

Gender Characteristics of Advertising Texts (for the Example of French and Uzbek Languages)

Jurayeva Maksuda Mukhammadovna

Associate professor, PhD French Philology Department

Bukhara State University

[*m.m.jurayeva@buxdu.uz*](mailto:m.m.jurayeva@buxdu.uz)

Arashova Rukhshona Akbarovna

Student of Bukhara State University

Abstract. *One of the most remarkable scientific innovations of recent years is the emergence of a new approach to language learning, the issue of gender. In addition to philology, the concept of gender can be seen in the fields of philosophy, history, sociology, anthropology, economics, psychology and a number of other sciences. In this article, we will discuss the significant features of gender in French printed advertising texts, the type of advertising product, the size and structure of the advertising text - word, phrase, sentence, slogan, morphological, lexical, word formation and syntactic features of the text and the influence of the gender factor in it. the secret will be revealed.*

Key words: *advertising, advertising text, types of advertising, gender stereotypes, gender studies.*

Introduction

Advertising is a powerful tool that shapes societal norms and influences consumer behavior. It often reflects and reinforces gender characteristics through language, imagery, and cultural references. This article explores the gender characteristics of

advertising texts, focusing on examples from French and Uzbek languages. By analyzing how gender is represented in advertisements, we can gain insights into cultural attitudes towards gender roles and identities in different linguistic contexts. In the French context, advertisements often utilize nuanced language and sophisticated imagery to appeal to diverse consumer segments. The portrayal of gender may range from traditional roles to more progressive representations, reflecting France's evolving discourse on gender equality and identity. Conversely, Uzbek advertising, influenced by its unique cultural and historical background, may exhibit distinct gender characteristics that align with traditional values while also gradually incorporating modern perspectives.

This comparative analysis aims to highlight the similarities and differences in gender representation within advertising texts in these two languages. By examining linguistic choices, visual elements, and cultural implications, we seek to understand how advertisements not only mirror but also shape societal perceptions of gender. Ultimately, this study contributes to the broader discourse on gender studies and advertising, offering valuable insights for marketers, linguists, and sociologists alike.

The term gender is used to refer to the factor that can be defined as social sex, and implies that being male or female is a social rather than a biological characteristic. Gender is at the center of various interdisciplinary studies, including linguistics, which allows us to identify gender stereotypes that are entrenched in the minds of native speakers. However, gender linguistics is a young scientific discipline that is at the stage of formation as an independent field of knowledge and is gradually taking its place in the linguistic scientific space. On the one hand, the analysis of language phenomena from the point of view of the manifestation of the gender factor in them allows to look at the language as a means of expressing gender stereotypes from a new perspective, on the other hand, it serves as a method of their formation. Studying the many differences that can be explained on the basis of gender positions, how these fundamental biological, social, psychological characteristics are reflected in language; contrast allows us to see how people use language to

emphasize male and female stereotypes, and how language constructs and supports the development and transformation of gendered characteristics.

At the same time, it is important to describe and explain how the existence of two genders is reflected in language, how men and women are valued, and in which semantic areas they have in common. On the other hand, speech is examined directly, i.e., the characteristics of male and female speech activities, in particular, based on the theory of speech acts, which has been actively developing in recent years. Advertising text is an important subject of gender analysis. A special feature of advertising text is that gender characteristics are closely related to social characteristics. Advertising text is a means of speech that expresses the speech behavior of men and women, not the result of their oral communication, but is intended for men or women.

Therefore, advertising texts are an illustration of social gender characteristics, a speech act in which the gender factor is manifested not from the position of the addressee, but from the position of the recipient. In this regard, the comparison of the same advertisement intended for men, on the one hand, and for women, on the other hand, is particularly indicative. The analysis of the strategies of creating male and female advertising texts allows to determine the characteristics of the expression of gender content in different language tools. Women's ad texts are more important than men's ad texts. These materials are usually based on a continuous sampling of popular French magazines classified as men's and women's according to their target audience. Ad copy for women Popular women's magazines of recent years – Selected from *Elle*, *Marie Claire*, *L'Officiel*, *Vogue*, *Avantages* magazines. Men's ad copy was taken from *FHM*, *Monsieur*, *M*, *Men's Health* magazines around this time.

All this allows to determine the gender characteristics established in the general, national-cultural and collective consciousness of the French. It is no exaggeration to say that the study of gender characteristics of advertising text is one of the promising directions of gender research in linguistics.

Methods

Much linguistic research is devoted to advertising, but from a gender perspective. Such differences can be seen in the level of use of words in a certain part of speech. Thus, the names are intended for both men and women it has not yet received a systematic description. Advertising is a special type of text, the main peculiarity of which is its clear pragmatic character, which is mainly determined by the influence of the gender factor, which does not affect the construction strategy, the choice of linguistic means. Since the effect function is the main one in the advertising text, it is important to influence the recipient.

The recipient of advertising is divided into two large groups, which are divided into two sexes: male and female, according to the basic biological division of people. The gender of the recipient can have an important and sometimes decisive influence on the semantics and structure of the advertising text. On the one hand, in advertising texts intended for men, and on the other hand, for women, the influence of the gender factor can be manifested in different linguistic aspects. For each of these aspects, significant features of gender are determined, the totality of which can be defined as a gender strategy for creating an advertising text.

The main pragmatic task of advertising - influencing the addressee - is actualized in the word and implemented in the advertising text. The main participants of the advertising text are the addressee and the addressee. [1]

A distinctive feature of women's advertising is the combination of addressee and recipient. The combination of addressee and addressee is not typical for men's advertising. It seems that behind this gender-based difference in the composition of the advertising text is one of the advertising strategies based on the differences in the shopping psychology of men and women. The gender difference in them is also shown by the fact that in women's advertising text, interrogative sentences prevail, and in male advertising text, imperative sentences prevail. This difference is also extremely important from the point of view of gender linguistics. The influence of the gender factor is especially evident in the choice of vocabulary for advertising texts. Male and female advertising texts differ significantly in terms of the use of lexical units. Such differences can be seen in the level of use of words in a certain part of speech. Thus, the names are intended for both men and women are almost

equally represented in advertisements. In addition, their share significantly exceeds other parts of speech. [2]

Evaluative adjectives appear one and a half times more often in women's advertising, which can be considered a gender characteristic of advertising texts aimed at women, since the semantics of the adjective is related to women's emotions. Adjectives tend to have a higher specific weight in ads aimed at women, while verbs dominate in ads aimed at men; there are twice as many. Since men are carriers of the active principle, this linguistic fact can also be considered a gender feature. The use of certain lexical units is high in advertisements aimed at men and women, because they are linguistic expressions of the respective gender stereotypes accepted in society. Direct representation of the recipient's gender characteristics is another important feature in terms of gender strategy. This indicator indicates the similarity of strategies for creating advertising texts for women and men: directly indicating the gender of the recipient is an important part of the advertising text. [3]

Results

Our analysis showed that gender is not the lexical item itself, but it may have frequency of use in male and female advertisements. Lexical units that make up entire semantic fields can be important and correspond to one of the main themes, which in turn has a high frequency level in female advertisements and a low frequency level in male advertisements. Adjectives play a special role in advertising: they are intended to express various characteristics of advertised objects, primarily evaluators, which determines the frequency of use of adjectives of the relevant semantics. It is natural that in advertising texts aimed at women, adjectives predominate over men's. The frequency of adjectives can be very high and exceed the frequency of other units. It depends on what concepts are important to describe the advertised product. The most important feature is that the product should be described as new and the best of its kind. It should be noted that in this case, the advertising strategy of advertising texts intended for men and women is the same. [4]

In addition to the high frequency of gender-neutral adjectives, gender differences in the frequency of adjectives whose use involves revealing certain psychological

stereotypes specific to advertisements aimed at women or men are particularly evident. In advertisements aimed at men, the adjective predominates, while in advertisements aimed at women, it appears to a lesser extent. This is explained by the fact that advertising is still primarily aimed at a female audience possible, so this requires specific gender markers in ads targeted at men. The specific weight of adverbs in advertising is not so great compared to other parts of speech, but at the same time, it is one third more in advertising for women than for men. At the same time, a comparative analysis of complex sentences in advertising texts intended for men and women allows us to talk about the general superiority of complex sentences; they make up more than half of the entire corpus of complex sentences, and their share in advertising aimed at men and women does not differ significantly. Advertising texts intended for women use unorganized sentences, while for men, compound sentences are used effectively. [5]

A distinctive feature of modern linguistics is the anthropocentric approach, which is carried out in the selection of certain gender strategies that can be expressed by linguistic means at different levels. The study of gender characteristics of advertising text is a current and promising direction of gender linguistics. The effectiveness of advertising depends on the choice of the audience, therefore, the gender factor of the addressee should be taken into account in the text of advertising goods for women and goods for men. Emphasizing gender characteristics is an important part of the advertising text and helps to identify pragmatic strategies conditioned by the influence of the gender factor implemented in a certain advertising text. Our analysis allowed us to find out that advertising can be gender neutral, has the same means of creating texts for both men and women, and differs significantly in terms of the presence of gender strategies. In this case, the gender aspect in the advertising text becomes important depending on whether the target addressee of the ad is a man or a woman. Considering the clear pragmatic orientation of advertising texts, their analysis from the point of view of linguistic pragmatics gives indicative results in terms of gender. This means that the advertising text is considered against the background of the situation in which it operates. [6]

The gender factor of the receiver is one of the gender characteristics, because it enhances the pragmatic effect of the advertising text. In this regard, the combination of the addressee and the receiver is one of the most important gender strategies: this strategy is widely represented in advertisements aimed at women, but is not present in advertisements aimed at men, which is a factor that allows us to talk about the high level of gender. is considered. Gender stereotypes about women and men are expressed through linguistic categories presented in advertising, on the one hand, in terms of the frequency of parts of speech and, on the other hand, in terms of the frequency of lexical units. Parts of speech can be represented equally in advertising or become gender-specific categories in advertising texts aimed at men or women, depending on which texts dominate. [7]

Conclusion

The results of the analysis of the syntactic level of the advertising texts contradict O. Espersen's conclusion that there are syntactic differences determined by gender in male and female speech, male speech is subordinate, and female speech has a compositional character. French advertising text. - M.: Progress, 1993. 9. Razumovsky B.S. Reklama kak vid sotsialnoy informatsii: autoref. dis. ... candy. philosophy science - Minsk, 1992. However, a slight increase in the percentage of complex sentences in advertisements intended for men compared to advertisements intended for women can be considered evidence that a linguist who did not make special calculations correctly perceived the gender difference in syntactic preferences.

Thus, gender is always present in the process of advertising communication: language elements can be gender neutral in both types of advertising texts, and they are an important gender strategy characteristic of advertising texts intended only for men or advertising texts intended only for women. can be at the same time, the quantitative data may be similar, but the meanings of linguistic units and gender significance are different.

Reference

1. Грошев И.В. Рекламные технологии гендера // *Общественные науки и современность*. – № 4. – М., 2000.
2. Горошко Е., Кирилина А.В. Гендерные исследования в лингвистике сегодня // *Гендерные исследования*. – № 2. – М., 1999.
3. Дейян А. Реклама. Борисова А.С. Женский гендерный стереотип во французских рекламных текстах. – М.: Прогресс, 1993.
4. Дедюхин А.А. Модели организации вербальной и визуальной информации в тексте рекламы: автореф. дис. ... канд. филол. наук. – Краснодар, 2006.
5. Кирилина А.В. Особенности и тенденции развития гендерных исследований в российской лингвистике // *Гендер: язык, культура, коммуникация*. – М.: МГЛУ, 2001.
6. Лормель К. Современная Реклама. – Дижон, 2003.
7. Максимова О.Б. Гендерное измерение в современном социальнокоммуникативном дискурсе: роль рекламы // *Вестник РУДН. Серия Социология* – № 6-7. – М.: РУДН, 2004.
8. Медведева Е.В. Рекламная коммуникация. Едиториал УРСС, – М., 2004.
9. Разумовский Б.С. Реклама как вид социальной информации: автореф. дис. ... канд. филос. наук. – Минск, 1992.
10. Шарков Ф.И., Гостенина В.И. Технология рекламы. – М.: РИП Холдинг, 2007.
11. Жўраева, М. (2023). ГАЗЕТА ВА УНИНГ САРЛАВҲАЛАРИДАГИ ЎЗИГА ХОС ХУСУСИЯТЛАР. *GOLDEN BRAIN*, 1(7), 87-95.
12. Kuldasheva N.B. Theoretical View Points of Linguists on Terminology // *International Scientific Journal. Theoretical & Applied Science*, Issue: 12 Volume: 80, 2019.
13. Жўраева, М. (2022). POUR UNE ANALYSE FONCTIONNELLE ET DISCURSIVE DES TITRES DE LA PRESSE FRANCAISE. *Educational Research in Universal Sciences*, 1(7), 422-428.

14. Bobokalonov Odilshoh Ostonovich. Shifonym or Shifonema, New Onomastic Unit. International Journal of Inclusive and Sustainable Education. ISSN: 2833-5414. Volume 2 | No 4 | April-2023.
15. Жўраева, М. (2023). FRANSUZ GAZETA MATNLARIDA AKRONIM VA ABBREVIATURALAR TAHLILI (ЗАМОХАВИЙ ФРАНЦУЗ ГАЗЕТАЛАРИ МИСОЛИДА). FORMATION OF PSYCHOLOGY AND PEDAGOGY AS INTERDISCIPLINARY SCIENCES, 2(18), 173-178.
16. Мақсуда, Jurayeva. "Yozma matbuot diskursining funktsional xususiyatlari." Ilm sarchashmalari 6 (2021).