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GENDER REPRESENTATION IN UZBEK AND ENGLISH ADVERTISING TEXTS: A COMPARATIVE LINGUISTIC ANALYSIS

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ANNOTATION

This article examines how gender is expressed in Uzbek and English advertising texts. It conducts a comparative linguistic analysis, focusing on lexical choices, syntactic structures, and cultural factors influencing gender representation in advertisements. The study shows that while English advertisements are gradually moving towards inclusivity, Uzbek advertisements often reflect traditional gender roles. Through examples and scholarly concepts, this article highlights how advertising reflects and reinforces societal views on gender.

KEYWORDS: *Advertising Language, Gender Representation, Inclusive Language, Lexical Analysis, Grammatical Analysis, Multimodal Analysis, Social Construction, Cultural Context, Language and Ideology.*

INTRODUCTION

Advertising is a powerful communication tool that reflects and at the same time shapes social values, norms, and stereotypes in society. In particular, gender representation is expressed through language in advertising texts, creating images of men and women and reinforcing or challenging existing gender roles in society. In recent years, issues of gender equality and inclusion have become relevant worldwide, and the advertising industry is also paying increasing attention to this. Therefore, it is important to study gender features in Uzbek and English advertising texts from a linguistic perspective. This research helps to shed light on the specificities of language, culture, and society (Cook, 2001)

In the age of mass media, advertising has become one of the most influential tools for shaping public opinion, including gender norms and expectations. As a form of speech, advertising is rich in linguistic and semiotic elements that go beyond the simple advertising of goods or services. They reflect the cultural, social, and ideological structure of the society in which they are produced. (Fairclough, 1995)

Gender as a social construct is often depicted in advertising through specific language choices and imagery that reinforce or challenge stereotypes. Analyzing the linguistic representation of gender in different languages allows us to uncover the subtle ways in which language shapes thought and perception. This article compares gender representation in advertising texts in Uzbek and English, based on different cultural and historical contexts.

While English-language advertising is increasingly gender inclusive, Uzbek advertising often reflects conservative values associated with traditional family roles and cultural expectations. (Rahmonova, 2018) This comparative study aims to shed light on the linguistic mechanisms used to portray gender and how they relate to the sociocultural ideologies of each language community. Issues of language and gender have been studied by many scholars. Robin Lakoff (1975) has shown gender injustices in society through women's speech styles. She believes that women's speech is usually characterized by elements of gentleness, caution, and correctness. (Lakoff, 1975). Deborah Tannen (1990) identifies key differences in the communication styles of men and women, with men emphasizing competition and status in communication, while women emphasize relationship and intimacy. Gender representation in advertising is studied through the theory of "gender displays" developed by Erving Goffman (1979). He analyzed the stereotypical positions and physical movements of men and women in advertisements. At the same time, there is an increasing number of studies promoting gender neutrality and inclusion in modern times. (Talbot, 2010).

There is a lack of research in the field of gender and advertising linguistics in the Uzbek language, and it is necessary to expand the theoretical foundations and practical materials on this topic. This article aims to fill this gap.

Uzbek advertisements for women use more words related to traditional social roles, such as "beauty", "kindness", "mother". For example, in cosmetics advertisements, expressions such as "skin care", "bright eyes", "gift for your beloved mother" are widely used. This is an attempt to associate women mainly with family and beauty aspects.

In male advertisements, words such as "strong", "protector", "rival" are more common, which shows the image of men as active, protective and competitive.

In English-language advertisements, a broader and more modern lexicon is visible in texts aimed at women. For example, words such as "confident", "innovator", "leader" show the image of women not only in terms of beauty or family

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roles, but also in independent and professional qualities. In male advertisements, the emphasis is on activity, independence and personal freedom. (Sunderland, 2006).

Also, English-language advertisements are increasingly using gender-neutral words ("they", "partner", "spouse"), which serves to ensure gender inclusivity.

Grammatical analysis. Uzbek language has fewer grammatical gender indicators, as Uzbek does not have gender-specific pronouns. However, gender is determined through context. In most cases, the sentence uses terms such as "mother", "brother", "sister" or explanations such as "she (woman)" or "he (man)".

English language gender-specific pronouns are clear, using "he", "she", as well as the gender-neutral pronoun "they". This language is grammatically gender-specific and allows for gender inclusivity. (Talbot, 2010).

Pragmatic and discourse analysis. Uzbek advertising texts often reinforce traditional gender roles: women are portrayed as housewives, mothers, and symbols of beauty. Men are portrayed as strong, protective, and socially responsible. For example, in advertisements for family products, women are depicted spending time at home with their children, while men are depicted as active in the workplace. (Rahmonova, 2018)

English advertisements sometimes attempt to break gender stereotypes. For example, women are often depicted as business leaders, athletes, or technology professionals. Men are also sometimes involved in housework or childcare.

Visual and multimodal analysis (if available). The images, colors, clothing, and poses included in advertising texts also play an important role in shaping gender characteristics. While Uzbek advertisements often show women in delicate, soft colors, elegant clothing, and gentle movements, English advertisements are more diversified—using strong poses, gender-neutral clothing, and colors. (Goffman, 1979).

Uzbek advertising texts, especially on television, print, and digital platforms, often reinforce traditional gender roles. Men are typically portrayed as authoritative, strong, and intelligent—qualities associated with leadership, success, and independence. In contrast, women are often associated with beauty, emotional sensitivity, and domestic responsibilities.

For example, an advertisement for household cleaning products depicts a woman happily cleaning the house while her husband relaxes in the guest room. The verbal message reinforces this image with various phrases aimed specifically at a female audience.

Lexically, words such as beautiful, kind, patient, and wise are often used to describe women. Words such as strong, leader, and responsible are dominant for men.

Even in grammar, gender-neutral personal pronouns are allowed in Uzbek (he – she), but advertising often relies on contextual gender indicators. For example, the visual image of a woman accompanied by "he puts his family first" clearly conveys traditional female roles, even though the pronoun itself is neutral.

English-language advertising, especially in Western contexts, has undergone significant changes in the past few decades. The rise of feminist criticism and social awareness campaigns has forced many brands to reconsider how they represent gender.

However, despite efforts to communicate gender-neutral messages, many advertisements still rely on traditional binaries. Men are portrayed as career-oriented, competitive, and adventurous. Car and technology ads often feature slogans like "Show your power" or "Designed to work" alongside crude male imagery. These linguistic choices emphasize superiority and mastery. (Cook, 2001)

For women, while there has been a significant shift toward empowerment, many advertisements still associate femininity with beauty, attractiveness, and emotional intelligence. A classic example is L'Oréal's long-standing slogan: "Because you're worth it," which links women's worth to beauty products.

In English-language advertisements, gender language is also evident in product segmentation, such as "for men" and "for women" labels on the same products, such as razors or deodorants. Such lexical distinctions reinforce the idea that men and women not only look and act differently, but also demand fundamentally different products.

In addition, metaphor and symbolic language often reflect gendered thinking. For example, a perfume for women might be described as "elegant, seductive, and floral," while a perfume for men might be described as "bold and strong."

Cultural and ideological influences on gender language. The way gender is represented in advertising cannot be separated from the cultural and ideological context in which the advertising is produced. Uzbek culture, rooted in Islamic traditions and existing social structures, tends to uphold traditional gender roles. This is evident in the way products are marketed (Saidova, 2021).

In contrast, English-speaking countries such as the United States and the United Kingdom have seen more public discourses about gender inclusivity and diversity. This has affected how brands behave – many are now seeking to appear socially responsible and progressive. Campaigns like Dove's "Real Beauty" attempt to challenge stereotypes and redefine femininity.

However, even in progressive contexts, the capitalist nature of advertising means that gender is often used strategically to appeal to certain demographics. Stereotypes cannot be completely eliminated, but are re-transmitted in a way that seems modern and attractive.

It is also important to consider that language has an ideological significance. When certain qualities, roles or activities are consistently associated with one gender, they can limit the formation of individual identity in society.

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CONCLUSION

This comparative analysis highlights similarities and differences in the representation of gender in Uzbek and English advertising texts. While English advertising tends to be more inclusive, both language systems rely on established gender norms to shape consumer behavior.

The persistence of traditional roles in Uzbek advertising reflects broader cultural values and a slower pace of change in society. In English-speaking contexts, despite increased awareness, advertising often uses gender as a tool for segmentation.

Linguists, media professionals, and advertisers need to be aware of the power of language in shaping gender perceptions. A conscious shift toward balanced and stereotype-free representation can contribute not only to ethical marketing but also to greater social equality (Holmes, 2013).

This study has identified linguistic differences in gender representation in Uzbek and English advertising. While Uzbek advertisements tend to use lexical, grammatical, and pragmatic devices that reflect traditional gender roles, English advertisements tend to be more modern, promoting gender inclusion and new social roles. These differences are due to the specific characteristics of language and culture.

This article is useful for linguistics, gender studies, and the advertising industry, and may serve to reduce gender stereotypes and make advertising texts more inclusive in the future.

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