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COMPARATIVE ANALYSIS OF GENDER SEMANTICS IN ENGLISH AND UZBEK ADVERTISING DISCOURSE

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Abstract: This article explores the linguistic and sociocultural mechanisms of gender representation in English and Uzbek advertising discourse. While English and Uzbek differ significantly in their grammatical structures — particularly in the presence or absence of grammatical gender — both languages actively construct gender meanings through lexical, semantic, and pragmatic strategies. The study is based on a comparative qualitative analysis of 100 advertising texts (50 English and 50 Uzbek). The findings reveal that English advertising demonstrates an increasing tendency toward inclusive and gender-neutral language, whereas Uzbek advertising more frequently reflects culturally embedded role-based gender representations. The paper argues that gender semantics in advertising is shaped primarily by sociocultural norms rather than grammatical constraints. The results contribute to comparative linguistics, discourse analysis, and translation studies, particularly in the field of cross-cultural advertising adaptation.

Keywords: gender semantics, advertising discourse, gender representation, comparative linguistics, English language, Uzbek language, sociolinguistics, discourse analysis

СРАВНИТЕЛЬНЫЙ АНАЛИЗ ГЕНДЕРНОЙ СЕМАНТИКИ В АНГЛИЙСКОМ И УЗБЕКСКОМ РЕКЛАМНОМ ДИСКУРСЕ

Аннотация: В данной статье рассматриваются лингвистические и социокультурные механизмы репрезентации гендера в рекламном дискурсе английского и узбекского языков. Исследование основано на сравнительном анализе 100 рекламных текстов (50 англоязычных и 50 узбекоязычных), что позволило выявить особенности функционирования гендерных маркеров, семантических стратегий и культурно обусловленных стереотипов. Установлено, что в англоязычной рекламе наблюдается тенденция к использованию инклюзивных и гендерно-нейтральных форм, тогда как узбекская реклама в большей степени отражает традиционные ролевые модели и культурно закреплённые представления о мужских и женских ролях. Делается вывод о том, что гендерная семантика в рекламном дискурсе определяется не столько грамматической системой языка, сколько социокультурными факторами и коммуникативными установками общества. Результаты исследования могут быть

использованы в области сопоставительной лингвистики, дискурс-анализа и теории перевода.

Ключевые слова: гендерная семантика, рекламный дискурс, гендерные маркеры, английский язык, узбекский язык, сопоставительный анализ, социолингвистика, перевод.

INGLIZ VA O‘ZBEK REKLAMA DISKURSIDA GENDER SEMANTIKASI QIYOSIY TAHLILI

Annotatsiya: Mazkur maqolada ingliz va o‘zbek tillaridagi reklama diskursida gender semantikasining lingvistik hamda sotsiomadaniy mexanizmlari tahlil qilinadi. Tadqiqot 100 ta reklama matni (50 ta ingliz tilidagi va 50 ta o‘zbek tilidagi) asosida qiyosiy diskursiv tahlil usuli yordamida amalga oshirildi. Natijalar ingliz tilidagi reklamalarda inklyuziv va gender-neytral ifodalarga moyillik mavjudligini, o‘zbek reklama matnlarida esa an’anaviy ijtimoiy rollar va madaniy stereotiplarning kuchliroq aks etishini ko‘rsatdi. Tadqiqot shuni tasdiqlaydiki, reklama diskursida gender semantikasi asosan grammatik tizim bilan emas, balki jamiyatning sotsiomadaniy qadriyatlarini va kommunikativ strategiyalari bilan belgilanadi. Mazkur ish qiyosiy tilshunoslik, diskurs tahlili hamda tarjima nazariyasi yo‘nalishlarida qo‘llanilishi mumkin.

Kalit so‘zlar: gender semantikasi, reklama diskursi, gender markerlari, ingliz tili, o‘zbek tili, qiyosiy tahlil, sotsiolingvistika, tarjima.

Introduction

Language does not merely reflect reality; it actively participates in constructing social meanings. Among the most dynamic fields of meaning production is advertising discourse, which functions simultaneously as a commercial tool and as a cultural mechanism shaping social identities. Gender, understood not only as a biological distinction but as a socially constructed category, occupies a central place in this process.

In modern linguistics, the study of gender has moved beyond grammatical description and entered the realm of sociolinguistics, discourse analysis, and cultural studies. Advertising texts, due to their persuasive nature, provide particularly rich material for examining how gender roles are constructed, reinforced, or occasionally challenged.

The comparison between English and Uzbek languages presents a particularly interesting case. English, as an Indo-European language, historically contains grammatical traces of gender, although modern English is largely gender-neutral morphologically. Uzbek, belonging to the Turkic language family, lacks grammatical gender entirely. However, the absence of grammatical gender does not imply the absence of gender semantics. On the contrary, gender meanings in Uzbek are expressed lexically and contextually.

The aim of this study is to conduct a comparative analysis of gender semantics in English and Uzbek advertising discourse and to identify the linguistic and cultural mechanisms that shape gender representation in both languages.

Literature Review

The study of gender and language has developed significantly since the 1970s, when Robin Lakoff (1975) introduced the idea that linguistic patterns reflect broader structures of social inequality. Lakoff’s work initiated the so-called deficit approach, which was later reconsidered by scholars who viewed gender not as linguistic deficiency but as discursive construction.

Deborah Tannen (1990) proposed the difference model, suggesting that communicative styles of men and women may reflect cultural subgroups rather than hierarchical imbalance. Later, Judith Butler (1990) introduced the theory of gender performativity, arguing that gender identity is not a fixed category but a repeated discursive act. This performative perspective significantly influenced discourse-based approaches to gender studies.

Eckert and McConnell-Ginet (2013) further emphasized that gender is constructed through everyday linguistic practices, while Sunderland (2004) demonstrated how media discourse reproduces gendered subject positions.

In advertising studies, Cook (2001) and Goddard (2002) highlighted the persuasive and multimodal nature of advertising language. Advertising operates not only through lexical choices but also through visual and contextual framing. Kress and van Leeuwen (2006) showed that meaning in media discourse is constructed multimodally, combining text and imagery.

From the perspective of critical discourse analysis, Fairclough (1995) argued that media discourse reflects and reproduces power relations embedded in society. Gender representation in advertising therefore cannot be examined separately from cultural ideology.

In translation studies, Baker (2018) emphasized the importance of pragmatic and cultural equivalence, while Venuti (1995) discussed domestication and foreignization strategies that may influence how gendered meanings are transferred across languages.

Despite extensive international scholarship, comparative research focusing specifically on gender semantics in English and Uzbek advertising discourse remains limited, which confirms the relevance of the present study.

Research Methodology

The research is based on qualitative comparative discourse analysis. A corpus of 100 advertising texts was collected between 2022 and 2024. The English corpus includes advertisements from international cosmetic brands, household products, technology companies, and financial services. The Uzbek corpus includes television commercials, Instagram advertisements, and promotional materials from local brands.

The analysis was conducted in several stages:

1. Identification of explicit gender markers (lexical units directly referring to men or women).
2. Analysis of semantic associations linked to gender roles.
3. Examination of pragmatic positioning of male and female identities.
4. Comparison of frequency and distribution patterns.

Special attention was paid to contextual framing, as gender meanings often emerge implicitly rather than through overt linguistic markers.

Analysis and Results

1. Lexical Marking of Gender

In English advertising discourse, explicit gender markers such as *for men*, *for women*, *his*, *her* remain common in product segmentation, especially in cosmetics and fashion. However, there is a noticeable increase in gender-neutral slogans such as “Designed for everyone” or “Made for you.”

In Uzbek advertising, gender is typically expressed through lexical nouns such as *ayol*, *erkak*, *ona*, *ota*. Unlike English, Uzbek does not rely on pronoun differentiation. Gender marking appears primarily in thematic framing rather than grammatical agreement.

2. Role-Based Representation

English advertising increasingly portrays women in leadership or professional roles, although beauty-oriented stereotypes remain strong. Male representation often emphasizes strength, independence, or technological competence.

Uzbek advertising more consistently reflects traditional family-centered roles. Women are frequently depicted in domestic contexts, associated with care, cooking, and child upbringing. Men are more commonly linked to financial responsibility, construction, or authority.

3. Implicit Cultural Framing

A significant difference lies in the implicitness of gender coding. In English discourse, gender-neutral constructions may coexist with subtle stereotypical imagery. In Uzbek discourse, gender roles are often culturally presupposed and therefore do not require explicit verbal reinforcement.

4. Frequency Patterns

Quantitative observation shows that English advertisements demonstrate approximately 35–40% use of gender-neutral constructions, whereas Uzbek advertisements show less than 10%. Instead, Uzbek discourse relies more on culturally familiar role-based vocabulary.

Discussion

The findings suggest that grammatical structure alone does not determine gender representation. Although Uzbek lacks grammatical gender, gender semantics remains strongly embedded in discourse through lexical and cultural mechanisms.

English advertising reflects global ideological trends toward inclusivity, while Uzbek advertising remains more closely aligned with traditional social norms. However, gradual shifts are observable in urban Uzbek media, particularly in digital marketing targeting younger audiences.

These results highlight the importance of sociocultural context in shaping advertising discourse. Gender representation is not merely a linguistic phenomenon but a reflection of collective identity and social expectations.

Conclusion and Recommendations

The comparative analysis demonstrates that both English and Uzbek advertising discourse actively construct gender meanings, though through different mechanisms. English discourse shows a tendency toward neutralization and inclusivity, whereas Uzbek discourse emphasizes culturally stable role distribution.

For translators and marketing specialists, it is crucial to:

- Avoid mechanical translation of gendered expressions;
- Consider cultural expectations of the target audience;
- Analyze implicit stereotypes embedded in source texts.

Further research could expand the corpus and include quantitative corpus linguistics methods to deepen statistical analysis.

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