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**LINGUISTIC AND GENDER FOUNDATIONS OF ADVERTISING
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This article explores the linguistic structure of advertising texts and the ways gender is constructed and represented within advertising discourse. Drawing on theories of discourse analysis, gender linguistics, and pragmatics, the study examines how language choices in advertising reflect and reinforce gender stereotypes while simultaneously adapting to contemporary social transformations. The research focuses on lexical, stylistic, and pragmatic features of advertising texts aimed at male and female audiences. The findings demonstrate that advertising discourse employs gender-specific linguistic strategies to influence consumer perception and behavior. At the same time, emerging trends toward gender-neutral and inclusive advertising reveal a gradual shift in communicative practices.

Keywords: advertising discourse, gender linguistics, pragmatics, stereotypes, language and society, communication.

Introduction

Advertising is one of the most influential forms of mass communication in modern society. Beyond its commercial function, advertising plays a crucial role in shaping social values, cultural norms, and collective perceptions. Language serves as the primary instrument through which advertising messages are constructed and transmitted, making advertising texts a significant object of linguistic inquiry.

In recent decades, increasing attention has been paid to the relationship between language and gender in advertising discourse. Gender is no longer viewed solely as a biological category but as a socially constructed phenomenon shaped through discourse and communication. Advertising texts actively participate in the construction of gender



identities by representing men and women in specific roles and by employing distinct linguistic strategies aimed at different target audiences.

From the perspective of gender linguistics, advertising discourse reflects both traditional and contemporary gender ideologies. Male-oriented advertisements often emphasize strength, dominance, rationality, and success, while female-oriented advertisements tend to highlight beauty, care, emotionality, and interpersonal relationships. These patterns suggest that advertising language functions as a powerful mechanism for reproducing gender stereotypes.

The aim of this article is to analyze the linguistic and gender foundations of advertising texts by examining the lexical, stylistic, and pragmatic features that characterize gender-oriented advertising discourse. The study seeks to contribute to the broader discussion on language, gender, and power in contemporary media communication.

Methodology

The research is based on a qualitative linguistic analysis of advertising texts collected from print and digital media sources. The methodological framework integrates several complementary approaches:

Discourse analysis, which allows advertising texts to be examined within their social and cultural context;

Lexical-semantic analysis, used to identify gender-marked vocabulary and evaluative expressions;

Pragmatic analysis, focusing on communicative strategies and persuasive techniques;

Comparative analysis, employed to contrast male-oriented and female-oriented advertising texts.

The selected corpus includes advertisements for consumer goods, cosmetics, technology, and lifestyle products. The texts were analyzed to determine recurring linguistic patterns associated with gender representation.

Results

The analysis reveals that gender is encoded in advertising texts at multiple linguistic levels.



1. Lexical Features

Male-oriented advertising texts predominantly employ vocabulary associated with power, control, performance, and innovation. Lexical items such as strength, speed, technology, efficiency, and leadership are frequently used to appeal to male consumers.

In contrast, female-oriented advertisements rely heavily on vocabulary related to appearance, care, comfort, and emotional satisfaction. Words such as beauty, softness, care, confidence, and harmony are commonly observed. These lexical choices reinforce traditional associations between femininity and emotional or aesthetic values.

2. Stylistic Features

Stylistically, advertisements targeting women tend to be more expressive and descriptive, employing metaphors, intensifiers, and evaluative adjectives. The language is often emotionally charged and focuses on personal experience.

Advertisements aimed at men, on the other hand, favor brevity, directness, and factual information. The stylistic tone is generally assertive and rational, emphasizing objective qualities of the product rather than emotional appeal.

3. Pragmatic Features

At the pragmatic level, advertising texts use different persuasive strategies depending on the target gender. Female-oriented advertising often employs strategies of care, trust, and intimacy, addressing the consumer directly and creating a sense of personal connection.

Male-oriented advertising frequently appeals to competition, achievement, and status. The pragmatic goal is to position the product as a symbol of success or superiority.

Discussion

The findings confirm that advertising discourse remains deeply gendered, with linguistic choices reflecting socially constructed notions of masculinity and femininity. Through repeated exposure to such representations, consumers internalize gender stereotypes that influence their perceptions and behavior.



However, the analysis also reveals emerging trends toward gender-neutral advertising. Some contemporary advertisements avoid explicit gender markers and focus instead on universal values such as individuality, creativity, and sustainability. This shift suggests a gradual transformation in advertising discourse in response to changing social attitudes toward gender equality and inclusivity.

Nevertheless, traditional gender representations continue to dominate many advertising sectors, particularly in beauty, fashion, and technology industries. This indicates that while progress has been made, gender stereotypes remain a powerful force in advertising communication.

Conclusion

In conclusion, advertising texts constitute a complex linguistic phenomenon in which language and gender intersect in significant ways. The study demonstrates that advertising discourse employs gender-specific lexical, stylistic, and pragmatic strategies to influence target audiences. These strategies not only serve commercial objectives but also contribute to the construction and reinforcement of gender identities in society.

A linguistic and gender-based analysis of advertising texts provides valuable insights into the relationship between language, power, and culture. Future research may focus on cross-cultural comparisons or the impact of gender-neutral advertising on consumer perception.

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