

National and Cultural Determinants of Gender Roles Representation in Advertising

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Received: 31 May 2025; **Accepted:** 29 June 2025; **Published:** 31 July 2025

Abstract: This paper discusses the national and cultural determinants of gender role representation in advertising, especially in the context of medical products and services. The influence of ethnocultural peculiarities and social stereotypes on the depiction of men and women in advertising texts is analyzed. Particular attention is given to the differences in the use of gender-specific lexicon in advertisements targeted at male and female audiences. Key linguistic approaches to the study of gender, including comparative, sociolinguistic, and cognitive approaches, are outlined. The paper emphasizes the importance of considering cultural and gender factors when creating advertising discourse and developing inclusive language practices. It also examines the role of adjectives and medical terminology in crafting effective advertising messages. The analysis highlights the necessity of developing a gender-sensitive approach in advertising to combat discrimination and stereotypes.

Keywords: Gender roles, advertising, linguistics, gender lexicon, national-cultural determinants, gender stereotypes, ethnocultural specificity, gender asymmetry, male ad female speech, advertising discourse, medical advertising, gender equality, social constructs, cognitive approach, sociolinguistics, inclusive language, femininity, masculinity, stereotyping, gender marketing.

Introduction: The ethnocultural specificity of gender asymmetry in advertising discourse is influenced by differences in cultural values, norms, and traditions across ethnic groups. These differences can lead to the reinforcement of stereotypes about men and women and their unequal representation in advertising. National and cultural determinants of gender roles representation in advertising also play a crucial role in shaping audience perceptions. Different cultural contexts may affect how men and women are portrayed in advertising, as well as the roles they are assigned. Ethnic and cultural characteristics can heavily influence which traits and characteristics are considered desirable or undesirable for men and women.

National Features and Stereotypes. In some cultures, men are assigned more active and dominant roles, while women are often expected to be more passive and caring. These stereotypes may be reflected and reinforced in advertising materials, which in turn can create an unequal representation of the genders. For

example, in some ad campaigns, men are often depicted as strong, decisive leaders, while women are more frequently associated with domestic duties or caregiving roles. These images are often shaped by social and cultural expectations, and advertisers use these stereotypes to maximize impact on their target audience.

Influence of Cultural and Ethnic Characteristics on Advertising Discourse. Moreover, different cultures may have their own unique symbols, customs, and traditions, which can also be important factors in creating advertising campaigns. Understanding these cultural peculiarities will help advertisers create more effective and respectful ads that take into account the diversity of cultural and gender roles. It is also important to note that gender identity and cultural affiliation can interact and influence each other, forming complex and unique combinations in advertising discourse. Understanding this interaction will help create more inclusive and empathetic ad campaigns that reflect the diversity and complexity of

gender roles in different cultural contexts.

Gender in Linguistics and Advertising. The study of gender in contemporary linguistics is an important, interesting, and inexhaustible topic. This direction of study began to develop in the 1960s and 1970s. Gender is defined as a set of social and cultural norms that society prescribes for individuals based on their biological sex. It is crucial to distinguish gender from sex:

- Sex refers to the genetic traits, structural, and functional characteristics of an organism, reflecting its reproductive properties.
- Gender is a social construct that can change over time.

The concept of "gender" is widely used in psychology and medicine, where it defines temperament, character, personality traits, emotions, and behavior patterns typical for each sex. In linguistics, gender becomes the subject of study in terms of the speech characteristics of men and women. This is manifested in aspects such as:

- **Voice timbre**
- **Emotional expressiveness**
- **Expressivity of speech constructions**

Gender Stereotypes in Advertising

The study of gender aspects of language allows:

- Identifying stereotypical representations of men and women embedded in language.
- Analyzing how these stereotypes affect communication between individuals.
- Developing recommendations for more neutral and non-discriminatory language usage.

It is important to note that gender studies in linguistics are still actively developing. New theories and methods of research continue to emerge, allowing for a deeper understanding of how gender influences language and communication.

Gender Equality in Advertising

It is important in advertising to adopt a gender-sensitive approach to avoid stereotyping and discrimination. Ad campaigns that consider both gender and cultural differences can play a crucial role in promoting gender equality. The pursuit of inclusivity and respect for various gender and cultural roles will contribute to the development of healthier and more equal social discourse.

Conclusion

Advertising discourses that take into account national and cultural features of gender roles can significantly influence the formation of societal perceptions of men

and women. It is vital for advertising companies to strive to create more inclusive and neutral messages that promote respect and equality between genders and encourage more progressive and socially responsible behavioral norms in society.

Counteracting Gender Discrimination and Promoting Gender Equality

In modern linguistics, three main approaches are distinguished when studying gender:

1. Comparative Analysis of Male and Female Speech:

- Comparison of distinctive features of male and female speech
- Depending on the social status of interlocutors

Methods:

- Analysis of vocabulary, grammar, phraseology
- Comparative analysis of texts created by men and women

2. Sociolinguistic Approach:

- Study of linguistic characteristics of men's and women's speech
- Considering social factors such as age, education, profession

Methods:

- Surveys, interviews, questionnaires
- Discourse analysis in various social contexts

3. Cognitive Approach:

- Study of cognitive foundations of linguistic differences between men and women

Methods:

- Experimental studies
- Analysis of cognitive metaphors

These approaches are not mutually exclusive; on the contrary, they complement each other and provide a more comprehensive understanding of gender-specific language features.

Apart from these three main approaches, gender linguistics also employs other methods such as discourse analysis, content analysis, and ethnolinguistic studies.

Importance of Studying Gender in Linguistics:

- Understanding how language reflects and forms gender stereotypes
- Counteracting gender discrimination and sexism
- Promoting gender equality

Key Concepts and Research:

L.R. Diasamidze in her work on comparative linguistics

highlights situational communication parameters that cannot always be directly linked to male or female gender. These parameters are universal and affect communication regardless of gender. They include:

- Personal attitude towards the topic of conversation
- Limited thematic focus of communication
- Psychological openness of the interlocutor
- Hybrid nature of written speech

V.N. Chetverikova emphasizes the necessity to study male and female speech in the context of specific texts. The speech of the same person may vary depending on the communication situation, topic, and other factors. The place of communication (home, work, official setting) also affects speech behavior.

M.V. Tomskaya notes that gender behavioral models are not innate but are formed by society. They are prescribed to individuals by institutions of social control and cultural traditions. Gender relations are an important part of social organization.

Language features are influenced by both biological and social factors. It is important to consider their interconnection when studying language and communication.

Two Important Research Areas in Gender Linguistics (A.V. Kirilina & M.V. Tomskaya):

1. Language and Reflection of Sex:

- o How men and women are designated in language
- o Gender-marked words and expressions
- o How these words influence perception
- o Gender category: how grammatical gender is manifested in different languages and its influence on perception of gender roles
- o Lexical analysis: words and expressions commonly used by men and women and how they reflect stereotypes

Goal: To understand how sex influences speech and which linguistic means are attributed to men and women, and in what semantic fields these differences are most noticeable.

2. Speech and Communicative Behavior of Men and Women:

- o Differences in how men and women speak
- o Speech features characteristic of each sex
- o How these features influence communication
- o Male and female communication styles: how language use varies across situations, communication strategies typical for each gender, and how these

strategies affect communication goals

Researchers analyze gender-marked lexical units and syntactic constructions to understand how language is used for communicative success.

Application of Gender Linguistics Research:

- Counteracting gender discrimination and sexism
- Promoting gender equality
- Developing more effective communication strategies

Gender-Specific Lexicon in Advertising Medical Products and Services

Modern medical advertising increasingly uses gender-specific vocabulary, considering the target audience's sex:

- For female audiences, vocabulary emphasizes femininity, beauty, youth, and health. Examples:
 - o Femininity
 - o Elasticity
 - o Tenderness
 - o Care
 - o Charm
 - o Softness
- For male audiences, vocabulary emphasizes strength, masculinity, success. Examples:
 - o Power
 - o Strength
 - o Energy
 - o Success
 - o Leadership
 - o Dominance

These terms position the product or service as a means to improve physical condition, social status, or success.

Effectiveness and Risks of Gender-Specific Vocabulary in Advertising

If well-chosen, gender-specific vocabulary attracts the target audience and increases sales. Poor use, however, may irritate consumers and negatively affect their self-esteem.

For example, ads for cosmetic or plastic surgery services aimed at women may include phrases like:

- "Become an irresistible beauty in just one procedure!"
- "Your skin will shine with youth and health!"
- "Get rid of wrinkles and conquer the world with your beauty!"

Such messages can create an impression that women are not beautiful enough and need to change their appearance, potentially lowering self-esteem and causing insecurity.

Examples of Medical and Cosmetic Advertising Texts

Russian:

- “Rejuvenation without injections: a revolution in skin care!

Give your skin radiance and youth! New revolutionary skin care procedure gives visible results from the first minutes. Botox effect without injections, pain, or rehabilitation! First session at a promotional price – only 250,000 soums. Includes diagnosis and doctor consultation.

Call now: +998900161188.

Address: Tashkent, Bunyodkor Avenue 15/1, 3rd-4th floor.”

Uzbek:

- “Nano Botox EFFECT 90% wrinkles are immediately smoothed out. Dark circles and bags under the eyes disappear.”

Women today pay great attention to beauty and health. Advertising targeted at women often uses medical terminology to emphasize product effectiveness and build consumer trust.

Medical Lexicon Used in Advertising:

1. Skin care products:

Common words and phrases include:

- Hyaluronic acid
- Collagen
- Antioxidants
- Vitamins
- Rejuvenation
- Lifting
- Hydration
- Nutrition

Examples:

- “Cream with hyaluronic acid for deep skin hydration.”
- “Collagen serum to increase skin elasticity.”
- “Antioxidant mask to protect skin from free radicals.”

2. Decorative cosmetics:

Medical lexicon is used carefully, mainly to emphasize product safety. Examples:

- “Hypoallergenic mascara”

- “Dermatologically tested lipstick”
- “Non-comedogenic foundation”

3. Perfumes:

Medical terminology is used to create a certain image. Examples:

- “A scent that awakens the senses”
- “Perfume that emphasizes your femininity”
- “Elixir of beauty and youth”

Important Notes on Medical Lexicon Use in Advertising:

- Medical terms should be justified and understandable to consumers.
- Do not attribute unrealistic properties to products.
- Consider the psychological traits of female audiences, who tend to be more emotional than men; therefore, advertising should be both informative and emotional.

Examples of Uzbek Advertising Phrases:

- “Charcoal Mask Cream: The black mask purifies the skin. 100% quality guarantee.”
- “MERS SPECIAL collagen cream-mousse: Essential help for your beautiful appearance.”
- “EXPIGMENT: Do you have dark spots or acne? Don’t worry, now there is an easy cure. In one month, acne and spots will disappear without a trace.”
- “Green SALT mask stick: Designed to deeply cleanse the skin, clear pores, remove dark spots, and instantly give the skin a transparent glow.”

In advertising targeted at a female audience, adjectives play a special role. They help create a vivid and attractive image of the product, emphasize its advantages, and convince buyers of its effectiveness. In our examples, we see how authors use adjectives to:

- Describe the product’s effect on female beauty
- Highlight its beneficial properties
- Evoke emotions in consumers

For example:

- “Werbenshop face serum is a concentrated formula that provides visible results from the first use.”
- “Carbon peeling with the Monaliza neodymium laser is a revolutionary procedure that gives you clean, radiant, and youthful skin.”

It is important to note that when using adjectives in advertising, several rules must be followed:

- Adjectives should be accurate and correspond to the real properties of the product.

- Avoid using too many adjectives, as this can make the text hard to read.
- Adjectives should be emotional and inspire consumers to want to buy the product.

Unlike women, men value specificity. This is influenced by personality traits such as:

- Masculinity
- Willpower
- Self-confidence
- Purposefulness

Modern men actively use the internet, which has led to the globalization of male images. Silhouettes of men from different countries inspire men to change their appearance.

In this part of the text, we will discuss how to use specificity and medical terminology in advertising aimed at a male audience.

1. Advertising Hair Restoration Products

In this group of ads, it is important to use:

- Precise data on the amount of hair loss the product can stop
- Timelines for expected results
- Description of the product's mechanism of action
- Testimonials from real customers

Examples:

- "Shampoo 'X' against hair loss stops hair loss by up to 98% after just 2 weeks of use."
- "Hair growth mesotherapy is an effective method that increases hair density by 20-30% over a course of 10 treatments."

2. Advertising Hair Transplant Services

In these ads, it is important to emphasize:

- The experience and qualifications of doctors
- Modern hair transplant methods
- Painlessness of the procedure
- Natural-looking results

Examples:

- "Clinic 'X' is a leader in hair transplantation in Russia. Our doctors have over 20 years of experience and use the most modern transplant techniques."
- "FUE hair transplant is a painless procedure that leaves no scars. The transplant results look completely natural."

Thus, the national and cultural conditioning of gender role representations in advertising is influenced by many factors, including the level of gender equality in

society, as well as the specifics of consumer behavior and audience expectations. Each culture has its unique ideas of masculinity and femininity, which can be reflected in the roles and character traits attributed to different genders in advertising. Additionally, the economic situation also affects how gender roles are portrayed in advertisements across different cultures.

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