

Gender Psycholog

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SEX AND SEX-ROLE PECULIARITIES OF ADOLESCENTS' GENDER IMAGES PERCEPTION IN ADVERTISEMENTBrovko D.O., Tereshtchenko N.M.
nadiiat@gmail.com

Gender identity formation problems are urgent nowadays in psychology. However these special traits of the process in teenagers were not enough studied. The perception of woman advertising images and influence of these process' on teenagers' gender identity formation were researched. As a result it turns out that there are divergences between teenagers' declarative attitude to gender images and their personal connotation. For girls it's particular to have a psychosemantical approximation of both a business woman romantic girl, and a caring mother with a sexy woman. It turns out that there exist gender-role divergences of girls' perception and connections between self-appraisal and identification to different gender images.

Key words: masculinity, femininity, gender identity, teenagers, woman advertising images.

Проблеми формування гендерної ідентичності є надзвичайно актуальними в психології. Однак особливості цього процесу у підлітків не є достатньо вивченими. Досліджено особливості сприйняття рекламних образів жінки та вплив цього процесу на формування гендерної ідентичності у підлітків. У результаті з'ясовано, що існують розбіжності між декларативним ставленням підлітків до гендерних образів та їх особистісною конотацією. Для дівчат властиве психосемантичне зближення образів ділової і романтичної жінки та образів турботливої матері і сексуальної жінки. Виявлено, що існують статево-рольові розбіжності у сприйнятті гендерних образів у дівчат, та зв'язки між самооцінкою та ідентифікацією з різними гендерними образами.

Ключові слова: маскулінність, фемінінність, гендерна ідентичність, підлітки, жіночі рекламні образи.

Проблемы формирования гендерной идентичности являются очень актуальными в психологии. Однако особенности этого процесса у подростков недостаточно изучены. Исследовано особенности восприятия рекламных образов женщины и влияние данного процесса на формирование гендерной идентичности у подростков. В результате выяснено, что существуют расхождения между декларативным отношением подростков к гендерным образам и их личностной коннотацией. Для девочек свойственно психосемантическое сближение образов деловой и романтичной женщины, а так же образов заботливой матери и сексуальной женщины. Виявлено, что существуют полоролевые расхождения в восприятии гендерных образов у девочек и связи между самооценкой и идентификацией с разными гендерными образами.

Ключевые слова: маскулинность, фемининность, гендерная идентичность, подростки, женские рекламные образы.

Actuality: Image of a woman and a man is widely introduced in an advertisement industry, therefore by watching television some stereotypes about appearance and specifics of a human behavior in society are formed in viewer's consciousness. The most influence experience teenagers because exactly in this age acquires active development the gender role identity, which is based on both basic psychological component and adoption of cultural models which are broadcasted in mass media. It's for that we appropriate reasonable to research an influence of advertisement images on formation of gender identity by teenagers.

A society experiences every day an influence of mass media. Lately an advertisement demonstrates images of a strong man and of a weak woman, that is why in contemporary advertisement texts its possible to notice some asymmetry which is connected with social differentiation of a gender. The image of woman in advertisement is based on some gender stereotypes ipso facto making an essential influence on their formation, especially by teenagers. At this point it's important, that the influence is used in advertisement as an activator of selling goods and services.

On a number of works is shown that gender images out of advertisement influence considerably the gender identity. To opinion of E.Giddens, identity is not finished process so long as it should be constantly reproduced and transformed, securing the adequacy of existence. Day by day the society is influenced by mass media, which are a powerful engineering tool of reality. Tuluzakova by her turn points that a frequent consolidation of gender roles is a result of adoption of gender stereotypes, based on accepted in a society ideas of maleness and femaleness. [3]

Work object: to reveal a connection between symptom complex specifics of masculinity/femininity and teenager's perception of gender images in advertising.

Research methods: we used in research such methods: structural gender-role scale of O.S. Kocharyana, E. V. Frolova [2], self-appraisal diagnostic method of Dembo-Rubinstein and personality semantic differential method. There were used also multivariate statistics methods – correlation analysis (Kendall coefficient) and criterion ϕ^* (Fisher measure).

Sample characteristic. 20 girls and 20 boys at the age of 15-17 years from Kharkover gymnasium № 12 took part at the research.

We asked them to watch 5 commercials, which demonstrate female and male images in advertising. After watching they ought to estimate the images, they've seen. TV commercials were selected owing to council of psychological consulting and psychotherapy department specialists from psychology department of V.N. Karazin Kharkiv National University. There were among of media materials: “Magne B6 Forte» commercial (successful business woman image), “Amour” commercial (romantic girl image), “Cif” commercial (successful housewife image), “Nasha Ryaba” commercial (caring mother image), chocolate “Korona” commercial (passion sexy woman image).

Findings of investigation. At the first stage of research there was identified a desire to follow some brought images by girls or a desire to meet a girl who is an image alike. (Table №1)

Table 1

A desire to be alike or that a partner is a woman image alike

Sex		Business woman	Romantic girl	Successful Housewife	Caring mother	Sexy woman
Female	+	36%	28%	36%	44%	20%
	-	64%	72%	64%	56%	80%
Male	+	10%	5%	10%	25%	5%
	-	90%	95%	90%	75%	95%

It turns out that declaratory girls don't want to follow gender images that are presented in a commercial. The most desired image is a caring mother that probably is estimated by girls as social the most welcome image. Least of all was chosen the image of romantic and sexy woman. Thereby disregarding some mass media pressure where are propagandized such values as attractiveness, sexuality, relations with men, teenage girls take these images as social undesirable and proclaim a negative treatment to images which implement similar behavior.

Boys in this age treat woman images quite haughty and haven't chosen none of them as a life-standard of their partner that can be also connected with age specifics and relations with opposite sex unavailability.

At the second stage the teenagers were describing each image using three adjectives which were divided by analysis into positive and negative. In general it should be said that the majority of reactions was positive but there was also such a tendency according to that girls showed a negative attitude towards the fifth image especially towards to sexy, emancipated woman who was characterized as harsh and haughty. While boys characterized negatively the image of successful business woman (absent-minded and blate) and romantic girl image (mercenary and venal).

Interesting is also the fact that according to a semantic differential methodology results calculating the semantic distance between own image and commercial image there was established the most semantically close images that are considered as identification. It's possible to observe that girls identify themselves mainly with images number one (successful business woman) and five (sexy woman), although they demonstrated the negative attitude to the fifth image. So it's an evidence of the fact that neglecting the upbringing girls repeat similar behavior patterns under the influence of mass media.

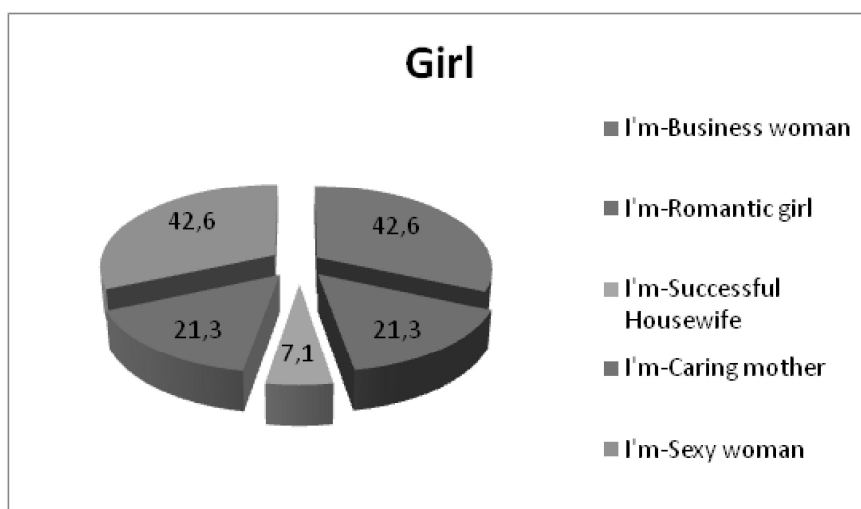


Figure 1 Identification to commercial images by girls' ratio.

One of the basic parts of data handling is a correlated analysis method. After its implementation there was obtained some connections where among them was an interesting regularity. By girls there exists a correlated connect between I'm-business woman image – I'm romantic girl image and I'm caring mother image

– I’m sexy woman image rates.

Table №2

Correlation rates between identification of images by girls

Correlations	I’m-romantic girl image	I’m-sexy woman image
I’m-business woman image	0,425*	-
I’m-caring mother image	-	0,444*

**Correlation important at 0, 01 level (double-sided)

*Correlation important at 0, 05 level (double-sided)

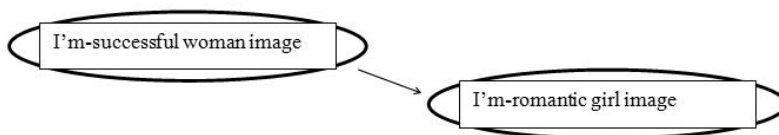


Figure 2 Correlated constellation. Connection with identification of images by girls. Notable- positive connection.

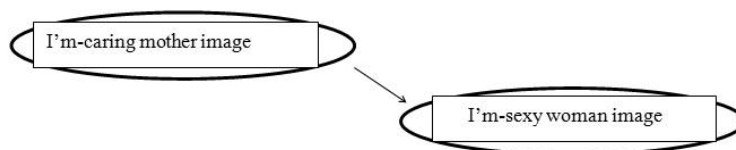


Figure 3 Correlated constellation. Connection with identification of images by girls. Notable- positive connection.

Notable that by girls are united quite opposite images especially the image of successful business woman and sexy woman image. It’s possible to see that the other pair defines the examined as girls who are more prepared for family relationships, mother care demonstration that in some way demonstrates sexual affair readiness which by force of the fifth image description corroborated. It’s ought to be pointed as well that examined girls Ego combines two aspects at the same time. Such facts indicate of unformed so far gender identity and self-discovery that can become an occasion of internal conflicts. Correlation level is represented in table №2.

Girls have also important correlations between their own maleness and femaleness indicator and some commercial images femaleness.

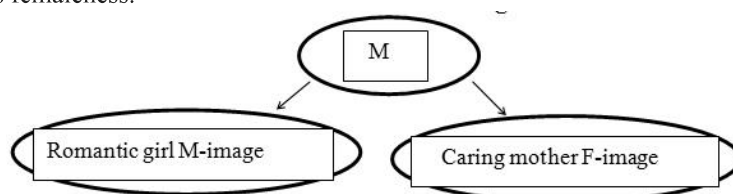


Figure №4 Correlated constellation. Connection between girls’ masculinity and woman images maleness/femaleness. Notable – direct relation.
“M” – maleness, “F” – femaleness

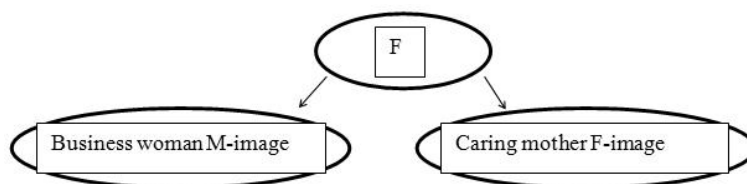


Figure №5 Correlated constellation. Connection between girls’ femininity and woman images maleness/femaleness. Notable – direct relation.
“F” – femaleness, “M” – maleness

Thereby if girls have high masculinity traits so much they endow with male traits the second image(romantic girl) and with female traits image number four(caring mother). And the higher their femininity traits are, the more they endow with male traits image number four (caring mother). Its possible that it depends on girls’ associations of mother image with own mothers whose behavior patterns are more womanlike for them that is why both female and male girls apprehend it exactly as a female and the image of business woman is apprehended as an image which demonstrates a parental approximated behavior pattern, notably more manly so there girls who demonstrate female traits apprehend it as a male.

There was established some connection between perfect self-appraisal and gender images identification by girls. (Table №3)

Table №3

Correlation rates between self-appraisal and image identification by girls

Features	I'm-business woman image	I'm-successful housewife image	I'm-sexy woman image
Desire to have a good temper	-	-	0,459*
Desire to be authoritative among peers	-0,466*	-	0,425*
Desire to be talented	-	-0,549**	-
Desire to be self-confident	-0,402*	-	-

**Correlation important at 0, 01 level (double-sided)

*Correlation important at 0, 05 level (double-sided)

Boys who select an image number five (sexy woman) don't want to have a good temper. And girls who identify themselves with business woman image don't want to be self-confident and don't want to be authoritative among peers. Those girls who identify themselves with a successful housewife image don't want to be talented but those who identify themselves with a sexy woman image want to be authoritative among peers and want to have a good temper. Note should be taken that there was got the connection of identification with demand level activities that indicates of girls' unavailability to fulfill oneself at these images and girls' directivity to the future.

Consequently to the research of connection between masculinity/femininity specifics symptom complex and woman images in commercial it's possible to make such conclusions:

1. There are some divergences between teenagers' declarative attitude to gender images and their personal connotation. At declarative level girls chose frequently a caring mother image and seldom sexy woman image. At the same time they identify themselves with sexy woman image and business woman image.

2. Its peculiar to girls a psychosemantical approximation to the business woman image with romantic girl image and caring mother image with sexy woman image that can be an evidence of both gender identity which includes many-sided aspects and presence of different gender realization purposes.

3. There are gender-role divergences by perception of gender images by girls. That's why male girls ascribe male features to romantic girl image and female traits to caring mother image. And girls with female gender-role traits ascribe some male features to business woman image.

4. There exists some connection between self-appraisal and identification with different gender images. Girls have a connection between identification with business woman image to successful housewife image to demand level that is girls don't consider themselves ripe enough for these images and are more future-oriented.

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