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LINGUISTIC REPRESENTATION OF GENDER ROLES
IN MODERN ENGLISH ADVERTISEMENTS

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Abstract. This article examines the linguistic mechanisms through which gender roles are constructed and negotiated in modern English advertising discourse. The study aims to identify systematic lexical, grammatical, and pragmatic patterns that contribute to the discursive representation of masculinity and femininity. The research is based on qualitative discourse analysis of 160 English-language advertisements published between 2018 and 2025 across digital and traditional media. The findings demonstrate that while explicit gender stereotyping has declined, implicit asymmetries persist in evaluative vocabulary, modality, and metaphorical framing. At the same time, the increasing use of gender-neutral language reflects sociocultural transformation and evolving ideological norms. The scientific novelty of the study lies in integrating lexical-semantic, syntactic, and pragmatic analysis within a unified discourse-analytic framework. The results may contribute to gender linguistics, media discourse studies, and contemporary sociolinguistic research.

Keywords: gender discourse, advertising language, gender roles, modality, discourse analysis, linguistic asymmetry, inclusive language.

Annotatsiya. Mazkur maqolada zamonaviy ingliz tilidagi reklama diskursida gender rollarining lingvistik ifodalanish mexanizmlari tahlil qilinadi. Tadqiqotning maqsadi erkaklik va ayollik identifikatsiyasining leksik, grammatik hamda pragmatik vositalar orqali qanday diskursiv konstruksiya qilinishini aniqlashdan iborat. Empirik material sifatida 2018–2025-yillarda raqamli va an’anaviy ommaviy axborot vositalarida e’lon qilingan 160 ta ingliz tilidagi reklama matnlari o’rganildi. Tadqiqotda diskursiv tahlil, leksik-semantik guruhlash, modal strukturalarni aniqlash hamda pragmatik presuppozitsiyalarni tahlil qilish metodlari qo’llanildi. Natijalar shuni ko’rsatadiki, ochiq gender stereotiplari kamaygan bo’lsa-da, baholovchi leksika, metaforik model va sintaktik tuzilmalarda yashirin assimetriya saqlanib qolmoqda. Shu bilan birga, gender-neytral va inklyuziv til strategiyalarining kengayishi ijtimoiy-madaniy transformatsiyaning tilga ko’chishini aks ettiradi. Tadqiqot gender lingvistikasi va media diskursi yo’nalishidagi ilmiy izlanishlarga nazariy hamda empirik hissa qo’shadi.

Kalit so’zlar: gender rollari, reklama diskursi, lingvistik reprezentatsiya, diskursiv tahlil, modal struktura, leksik-semantik maydon, inklyuziv til.



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Аннотация. В данной статье анализируются лингвистические механизмы репрезентации гендерных ролей в современном англоязычном рекламном дискурсе. Цель исследования заключается в выявлении способов дискурсивной конструирования маскулинности и фемининности посредством лексических, грамматических и прагматических средств. Эмпирический материал включает 160 рекламных текстов на английском языке, опубликованных в 2018–2025 годах в цифровых и традиционных медиа. В работе применены методы дискурсивного анализа, лексико-семантической классификации, анализа модальности и прагматических пресуппозиций. Результаты показывают, что при снижении явных гендерных стереотипов сохраняется скрытая асимметрия в оценочной лексике, метафорических моделях и синтаксических структурах. Одновременно наблюдается тенденция к использованию гендерно-нейтральных и инклюзивных языковых стратегий, отражающих социокультурные изменения. Исследование вносит вклад в развитие гендерной лингвистики и теории медийного дискурса.

Ключевые слова: гендерные роли, рекламный дискурс, лингвистическая репрезентация, дискурсивный анализ, модальность, лексико-семантическое поле, инклюзивный язык.

INTRODUCTION

In modern linguistic research, gender is viewed not only as a biological category but as a socially constructed phenomenon shaped through language (Cameron, 2003; Eckert & McConnell-Ginet, 2013). Advertising discourse, due to its persuasive power and broad influence, plays a key role in forming and spreading gender norms (Gill, 2007).

Recent sociocultural changes, including feminist movements and inclusive language practices, have influenced advertising, promoting ideas of equality and empowerment (Lazar, 2006). However, despite these changes, subtle linguistic mechanisms may still reinforce gender differences at lexical, syntactic, and pragmatic levels (Fairclough, 2003; Van Dijk, 2008).

This study aims to analyze how gender roles are constructed in modern English advertising discourse. It focuses on lexical, grammatical, and pragmatic features, examining how masculinity and femininity are represented.

METHODS

The analysis combines discourse analysis with lexical, syntactic, and pragmatic approaches to identify patterns of gender representation (Fairclough, 2003;

Machin & Mayr, 2012). Advertising texts were examined as socially situated communicative acts. Particular attention was paid to ideological positioning and identity construction embedded in linguistic choices (Van Dijk, 2008).

RESULTS

At the lexical level, female-oriented ads mainly use words related to beauty, care, and self-expression, often focusing on improvement and personal growth. In contrast,



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male-oriented ads emphasize strength, control, and performance, using more action-driven vocabulary (Gill, 2007; Koller, 2014).

1. **Discourse Analysis** - Advertising texts were examined as socially situated communicative acts. Particular attention was paid to ideological positioning and identity construction embedded in linguistic choices.

2. **Lexical-Semantic Analysis** - Lexical items were grouped into semantic fields associated with femininity and masculinity. Recurring lexical clusters were identified to determine dominant evaluative patterns.

3. **Syntactic and Modal Analysis** - Sentence structure, imperative constructions, and modality patterns were analyzed to reveal structural differences between male- and female-oriented discourse. Special emphasis was placed on identifying modal asymmetry as an indicator of gender positioning.

4. **Pragmatic Analysis** - Presuppositions, implicatures, and implied identity models were examined to uncover implicit ideological framing.

Reliability and Limitations

To ensure analytical reliability, the corpus was systematically categorized according to target audience and product type before linguistic examination. Recurring patterns were identified across multiple texts rather than isolated examples.

However, certain limitations should be acknowledged. The study focuses exclusively on English-language advertising and does not include cross-cultural comparison. Additionally, visual semiotic elements were not analyzed, which may also contribute to gender representation. Future research may expand the dataset and incorporate quantitative corpus-linguistic tools to enhance statistical validity.

Results The analysis of 160 English-language advertisements revealed consistent gender-based linguistic patterns at lexical, grammatical, and pragmatic levels.

At the lexical level, female-oriented ads mainly use words related to beauty, care, and self-expression, often focusing on improvement and personal growth. In contrast, male-oriented ads emphasize strength, control, and performance, using more action-driven and assertive vocabulary.

Grammatically, ads targeting women tend to include longer, descriptive sentences and modal verbs expressing possibility, creating a supportive tone. Ads for men use shorter structures, direct imperatives, and certainty-based modality, reinforcing authority and decisiveness.

At the pragmatic level, messages for women often imply the need for improvement, while those for men assume competence and focus on results. Although gender-neutral language is becoming more common, subtle differences still remain.

Overall, the findings show that modern advertising combines both change and continuity: explicit stereotypes are reduced, but underlying linguistic patterns continue to shape gender representation

DISCUSSION.



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This suggests that traditional gender roles are not removed but adapted to more modern and acceptable forms (Eckert & McConnell-Ginet, 2013). Inclusive language shows progress, but underlying patterns still reproduce traditional gender distinctions (Cameron, 2003).

CONCLUSION.

The persistence of implicit gender asymmetry in advertising discourse confirms that language continues to play a role in reproducing social ideologies (Fairclough, 2003; Van Dijk, 2008).

Scientific Novelty of the Research

The present study offers a multi-level linguistic analysis of gender representation in modern English advertising, moving beyond visual or thematic approaches to examine micro-linguistic structures.

It introduces an integrated framework combining lexical-semantic, syntactic, modal, and pragmatic analysis, providing a comprehensive view of how gender identities are encoded. A key contribution is the concept of modal asymmetry: female-oriented ads often use possibility-based verbs (can, may), while male-oriented ads rely on certainty-based forms (will, must), highlighting subtle discursive gender differentiation.

The study also identifies recurrent metaphorical patterns, framing femininity around transformation and refinement, and masculinity around performance and control. Even in ads promoting equality, implicit linguistic asymmetries persist, showing a transitional ideological model where inclusive rhetoric coexists with traditional gender scripts.

Empirical data (2018–2025) reflect current sociocultural trends, and the methodology demonstrates how advertising discourse can reveal interactions between language, ideology, and identity. Overall, the novelty lies in uncovering structural mechanisms that shape and reproduce evolving gender ideologies in contemporary advertising.

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