a barbarian, that you are a man, not a woman»*. From ancient times, if a girl was born in a family then it was considered humiliating. Nowadays, this phrase is very popular. Many men use it to show women their credibility and significance. On the other hand, it is also advertising that discriminates against women. Firstly, many people can read this phrase from books, magazines and other scholarly literature. Secondly, many children hear this phrase from History lessons and other subjects. In my opinion, it also affects the formation of stereotypes about women.

Similar stereotypes often occur in children's books for the youngest age, in literature approved by the relevant ministries. Not long ago, a scandal happened in Ukraine. The educational course «Family values» has developed an advertisement in which *«the man was mentioned - the creator who always strives for novelty»*, but *«this woman never argues, does not prove, does not try to manage the situation»*. Many women especially who work in educational institutions were outraged because the number of stereotypes is so high that adult people sometimes sincerely believe that women are worse in exact sciences, more capable of emotions or unable to manage. At the same time, the UN *Convention on the Elimination of All Forms of Discrimination against Women* (mandatory for

Ukraine) states that states should take all possible measures to "change the social and cultural patterns of behavior of men and women in order to eliminate prejudices», customs and all other manifestations based on the idea of inferiority or superiority of one of the articles or the stereotyped role of men and women. "

The development of advertising business is not separated from the development of society. Advertising is the product which we don't order and choose, but we are forced to watch it: on TV, on billboards, in the subway. Using gender stereotypes in the advertising business is used as a factor in creativity, but misunderstanding of the content of sexism has negative consequences. The process of forming an open democratic society is impossible without the fight against sexism. *Sexism* is discrimination based on gender, as well as guidelines, actions or institutions that systematically lower a person or group based on sex. At the heart of this phenomenon are age-created stereotypes. In according with them men are better than women, have many «innate» advantages. Gender discrimination continues to exist in the information space by getting more bright forms. The massive penetration of gender stereotypes in the media raises the traditional perceptions of women and men as fundamentally different personalities. The intensity of such messages is the effect of *normalization*. It means that false ideas become the norm which people are guided in their daily lives. As a result, false stereotypes are formed. Due to the mass and force of influence on gender identity, media can be considered as social technologies of the gender.

Advertising images affect to the formation of gender relations, because advertising shows a more attractive or ideal image. It's the best way to stimulate viewers to constantly strive for the proposed ideals. Outdoor advertising that includes billboards, shop windows, large colored signage cannot remain unnoticed. Beautiful and sometimes nude bodies, the text written in uppercase letters attack us everywhere. In this way, advertising becomes important part of society and suggests citizens to certain gender ideas.

In my essay, I want to analyze the content of the text of gender reports in advertisements. In many cases, these messages form gender identity and define the nature of gender relations.

Firstly, one of the biggest problem is the perfect beauty of women portrayed in advertising. A woman becomes a designer's object. She makes a bright makeup, wearing the best clothes, raising the effect of refinement and exclusivity. The image of the erotic parts of the female body, in order to attract the attention of men, actually degrades the woman's dignity. It can be said that her body is perceived as a product. For example, the advertising of a telephone device under the slogan "Ideas for life" next to the phone shows a nude woman with a haircut of the Japanese geisha, the back of which is decorated with abundant tattoos, and all this applies to the inscription "Elegant design". Most of producers of home appliances, furniture and cars use nude girls in their advertisements. Of course, the ratings of these advertisements are bigger. But, first of all, buyers and especially men do not look at the product, they look at the main character - girl. And of course, the first thoughts in their head do not arise about cars or vacuum cleaners.

Secondly, advertising creates a true cult of perfect body. Most ads show skinny girls who have good physical training. Especially sportswear manufacturers want to see only slender and attractive girls in their rollers. When most of them sign contracts with advertisers they highlight only one point **“that a model should be without extra kilogram”**. In my opinion, this is discrimination. A lot of women, after watching such ads, immediately run to the gym. Moreover, it's a big problem because then women think that they are not attractive enough and lose their self-confident. There is a stereotype - if you are overweight or do not look like a girl from the glamorous magazine, then you have no chance of being successful. This is a complete absurdity. Statistics show that about 20% of girls in the pursuit of a slender figure suffer from serious mental disorders and undermine their own health. *In the advertising fitness clubs - Leo's*

Sports Club removed a very trained girl. Her buttocks are so strong that she can break nuts by them, in the literal sense of the word. Advertising was considered too frank. I agree because women should not follow the standards imposed by advertising, because we are all individual.

The authors of the book "Media, Sex and Youth" emphasize: the main problem is that in the girls' system of values are changes: accents are transferred from the intellect - to the body, from the development of abilities- to sexuality. One of the reasons for the spread of prostitution and trafficking in women in Ukraine can be seen in the fact that girls are born from birth with thoughts that their own body is the main resource of success and wealth.

Thirdly, there are other manifestations of sexism. In particular, the stereotypical image of women in traditional roles and statuses is also a kind of sexism. In most cases, this is the role of a housewife, when a stereotype is imposed upon the viewer that the main job of a woman is cleaning the house or cooking. While men appear in roles that point to their professional achievements, financial success, and especially the availability of free time and hobbies. We also see advertising stereotypes in old advertisements. For example, some phrases from 90's ads: «*On a Christmas morning, she'll be happier with Hoover's vacuum cleaner*», "*The chef will do everything but do not cook - for this there is a wife. I will give my wife Kenwood Chef*". Paying attention to the stereotypes, advertisers divide the goods into two groups - food, cosmetics *for women* and cars, construction materials, alcohol, and casino *for men*. Although in some cases, a woman can buy building materials because she is a good house repair specialist, and boys can buy tonic creams to smear acne. This is also stereotyped, but it is. In the 21st century, people have to think more globally, and some things are perceived normally, not tragically.

Cosmetic company "Dove" in the struggle for beauty decided to go to the end. In the video they showed elderly women who are very attractive now. The problem was that all these women were completely naked. An official ban was:

"Advertising opens too much skin." On the one hand I agree to show a completely nude body is not decent. Advertising ethics and respect must be present. On the other hand, I do not think that advertising was banned if instead of elderly women there were shown 20-year-old models. It is more pleasant to look at the young and fresh body and skin. Of course, there are both positive and negative aspects.

The main signs of secession in advertising are:

- **Eroticization** - the use of a nude female body or its parts;
- **Objectification** - identification of a woman with a product. On the other hand, advertising clearly offers a woman as a bonus or a prize for the right choice made by the buyer. "Buy the beer, get the girl!" This way, a woman is conditionally offered as a reward to the buyer, that is, she is identified with the thing.
- **face-ism** - the use of female images without a face or a head. For example, a woman without face or head becomes like a doll because she is not able to think, speak, argue, act or feel. The practice of such images is extremely widespread. For example, *scandalous advertising of sushi restaurants «Yakitoriya»* in Ukraine had a negative result. On the billboard was depicted only the girl's legs should be associated with sticks for sushi. And there was the inscription "stir the sticks!" According to the Ukrainian Marketing Association, after such advertising the restaurant lost 40% of visitors.

I think, the solution to the problem of sexism in advertising must take place in various ways with the use of all possible means, in particular: state-legal regulation and control of the content of advertising products, proper gender education of advertising producers and gender education of youth. The European countries pay great attention to the problem of abuse of gender stereotypes and manifestations of sexism in the media, both at the national and at the interstate level. For example, in Denmark and Norway, it is legally prohibited to abuse women's images in advertising of products that are not specifically designed for

women. In France, the law on freedom of the press provides for punishment for the spread of sexist allegations in the media or in advertising. The European and world experience of depriving sexism from the media can be useful for Ukraine. It is very difficult and long work, but with the combined efforts of state and local authorities with civic organizations and scholars, it can be successfully implemented. Of course, the regulation of advertising in Ukraine is carried out through a number of laws, including the Constitution of Ukraine, the Law of Ukraine "On ensuring equal rights and opportunities for women and men in Ukraine", the Law of Ukraine "On Advertising", the Law of Ukraine "On Protection of Public Morality", the Law of Ukraine "On Television and Radio Broadcasting", the Law of Ukraine "On printed mass media (press) in Ukraine ". Also, this is the UN Convention on the Elimination of All Forms of Discrimination against Women, the final comments of the Committee on the Elimination of All Forms of Discrimination against Women (on the 6th and 7th periodic reports of Ukraine on the implementation of the above-mentioned Convention), PACE Resolution No. 1751 (2010) "Fight against stereotypes on the basis of sex in the media ", other documents.

An example of this is the activities of the Krona Gender Information and Analytical Center, which, by engaging a number of specialists, has developed a book for journalists that discusses the problem of sexism in the media and proposes practical solutions to avoid stereotyped representation of women and men. I think, this approach gives rise to hope that a new epoch of journalists will be formed in the Ukrainian media, which will follow to the principle of gender equality. In addition, a public organization "Women's Consortium of Ukraine", which organized a lot of discussions in different cities of Ukraine. Journalists, teachers, workers of advertising business, deputies took part in the discussion. Such open discussions took place in an informal, casual atmosphere using the "World Cafe" technique, which prompted the presentation free ideas for eliminating gender discrimination from advertising.

All in all, observing the advertising space gives positive thoughts to overcome sexism in Ukrainian advertising. In particular, on the streets of cities there are ads that can be considered gender-balanced. These include those where men and women are represented in equal roles or statuses (both use a computer or both to clean the flat, together relax or use the same products). Information space is the most important instrument that influences to the mass consciousness of citizens. I think, if we want to achieve gender equality in society, the country must develop effective mechanisms for exemption from some discriminatory aspects.

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