



LEXICAL SEMANTIC FEATURES OF SPECIFIC GENDER AFFILIATION
IN THE LANGUAGE COMMUNITY

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Abstract

This article is devoted to the study of gender identity in different types of texts. The following conclusions are made through in advertisement texts, which is a topical view of modern discourse, and the analysis of gender differences in the media: considering any person in the gender point of view seems to hinder a woman's success in public life: researchers are more interested in women who has achieved more or less success, because they are doing what men have been doing so far. The notion of "gender" is not the same as sex, it is more related to a social role rather than a physiological belonging to a particular biological sex. In addition, biological sex partly determines the lexical and linguistic features of human speech.

Keywords

gender, sex, speech, advertisement, discourse.

Intruduction

It is interesting to analyze the texts in advertisements messages, because advertising always contains different gender stereotypes, which in turn creates the basis for the image of men and women in most recipients. Often a student's self-esteem and acceptance by those around him depend on these images and stereotypes, as well as on his or her choice of profession, which in turn shapes his or her position in society. Gender roles are defined through gender stereotypes that change our lives and choices. Over time, these stereotypes will become unique standards for us to follow throughout our lives. Based on the foregoing, this research is important to study the impact of grammatical and lexical components of advertising text on its communicative effectiveness.

High-quality advertising generally enhances the competitiveness of each print and holds a strong position. Advertising in the modern press has great potential, and it immediately grabs the attention of the reader. In many ways, the influence of the publisher on readers and the media's reputation depends on the nature and



design of gender-oriented advertising. In other words, advertising acts as an organic element of media messages. Advertising translation is of great interest. Advertising translation is focused on a particular gender and is characterized by language means, its form and clear communicative orientation. While translating such texts, the translator solves specific language problems caused by differences in semantic structure, the peculiarities of using two languages in communication, and the sociological adaptation of media text. It is important to note that there is no single strategy to translate advertisements, but precise or word-for-word translation is rarely used, because its image rather than the form of its text plays an important role in advertising [4, P. 97].

Marketers in magazine advertisements use changed expressions to attract readers' attention; they

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Examples that reflect key gender stereotypes have been selected in the study of advertisement texts in men's and women's health magazines. Each advertisement text is individual and has specific linguistic features, and by means of this their gender fields can be identified. For example, the semantic field of "femininity" for advertising targeted at women's auditory is unique, which in turn comprises the following thematic groups: beauty, femininity, youth, vulnerability. This type of advertisement is also typical of a dialogue with readers, which includes questioning. In these texts, quality is given a wide range of lexical units: virgin, beautiful, attractive, delicate.

The specific semantic field of "masculinity" in advertisements for men forms the following thematic groups: power, endurance, superiority, aggression, activeness, leadership, success. The sentences or phrases in the advertisements for men are accurately made up, words such as logic, factual proof, technical vocabulary, and the words reflecting masculine stereotypes (victory, superiority, danger, nobility, etc.) are common. As for the grammatical side, we see the many uses of imperative forms, the frequent use of verbs and technical terms, well-formulated and reasonably concise sentences, and of course the emphasis on the ideology of prestige and authority.

This was considered to be a deviation from the norm, that is, the norm of men. This attitude is reflected not only in the writings of the famous linguists, but also in the minds of the people. For example, folklore articles (Woman has a language, that's what. Woman's voice, her hair: thin and long). From the folk-linguistic ideas about female speech, sociologist Tatiana Deжина made such conclusions in her article on "Some features of the communication behavior of men and women":

Women talk a lot;

Women like to ask questions;



Women like to ask questions repeatedly;

Women are prone to superfluous things in evaluating and addressing;

Women often overuse unnecessary words;

Women often don't finish their talk;

Women use less offensive words than men do;

Women are courtesy; they prefer to use indirect questions rather than commanding and direct questioning;

Women interrupt less than men do. [1, P. 68].

Men suffer from a disease called "mental deafness." The fact is that because of the interesting conversation, they are careless to the environment and cannot understand it. Consequently, women exhibit great psychological flexibility and easily "change" their roles in communication movements, they live in the open world, they are sensitive to everything that happens around women. Women keep their thoughts within themselves, even when their social roles are less likely to engage in such behaviors. Men and women react differently to the text. Despite approximately a single cultural background, depending on gender, a person focuses on different elements and themes. It is worth noting that hyperbolization and expressiveness have already become the usual stylistic feature of female speech (approximately roughly, it was very interesting and wonderful), which is especially evident in evaluating values. One of the first works in studying the written texts of "men and women" belongs to Kryuchkova. While analyzing fiction, the author notes that women excessively use pronouns and particles in their texts, and men often use nouns in the texts. A. A. Weylert states that verbs and conjunctions in the women's dictionary are frequently repeated, while in men's adjectives, adverbs, and abstract nouns are found more frequently [3, P. 46].

In the works of E. A. Zemsкая and others (1993), female is generalized in a view of an associative field (nature, animals, everyday life) and characterized by its 'humanity', while men associate themselves with sports, hunting, occupations and the military" [3, 42]. The author also emphasizes the superior feature of evaluation - rational in men and emotional in women.

Therefore, based on the above considerations and evidence, we can conclude that the existing "female" texts have certain stylistic and emotional-psychological characteristics. These are:

Existence of introductory words, attributes, adverbial modifiers that express different levels of assumption, ambiguity and presumption(which, in my opinion, probably);

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Use of neutral expressions and words (he spoke rudely instead of he insulted; he wasn't conscious instead of drunk);



Use of stylistically high-priced, literary words;

The tendency of hiding the real name of the real hero, replacing it with evaluative expressions (stupid, malicious, fraudulent);

Use of zoonyms (sheep); nouns and passive verbs prevail (they poured with gin; they take in their carts daily);

Women efficiently use adverb+adverb constructions (very cruelly; very well), syntax expressing double negation, various punctuation marks, and all means of enhancing the emotional color of speech;

Unlike men, women tend to increase positive exaggeration;

Use of qualitative adjectives;

Use of reduced suffixes;

In general, women's speech behavior is more human [1, P. 68].

In contrast to the above-mentioned, men's text begins to form until their adolescence period in boys. Its distinguishing features are:

Much use of abstract nouns (friendship);

Use of relative adjectives (wooden);

Using prison and army slangs (depending on the text);

Use of expressions showing confidence (without doubt);

Reasonable attitude to feelings;

The identity of lexical methods in their expressions;

Use of words that are not as emotional as possible;

Use of formal and emotionally formed expressions for family and friends;

Men often use clichés in newspapers and journalistics;

Use of obscene language;

Punctuation marks do not correspond to the emotional intensity of speech;

Male texts are generally shorter than female texts;

Often they use terms in order to be sure; The impact of professional factors on speech is strong;

Interrupting speech on purpose [1, P; 66].

Female texts include:

Numerous introductory words, identifiers, cases, expressing various degrees of insecurity, uncertainty and assumption

Neutral phrases and words

Using literary words

The tendency to change the real name of the character with the word evaluation

Zoonyms

Insults that of nouns and verbs in passive voice

Adverb + adverb constructs, syntax representing double negation



High emotional coloring of speech

Strengthening positive mark

Using qualitative adjectives

Reducing suffixes [2, 18].

“In the 1970 s, women’s style of speech was seen as weakness, submissiveness, lack of self-awareness, and rejected as defective” [1, P. 69]. Accordingly, women were in some ways imitating men’s speech while their main feminine speech did not need changes. Over time, the former critical attitude of the community has been alleviated, which has allowed the female language to occupy a certain place. But the female brain, captivated by men’s patriarchal speech, is now able to reproduce both styles seamlessly. In addition, women will be able to easily understand a wide variety of texts because they are courteous and compassionate and sensitive.

These differences confirm the stereotype that “a woman loves with her ears, and a man loves with her eyes”: for women, more attention should be paid to words, for men – more images in advertising. Moreover, “advertisements with status” should be distinguished from the ones with “non-status”. Typically, an advertisement for an elite product placed at the head of the magazine usually contains large pictures and minimal words. For cheaper products placed at the end of the magazine, more words and fewer pictures are included in the advertisement.

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