

GENDER CHARACTERISTICS IN ADVERTISING TEXTS

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Abstract: This article is devoted to the usage of genderly marked words in advertisements. The research source of this science is the study of the gender characteristics of the language, in which there are two issues: differences and characteristics of women's and men's speech. The results of our investigation indicate that there are few significant differences between the language used by women and that used by men in this particular situation. Studies suggest that the use of powerful speech makes the speaker appear more authoritative and credible. The article discusses the problem of gender linguistics in the aspect of its emergence and formation, primarily in the English-language analyzes the specifics of gender noisy speech on the material of the Uzbek language

Key words: linguistics, gender characteristics, female speech, male speech, advertising texts, genderly marked words

All speech activities in the study of gender issues in linguistics forms: written and spoken texts can serve as objects of research. There are many works devoted to these issues in world linguistics. Language and gender. The reason why special importance is given to the discourse in the study of the problem is the conversation itself many phenomena conditioned by the signs of femininity and masculinity, including the feminine of speech or male characteristics occur. In this respect, the gender of the discourse. Revealing the features gives very interesting information.

Development of linguistics in the 20th century and important trends in the 21st century such as sociolinguistics, psycholinguistics, computational linguistics, cognitive linguistics. It is not for nothing that bordering areas are defined, because these areas directly affect the language learns in connection with practice. This takes linguistics to another level along with raising, to further clarify the ideas about the

language, its structure to a deeper analysis, the development of language, psychological and physiological processes in a person helps clarify issues such as the importance of language.

Recently, the mass media, in particular, on the pages of our press publicist reports on gender relations have increased significantly. Especially, considerations aimed at increasing the role of women in society are very important. These are the most serious results achieved in socio-psychological research before that it turns out to be related to the concept of gender to one degree or another. After that, gender, i.e., the term "gender" begins to take an active part, its sociolinguistic it is necessary to clarify its content as a concept¹.

According to Kirilina there are two researches in gender issues gender problem in humanities. In sociology, psychology the studied research is the basis for linguistics. Gender as a category and anthropological status is studied.

a) general principles of gender analysis.

- gender is a product of culture and social development and has a comparative character; is recognized as a conventional essence.
- gender is variable like other sociocultural constructs.
- gender is a universal category; the uniqueness of gender within each discipline and it is necessary to take into account which methods are used to study.

b) linguistic principles of gender analysis.

- gender is considered an important criterion of communicative dialogue.
- the cultural symbolic nature of gender gives rise to analogies related to gender causes to come.
- Linguistic methods for studying gender aspects of language and communication is used. Generally used in linguistics (sociolinguistic, psycholinguistic, linguistic and cultural studies and other) methods are used.

¹ : Кирилина А.В. Исследование гендера в лингвистических научных дисциплинах// Гендерные образование в системе высшей и средней школы: состояние и перспективы: Материалы международной научной конференции, Иваново, 24-25 июня 2003 г. – Иваново: Иван.гост.ун-т, 2003. – с.с.132-138.

Linguistic genderology or the problem of gender linguistics. Gender Linguistics is as unique as any new direction to the edges, that is, it is a new direction in which the categories of the apparatus of concepts are not clearly formed. This new direction is in the process of forming its own research methods and methods. At the same time, scientists in the scientific field of linguistics from the methods of linguistic research and sociolinguistics, psycholinguistics and other humanities (linguistics, history, literary studies, etc.) methods are used. Women's speech is phonetically, lexically and grammatically different from men's speech does. But from this we conclude that there is a special women's language or a men's language it won't happen. Observations revealed that the speech of men and women is biological and psychological the contradiction is clearly visible. Biologists say girls speak faster than boys. They originally sounded different and start to pronounce words and sentences on this basis, and boys while pronouncing complete sentences. Girls to boys up to eight years old have normal speech significantly² The study of the relationship between language and gender brings to the fore the following questions: how men and women conduct a conversation, what language means they use and why they are used. So, the person is in the language, the language is in the person. Everything that is in a person, in the surrounding reality, is reflected in vocabulary and in paroemias and is formed in the form of psycho-images in the consciousness of a person. FEATURES OF MEN'S AND FEMALE UZBEK SPEECHES V.P. Belyanin believes that at present we should not talk about gender, but about the specifics of the speech production of men and women. These two processes are implemented in different ways in the speech and speech behavior of speakers. Men tend to be harsh and proactive in conversation. Many scholars argue that men express their thoughts shorter than women. In masculine speech, abstract nouns prevail, and in feminine - concrete nouns. Men more often use nouns and numbers, while a woman's speech is saturated with verbs. In their speech, women pay more attention to emotionally evaluative vocabulary, while men use

² Гриценко Е.С. Язык как средство конструирования гендера. Диссертация на соискание ученой степени доктора филологических наук. – Нижний Новгород, 2005.

stylistically neutral vocabulary. Women are primarily inclined to intensify positive assessments. Application men of stylistically reduced vocabulary contributes to a negative assessment: they use dialectics, and women's speech in many cases contains stylistically colored vocabulary. One of the typical properties of the female speech is expressed hyperbolization through the predominant use of words like "howl", "ah". Speaking about syntactic units, we can confidently state that in Uzbek speech, men often use complex sentences, especially with subordinate clauses, places and goals, and women widely use complex sentences with subordinate clauses and comparisons. Thus, the Uzbek male and female speech has significant differences. Men and women use the same language units, but the semantic, stylistic, and formative palette is often different. In the male Uzbek speech, edification prevails, a certain category combined with gentleness and politeness. The second components are prominent in speech addressed to women, children (especially girls). In Uzbek female speech, softness, politeness, servility, affectionateness, some shyness and expression of loyalty in speech addressed to the husband and husband's relatives, children, etc. dominate.

The phonetic specificity of women's speech is evident in different situations of speech habit emerges. A man's voice is thick, strong, mixed with a little roughness³. For instance, we can refer to an advertisement about uzbek national brand Artel. A woman uses " Xo'p bo'ladi" which is the politest way of saying ok in Uzbek language. Whereas a man says just " Xo'p" in a rude way. The words such as "o'rgilay, aylanay, qoqundi, girgitton" and others are only used by women for expressing their pampering and kindness.

An Advertising text it is a writing written with the intention of persuading or convincing readers of something. It is a tool widely used in advertising, as it is a type of text aimed at potential customers to buy or use a certain product or service.

It is also called an advertisement, and is usually accompanied by short phrases (or slogans) repeated over and over again, in order to be recorded in the memory of reader

³ Мўминов С. Ўзбек мулоқот хулқининг жинс жиҳатдан хосланиши // Ўзбек тили ва адабиёти, 64-66 бетлар.

s, viewers and consumers in general. Through advertising text, what has been called mass culture can be generated.

The aim of this resource is to highlight and promote something, be it a product (any type of object, such as books, appliances, cars, flats, and even tourist destinations) or a service (in the case of agencies, real estate, tourism or sales companies and product rental, etc.).

The interesting thing about advertising text is that it not only serves to stimulate the consumption of the population, but also through it the transmission of certain social, educational or cultural values can be achieved.

In this way, a change in the behavior of a specific section of society can even be achieved, since its reach is usually massive: through television, newspapers, billboards in the streets, etc.

The advertising text is characterized by using different resources: literary, visual and auditory, with very attractive content for the public (or at least that is the intention). In this sense, the text has to connect with its target audience so that it has the possibility to influence people. Modern linguistic science, one of the main characteristics of which is anthropocentricity, in recent decades has been actively turning to the social factor and dealing with man and everything connected with him, studying him through language and through language. One of the most notable scientific events of recent times is the emergence of gender studies as a fundamentally new approach to language learning.

The term gender is used to refer to what can be defined as social sex, and means that being male or female is not only a biological, but also a social characteristic. Questions related to the action of what in modern terminology is referred to as the gender factor were raised back in antiquity when understanding the category of grammatical gender from the point of view of the biological division of people into two sexes.

A lot of linguistic research has been devoted to advertising, but from a gender point of view it has not yet received a systematic description. In this regard, the

scientific novelty of this dissertation is determined not so much by the choice of advertising text as an object of research, but by the use of a gender approach to the material. For the first time, based on the material of French magazine advertising, the effect of the gender factor is revealed, that is, the gender-related characteristics of the advertising text are determined, relating to various aspects of its structure, semantics and functioning.

CONCLUSION

Gender is a multifaceted concept. Therefore, it is related to gender problems are the object of examination of many fields. In particular, sociology, research in various aspects of gender in such disciplines as psychology, cognition, linguistics is being done. Gender as a social device has a special place in the science of linguistics. Therefore, the most studied field of gender is linguistics. In the Uzbek language, like all languages in the world, thought is only linguistic rather than non-linguistic (extralinguistic or paralinguistic) tools - it is also expressed using signs and implicit sounds. Gender differences can also be observed in non-verbal means that supplement speech. Therefore, non-verbal tools from extralinguistic foundations are also gendered it is necessary to research from the point of view of linguistics. Because men and women are unique and has facial expressions and gestures.

Gender differences in the speech of men and women have been present at all times. Religion has made its own adjustments to the differentiation of male and female speech. So, according to the canons of Islam (and Christianity), women's speech could not be dominant, and often even equivalent to men's in solving serious social, state and other problems. Thus, female Uzbek speech until 1917, when a woman was under the veil, and female Uzbek speech during the Soviet period and now has serious differences both in lexical and moral-ethical and other aspects. The modern speech of an Uzbek woman is free, multi-problematic, semantically and stylistically rich, in which a combination of education and national-linguistic traditions formed in the process of the historical and cultural development of the Uzbek society as a whole can be seen. This phenomenon brings gender studies to the for male and female speech, such a problem

as the study of the evolution of male and female Uzbek speech in a historical context, which is of great theoretical and practical importance for clarifying the origins of the formation of such qualities of female speech as shyness, affection, restraint, emotionality, and male speech - some categorical, brevity, respect, etc. Modern gender differences in the speech of men and women of genetic carriers of the Uzbek language are clearly manifested in all their age periods. The difference is that, depending on age, these gender differences have their own characteristics.

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