

Department of conflict research, public relations and journalism

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## SUMMARY

Diploma on topic of Gender Sensitization of Media:Image of women in media.

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Relevance of the study is based on rapid development of media as a result of social messages, principles and stereotypes. It is also necessary to comprehend the influence of gender sensitization on the modern media.

Modern mass-media is important tool for creating social stereotypes, superstitions, ideas in people's minds. 21st century is the time when global community proclaims the equality between men and women, equal social opportunities. Nevertheless, principles of gender-related social harmonization are urgently perceived in countries with patriarchal societies. In spite of this fact the equality between women and men is carried out by the authorities and is declared by laws.

Media can play very significant role in resolution of conflicts and in correction of gender-related problems. It also effects their further development. On the other hand, because of problematic misunderstanding media can appeal to conservative gender stereotypes, making their positions stronger, cultivating them and imposing among widespread and giant audience. Even in case author has no purpose to spread various gender-related stereotypes, he or she is not free from them.

Modern media by showing various images of women and men of different ages, nationalities, social situations prescribe them different rules of conduct, psychological qualities, occupations, principles, professions etc.

The purpose of the study is to identify ways of creating the image of women in Russian and foreign media.

Objectives:

- Learn term “gender” in Russian and foreign media
- Analyze gender problematic in media
- Reveal most common gender-related stereotypes in modern media
- Highlight ways of creating the image of women in international media landscape

Theoretical basis of research consists of complex approach to gender-related research in media and ways of creating the image of women in media.

empirical basis consists of texts from different newspapers and magazines such as Forbes, Vogue, Meduza, BBC, Buzzfeed, Лиза, Работница, Крестьянка, Marie Claire, Первый канал Всемирная сеть, China Daily, The People, CNN, Home Box Office, GQ, News International, News of the World, Cosmopolitan, The New York Times, Financial Times, Esquire, Glamour, CBC, ABC Radio Network, Psychologies, HBO, HTB, SCA; internet resources, manuals, analyses and science articles were also used.

Theoretical and practical importance is based on provision of analysis of theoretical information about gender-related problematic, stereotypes and Image of women.

Moreover various characteristic and typologies of gender-related issues in media are presented.

Basic methods obtained from studies about essence of gender-related problematic and ways of creating the image of women can be used as a theoretical input for journalistic studies.