

Linguistic Semantization Of Gender Lexicon in Russian And Uzbek Advertising Discourse

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Abstract: This article examines the linguistic tools used in advertising texts aimed at female audiences in comparison between the Russian and Uzbek languages. The analysis is conducted at phonetic, lexical, morphological, and syntactic levels. Special attention is given to emotionally charged vocabulary, gender stereotypes, borrowed lexicon, and stylistic figures. The similarities and differences in approaches to female advertising in Russian and Uzbek language cultures are highlighted. The study emphasizes the importance of phonetic devices (alliteration, assonance, rhythm) as elements of suggestive influence on the consumer.

Keywords: Female advertising, linguistic tools, emotional vocabulary, phonetics, gender stereotypes, borrowings, Russian language, Uzbek language, stylistics, advertising discourse.

Introduction: Semantization of vocabulary in advertising is a key aspect, especially when it comes to medical services. Advertising texts must not only be concise but also understandable to a wide audience, even if unfamiliar words (terms) are used. For this purpose, advertisers employ various techniques:

- **Definitions:** Provide a clear and concise explanation of a term.

Example: "MRI (Magnetic Resonance Imaging) – a research method that allows obtaining detailed images of organs and tissues without using X-rays."

- **Synonyms:** Use simpler and more understandable words instead of complex terms.

Example: "Instead of 'surgery,' one can say 'surgical intervention.'"

- **Examples:** Provide a concrete example of a term's use.

Example: "MRI can be used for diagnosing tumors, injuries, and other diseases."

- **Visualization:** Use images, photos, or videos to make a term more understandable.

Example: In MRI advertising, images of the brain or other organs obtained using this method might be shown.

In addition to semantizing vocabulary, it is also essential to consider national traditions, mentality, ethnocultural values, and the social status of the audience. The advertising text must be adapted to the cultural specifics and be understandable to people with different educational levels. It is important to use a respectful tone and avoid discriminatory statements. Adhering to these principles will help create effective advertising for medical services, making it clear and appealing to a wide audience.

Semanticization of Advertising Lexicon

O.A. Prokhvatilova, in her works, highlights important aspects of stylistic analysis that are necessary when studying medical vocabulary in advertising texts:

1. Identification of Stylistically Marked Linguistic Units:

- o Lexicon: Analysis of the use of terms, professionalisms, slang, and emotionally charged vocabulary. Determining their stylistic function (information, persuasion, emotional influence).

- o Grammar: Use of specific grammatical constructions, such as passive voice and impersonal sentences. Analysis of the stylistic role of these constructions.

2. Stylistic Coloring of Linguistic Units:

- o Comparing neutral and advertising functions of medical vocabulary. Identifying shifts in meaning that occur in the advertising context.
- o Determining the expressiveness, imagery, and other stylistic characteristics.

3. Stylistic Homogeneity of the Text:

- o Analyzing the interrelation of stylistic coloring of linguistic tools at different levels (lexicon, grammar). Identifying the stylistic dominant of the text.
- o Determining the degree of integrity and harmony in the perception of the advertising message.

Prokhvatilova's ideas allow for an in-depth and comprehensive analysis of advertising texts in terms of medical vocabulary usage, identifying the strategies used by advertisers to influence the audience, and evaluating the effectiveness of the message.

Target Audience and Effective Advertising

A.M. Makendontseva rightly emphasizes that a deep understanding of the target audience is key to the effectiveness of an advertising campaign. The more information the text author has about potential consumers, the more accurately they can compose the message, increasing the chances of achieving the desired response.

Makendontseva identifies key pieces of information about the target audience, including:

- Demographic data: age, gender, race, religion, income level, place of residence, education.
- Socio-psychological characteristics: values, attitudes, interests, lifestyle, social circle.
- Consumer preferences: products and services the person already uses, brands they trust, criteria for choosing products.
- Psychographic features: personality type, behavioral motives, needs, values.

Using this data in the advertising text allows advertisers to:

- Capture the attention of the target audience by using relevant vocabulary, themes, and images.
- Build trust in the advertisement by demonstrating an understanding of the potential consumers' problems and desires.
- Elicit an emotional response by using humor, stories, and examples that match the values and experiences of the audience.
- Formulate a clear and attractive offer that meets the expectations of the target audience.
- Use appropriate communication channels to reach the maximum number of potential consumers.

• Medical Advertising in Russian and Uzbek Languages
Medical advertising is rich in specific vocabulary that aims not only to inform but also to influence the consumer. Below are examples of pharmaceutical advertisements in Russian and Uzbek, highlighting key features of medical terminology usage:

1. Attracting Attention:

- o Headlines: Bright, catchy phrases: "Sore throat?" (Russian), "Yo'talingizmi qandaysa?" (Uzbek).
- o Questions: "B-Fit for effective weight loss?" (Russian).
- o Creating intrigue: "CARDIOMAGNYL Gives You Time" (Russian).

2. Demonstrating Effectiveness:

- o Numbers and facts: "-10-15 kg in a month!" (Russian).
- o Comparative forms: "Effective weight loss" (Russian), "engilroq" (Uzbek).
- o Verbs emphasizing action: "relieves," "gives" (Russian), "yengillashtiradi," "beradi" (Uzbek).

3. Creating Trust:

- o Medical Terms: "MIRAMISTIN," "AKVALOR," "CARDIOMAGNYL" (Russian), "Xlorofillipt," "Grippferon," "Livolin" (Uzbek).
- o References to authoritative sources: "during COVID-19" (Russian).

4. Call to Action:

- o Imperatives: "Take care of yourself and your health" (Russian), "Sotib oling va sog'ligingizni saqlaying!" (Uzbek).
- o Questions: "Want to lose weight?" (Russian).

Comparison of Russian and Uzbek Advertising Examples

• Similarities:

- o Structure: headline, main text, call to action.
- o Use of medical terminology.
- o Emotional coloring of the language.

• Differences:

- o Specifics of medical terms.
- o Linguistic peculiarities of sentence construction.
- o Cultural characteristics of information perception.

Use of Wordplay in Medical Advertising

Wordplay is a popular technique in medical advertising. Examples include:

- "Coldrex - the hot response to cold and flu"

Wordplay: "hot response" - as a confrontation against cold, "hot" - like a warming drink.

Effect: creates a sense of battling illness, highlighting the quick action of the product.

- "Pinosol – sneeze at a runny nose"

Wordplay: playing with the verb "sneeze," typically associated with a runny nose.

Effect: creates a light-hearted, memorable image.

- "Arbidol. Flu has no future"

Wordplay: plays on the phrase "no future," emphasizing the product's ability to defeat the flu.

Effect: creates confidence in overcoming illness.

CONCLUSION

Medical lexicon in advertising is a powerful tool for attracting attention, informing, and persuading potential consumers. However, it is important to use it carefully, ethically, and responsibly, following necessary norms and requirements.

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