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LEXICAL AND SEMANTIC GENDER FEATURES OF THE TEXT

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. Researchers are interested in gender issues as a component solving linguistic problems – such questions are extremely actual, for instance, how men's and women's languages differ, how their perceptual processes and the specificities in speech formation should be. A person's achievements in public life are not determined by social gender or biological sex: a person creates something he or she can realize or that is important both in politics and society as they consider.

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

add a “living element”; they avoid directly using sharp expressions or pictures in the journal; they claim that advertisements are interesting because of having successful findings, “black” humor and fun effect.

Advertisements in the *Men’s Health* and the *Women’s Health* magazines discuss key topics that reflect the image of successful men and women. These include: style, career, health, calendar of interesting events, sports, healthy eating, relationships, psychology, having a rest, adventure, technology, transportation.

In these publications the informational materials which cover all aspects of modern men’s and women’s lives, which claim to form their students’ lifestyles, and which are insignificant in terms of students’ value orientations are all explained. In such publications, social problems are hardly described, and students form their own standard stereotypes that are far from the usual value system. According to these magazines, a person ceases to be with himself, becomes part of the public, or becomes ill with a “collective mood”.

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.

Trends in the development of modern technologies, their integration into human life, in many ways, stimulate the media to improve. The beginning of the Guttenberg era in the 15th century is a well-known example. The printing house enabled journalists of that time to adapt to future readers and to create new directions in the profession (such as women’s thematic journals).

Over time, with the advent of new technologies, people have begun to apply it not only in everyday life but also in business. And while selfish goals have led humanity to constancy in the 21st century, experienced companies have begun to use psychological manipulations to attract new student audiences. Often, these manipulations are used secretly, especially in men’s and women’s journals, and are viewed as stereotypes which are typical of everyone, such as global socio-cultural phenomena that define the vector of thinking of men and women.

An experiment has been conducted, and according to it we could have determined linguistic styles influencing by gender, and we could have concluded that each socio-cultural gender reproduces data based on their own genders, and the lexical and grammatical structure of the journalist’s text is gender-related.

As one part of this experience, methods such as news storytelling and highlighting keywords have been implemented.

It is noteworthy that in order to get more objective results, respondents were asked to exchange gender texts mutually (men to women, women to men). Thus, the mechanism of thinking at the gender level became clear.

Differences in gender ideology were paid attention even by ancient scholars. As people began to socialize, men and women began to separate into two

camps, and it caused pluralism of thoughts. These ideas are expressed directly through the language and are called femininity and masculinity.

Thanks to the feminist movement that engages English-speaking countries, the concept of “gender and language” has emerged. The researchers such as M. Key, R. Lakoff and S. Tremel-Pletts concluded that the male language is the language of explanation and the female language is the language of self-justification. As Lakoff points out, “the woman who is engaged in debates is perceived as a sex or any other object, but is never regarded as a serious individual with an individualistic perspective” [1, P. 68].

Nevertheless, in the 1970s, general rules were developed regarding the specific features of women’s communication behavior. 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 Dejina 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. Zemskaya 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);

- 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].

The main features that men use theoretically in writing texts are revealed; Its distinguishing features are:

- Multiple use of abstract horses;
- Use of relative adjectives;
- Use of prison and army slangs;
- Use definitive introductory words;
- 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;
- Use newspapers and journalistic clichés;
- 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;
- Intentional interruptions [2, 23].

“In the 1970s, 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.

Parents address to various schemes to communicate with their children, they talk to boys about numbers, colors, and to girls about emotions, beauty. In schools, in physical education classes, children do exercises and play games that match their gender (which gradually forms their world perception around them). Moreover, although the biological characteristics that determine a person’s gender do not identify any gender, society tries to awaken it from birth.

Some factors, such as the fact that a child since his childhood has been in a gender-specific group, help to control one’s mental abilities according to socio-cultural requirements. Besides, it is important to remember that biologically men and women are not significantly different from the human point of view.

Of course, one should not be careless about sexual features – estrogen (female hormone) promotes rapid brain development. When a teenage girl completes her identity as an individual, male adolescents are at the peak of this process, and this separates both sexes as male and female, as socio-cultural gender.

At the end of adolescence, people acquire certain communication skills, social behavior, and especially thinking, which helps to form the lexical-grammatical basis of speech and life in general. This is obviously

seen in modern fitness clubs, with the increasing number of women’s sports clubs, in gender publications, in gendered sports teams, and in feminizing professions.

Our observations allow us to arrive at the following conclusions:

In terms of lexical, grammatical, and stylistic content, there are no significant differences in “male” and “female” ads. All types of advertising use potential customer-oriented imperatives, descriptions of the use of this product in modern verbs, as well as elliptical constructions and adjectives in the superlative degree are used a lot. Similarly, the use of metaphors and other means of expressions are typical of both ads.

Nevertheless, there is another serious difference between male related advertisements and female related advertisements. In the first, the visual range is much more important than the second, and the product’s image is often the main acting means, and its words are assistant. In advertisements for women, by contrast, there may not be a visual diapazon (or it can be minimized), but the appeal for advertisements is directed to a potential consumer-focused text. This text can be a description of the product, its various features, the history of the brand, and so on. In men’s magazines, such advertisements are used only to attract attention to elite alcohol, as a feature of the lifestyle of celebrities, and, accordingly, to use the stories of celebrities. 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.

In terms of lexical, grammatical, and stylistic content, “male” and “female” messages as journalistic messages do not differ significantly. All types of speeches use imperative-oriented impulses, and present tense

verbs describing the current situation, as well as elliptical constructions and superlative adjectives are used in them. Also, the use of metaphors and other expression means are typical of both messages.

Gender characteristics of speech in the media influence the mass audience in terms of the sex of the speaker and the sex of the listener. Thus, gender becomes a binary tool that allows for consideration both in terms of impact and in terms of cognition.

Gender research was initially inspired by feminism, women's equality, and their freedom from many restrictions and prohibitions. However, looking at any major politician in terms of gender seems to hinder a woman's success in public life.

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. Researchers are interested in gender issues as a component solving linguistic problems – such questions are extremely actual, for instance, how men's and women's languages differ, how their perceptual processes and the specificities in speech formation should be. A person's achievements in public life are not determined by social gender or biological sex: a person creates something he or she can realize or that is important both in politics and society as they consider.

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