

Analyzing the Influence of Gender onto Advertisement

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Abstract : In the paper, we want to highlight the influence of the advertising field on gender and vice versa. We will show what it was like before and the way it has changed until nowadays. We will also analyze when and how advertisements are used to create gender stereotypes and at which moment gender became a shaping advertisement. In this paper, we work not only with pure advertisements (e.g., videos and printed materials) but also with films that contain ads. Special attention is placed on the separation of goods for the 'male ones' and 'female ones', specifically if they can be used independently of gender and sex (food items and some kinds of personal supplies). Also, in this paper, we represent the history of several advertising campaigns, including the following reaction of the society that demonstrated that some of the gender stereotypes were finding resonance while some of them were not heard. Moreover, advertisements could be used as a tool for creating new ones or developing stereotypes that had already existed, and it wasn't always successful. In the final part of the paper, we would like to analyze the current situation in this area and show how the change of understanding gender made advertisement change.

Keywords : advertisement, gender studies, psycholinguistics, sociolinguistics

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