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PSYCHOLOGICAL INFLUENCE OF MODERN MASS MEDIA ON FORMATION OF GENDER STEREOTYPES

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Introduction. Modern mass media plays essential part in universal process of socialization, when a person gains personal awareness of their culture and social order. The stated process of socialization develops perception, thinking and behavior of every person. Theory of modeling tells us how a person masters new models of behavior depicted by means of mass communication. Another prominent form of socialization is acquisition of the behavior which demands team communication principles from a person. The theory of social expectation proves a person observing social state, norms, roles and control through the social life and groups of people depicted by the media.

Aim and tasks. The main purpose of the article is to study the media in the formation of existing stereotypes in society.

Results. Mass media, mirror reflecting modernity, develop knowledge of gender equality and the system in masses. Gender stereotype can be defined as peculiar means of relation between journalistic creativity and reader (text creation and its reading), sign system that facilitates mutual understanding. Gender stereotypes can be reviewed as a means of cognition and relation between sexes, which are based on images and discourse. Formation of gender stereotypes is determined by social and demographic factors, among which age and marital peculiarities between sexes, as well as education, intellect, urbanization prevail. In media gender stereotypes are characterized by dynamic, as they represent product of correlation of creative act and perception. In addition, research conducted by us is very interesting, the aim of which was to list and distinguish certain tendencies in Georgian TV commercials. From 200 interviewed respondent, aged 20-30 years, majority reckon that in commercials dominated by female, the addressee's appearance, her marital status are emphasized. In commercials intended for men, the main emphasis is drawn to power, strength and courage. Peculiarity of such type of exposure is the use of associative comparisons and psychological characterization connected with masculine stereotypes.

Conclusions. Therefore, gender stereotypes are often widespread and superstitious opinions on woman and man's abilities, features, social behavior and social functions. Lack of information concerning gender issues partly determines existence of stereotypes. Potentially, the press can play an important part in establishing gender equality. The objective of modern journalism is to break existing stereotypes, develop modern techniques and forms of evaluation and apply them in journalistic activities. As the main function of journalism is to transfer important and progressive ideas to the society, considering the time and era, including modern notion of gender and gender relations.

Key words: modern, mass media, socialization, gender, social behavior, attitudes, relations.

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ПСИХОЛОГІЧНИЙ ВПЛИВ СУЧАСНОЇ МАС-МЕДІА НА ФОРМУВАННЯ ГЕНДЕРНИХ СТЕРЕОТИПІВ

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Вступ. Сучасні засоби масової інформації відіграють істотну роль в універсальному процесі соціалізації, коли людина набуває особисту обізнаність про свою культуру і соціальний устрій. Заявлений процес соціалізації розвиває сприйняття, мислення і поведінку кожної людини. Теорія моделювання сприяє освоєнню нових моделей поведінки, зображені за допомогою масової комунікації. Ще однією важливою формою соціалізації є набута поведінка, яка вимагає від людини принципів спілкування. Теорія соціальних очікувань доводить, що людина спостерігає за соціальним станом, нормами, ролями і контролем через соціальне життя і групи людей, зображені в засобах масової інформації.

Мета і завдання. Основною метою статті є вивчення медіа у формуванні існуючих стереотипів у суспільстві.

Результати. ЗМІ, дзеркально відображають сучасність, розвивають знання про гендерну рівність і системі в масах. Гендерний стереотип можна визначити як своєрідний засіб зв'язку між журналістською творчістю і читачем (створення тексту і його читання), систему знаків, яка сприяє взаєморозумінню. Гендерні стереотипи можна розглядати як засіб пізнання і зв'язку між статями, які засновані на образах і дискурсі. Формування гендерних стереотипів визначається соціальними і демографічними факторами, серед яких переважають вікові та сімейні особливості між статями, а також освіта, інтелект, урбанізація. У засобах масової інформації гендерні стереотипи характеризуються динамікою, оскільки вони представляють собою продукт співвідношення творчого акту і сприйняття. Крім того, проведене нами дослідження направлено на виділення певних тенденцій в грузинській телерекламі. З 200 опитаних респондентів у віці 20-30 років більшість вважає, що в рекламі, де домінують жінки, підкреслюються зовнішність адресата, її сімейний стан. У рекламних роликах, призначених для чоловіків, основний упор робиться на владу, силу і сміливість. Особливістю такого типу впливу є використання асоціативних порівнянь і психологічних характеристик, пов'язаних з чоловічими стереотипами.

Висновки. Таким чином, гендерні стереотипи часто є широко поширеними і забобонними думками про здібності, особливості, соціальну поведінку і соціальні функції жінки і чоловіка. Відсутність інформації з гендерних питань частково визначає існування стереотипів. Потенційно преса може зіграти важливу роль у встановленні гендерної рівності. Метою сучасної журналістики є руйнування існуючих стереотипів, розробка сучасних методів і форм оцінки та їх застосування в журналістській діяльності. В якості основної функції журналістики є передача важливих і прогресивних ідей товариству з урахуванням часу і епохи, включаючи сучасне уявлення про гендер і гендерні відносини.

Ключові слова: сучасність, засоби масової інформації, соціалізація, гендер, соціальна поведінка, установки, відносини.

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Introduction. Modern mass media plays essential part in universal process of socialization, when a person gains personal awareness of their culture and social order. The stated process of socialization develops perception, thinking and behavior of every person. Theory of modeling tells us how a person masters new models of behavior depicted by means of mass communication. Another prominent form of socialization is acquisition of the behavior which demands team communication principles from a person. The theory of social expectation proves a person observing social state, norms, roles and control through the social life and groups of people depicted by the media. When reflecting physical and social world, mass media link their meaning to certain words, aspects of reality, social situations and categories of people. Theory of relation between words and their meanings proves that once learnt meanings and general interpretations become the basis of people's behavior. A person acquires such behavior only in case when identifying himself with the model and can adjust the model's behavior to himself. Application of the theory of relation between words and their meanings is important when analyzing stereotypes. It is obvious how the media vernacularize number of views on certain types of people [1]; each of us use mass communications in various ways, at our own taste, interests, opinion, attitudes and values. Above stated features are developed through the experience gained in different social groups and categories. Women's movement of nineteenth century and its modern phase have drastically changed a woman's role in the modern society. Nowadays a woman, as a consumer, possesses significant economic power, especially after having started work [1].

Aim and tasks. True democracy implies equal participation of women and men in social life. Media is able to play important part in the process of establishing gender equality and pluralistic society. However, simultaneously, media, has the power to deepen stereotypes existing in society and instead of supporting inclusive society promote reticence. Gender issue is directly connected with harmonious development of society and individual's role in the stated process.

It is obvious that a person is driving force of progress and the aim of this movement [2].

Gender stereotypes are widely spread and often represent imprecise opinions on abilities, features, social behavior and social functions of a woman and a man. Gender stereotypes bring attention to the idea of woman's place being at home whilst man's-outside home, that woman should be mild, relinquent, caring, that she cannot successfully manage and lead large affairs, that she only undertakes insignificant, daily chores, that she is good executor but not a creator, her intellectual abilities being inferior to those of man. A woman's obligation is to endear herself to a man, fulfil reproductive function. Thus, we assume sex is defined biologically. Gender refers to opinions, expectations and rules for women and men. It is socially determined: people are born as women or men, however they are taught and expected certain behavior, what features to have, what position to take in the family and society, what relationships to have, what rules to follow etc. This mindset is transmitted by family, people of authority, religious and cultural institutions, school, media, peers etc, other important people and institutions for socialization of a person. Gender is formed in social and cultural environment (sometimes it is said that gender is not formed bur "created") and represent combination of features, social behavior, roles and statuses which are determined for woman and man in particular society. Gender also implies viewpoint on femininity and masculinity [3].

Results. Mass media, mirror reflecting modernity, develop knowledge of gender equality and the system in masses. In journalistic work gender relations are characterized with wider range of manifestation: from content to linguistic and stylistic peculiarities. One of the means of gender expression is stereotypes. Among widespread stereotypes established by press, scholars distinguish special group of gender attitudes, which is linked through representation of relation between sexes. Images, characteristics of a woman and a man, nature of their interrelation, social functions and roles are created by mass media. Gender stereotypes can be considered as firm, extended idea equivalent to concepts of "woman" and "man" concerning behavior models and character nature, which are relevant to social roles and functions between sexes.

It is developed by the existing culture and is reflected in visual and verbal images. Gender stereotype can be defined as peculiar means of relation between journalistic creativity and reader (text creation and its reading), sign system that facilitates mutual understanding. In texts displayed by mass media we can come across two groups of stereotypes. One group depicts real state of things (for instance, women's position on lower levels in society, family, which is reinforced by defining a woman's role by particular society: raising children, doing chores etc.). The second group- not representing reality and being outdated stereotypical conception is still often used as a means of manipulation, for instance, belief of beauty and youth- being result of opulence and success. Generally, gender stereotype is formed based on personal experience and information gained from internal sources, for example: examples gained through parents' experience, being reinforced from childhood, examples

from people around, through products of art and pop culture, media culture. Gender stereotypes can be reviewed as a means of cognition and relation between sexes, which are based on images and discourse. Formation of gender stereotypes is determined by social and demographic factors, among which age and marital peculiarities between sexes, as well as education, intellect, urbanization prevail. In media gender stereotypes are characterized by dynamic, as they represent product of correlation of creative act and perception. System of gender stereotypes is based on binary opposition between masculinity and feminism, masculinity is similar to active creative, cultural, civilization origin, and feminine represent passive, reproductive, natural beginning. According to the stated are the social roles distributed, and assigned to them and are covered similarly by the media: for women- family roles, for men- professional ones.

Table 1. Manifestation of binary opposition in mass media

Binary oppositions	Image of woman	Image of man
Family and carrier	Claim that prior value is family	Regulated that prior value- successful carrier (in profession and business)
Profession and family functions	Tendency of transferring maternal obligation to professional and social fields, their obfuscation	Impossibility to transfer paternal liabilities to professional and social fields, their stratification
Carrier and social load	Compulsory statement of additional social liabilities (charity, other activities)	Maximum concentration on business, profession is depicted as strong image of a hero. Absence of additional social liabilities
Freedom and personal happiness	Promotion of necessity of woman's freedom and free will, for the personal happiness	Necessity of freedom as life value for man
Business and personal relationships	Women involved into business and work relationships are tend to solitude, especially when expressing leader features characteristic to man	Leader features characteristic to man serve as a guarantee for personal relationship success

Source: compiled by the author.

Some sociologists look for the feminine and masculine characteristic features in the basis of stereotypes. Strive for leadership, being ambitious, sense of responsibility, management and decision making skills etc. are considered to be masculine features. Rarely can women's voice be heard on "serious issues"- politics, economics, government affairs, business, defense, which according to existing stereotype are considered to be men's competence. Women can be seen in materials prepared on more "light topics" (for example art, fashion) and are rarely

seen in economists, managers, business leaders or other roles. Women are presented on TV or in newspaper articles chiefly in coverage of issues only concerning women according to widespread stereotypes, for instance in materials referring to social problems. In addition, there is lack of women respondents in TV shows on issues such as politics, government affairs, legislative changes, economics. For example, in report on a ministry, rarely can be heard female respondent's point of view concerning activities of this ministry.

It should be noted that female respondents, as a rule, are women of title- officials, culture or public figures. Media do not generally show interest in opinions of ordinary female citizens. Even less attention is paid to certain categories for instance, those representing elderly, ethnic or religious minorities [4-7]. The reason behind this kind of attitude is often the representatives of media itself being enslaved by these stereotypes. They often share and sometimes even unconsciously spread stereotypes of the role of woman already existing in society. Lack of information concerning gender issues partly determines existence of stereotypes. Potentially, the press can play an important part in establishing gender equality.

Therefore, media should regularly cover issues connected with female problems, facilitate discussion on gender stereotypes for better awareness of the society. However, media is to blame for little interest towards the stated topics, as well as manner of their coverage [8-10].

In addition, research conducted by us is very interesting, the aim of which was to list and distinguish certain tendencies in Georgian TV commercials, such as features assigned to characters, their social role, abilities, gender balance in commercial, stereotypical attitudes towards both sexes and compliance of the commercial with the recognized standards (table 1, table 2, fig. 1).

Table 2. The results of a survey of comparisons of characteristics in mass media

№	Questionnaire	Yes	No	Partly
1.	Are female and male gender images equally presented in commercials?	55%	37%	8%
2.	Are beauty and tenderness in commercials linked to female image?	85%	4%	11%
3.	Are physical strength, assertion in commercials linked to male image?	80%	7%	13%
4.	Do men perform the parts of businesspersons, doctors, people of serious professions in commercials?	70%	12%	18%
5.	Do women in commercials most frequently perform parts of those engaged with household chores, raising children?	65%	10%	30%
6.	Do photo/visual materials highlight physical aspects of woman?	70%	10%	20%
7.	Do some photo/visual material of commercial disgrace woman?	60%	15%	25%

Note: Interviewed 200 respondents, aged 20-35.

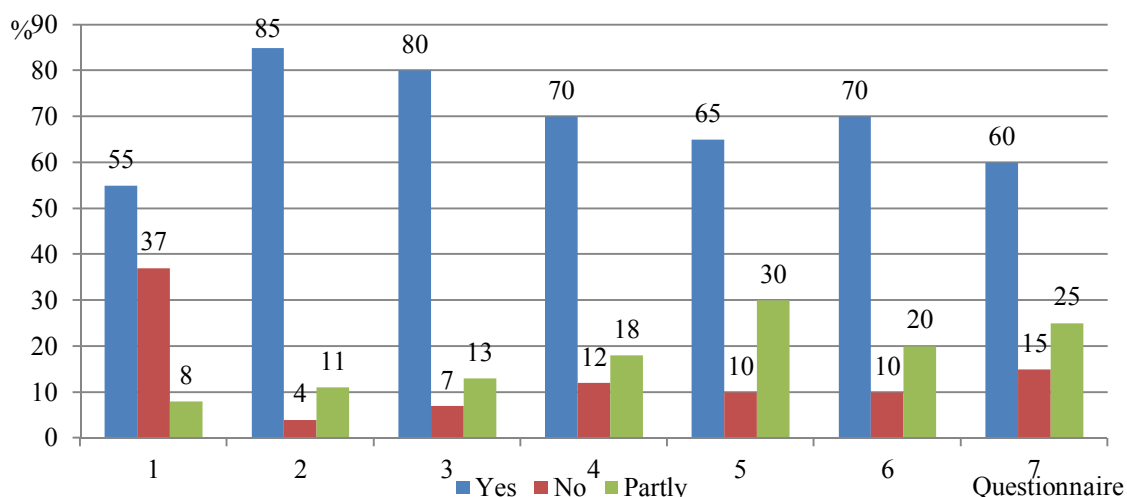


Fig. 1. Diagram of research results

Source: compiled by the author.

Conclusions. Therefore, gender stereotypes are often widespread and superstitious opinions on woman and man's abilities, features, social behavior and social functions. The objective of modern journalism is to break existing stereotypes, develop modern

techniques and forms of evaluation and apply them in journalistic activities. As the main function of journalism is to transfer important and progressive ideas to the society, considering the time and era, including modern notion of gender and gender relations.

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