Gender stereotypes in Ukrainian advertising texts

Estereótipos de gênero em textos publicitários ucranianos

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Abstract: *Gender discrimination is an urgent problem that affects various aspects of public life, including advertising. In the context of Ukrainian reality, where transformations and changes are taking place, it is important to identify and understand the presence of gender stereotypes and discriminatory practices in advertising. The purpose of the study is to identify signs of gender discrimination in Ukrainian advertising and develop proposals to overcome it. Methods: analysis, generalisation, systematisation, synthesis. The results of a study of gender discrimination in Ukrainian advertising texts indicate the prevalence of gender stereotypes reflected in advertising campaigns. The study also suggests ways to identify gender discrimination in advertising texts, such as analysing roles, images, language use, and stereotypes. However, now in Ukrainian advertising there is a tendency to rethink views on the advertising product. As a result of the study, the main strategies for overcoming gender discrimination were formed, which included expanding roles, using positive stereotypes, emancipation, cooperation with gender organisations, including self-regulation of the advertising industry, and education to raise public awareness. As a result of the study of gender stereotypes, it was established that modern advertisers tend to understand the importance of building a tolerant and fair society and creating advertising content that positively affects the perception of gender roles and contributes to the development of equal rights for women and men. The results of the study can be useful for*

advertising agencies, creative teams, and marketers working on creating non-stereotypical advertising campaigns.

Keywords: *social media platforms; public life; gender stereotypes; gender roles; discrimination*

Resumo: *A discriminação de gênero é um problema urgente que afeta vários aspectos da vida pública, incluindo a publicidade. No contexto da realidade ucraniana, onde estão a ocorrer transformações e mudanças, é importante identificar e compreender a presença de estereótipos de gênero e práticas discriminatórias na publicidade. O objetivo do estudo é identificar sinais de discriminação de gênero na publicidade ucraniana e desenvolver propostas para os ultrapassar. Métodos: análise, generalização, sistematização, síntese. Os resultados de um estudo sobre a discriminação de gênero nos textos publicitários ucranianos indicam a prevalência de estereótipos de gênero refletidos nas campanhas publicitárias. O estudo também sugere formas de identificar a discriminação de gênero em textos publicitários, tais como a análise de papéis, imagens, utilização da linguagem e estereótipos. No entanto, atualmente, na publicidade ucraniana, existe uma tendência para repensar os pontos de vista sobre o produto publicitário. Como resultado do estudo, foram definidas as principais estratégias para ultrapassar a discriminação de gênero, que incluem a expansão de papéis, a utilização de estereótipos positivos, a emancipação, a cooperação com organizações de gênero, incluindo a autorregulação da indústria publicitária, e a educação para sensibilizar o público. Como resultado do estudo dos estereótipos de gênero, verificou-se que os publicitários modernos tendem a compreender a importância de construir uma sociedade tolerante e justa e de criar conteúdos publicitários que afetem positivamente a percepção dos papéis de gênero e contribuam para o desenvolvimento da igualdade de direitos entre homens e mulheres. Os resultados do estudo podem ser úteis para agências de publicidade, equipes criativas e profissionais de marketing que trabalham na criação de campanhas publicitárias não estereotipadas.*

Palavras-chave: *plataformas de redes sociais; vida pública; estereótipos de gênero; papéis de gênero; discriminação*

Introduction

Gender stereotypes in Ukrainian advertising texts are a common phenomenon that can affect the perception and perception of gender roles in society. Men are often portrayed as strong, successful, and active, while women are beautiful, dependent, and designed for family life. These stereotypes can limit a person's ability to express themselves, contribute to inequality and discrimination. Understanding gender stereotypes in advertising texts is of great importance for corporations and representatives of the media industry. It is important to carefully investigate this issue so that corporations and representatives of the media industry consciously approach the creation of advertising texts and avoid establishing harmful stereotypes. The study focuses on identifying and understanding the main aspects of gender discrimination in the context of Ukrainian social reality, in particular, war. One of the main challenges is identifying gender stereotypes and understanding their impact on advertising and consumer perception.

Pavlyk (2021), a Ukrainian researcher, draws attention to various aspects of gender issues in advertising texts, in particular, the use of stereotypes, representation of gender roles, and sexualisation of images. The researcher draws attention to the fact that such elements can influence the formation of gender perceptions in society, affirming inequality and limiting the opportunities of women and men. The author highlights the importance of consciously using language tools, portraying different gender roles, and promoting respect for different gender identities. It is necessary to examine in more detail the gender aspects in advertising texts and their impact on the formation of gender perceptions in society.

Nkem et al. (2020) argue that portraying women in Facebook and Instagram ads often promotes stereotypical roles and unrealistic beauty ideals. Researchers emphasise that this approach can negatively affect women's self-esteem and well-being, contribute to the formation of unrealistic expectations, and cause feelings of dissatisfaction with their appearance. The researchers state the need to create more diverse and realistic images of women in advertising that reflect different types of

beauty and promote positive self-determination and empowerment of women. It is worth investigating these aspects in the context of Ukrainian advertising campaigns.

Pryimuk and Fesenko (2023) note that gender stereotypes in advertising are common in Ukrainian society. Researchers say that many global companies are aware of the need to work more consciously on marketing strategies and advertising materials, but for Ukrainian society, this process is a little more complicated since there is a fixed tradition of using stereotypical gender images – both male and female, and in the media space for a long time such manifestations of discrimination were perceived as the norm. It is necessary to examine in more detail the aspect of stereotypes in Ukrainian advertising texts and their trends in the context of the ongoing war on the territory of Ukraine.

Butkowski et al. (2020) examined the relationship between gender stereotypes and advertising, focusing in particular, on the role-playing representation of gender identity in young women's Instagram selfies and social media feedback. Researchers claim that gender stereotypes permeate advertising, including the online platform Instagram. Research has shown that women who present themselves in accordance with conventional gender stereotypes (for example, attractive, vulnerable, or obeying beauty standards) are more likely to receive positive feedback and preferences. This shows the interaction between gender stereotypes, advertising, and social media perception, which is worth exploring in more detail.

Golovchuk (2021) is convinced that the prevalence of gender stereotypes in Ukrainian advertising is due to the fact that consumers previously preferred brands that used pronounced stereotypical images of men and women, which helped consumers more easily identify with these images in advertising. However, according to the researcher, now there is a tendency to rethink people's views on marketing since advertising based on gender stereotypes repels consumers, especially the audience to which it is aimed. It is worth investigating this issue more

carefully, as there is a change in the minds of Ukrainian consumers regarding stereotypes in advertising texts.

The purpose of the study is to examine advertising trends in the spread of gender stereotypes in Ukraine and identify effective strategies for overcoming gender discrimination in advertising. In the study, the following tasks of investigating gender stereotypes in Ukrainian advertising texts were identified and solved:

1. Identify the main gender stereotypes that are present in Ukrainian advertising texts and analyse them considering the roles of men and women.

2. Analyse the influence of gender stereotypes in advertising on the perception of society about gender roles, self-expression, and personal capabilities.

3. Examine strategies used to overcome gender discrimination in advertising texts and their effectiveness in the Ukrainian context.

4. Develop recommendations for corporations and representatives of the media industry on a conscious approach to creating advertising texts, considering the avoidance of harmful gender stereotypes and the promotion of equality and justice.

Materials and Methods

While examining the gender stereotypes in Ukrainian advertising texts, materials were used that helped to obtain objective information and examine this phenomenon in more detail from different perspectives. The study analysed information on the use of social networks Facebook and Instagram by female and male audiences in Ukraine (2023) to create a comprehensive map of gender stereotypes in Ukrainian advertising texts. In addition to analysing materials from social networks, the very content of these advertising texts and their visual elements were examined (Maranchak, 2022). The analysis identified the presence of gender stereotypes in the wording, descriptions, role characteristics of characters and ideas about gender roles in Ukrainian advertising texts. The study also used materials, in particular, regulatory documents, namely

Law of Ukraine No. 39 "On advertising" (1996), which prohibits the use of sexist advertising. This is the legal basis for combating gender discrimination in advertising. It is designed to ensure equal opportunities for all citizens, regardless of their gender.

In the study of gender stereotypes in Ukrainian advertising texts, methods of analysis, generalisation, systematisation and synthesis were used to identify various aspects of gender stereotypes. Using the analysis method, Ukrainian advertising texts were examined to identify gender stereotypes. Based on this method, it was possible to review various aspects of gender stereotyping, such as: the roles of women and men, their image, considering age, physique, and appearance. This method of research allowed identifying the presence of stereotypes in advertising texts and understanding what specific aspects of gender discrimination they reflect. The use of the generalisation method allowed establishing general trends and characteristics of gender stereotypes in Ukrainian advertising texts and comparing them with other countries and contexts. The application of the generalisation method has contributed to highlighting the ways in which gender discrimination can be identified in advertising texts, namely:

- the examination of gender images, which allows analysing what stereotypes and biases are used in advertising regarding the roles of men and women;
- evaluation of language and semantics in advertising texts, which may identify the presence of certain connotations that may contribute to gender discrimination;
- analysis of roles and scenarios in advertising texts, which is also an effective method of identifying gender discrimination;
- considering the context, including place, time, social conditions, and target audience, which helps to identify possible views and biases that are transmitted through advertising;
- promoting equality and equity, which is a strategy that helps to emphasise the importance of avoiding gender discrimination in advertising texts.

The study used the systematisation method to classify gender stereotypes in advertising texts, which made the results of the study more understandable and organised. Using the systematisation method, gender stereotypes were examined in Ukrainian advertising texts and various stereotypes were identified that are intertwined with the socio-cultural context, in particular, "woman-mother", which portrays a woman as a mother who devotes herself to children and family; "woman-housewife", which restricts the role of women exclusively to household duties; "woman-seductress", which depicts a woman as an object of desire and attractiveness, aimed at attracting the attention of men. Based on the method of systematisation, male stereotypical images in advertising texts were examined, namely: "man and career", which focuses on a man as a person striving for success and professional growth; "man and household duties", which conveys the image of a man taking part in routine household chores; "man and strength", which emphasises the image of a man as a physically strong and confident person and the stereotype "man and leisure", which emphasises the interests of men in the field of entertainment and recreation.

Using the synthesis method, it was possible to combine the obtained data and generalised conclusions from various sources to create a comprehensive understanding of gender stereotypes in advertising texts in the Ukrainian context. Based on the synthesis method, the observations were combined with previous research and theoretical concepts to formulate new ideas and perspectives on gender stereotypes in advertising texts.

Results

Advertising is an important element of modern life and substantially affects the psyche of people. It shapes the perception of the world and can influence the consciousness and behaviour of consumers. In some cases, advertising uses manipulative methods, relying on people's subconscious minds to encourage them to take certain actions or influence their preferences and choices. This is especially noticeable when the products are similar to each other, because in this case, mental analysis

may be less substantial, and subconscious perception and emotions play a greater role in the selection process. It is important to be critical of advertising and distinguish between facts and manipulative techniques to maintain your freedom of choice and independent thinking. Understanding how advertising works with one's subconsciousness can help better understand its impact and be critical of it. Ukrainian advertising is currently undergoing active development and changes, which creates opportunities for introducing new approaches and strategies aimed at overcoming gender discrimination.

It is important to generalise the concept of gender as social roles that are expected of men and women. Gender and sex are interrelated at the level of stereotypes since biological gender affects the formation of expected role models based on stereotypical ideas about physical strength and reproductive functions. For example, women are often perceived as physically weaker than men, and their main social role is related to motherhood. These stereotypes shape the socio-cultural reality and can influence the perception of the roles and opportunities of women and men in society. Understanding and analysing gender stereotypes is an important step towards building an equal and inclusive society where everyone has the opportunity to realise their potential regardless of gender identity (Martsenyuk, 2017). The revision and reinterpretation of stereotypes help to broaden the horizons of awareness and perception and create opportunities for the development of a more diverse and inclusive society where different sex groups can realise their potential and promote mutual understanding and development.

Today, social media can promote objectification, sexualisation, and false portrayals of the individual. The impact of social media on young people contributes to the spread of stereotypes, misrepresentations, and distortions of reality. Platforms can encourage self-objectification, cause feelings of body dissatisfaction, and promote unrealistic beauty standards. In addition, there is a real problem of social media coverage of sexual exploitation and privacy violations (Davis, 2018). Many female advertising images promote conventional stereotypes about femininity,

focusing on appearance, attractiveness, and eye-catching factors. These stereotypes can limit the understanding and expression of various aspects of women's identity and contribute to unrealistic standards of beauty. Young women use social platforms as a means of self-expression and identifying their gender identity, but their posts may be influenced by stereotypes circulating in advertising. In this regard, it is necessary to develop critical thinking in the perception of social media and introduce education and conscious use of social media platforms. It is important to develop media literacy among young people so that they can critically evaluate information, images, and the impact of social media on their well-being and worldview.

As of January, 2023, Ukrainian Facebook and Instagram users continue to show a consistent preference for female audiences over male audiences in the majority of age categories. There are more women than men in all age groups on Facebook, with the exception of 23-year-olds, where men have a slight prevalence. On Instagram, the female audience is dominated by the male audience in all age groups, with the exception of 23-year-olds, where there is an almost equal number of men and women. The general trend shows that the number of male users is decreasing in most age groups, especially under the age of 51. The largest increase in the number of users is observed among 22-year-olds, both among men (+27.5 thousand) and among women (+35.1 thousand). A substantial decrease in the number of users is occurring among 21-year-olds, both among men and women (Facebook and Instagram…, 2023). These data indicate a substantial presence of female audiences on the Facebook and Instagram platforms in Ukraine. This may reflect the popularity of these social networks among women of all ages, which opens up ample opportunities for advertisers and marketers to attract the attention of the target audience, in particular, women, through advertising campaigns and images that meet their interests and needs.

It is worth investigating the classification of gender stereotypes in Ukrainian advertising to highlight inequality and false ideas about the roles of women and men in society (Table 1). Notably, this is only a

general classification, and advertising may contain a combination of different stereotypes or contradict them.

Table 1. Main gender stereotypes in Ukrainian advertising texts

Stereotype	Description	Examples of advertising	Examples of advertising texts
Woman – mother	A woman plays the role of a mother and is responsible for the family and children.	Advertising of chocolate "Roshen", children's medicines, baby food.	Mother is calm, child is calm (Espumizan L).
Woman –housewife	The woman is portrayed as the perfect hostess, cleaning and cooking.	Advertising of detergents "Persil", "Domestos", kitchen equipment.	You are a woman, and this is a dishwasher (Calgonit).
Woman –seductress	A woman uses her attractiveness to attract attention.	Advertising of "Dior" perfume, soap "Dove" soap, "Palmolive", shower gel.	You are special in Zarina jewelry (Zarina).
Exploited woman	A woman is depicted as an object of desire for men.	Advertising of "Slavutich", "Marengo", "Martini Bianco" alcoholic beverages, "Korona" sweets.	Korona – taste of desire (Korona).
Man – career	The man is portrayed as a successful professional, a leader.	Advertising of cars, vacancies for senior positions, banking services.	New Ford Focus Coupe-Convertible. It will surprise you twice (Ford).
Man – household responsibilities	A man rests after work, household duties belong to a woman.	Advertising of furniture, cars, and electronics.	Mission accomplished (Mercedes S-Class).
Man – strength	A man is depicted as a strong and courageous person.	Advertising of sporting goods and military ammunition.	As long as men rotate the Earth, it is in safe hands (Khlibnyi Dar).
Man – leisure	The man rests after work and spends time with friends, has fun.	Advertising of beer, fishing equipment, and entertainment venues.	Desant – strong in spirit (Desant).
Man – appearance	A man must meet the standards of appearance, be athletic, and be surrounded by attractive women.	Advertising of barbershops and sports complexes.	Confidence is very suitable for the stronger sex (Nivea).

Source: compiled by the authors based on Y.V. Kiporenko (2022).

Notably, these examples are general in character and ad campaigns may change over time. The ability to identify gender discrimination in advertising texts is of great importance. Gender discrimination in advertising is contrary to the principles of equality and justice. Advertising is a powerful means of forming public opinion and stereotypes, so the use of negative gender images can contribute to the establishment of unequal gender roles and cause social inequality. Identifying gender discrimination protects people's rights and dignity. Advertising texts may contain images that distort reality and put a certain group of people at a disadvantage. Recognition of such situations allows identifying violations of the rights and interference with the dignity of individuals. Identifying gender discrimination in advertising texts contributes to building a fair and equal society. Overcoming gender stereotypes and eliminating discrimination is an important component of the development of a society where everyone has equal opportunities and respect. The identification of gender discrimination in advertising texts also affects consumers. Modern consumers are increasingly aware of the social responsibility of companies and refuse to support products and brands that promote stereotypes and discrimination. Ukrainian sexist advertising campaigns, which are used to promote various stores and brands, demonstrate the spread of gender stereotypes. For example, the Epicenter store chain in its ad "What kind of garden?" portrays women in stereotypical images, limiting their roles to the field of the household (Maranchak, 2022). This highlights the importance of recognising and combating such stereotypes in advertising texts to ensure equality and gender justice in society.

However, now the Law of Ukraine No. 39, "On advertising" (1996), contains provisions prohibiting the use of sexist advertising. According to this law, advertising should not promote inequality between men and women, establish stereotypes that restrict their rights and opportunities. The state advertising service and other relevant regulatory authorities have the authority to take measures to prevent the spread of sexist advertising and impose appropriate sanctions on violators. Thus,

the legislation in Ukraine is aimed at combating gender stereotypes in advertising and protecting the rights of women and men with equal opportunities and decent representation. It is important that advertising agencies and companies consciously adhere to these standards and work to develop progressive, equal and inclusive approaches in their advertising campaigns (Law of Ukraine…, 1996). Identifying and eliminating gender discrimination helps build a positive consumer perception and attract a wider audience. Identification of gender discrimination in advertising texts can be conducted by investigating and analysing various aspects of communication. Some ways to identify gender discrimination are presented below:

1. Examining gender images: it is necessary to analyse which gender images and stereotypes are used in advertising texts, observe whether there is inequality in the choice of images for men and women, and whether stereotypical roles and behaviours are supported.

2. Evaluation of language and semantics: pay attention to the use of language and semantics in advertising texts. Check whether there are hints of inequality, the elevation of one gender above the other, or the use of images that create negative ideas about a particular gender.

3. Role and scenario analysis: evaluate what roles and scenarios are given to men and women in advertising texts; whether they are limited to conventional gender roles, or whether they convey inequalities in responsibility, opportunities, and behaviour.

4. Context consideration: considering the advertising context and trying to understand how gender images and messages fit into social norms and values; exploring what gender roles are popularised and how they can influence audience perception.

5. Promoting equality and justice: evaluating the promotion of advertising texts for equality and justice; do they show gender diversity and identity diversity; do they support inclusivity and equal access to opportunities?

These approaches will help identify signs of gender discrimination in advertising texts. It is important to remember that identifying discrimination is a subjective process and can vary depending on the context and interpretation. Professional analysis and advice from experts in the field of gender equality can also be useful in evaluating advertising texts for gender discrimination. Advertising messages on television reflect and reinforce stereotypes that are associated with the role of women in society. Ukrainian television ads often portray women in conventional stereotypical roles, such as a housewife, an object of attraction, or unable to grow professionally. These stereotypes support the idea of inequality and restriction of women in society. Gender stereotypes in television advertising can have a negative impact on women's self-esteem and self-determination, and contribute to stigma and discrimination. They can affirm ideals of beauty and behaviour that do not correspond to the reality and diversity of women's experiences. Currently, Ukrainian advertising texts are aimed at deviating from gender stereotypes (Kitsa and Mudra, 2020).

Special attention should be paid to advertising materials aimed at masculine, feminine, and LGBTQ audiences that differ in product types and gender stereotypes. Such ads often portray conventional stereotypes about the roles and behaviours of men and women, but less conventional gender images may be presented in the context of ads aimed at LGBTQ audiences. It is important to understand these differences and use more diverse and non-discriminatory images in advertising to consider the needs and identities of different audiences and promote a more inclusive society (Aley and Thomas, 2021). Lesbian and gay consumers show an interest in fashion and fashion trends. This suggests that gender stereotypes associated with fashion preferences may not be limited to heterosexual stereotypes alone. Advertising texts that create stereotypical images of consumers based on their sexual orientation may underestimate the diversity of consumer preferences and needs. In addition, lesbian consumers have their own specific preferences in the style of clothing. This may mean that advertising texts that stereotype the

lesbian audience and do not consider their uniqueness and diversity may be limited and insufficiently representative (Braun et al., 2015). Therefore, there is a need for advertising texts to be more broadly understood and consider the diversity and unique needs of different gender groups. It is necessary to avoid stereotypical ideas and ensure that diversity is represented in advertising texts to better meet the needs and preferences of consumers.

Gender stereotypes continue to be widely used in advertising texts. Such stereotypes can limit perceptions of the roles of women and men in society, supporting inequality and discrimination. However, a specialised marketing strategy can be an effective way to overcome gender stereotypes in advertising. Such a marketing strategy involves actively considering the diversity of gender identities, supporting gender equality, and creating advertising content that reflects a wide range of gender roles and identities (Antoniou and Akrivos, 2020).

Based on the materials examined in the study, strategies for overcoming gender discrimination in advertising were developed to solve the problem of inequality and ensure a more equal approach to the image of gender groups (Table 2). They are aimed at eliminating stereotypes, reducing the negative impact of discriminatory images, and increasing the representativeness and diversity of gender images. These strategies contribute to creating a fairer, more humane and more inclusive environment in advertising, where each gender group has the opportunity to be represented in a realistic and positive way. Overcoming gender discrimination in advertising contributes to the formation of a tolerant society, where equality and dignity of each person are the basis of communication and mutual understanding.

Table 2. Key strategies for overcoming gender discrimination in advertising

Strategy	Description
Expanding roles	Offering different roles for both sexes, demonstrating different aspects of life and interests.
Using positive stereotypes	Create advertising images that reflect positive stereotypes about both sexes, helping to increase the self-esteem and status of women and men.
Breaking stereotypes	Active use of advertising images that violate conventional gender stereotypes and demonstrate diversity and individuality.
Emancipation	Emphasising the strength and abilities of women, their independence and success.
Cooperation with gender organisations	Establish partnerships with organisations working on gender equality to develop and implement strategies to overcome gender discrimination.
Industry self-regulation	Support and implement established industry standards and codes of conduct that prohibit gender discrimination in advertising.
Education and awareness raising	Conducting educational campaigns, trainings, and informational events aimed at raising awareness about the problem of gender discrimination in advertising and its consequences.

Source: compiled by the authors.

Overcoming gender discrimination in Ukrainian advertising is important for building a fair and equal society. This is especially important in the context of the ongoing war on the territory of Ukraine. War has a substantial impact on society and its stereotypes, including gender ones. Overcoming gender discrimination is becoming one of the means to change people's perceptions and minds, and contributing to the creation of equal conditions and opportunities for all gender groups. This is an important task that contributes to the formation of a tolerant, just, and equal society that is recovering and developing after a military conflict. The use of the results of the study of gender stereotypes in Ukrainian advertising texts is of great importance for creating equal and non-sexist communication strategies in the field of advertising. Based on the results obtained, a number of recommendations were formed aimed at

improving the situation and introducing practices that will help prevent gender discrimination and support equal treatment of women and men in advertising texts. The following are specific recommendations that can be used to develop regulatory documents or implement them in practice:

1.   Development of ethical standards: creation of regulatory documents or a code of ethics that would contain requirements to avoid gender stereotypes in advertising texts. These standards should be implemented and monitored accordingly.

2.   Training and education: development of educational programmes aimed at increasing awareness and understanding of gender stereotypes among marketers, advertising agencies, and creative professionals. Special attention should be paid to understanding the impact of stereotypes on the audience's perception and behaviour.

3.   Self-regulation and monitoring: the creation of organisations or associations that will be responsible for monitoring advertising materials and drawing attention to cases of the use of gender stereotypes. It is important to establish mechanisms for responding to violations and imposing sanctions in the case of unconscious use of stereotypes.

4.   Cooperation with advertising agencies: engaging advertising agencies in dialogue and cooperation with gender equality activists and representatives of women's organisations; joint discussion of standards and development of strategies that will help avoid gender stereotypes in advertising texts.

5.   Support for alternative approaches: support and promote the creation of advertising campaigns that counter gender stereotypes and promote equality, diversity, and empowerment of women; involvement of creative professionals and artists in the creation of innovative advertising materials that break down conventional stereotypes.

6.   Interaction with media organisations: cooperation with media organisations and establishing partnerships with journalists and

editorial offices to create conscious and non-sexist materials; popularisation of positive examples of equal treatment of gender in the media space.

These recommendations should be supported at the regulatory level by state authorities that will regulate the use of gender stereotypes in advertising texts. The implementation of such measures will contribute to the creation of a more equal and non-sexist advertising environment in Ukraine, where gender stereotypes will not limit the opportunities and self-expression of individuals, but will promote equality and mutual understanding between the sexes.

Discussion

The investigation of gender stereotypes contributes to the creation of a more equal and tolerant society. Overcoming gender discrimination in advertising contributes to the formation of positive changes in the minds of consumers and affects their ideas about gender roles and stereotypes. In addition, advertising has great potential in shaping the information space in which various social groups are represented. It is important to examine and analyse the views of individual researchers on the gender aspects of advertising texts.

The study of gender stereotypes in advertising was conducted by Shinoda et al. (2021). The representation of women in Brazilian print advertising and its impact on women's well-being were examined. Researchers have discovered that there are "missing women" – a group of images that are less common in advertising. The study established that women portrayed as career-oriented, engaged in non-conventional activities, or presented as equal to men were ignored for years. In addition, according to researchers, women who do not meet beauty standards, such as: white skin colour, youth, and slimness, are also poorly represented in advertising, especially when different characteristics are combined (for example, older dark-skinned women). This study demonstrates the importance of critical analysis of advertising materials aimed

at identifying and eliminating gender discrimination. Comparing with the results of the research, supporting advertising that promotes equality, diversity, and reflection of different groups of women can contribute to building a more just and inclusive society in Ukraine.

Varghese and Kumar (2022) argue that there is a growing presence of feminist advertising in the media that focuses on women's talents, focuses on subjects related to women's experiences, and counteracts stereotypes. The researchers identified the main factors that contribute to the development of feminist advertising, in particular, the growth of initiatives to better represent women in advertising, the activation of brand activism and conscious capitalism, criticism of corporate and commodity feminism, raising awareness of gender stereotypes, and increased control by regulatory authorities regarding the gender role in advertising. Compared with the results of this study, femininity in modern advertising is also observed in Ukrainian advertising texts. However, in addition to the five factors mentioned by the researchers of the destruction of stereotyping of women in advertising, it is also worth paying attention to the expansion of roles, the use of positive stereotypes, the violation of stereotypes, emancipation, cooperation with gender organisations, self-regulation of the industry, education, and awareness raising in society, which will contribute not only to the development of female narratives in advertising but also to the destruction of gender stereotypes that concern men.

Falaq and Puspita (2021) focused on the study and critical analysis of the discourse that identifies the concept of male masculinity in advertising L-Men sports nutrition products. Researchers claim that advertising discourse is used to create and maintain certain stereotypical ideas about men, in particular, in the field of sports and physical fitness. They show how L-Men ads actively use the ideas of strength, musculature, energy, and athletic success to create the perfect male image. Researchers also look at the impact of such discourse on the perception and identification of men, especially young consumers. They emphasise that such advertising can influence the formation of stereotypical

ideas about masculinity and self-confidence. It can also contribute to social pressure to maintain and achieve such ideals. Comparing with the results of this study, it is important to note that the identification of such discrete mechanisms encourages a more equal perception of gender advertising and contributes to the development of more inclusive and diverse advertising practices.

In the paper, Wachter (2020) identifies the presence of affinity profiling and association discrimination in online advertising based on behavioural data, which directly affects advertising texts and the way information is presented to the target audience. Affinity profiling, according to this researcher, is used in online advertising to determine the interests and preferences of users based on their behaviour on the Internet. However, the study shows that such methods can lead to discrimination due to associations, for example, if the profiling model associates a user with a certain group, advertising texts can provide a limited set of suggestions and opportunities based on these associations. The researcher emphasises the need to recognise and avoid discrimination through association in advertising texts. In the opinion of the authors of this study, advertisers and marketers should be especially attentive to the use of this type of profiling and the impact of this process on the content of advertising messages.

Heathy (2020) analyses gender stereotypes in advertising through critical discursive analysis. The researcher draws attention to the presence and prevalence of gender stereotypes in advertising texts and their impact on society. The researcher notes that many advertising messages contain stereotypical images and roles of men and women, for example, women are often presented as housewives, objects of sexual attraction, or limited professional opportunities, while men act as strong and successful leaders. These stereotypes, according to the researcher, support inequality, bias, and discrimination based on gender. Notably, gender stereotypes in advertising affect public perception, affirm norms and expectations, and also affect the self-awareness of women and men.

Middleton et al. (2020) are convinced that old cultural stereotypes are an obstacle to changing the way women's roles are portrayed in Brazilian advertising. The researchers examined the representation of women's roles in advertising materials using critical discourse analysis and established that Brazilian advertising still contains outdated stereotypes that limit the role of women in society. It should be emphasised that similar gender stereotypes are inherent in Ukrainian advertising texts, but modern advertisers are gradually moving away from these stereotypes and pay attention to the need to create content that reflects the diversity and equality of women in Ukrainian society.

In turn, Khalil and Dhanesh (2020) note that in television advertising in the Middle East, there are also still gender stereotypes that limit the role of women and perpetuate inequality between the sexes. Researchers have established that female characters are often portrayed in stereotypical roles related to household chores, beauty, and sexuality, while men are portrayed as strong and successful. Comparing with the results of this research, it is worth emphasising the need for marketers and advertisers to actively intervene and change gender stereotypes, offering diverse and equal images of women in advertising that reflect their true role and potential in society, including in Ukraine.

Bhardwaj et al. (2021) conducted a study to identify gender bias in the Bidirectional Encoder Representations from Transformers (BERT) machine learning model. Researchers note that artificial intelligence and machine learning models can reproduce and increase gender discrimination because they are based on large amounts of text data, including advertising texts. Researchers claim that gender bias in the BERT model has a direct impact on advertising texts. Since machine learning models such as BERT are widely used for processing and analysing advertising texts, their gender bias can also spread to advertising messages. Advertising texts, according to the researchers, may contain gender stereotypes that can be supported or even reinforced by machine learning models that exhibit gender bias. For example, if the BERT model shows a tendency to associate women with certain roles or images, then advertising

texts processed by such a model may use such stereotypes in their content. Compared with the results of the research, it is necessary to note that, in general, understanding gender bias and stereotypes helps to consciously approach the creation of advertising texts, avoid gender stereotypes and promote more fair and equal values in the advertising field.

The development of awareness and critical thinking about gender roles can contribute to the creation of a more inclusive and fair advertising culture, where everyone has the opportunity to be presented with dignity and without stereotypes.

Conclusions

The investigation of gender discrimination in Ukrainian advertising identifies the importance of identifying and eliminating stereotypes related to the role and representation of women and men. The popularity of such stereotypes can spread social inequality and discrimination that contradicts the values of modern society. Considering this, the practical application of the results of the study of gender stereotypes in Ukrainian advertising texts is extremely important. Through specific recommendations aimed at developing or implementing regulatory documents, the situation can be improved and the approach to creating advertising materials can be changed. It is important to engage advertising agencies in dialogue with gender equality activists and representatives of women's organisations to jointly discuss standards and develop strategies to avoid gender stereotypes. In addition, it is necessary to establish mechanisms for self-regulation and monitoring of advertising materials that will allow responding to violations and imposing sanctions if stereotypes are used. One of the key problems identified in the study is the unequal distribution of roles and representation of women and men in advertising texts. Women are often portrayed in stereotypical roles, such as sex objects, and housewives, or restricted to conventional gender roles, while men are more likely to be presented as active and successful. This creates an unrealistic view of women's roles and opportunities in society and supports gender inequality. The further spread of gender stereotypes in

advertising can have a negative impact on viewers' perception, especially on younger generations who form their own ideas about gender roles and stereotypes. This can lead to self-restraint of women in their career choices or create negative self-esteem if they do not meet stereotypical beauty ideals.

As a result of the study, it was identified that advertising is an influential tool for forming public consciousness and stereotypes. It has a powerful potential to positively transform gender perceptions and stereotypes. Gender discrimination can be identified in advertising texts through critical analysis aimed at identifying unequal distribution of roles, presenting negative stereotypes, limiting women's opportunities, and supporting gender inequality. The study identifies the main aspects of overcoming gender discrimination in advertising. When identifying gender discrimination in advertising texts, it is important to make changes to the content itself aimed at developing an equal and tolerant society. Advertisers and creative agencies should aim to avoid stereotypical images and promote more diverse and realistic representations of women and men. Consumers also play an active role in supporting positive change by refusing to support products, the advertising of which promotes gender discrimination. In general, understanding and identifying gender discrimination in advertising texts is an important step towards building a fair and equitable society. Advertising can be a force for positive change that helps eliminate stereotypes, promote equality and diversity. Future researchers should pay attention to the examination of the socio-cultural context in the advertising field of Ukraine, in particular, the impact of the war on stereotyping in advertising texts and the development of strategies to improve advertising content.

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