

2. Лингвистика и проблемы перевода

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Лингвистическая репрезентация гендерных стереотипов в рекламном дискурсе

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Аннотация. Целью данного исследования является изучение и анализ лингвистических средств, используемых для репрезентации гендерных стереотипов в современных рекламных текстах. Для достижения поставленной цели был проведён лингвистический анализ рекламных текстов, представленных в отечественных и зарубежных англоязычных источниках. Результаты исследования выявили, что гендерные психолингвистические стереотипы, существующие в современном обществе, влияют как на создание рекламного лозунга, так и на его восприятие представителями определённого гендера.

Ключевые слова: лингвистика, гендерные стереотипы, рекламный дискурс, мужественность, женственность.

Linguistic representation of gender stereotypes in advertising discourse

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Abstract. The purpose of this study is an exploration and analysis of linguistic tools aimed to represent gender stereotypes in modern advertising texts. To achieve this goal, the linguistic analysis of Russian and foreign sources was carried out. Results of the study revealed that gender psycholinguistic stereotypes existing in modern society influence both creation of advertising slogan and its perception by representatives of certain gender.

Keywords: linguistics, gender stereotypes, advertising discourse, masculinity, femininity.

Scientific research of representation of gender in language is a complex feature. It is due to anthropometric and pragmatic tendencies of development of the modern linguistic researches that are based on the eager to explore everything through the language. Language is considered not as a tool of communication, but the cultural code of certain nation.

The concept of "gender" entered the modern linguistic paradigm much later than other humanities. Surveys on a gender in linguistics started being conducted in early 20th century and the correlation between language and gender has been in interest of sociolinguistics and related disciplines since then. The first surveys in this field appeared in the West. As for Russian linguistics, the first regular studies on gender in language carried out only in the late 80s – early 90s. Despite the large amount of scientific works devoted to gender language, representation of gender stereotypes and phenomenon of gender in linguistics, gender linguistics remains one of barely studied lines of linguistic research.

Definition of gender refers to the combination of specific cultural and social characteristics. Gender is a social and cultural construct associated with attributing certain qualities and standards of behavior to a person based on his or her biological sex. Perpetuation of gender roles happens owing to assimilation of gender stereotypes that revolve around conventional idea of masculinity and femininity [1, p.510-512].

A gender stereotype is a general preconception based on sustainable, repetitive forms of behavior of men and women. Such structure revolves around specific attributes, roles or characteristics ascribing to men or women by their membership in social groups and historically determined frame formed in collective consciousness of the particular linguacultural society. Owing to gender stereotypes, researchers are able to determine attitude to representatives of different biological sexes in different cultures and nationalities.

I. E. Gerasimenko marks "gender stereotype is conceived as standard conception of how most representatives of certain sex perceive representatives of another sex". The researcher claims that it is a language, where gender stereotyping of collective consciousness fixes [2, p.33]. In the process of communication, an individual actualizes his personal experience through the number of gender stereotypes existing in certain language. Therefore, language features function as specific tools for objectification of fragments of individual's conceptual system.

Key determinants of the formation of gender stereotypes in collective consciousness of society are language, education, religion and MSM (mainstream media). In modern world, MSM is an integral part of socialization for both growing generation and adults. Moreover, MSM forms are crucial part of formation of public opinion, general assessments and they model sample of living standards.

Modern advertising, as part of MSM culture, has significant impact on individuals, as it remains main source of information having current interaction with people. It forms a model of human behavior, influences life values and is a source of information in the processes of socio-cultural dynamics of modern society. Text in advertising discourse stands not only as an economic feature, but also as a socio-psychological tool to influence people. Advertising uses specific gender-related language revolves around gender stereotypes which stereotypically resonate representatives of women or men social groups [3, p.124-125].

Traditionally, there are two main concepts of gender stereotypes: feminine and masculine. However, gender-stereotyping system is going through changes and typical genders divided into subgroups. Nowadays, there are four types of gender stereotypes:

traditional masculine, new masculine, traditional feminine, new feminine [4, p.83]. There are also types of texts with neutral gender.

Traditional or dominant masculine stereotypes, used in specific men-related advertising texts, are based on traditional qualities ascribing to men: reliability, stability, seriousness, professionalism, power, etc. Speech influence aims to pragmatism, not emotions or feelings.

In many linguacultural societies, gender stereotypes of masculinity are success, leadership and power. For example, text of advertising of famous car-trading German company Audi says "Audi A4. Passion of winners" is in interest of men who associate themselves with successful leaders. Another German vehicle label Mercedes uses such slogan as "Unstoppable. Just like you". Judging by prosperity of these companies, such slogans resonate with gender stereotypes within standard of powerful, prosperous and high-status man in many cultures.

New masculine stereotypes relies on both traditional concept of masculinity and some traditionally feminine dominances, such as image of caring father or metrosexual man. Traditional standard of anti-femininity loses significance, proving that demonstration of emotions and feeling is not a privilege of only women social group.

Worldwide famous Sweden brand of cosmetics "Oriflame" writes in their adverts of men-devoted toiletry line "Because you also deserve great skin. Experience the comfort of moisturized, healthy skin". This advertising text uses semantic markers aimed to traditional masculine stereotypes as result and safety. However, it also highlights the feelings in process of using these cosmetics, implying comfort and indulgence, thus are typically linguistics representations of feminine gender stereotypes. This Swedish advertising text proves that men in some linguacultural societies not only think thoroughly about developing of their status, but also about their appearance.

Traditional feminine stereotypes derives from traditional qualities and attributes ascribing to femininity. Women-related language in advertising discourse is devoted to stereotypical feminine attributes: beauty, motherhood, solicitude, empathy, etc. The emotional color of texts in advertising discourse use linguistic expressiveness means

in order to appeal to associative-figurative thinking of the female consumers. The researcher M.S. Petrov claims that women-orientated advertising texts depends on not rational, but emotional characteristics [5, p.133]. The main purpose of female-devoted advertising texts is to affect emotions and feeling.

In specific female-devoted magazines gender stereotyping aspect is sustainable. For example, advertising campaign of Nestle in Russian advertising discourse says "Cereal Fitness. Stay fit due to whole grains". The text of this advertisement aims to resonate towards women of particular linguacultural society, who want stay fit, keep beauty and find a couple – characteristics of traditional feminine gender stereotypes.

Social transformations has affected perception of female image. A woman in modern society symbolizes self-realization and hardworking [6, p.33]. Women try to take higher positions in society, stay fit and healthy, and realize themselves in business, but remain feminine.

Nowadays, more and more advertising campaigns encourage modern women to be strong and independent, which are features of traditional masculine stereotyping attributes. Typical masculine semantic features resonate with modern woman fighting for leadership and independence of female rights. In 2016, American label "Keds" celebrated its 100th anniversary with the "Ladies First" campaign with the main slogan "It's not a running shoe. It's a shoe to run the world". The message of the slogan empowers women with traditionally masculine language. It breaks the traditional feminine stereotype about caring mother and devoted wife, embracing modern women to self-express, hold higher positions in society and challenge traditional female standards. This manipulative advertising slogan appeals to many female representatives not only in American society, but also in many other highly developed counties.

Advertising is a set of information that are dynamic, expressive and modally incentive. Such information is intended to influence emotional or rational sphere of the consciousness of the potential consumer. Key factor of advertising is manipulativeness contributes to formation and perpetuation of gender stereotypes in different

linguacultural groups. They reflect attitude to representatives of certain gender group in different cultural, social and national groups.

Despite the fact that gender stereotypes in written advertising discourse are sustainable, they go through transformation. In that regard, language tools of linguistic representation of gender stereotypes in advertising discourse remain field of scientific interest.

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