

THE BASIS OF GENDER STEREOTYPES IN CONSTRUCTION OF ADVERTISING TEXTS

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***Annotation:** Language and gender are significant issues that remain widely controversial in the domain of advertising. The main purpose of this study is to analyze the language of advertising in English. Besides, it seeks to understand the role of advertising and how it affects the culturally gendered stereotypes, and how each society portrays the image of women compared to that of men.*

***Keywords:** language and gender, discourse of advertising, stereotypes, method.*

INTRODUCTION

Advertising is a common phenomenon nowadays and people are exposed to the advertising process wherever they are and it has gained the attention and interest of a large number of individuals in different societies around the globe.

Advertising is referred to as a form of discourse in the sense that it has influenced not only the structure of language and the modality of lifestyle, but also the content of routine daily acts of communicative exchanges. The messages of advertising have permeated the entire cultural landscape. Printed advertisements fill the pages of newspapers and magazines. Commercials interrupt TV and radio programs constantly.

MATERIALS AND METHODS

With the advent of industrialization in the 19th century, style of presentation became increasingly important in raising the persuasive efficacy of the ad text. Accordingly, advertising started to change the structure and use of language and verbal communication. From the 1920s onwards, advertising agencies sprang up all over, broadening the attempts of their predecessors to build a rhetorical bridge between the product and the consumer's consciousness. In magazine advertisements as one the forms of advertisement, communication requires the presence and interaction of a number of elements for the understanding and the successfulness of the message. The interaction takes place between the 'addresser' who is the advertiser, the 'addressee' who is the public or the reader, the 'meaning' which is given to the product and transmitted between the participants, the 'medium' which is language and image, the 'channel' which is in this case the written form, and finally the 'context' which refers to the social and cultural situation, as well as the shared knowledge between the advertiser and the consumer [1].

RESULTS AND DISCUSSION

This section concentrates on how advertisements manipulate various parts of speech in order to make the message more persuasive. The attention is paid to some of the aspects of adjectival, adverbial, verbal and noun usage. A majority of persuasion techniques strives to create a positive impression through evaluation and emotional appeal. Emotionality and evaluation are best expressed through an extensive use of adjectives or adverbs which attribute certain qualities and properties to the object advertised [3].

Another noticeable linguistic device expressing persuasion is manipulation of verbs through tense shifting. Tense is the category of verb related to time. The continuum of time can be generally divided up into three levels: past, present and future. The corpus of English advertising texts exhibits the dominant usage of the present tense (90%). Sometimes one advertising text can combine several time

perspectives, especially with the aim of contrasting past, present or future situations. In English, the present tense is the so-called “unmarked” tense used for characterization of habitual actions, narration of historical present, reporting mental or emotional state, commenting on immediately accompanying actions and demonstration or explanation of the individual acts involved [2]. The present tense verbs help English advertisements to characterize and portray the desirable situation, express positive thoughts and comments, and show the benefits of the advertised object. Also, the present tense infers that the action is happening now and that everything being said is a “general truth”.

CONCLUSION

This study has shown that language, gender and advertising are very complex and intermingled issues. We have seen how these elements affect and influence each other in connection with other social and cultural factors. The way women are addressed and spoken about in relation to men, and the way women and men use language in everyday life have proved very important to understanding the way women are depicted in British advertisements. Religion is generally believed to be one of the foremost forces that preserve traditions, by maintaining men and women’s interactions under control, and contributing as a powerful source to the subordination of women and this factor seems to play much important role in Uzbek advertisement section. In other words, religious beliefs are reflected in everyday life, through the clothing of both men and women, how life events such as birth, marriage or death are ritualized, and what is the suitable role expected from males and females in terms of home, work, childcare, politics and law.

There are always cultural and religious beliefs and some patriarchal interpretations of Islam that are still used to justify the situation of Uzbek women and abuses committed against them. As has been pointed out, cultural values are the core of advertising messages; therefore, advertisers display women in ways that are socially and culturally adequate with the local norms. Besides, we have seen that

women are increasingly portrayed as objects of sexual desire, being shown as attractive, thin and young. These unrealistic images of women reinforce prevailing stereotypes and support unrealistic body ideals. And advertisers want people to understand that women's sense of life is believed to be derived from body attractiveness, something which is unrealistic and unattainable by the majority of women, and which is true in some cultures.

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