

## GENDER-RELATED LANGUAGE CONSTRUCTION IN ENGLISH AND UZBEK ADVERTISING TEXTS

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## INGLIZ VA O'ZBEK REKLAMA MATNLARIDA GENDER TILSHUNOSLIK KONSTRUKSIYALARI

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## ГЕНДЕРНЫЕ ЯЗЫКОВЫЕ КОНСТРУКЦИИ В АНГЛИЙСКИХ И УЗБЕКСКИХ РЕКЛАМНЫХ ТЕКСТАХ

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**Abstract:** This article studies the gender-related language construction in advertising texts created in English and Uzbek using a corpus linguistics approach. Within the framework of the article, based on texts collected from the Internet, print media, television and other platforms, the frequency, collocation and syntactic-semantic properties of expressions such as "for women...", "for men...", "real men...", "delicate nature" are studied, and the level of gender stereotype or neutral approach in advertising is assessed.

**Keywords:** advertising texts, gender stereotypes, corpus linguistics, syntax, semantics, word usage, "for women", "for men", "real me", "subtle nature", neutral approach, psychological impact.

**Annotatsiya:** Ushbu maqolada korpus lingvistikasi yondashuvidan foydalangan holda ingliz va o'zbek tillarida yaratilgan reklama matnlarida gender bilan bog'liq til qurilishi o'rganiladi. Maqola doirasida internet, bosma ommaviy axborot vositalari, televideniye va boshqa platformalardan to'plangan matnlar asosida "ayollar uchun...", "erkaklar uchun...", "haqiqiy erkaklar...", "nozik tabiat" kabi iboralarning chastotasi, birikmasi va sintaktik-semantik xususiyatlari o'rganilib, reklamada gender stereotipi yoki neytral yondashuv darajasi baholanadi.

**Kalit so'zlar:** reklama matnlari, gender stereotiplari, korpus lingvistikasi, sintaksis, semantika, so'zlardan foydalanish, «ayollar uchun», «erkaklar uchun», «haqiqiy men», «nozik tabiat», neytral yondashuv, psixologik ta'sir.

**Аннотация:** В данной статье изучается гендерно-обусловленная языковая конструкция в рекламных текстах, созданных на английском и узбекском языках, с использованием подхода корпусной лингвистики. В рамках статьи на основе текстов, собранных из Интернета, печатных СМИ, телевидения и других платформ, изучаются частотность, сочетаемость и синтаксико-семантические свойства таких выражений, как «for women...», «for men...», «real men...», «delicate nature», а также оценивается уровень гендерного стереотипа или нейтрального подхода в рекламе.

**Ключевые слова:** рекламные тексты, гендерные стереотипы, корпусная лингвистика, синтаксис, семантика, словоупотребление, «для женщин», «для мужчин», «настоящее я», «тонкая натура», нейтральный подход, психологическое воздействие.

### INTRODUCTION (ВВЕДЕНИЕ/KIRISH).

Advertising is one of the most important forms of modern social communication, created to attract

consumer attention, introduce a product or service to the public, and stimulate sales. It is widely distributed on platforms such as the media, the

Internet, outdoor banners, print media, radio and television. By analyzing advertising texts, one can obtain rich information about social, cultural and linguistic processes in society, including gender stereotypes, their use or violation tendencies.

English and Uzbek languages have their own characteristics in the advertising industry. In particular, in some cases, advertising as a “product for women”, making statements such as “a man should do...”, reinforcing gender role clichés through various psychological methods of influence, or, conversely, presenting the roles of women and men in a modern approach, not in opposition, but in an equal and free manner - all this shows how gender language construction is formed in advertising.

**MATERIALS AND METHODS (ЎИТЕРАТАРА И МЕТОД/ADABIYOTLAR TAHLILI VA METODLAR).** Although the study of language and gender relations began in Western linguistics in the 1970s, the analysis of gender representation and linguistic expression in advertising developed rapidly in the 1980s and 1990s. Goffman (1979) in his work *Gender Advertisements* was the first to deeply study the stereotypical roles in which women are presented in the media, especially in advertising, and how men are recognized as powerful or active individuals and women as passive, beautiful objects. Later, researchers such as Lazar (2006), Mills (2008), Gill (2007) showed different styles of gender language in advertising, and the characteristics of reinforcing or criticizing social roles [1].

In English linguistics, the semantic function of certain gender clichés used in marketing communication - such as «real men», «for her», «because you are worth it» (L'Oréal slogan) – in the text, the mechanisms of psychological impact on the target audience, and their connection with socio-political processes in society have been studied. In Uzbek, while gender issues in advertising language have been studied relatively little, recently some articles have appeared at the intersection of marketing, sociology and linguistics. This mainly emphasizes the presentation of traditional images of «women-girls», «mother», «housewife», the dominance of reflecting «strength, power, courage» in products intended for men, and the strength of divisions such as «only for men» in linguistic methods [2].

Advertising language is characterized, first of all, by its expressiveness, brevity, imagery, and memorability. Therefore, advertisers usually widely use vivid epithets, emotional undertones, deviations from formal language norms (brief appeals, emotional words), exaggeration, parallel construction, repetition, and semantic diversions such as “We know you’re right, this is only for you...” (Cook, 2001).

The main purpose of the article is to analyze the gender-related language construction in English and Uzbek advertisements, in particular, lexical, syntactic and semantic features using the corpus linguistics method, to determine the level of stereotypical or neutral approach, and to explain the mechanisms of psychological impact [3].

The research first of all envisages the creation of a corpus of advertising texts in English and Uzbek. This database is compiled from various sources: internet banners (for example, websites of major brands, official pages on social networks, Google ads), print publications (The Guardian, Cosmopolitan, GQ, Glamour, The Times; or “Darakchi”, “Hordiq”, “Oila davrasi”), transcriptions of television spots (BBC, ITV, CNN, ESPN; channels such as “O‘zbekiston”, “Zo‘r TV”, “Sevimli”). Once the corpus is created, it will contain gender-related words and phrases such as «woman(s)», «man(s)», «women-girls», «only men», «real men», «just for her», as well as frequently used words and phrases associated with them [4].

After that, frequency and collocation analysis are carried out, and the positive, negative or neutral connotation of words and phrases in advertising texts is determined.

#### **DISCUSSION(ОБСУЖДЕНИЕ/МУНОКАМА)**

From the texts of English advertisements of more than 500 thousand words, the following number of key words (frequency per 100 thousand words) was observed: “for men” – 35, “for women” – 42, “real man - real men” – 8, “real woman - real women” – 3, “man up” – 5, “be gorgeous”, “be beautiful” – 45 (sometimes the phrase “be gorgeous!” is found in advertisements mainly aimed at the female segment), “strong” (in advertisements for men) – 28, “delicate” (in advertisements for women) – 20.

From these indicators it can be seen that the term “women” is more common than “men”, which corresponds to the large number of advertisements

for products (cosmetics, perfumes, fashion) aimed at women. The phrase “real men” is significantly more common than “real women” – this indicates the promotion of the cliché of “masculinity”[5].

Collocational analysis, first of all, determines with which lexemes a certain word or phrase occurs in advertising texts, and reveals the semantic relationships between them. In gender-related advertisements, the association of phrases such as “for men” or “for women” with various adjectives and terms demonstrates a stereotypical image or a method of targeted influence between the product and the audience. The following observations show how advertisers try to attract the attention of the audience by adding ideas such as sport, strength, speed to the phrase “for men” or by instilling principles such as beauty and elegance into the phrase “for women”.

### **RESULTS (РЕЗУЛЬТАТЫ/NAIJALAR).**

Sometimes, gender-neutral phrases such as “for everyone” and “for all skin types” are also present, but their frequency lags behind the traditional approach [6].

“for men” is often associated with adjectives such as “sport, power, speed, unstoppable, tough”. In some car and sporting goods advertisements, you can come across the phrase “man up!”, which means “be strong, don’t be afraid”.

“For women” is often associated with phrases such as “beauty, gentle, smooth, glamorous”. Cosmetics, perfumery, and fashion brands use socio-psychological motivation tactics such as “because you are worth it”.

Some advertisements also contain gender-neutral phrases (“for everyone, for all humans, for all skin types”), but this is less common than the traditional division [7].

### **CONCLUSION (ЗАКЛЮЧЕНИЕ/XULOSA).**

This article presents the results of a study of gender-related language construction in English and Uzbek advertising texts using the corpus linguistics method. The analysis of the texts collected within the framework of the article (Internet banners, television, print publications) shows the following:

In both languages, the theme “for women - beauty, tenderness, home-making”, “for men - strength, power, foreign affairs, courage” is widely

used in advertising. This is convenient for market segmentation of brands and helps to quickly find an audience, but increases the risk of reinforcing old views on gender roles in society.

Among Western brands, strategies such as “for everyone”, “all inclusive” are emerging, and there is an increasing tendency to abandon distinctions such as “real men, real women”, breaking stereotypes. In the Uzbek market, some cosmopolitan brands and young entrepreneurs are also trying to keep up with modern trends, but this is still relatively rare in the general picture.

The language of advertising is based on the tactic of arousing strong motivation or emotion in people through imperative forms, commands, emotional words, gender stereotypes or clichés that reinforce expectations. Text structure, semantic progression and collocations play an important role in this.

Advertising has the power not only to sell products, but also to shape the mentality of society, to strengthen or break stereotypes. If women are only emphasized as “beautiful” and men as “strong”, some social groups may feel discriminated against or limited. On the other hand, gender inclusive brands contribute to changing the consciousness of society in a progressive direction.

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