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TRANSFORMATION OF WESTERNIZATION-INFLUENCED NATIONAL AND GENDER STEREOTYPES IN MASS MEDIA

The paper is **purposed** to study the transformation of Westernization-influenced national and gender stereotypes in mass media products that describe the conflict between Western and Eastern worldviews.

Results. The concept of the “stereotype” refers to a constant, overgeneralized perception of a certain strata of people. Reviewing the functioning of mass media, as a form of mass consciousness, authors revealed its significant influence on the perception of the objective reality by creating in people’s minds certain stereotypes about the cultural characteristics of a country or a nation. National, racial and ethnic stereotypes compile the class of stereotypes that disfavour people, who belong to national, racial or ethnic minorities.

Scientists distinguished the following four stages of emerging national stereotypes in mass media products: non-recognition (the complete exclusion of racial or ethnic minorities from mass media, in particular, in television, cinema, press, etc.); ridicule (the glorification of the dominant group of their own image by humiliating and stereotyping minorities, portraying them as incompetent or badly educated), regulation (depicting minorities, who appear as defenders of the existing order, for example, police, detectives, spies); respect (giving national and racial minorities the full range of roles, both positive and negative, inherent in most heroes). The concept of “gender” refers to an interdisciplinary postmodern notion, that singles out the socio-gender features of sex with its essential traces of lifestyle modes, feelings, actions, expectations, etc.

Besides, regarding various specifications (namely, the concepts of female or male person identifications, “feminine” or “masculine” style of presenting and writing, provision of female or male life experience, the predominance of a certain type of behaviour mode, reflexion, imagery, etc.), the gender identifies a dramatis personae or a creator of a mass media product.

We single out the typical stereotypes about women and femininity: objectification of the female body (women are often portrayed as beauties, who must remain always young and attractive to satisfy men, this is the most evident in advertising), infantilization (transmission of femininity as the manifestation of virginity, vulnerability, naivety), “glass ceiling” (the difficulty of women to reach higher positions in the careers, which are usually occupied by men), the image of the “woman-guardian of the family hearth” (women who dedicate their lives to their husbands and families, performing unpaid reproductive work).

Conclusions. The stereotype of an inferior position of women is frequently rooted in society’s cultural background. Patriarchal society’s attitude towards women is characterized by violence, devaluation and rejection of their own “I” due to the desire to be accepted by others. Nevertheless, the authors explored Westernization-influenced ways to portray women in mass media, who are striving to remove their social, cultural, and religious limitations, imposed upon them by convictions and taboos of their own culture as the only comprehension of life and reality.