

LANGUAGE AND CULTURAL PECULIARITIES OF GENDER REALISATION

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ABSTRACT

Aim. The aim of the article is to reveal gender realisation peculiarities in English and German advertising texts. The concept of the research work is focused on the idea that representatives of different languages and cultures make unique world environment. The work proves the concept validity of the unique language nature in the distinctive idea of its cognitive base formed by an ethnic group.

Methods. The concepts of universality and uniqueness of the linguistic and cultural features of gender perception are revealed using the methods of analysis and generalisation.

Results. The result of the research work is in the necessity for advertising texts to have special gender language markers which are the kind of signal influencing the conscience of men and women while making purchases. The authors stress that social characteristics of men and women, such as age, social or family status expressed in the form of various degrees of comparison of adjectives are used mainly in English magazines; while German advertising texts put the use of adjectives and articles on the first place. Advertising for women have the set of a special expressive and emotional language tools complex while for men the use of vocabulary stressing the main type of activity of a man - energy is of the top priority.

Conclusion. The research work presents cognitive value in theory and practical recommendations to gender linguistics specialising in advertising texts structure illustrating peculiar features of men and women as consumers being influenced by language, cultural, psychological characteristics.

Keywords: linguistic and cultural gender realisation, core of gender stereotypes, adverts, social and language environment, magazines

INTRODUCTION

Any language is the reflection of the unique process of historical, geographical, cultural interaction types, therefore, every nation possesses its own spectra of ideas determining the social reality. Specific stereotypes are formed about people, their customs and traditions within their own cultural environment. The significance of the research work is due to the interest of scientists in the problems of language and cultural interaction as well as in people's psychology in the process of cross-cultural interaction. Currently, the concept of gender stereotype typical for different cultures attracts a lot of attention of scientists, numerous experts and modern bloggers. The research work is concentrated on the analysis of gender concepts stereotypes, revealing the gender stereotypes' reflection and cultural characteristics through advertising texts perception in different cultures.

MATERIALS AND METHODS OF RESEARCH

The research work expands the analysis between language and culture: English and German. The sources under review include terminology collections or resources such as dictionaries and grammar books, as well as

dissertations, academic books, and articles. To achieve the goal of the research work two groups of methods were used, which are general scientific methods group and special methods group. The group of general scientific methods includes analysis and generalisation, these methods are used to comprehend the relevant theoretical and practical material. The group of special methods includes the descriptive method which allows identifying the characteristic features and relationships of linguistic units, the taxonomic method (structural methods of isolating linguistic units and combining them into classes, classification), this method deals with the isolation of linguistic and cultural units, the implementation of their analysis, inclusion in a certain group; the method of component analysis (in which an exhaustive interpretation of a language unit is provided, semantic features and lexis and semantic variants of words are distinguished).

RESULTS AND DISCUSSION

The Concept of Gender Stereotypes and Their Role in the Social Environment

The concept of social stereotype was introduced into scientific use by Crystal Hoyt (2017) who considered stereotyping to be actually the only way for a person to know the infinite diversity of the world. In his book *Social psychological approaches to women and leadership* Hoyt states that, "the stereotype as a stable ordered image or ordering scheme or model also serves to save effort when evaluating new situations, especially highly dynamic ones, as well as to mark up the world" (Hoyt, 2017, p. 46). Following the idea of Hoyt we consider that:

through stereotypes, also we make ideas of the world we live and make activities, then we formulate our preferences, define group values, defend group interests and our rights; therefore, the coincidence of the world environment not corresponding to what is happening can cause some emotional reactions (Hoyt, 2017, p. 51).

Hence, the properties of stereotypes are their consistency (intra - and interpersonal), personal and group (gender, age, ethnic) stability, selective orientation, and of emotional and evaluative content.

More than that, the scientist Piotr Lipka (2008, p. 25) stressed that "social perception is not a widespread phenomenon, all social perception peculiarities are formulated on the basis of reality, being to some extent accurate or expanded." In particular, this applies to the perception of communication partners who can be women and men.

In our research work, we define gender stereotypes as stable generalised social representations of the personal and behavioural characteristics of men and women. This definition specifies the essence and the main properties of gender stereotypes which provides the sufficient basis for their further theoretical development - the identification of their determinants and varieties.

DETERMINANTS OF GENDER STEREOTYPES

Such criteria as physical gender and traditional cultural values are the main determinant factors dealing with gender stereotypes specificity, but to have the deep understanding of the idea one must take into consideration additional criteria as well, such as physical gender, traditional cultural values, socio-cultural dynamics which are of different systems of values to be changed within some period as new social statuses and norms can be formulated within the time. It should be stressed that gender stereotypes are formed at the intersection of biological and cultural factors.

Some scientists of various scientific research works ignore physical factor as an item formulating gender aspect. However, the results of modern empirical research suggest a connection between gender differences and suitable behaviour.

In the book *The study of language*, the psychoanalyst George Yule (2017) states that "human spirit is conditioned no more; the body does not affect anything, it only conditions, but this conditioning of the human spirit is not the least in the attachment of the human spirit to its body" (Yule, 2017, p. 67).

Physical gender, first of all, differentiates objective dissimilarities between men and women in the hormonal regulation of the body's vital activity and brain activity. A lot has been written about the hormonal regulation of the vital activity of men and women (Sapir, 2021).

In the research work we limit these factors to the most significant differences related to the problem. Thus, it is proved that "male hormones is testosterone (although it is also released in women) which is responsible not only for the development of secondary sexual characteristics, but also for the aggressiveness and short temper of the individual" (Shutterstock, 2020, p. 76). It should be considered that the functions of former primitive hunters and keepers of the home are still manifested in the psychophysiology of modern men and women.

The man as a physically strong sex was engaged in hunting, the main quality, ensuring the survival of the genus, was the ability to track down a moving target to feed those who were dependent on it. As a result, the male brain, as shown by the results of scanning, has the best developed visual-spatial area which allows men to pursue goals and solve problems. In the past a woman of reproductive age was either pregnant or engaged in a child care process. In the article "Gendered adverts: an analysis of female and male images in contemporary perfume ads," Sandra Tuna and Elsa Freitas (2012, p. 101) claim that "women and children spent most of the time in the cave which means that the ability to establish connections and build strong relationships became a matter of survival for women, so women are better at social interaction."

Many researchers distinguish the cognitive styles of men and women which is due to the fact that men tended to demonstrate a context-dependent decision-making strategy, choosing from the options ones that fit the

goal, and if the goals changed, the choice changed as well. This strategy reflects an attempt to capture the specifics of the situation for behaviour correction. Women, on the other hand, made their choices based on stable preferences, regardless of the change in the goal, thus demonstrating a context-independent strategy. This strategy is an attempt to formulate the best universally-averaged responses that currently correspond to the maximum number of possible life situations. The relative advantages of these strategies depend on the situation. In his recent article "The concept of nudity and modesty in Arab-Islamic culture," Munir Al Absi (2018, p. 86) considered that "in a relatively stable environment, the context-independent approach to decision-making is more reliable while in a highly dynamic environment the context-dependent approach dominates."

Women have a higher speed of perception than men because the hemispheres of the female brain are better correlated with each other: the clot of neurons in women, that connects both hemispheres, is 23% larger, so the information received by women is more voluminous and more saturated in the configuration process. The female brain is for multi tracking tasks, so a woman is able to do several unrelated things at the same time, therefore, 96% of personal assistants in the world are women. The male brain is able to do one thing at a time which allows men to become real experts in specific areas, and 96% of the world's technical experts are men. It is also proved that the female brain, signalling danger, is filled with negative information eight times faster than in the male. Therefore, European scientists Maria Binetti, Martina Pavlíková, and Katarina Slobodová Nováková (2019, p. 73) stress the idea that, "women are often considered cowards; they are twice as likely as men to suffer from increased anxiety and depression."

The image of oneself taking into consideration gender aspect is formed individually not only on the basis of bodily signs perception but on the ground of culturally related external forms of behaviour that are considered typically male or female. Immediately after birth, the child does not understand its own anatomical and physiological features for a long time. But these features are a sign that causes the attitude of others to this child as a future man or woman. The set of personal traits and individual characteristics associated with the biological sex that develops in him or her makes it identical with a certain socio-cultural code of male or female behaviour, the image of masculinity/femininity which is nothing else than gender identity (Igboanusi, 2008).

PSYCHOLOGY OF MEN AND WOMEN (CORE OF GENDER STEREOTYPES)

The psyche of men and women behavioural characteristics and their peculiar features are manifested in private relations, for example while making families.

There are several stereotypical mental traits typically associated with men and women, these stereotypes can be combined into two groups of gender stereotypes-mental traits:

- male traits (independence, individualism, goal orientation, achievability, innovation, rationality, competition, indifference, restraint, negligence, dominance, activity, high ambition, courage, hardness, risk aversion, aggressiveness, rudeness, low anxiety);
- female traits (attachment, collectivism, relationship orientation, impulsivity, team orientation, caring, empathy, emotionality, neatness, compliance, passivity, low ambition, democracy, fearfulness, softness, dreaminess, peacefulness, tenderness, high anxiety).

It should be assumed that the most common features of behavioural stereotypes have been described in the article "Indigenisation peculiarities processes of Nigerian English" by Tatiana Voloshina (2020), who states:

Men do not show their feelings directly, but they are straightforward, like to spend time in companies, love cars, sports, hunting, fishing; women feel the need to share their feelings, tend to exaggerate everything, are talkative, devious, love shopping, are careful and are concerned about their appearance and their health (Voloshina, 2020, p. 117).

Traditional stereotypes encourage men to show activity, strength, self-confidence, strong-willed traits that allow them to show directivity and aggression. The stereotype of femininity in relationships with people involves the manifestation of gentleness and delicacy, responsiveness and care, the use of non-directive means to achieve their goals. To conform to these stereotypes, boys are taught that one always need to struggle for their own interests, if necessary, to fight back, and most girls learn that fighting is not allowed. But as the linguist Greg Obiamalu (2017, p. 34) stresses, "girls observe examples of female cunning which is approvingly called female wisdom by others." It follows that traditional gender stereotypes encourage men and women to implement a dominant-dependent model of interpersonal relationships rather than a partner model. In any case, partners achieve their goals in various ways: the man-open directive, the woman-hidden manipulative.

People try to meet gender expectations (stereotypes) for two main reasons – due to regulatory and informational pressure. Under the influence of normative pressure, a person is forced to adapt to social or group expectations in order not to become an outcast. Information pressure is caused by the fact that when people learn about the world and try to understand how to act in certain situations, they rely more on information from others than on their own experience. When we see how men and women behave and get information about it from the media we understand what expectations we need to correspond to.

Gender stereotypes are not only social norms that are quite specific but also generalized ideas about the behaviour of men and women which imply

a variety of options and combinations of status and role models. These patterns are in varying degrees concrete, compatible, socially approved or disapproved of, and most importantly, in varying degrees realistically.

GENDER STEREOTYPES IN VARIOUS AREAS

The gender survey of the modern political society cannot be separated from the conflicts surrounding the formation of the main democratic institutions in the country for more than 25 years. Such institutions are the electoral system, political parties, independent media, and non-governmental public associations. It is natural to ask what the real prospects for including the two main socio-demographic groups in these democratic institutions since the beginning of globalization from an objective and subjective point of view were.

The speech of famous politicians can be a good example of gender oriented stereotypic texts. Women politicians are quite emotional, they are energetic and therefore use complex grammar constructions and advanced lexical expressions, their speech is full of superlative degrees of adjectives. As the author of the book *Arabic as a minority language*, Jonathan Owens (2000, p. 134) mentions, “**men politicians’ speech is often strongly dominated by verbs: simple verb constructions prevail and non-extended sentences; lexical repetitions are also typical for men politicians speech.**” For example, the usage of a word mother creates a special atmosphere of love and warmth, eternity and holiness:

- “My mother was born before women could vote. But in this election my daughter got to vote for her mother being president” (GQ UK, 2022, p. 36);
- “I am honoured to be here tonight. A proud mother” (GQ UK, 2022, p. 37).

It is known that mass communication media is the strongest factor in the formation of the concept of gender stereotypes. The analysis of gender stereotypes peculiarities in political texts proves the idea that the mass media has a tendency to present a portrait of a male politician rather than the female one. The portrait of a woman politician is based on representing her appearance and marital status as well as such woman’s quality as weaknesses which is revealed in her emotions and feelings’ representation. This fact can be explained by a stereotypic idea of a woman being a tender creature and psychic peculiarities to be very sentimental and not stress resistant in comparison with men. All facts considered, we conclude that a certain idea about gender politician’s typical features can be formulated by the publicity: male and female politicians use various types of verbal and non verbal communication types to present themselves as reliable and trustworthy to convince their listeners of the justice.

GENDER REFLECTION PECULIARITIES AS THE ASPECT IN THE MODERN ADVERTISING MAGAZINES TEXTS

Modern life cannot be imagined without advertising, it is the necessary part of economic and market relations. We define an advertising text as a communicative unit that informs about goods or services, an individual, a legal entity, or an idea for advertising them; the advertising text must have certain features in its structure. It must signal the advertising nature of the information type, the advertising text must contain brand components or advertising details.

It is worth mentioning that due to linguistic factors, the advertising text becomes a kind of phenomenon. This fact explains the duality in the study of advertising text: one group of researchers considers marketing to be the main issues, and the other - the language features of advertising texts.

The advert text is a type of functional styles text which is classified as the productive or informative structural unit, aimed at not only identifying a certain product or service, but making influence on customers buying products or services.

Thus, advertising texts have an optimal structure, and each object of advertising text has its own communicative role, still, most researchers tend to adhere to the classical scheme, consisting of three parts. The optimal structure of the advertising text comprises introduction (arousing interest); transition (leading to the object of advertising and increasing interest in it); presenting ideas about the object advertised product or service type (based on the idea of advertising text); explanation of the special advantages of the advertised product with a clear argument; proof of certain provisions (involving witnesses, including relevant statistics and references); a call for specific actions (with an emphasis on efficiency of use, information).

PECULIARITIES OF ADVERTISING TEXTS: SOCIAL AND CULTURAL ASPECTS

Advertising texts reflect actual modal images of the time. The advertising text depicts stereotypes, values, and ideas of the modern society. One of the key features of adverts is a so-called chronotope peculiarity which is created in an advert text to express people's ideas about their values and desires depicting the future.

Each culture is unique and has its own mentality features, cultural and historical experience. It follows the social and cultural attributes which determine this very identity. No advertising text can do without a pragmatic component and social and cultural discourse which should include advertising images, value aspects, stereotypes, and social myths. Scientists believe that the success of advertising depends to a great extent on social and cultural discourse peculiarities. The meanings in this discourse, as well

as the symbolic means used in its creation, form the imaginary world influencing the social actions of the person.

Linguistic and cultural components are of great importance in shaping the content of the advertising text. These components are presented in all text elements: titles, slogans and information blocks. These elements make the speech expressive and bright in perceiving emotions.

If advertising were limited only to produce the text itself, these words would make no sense. However, social and cultural discourses describe the symbolic content of the advertised content. It is the text of social and cultural norms. Of primary importance are questions on what social relations adverts present to the audience as an attractive model, what explicit and latent social consequences advertising messages can cause.

Thus, the social and cultural components of an advertising text are an effective means of transmitting meaning, emotional and persuasive impact on the audience. The meaning of the social and cultural components of the advertising text is that it allows you to express people's thoughts and desires using cultural and historical experience. A similar effect can be achieved in relationships with people who have a similar set of social and cultural components.

GENDER ORIENTATION OF MODERN ADVERTISING TEXTS

Of course, modern advertising texts are created depending on the type of audience's needs, and the target audience is of different gender and cultural identity. The specific feature of gender-oriented addressing text is in the concentration of the addressee's personality based on extra linguistic differences for goods intended for people of a certain gender identity. So, one must admit, the targeting of the advert is formulated taking into account the criteria of gender to be influenced by the advertised product.

Gender is a social phenomenon that does not always coincide with the biological characteristics of an individual. Research works of gender specificity mainly analyse this phenomenon from a social and psychological area of work.

The gender aspect determines the principles of transmission, perception and interpretation of information. When creating a gender-specific advert, one must think of linguistic and extra linguistic factors making the content of the advertising message. The relationship between these factors is due to the difference between male and female advertising at the thematic level and, as a result, the presence of typically female products. This is due to the fact that at home a woman is in charge of household chores, performs the role of a home manager, and based on this, a woman takes main leading decisions in the family.

Gender based advertising text uses gender-specific words, indirect characteristics of men and women expressing adjectives in degrees of compari-

son. One must mention women's advertising is dominated by a complex of expressive and emotional language tools, while men's advertising is dominated by vocabulary that stresses the main activity of men. Taking into account the language and gender characteristics of consumers, it is possible to achieve this goal. That is why dividing the audience into male and female will allow influencing potential consumers effectively.

Today gender is a significant factor. Within the framework of a written text it is indicated by means of lexical and grammatical markers. The advert text labelling for a certain gender group may have indirect signs for the audience depending on the cultural stereotype of gender-specific product targeting.

GENDER ASPECTS OF BRITISH ADVERTISING TEXTS

ASA (The British Advertising Standards Authority) has banned the use of negative gender stereotypes while presenting advertising text to the audience on the territory of the UK. This factor has influenced greatly on the content of advertising magazines (Baghana et al, 2020).

The rules were developed in December 2018 by the Committee of Advertising Practice (CAP) which is subordinate to the ASA. According to the document, it is forbidden to use ideas about typical female and male appearance in advertising, as well as to associate certain qualities, occupations, happiness and success with physical data, or to show how gender limits a person's capabilities.

For example, Herbal Essences uses the following concept in its Battle Rope advert, thus creating the image of a strong woman. In women's advertising texts, the emphasis is on the ideas of beauty, health and youth. Therefore, the following lexemes are often used: shine, beauty, softness, fresh, vitality, youth, for example, an advert for Lancôme: "Spring, Beauty, Event your fresh start on skin care and foundation" (Cosmopolitan UK, 2021, p. 76). In the given example the main lexical units are fresh, skincare, beauty.

It is worth mentioning that in advertising texts aimed at a female audience, metaphors, personifications and comparisons are often used, for example, a Garnier advert text: "You may not feel your age. But wrinkles can tell a different story" (Cosmopolitan UK, 2021, p. 34).

The advertising texts are a type of text for which an absolute rating (implicit comparison) and a comparative rating (explicit comparison) are the characteristic features. For example, the British magazine *Vogue* pays attention to the skin condition while offering cosmetics to women, stressing the best quality after the effective influence of product usage: "Our best Jerdens. Your best skin" (Vogue UK, 2021, p. 93).

We can distinguish the following lexical means for constructing masculinity in English advertising:

- nouns,
- gender-marked units,
- adjectives,
- verbs reflecting male gender behaviour,
- syntactic constructions.

The research work proves that advert texts use nouns with semantic connotations that indicate the dominant and strong-willed side of a man, for example, an advert for the Boss brand: "Integrity is how you behave" (Vogue UK, 2021, p. 103).

The marker of masculinity in this case is the noun integrity which is the synonym to honesty. Advertising L'oréal Men Expert in the journal *Cosmopolitan* we find the example: "New innovations and a tradition of excellence. Spots and blackheads zapping your man power?" (Cosmopolitan UK, 2021, p. 79).

In this case, the noun innovations is used for indicating great potential and the desire for development, as well as the desire for excellence.

Advertising Head & Shoulders in the journal *Glamour*: "Shoulders were made for greatness" (Glamour UK, 2022, p. 32). The noun greatness in the example is used to refer men's shoulders and is used as power, greatness which has an association with masculinity.

Nivea men advert: "Now this is new. Control. Precision. Great defence from irritation" (Glamour UK, 2022, p. 71). The characteristics of control and precision are key features for men.

Given the policy regarding gender stereotypes in advertising, one should stress that English magazines have examples of advertising for men, in which there is less masculinity and aggression, for example, an advert for Dolce & Gabbana in the magazine *GQ*: "Welcome to sweet amenity. Make a life a ride Beautifully proportioned Glamorous. Modern high-tech. Make a life a ride. Simply elegant" (*GQ UK*, 2022, p. 16).

Advertising Nivea for Men Creme: "You care for your shoes. You care for your car. And you care for your pet. So why not take better care of your face? You need new Nivea Men face crème. Non-greasy, fast absorbing and affordable. You care for your face? Men, this is your face crème. Nivea men. It starts with you" (Vogue UK, 2021, p. 21).

In this advert, there is a call for men to take care of shoes and cars which are the symbols of a successful man. And modern men should also pay attention to their faces, caring with cosmetics.

Thus, the policy in the field of advertising communications management has an impact on the gender characteristics of advertising texts in English magazines. In the UK they try to avoid a clear distinction, giving masculine and feminine characteristics in advertising texts without adhering to gender stereotypes.

GENDER ASPECTS OF GERMAN ADVERTISING TEXTS

For Germany, one of the leading European countries broadcasting modern values, the issue of gender equality is also relevant. In 2020, the Advertising Council of Germany adopted a practical guide that provides examples of unacceptable adverts containing sexism. However, at the legislative level this issue is not fixed but has a character of recommendation which allows the use of gender-marked vocabulary in German advertising.

In German, there is a grammatical category of gender, and syntactic constructions perform a secondary function in the advertising text.

In German advertising aimed at a female audience, the principles of natural beauty and naturalness are broadcast.

We can distinguish the following lexical means of constructing masculinity which are used in advertising texts in Germany:

- nouns,
- gender markers,
- verb forms.

Examples of advertising in German magazines are:

Audi Q8: Nicht gerade ein Auto, eher eine Unabhängigkeitserklärung. Im neuen Audi Q8 können Sie unterwegs sein, wie Sie wollen. Auf Wunsch sogar mit Allradlenkung für noch mehr Agilität und Fahrstabilität auf kurvigen Strecken, präzises Handling und komfortable Wendigkeit. Dank Quatt ro Technologie ist Audi Q8 natürlich auch in fast jedem Gelände zu Hause. Und sein großes Raum Angebot macht Sie sogar unabhängig von der Frage, wie lange Sie wegbleiben möchten. Der Luxus, neu zu denken. Der neue Audi Q8 [Audi Q8: Not exactly a car, more of a declaration of independence. In the new Audi Q8, you can be on the road as you want. On request, even with all-wheel steering for even more agility and driving stability on winding roads, precise handling and comfortable maneuverability. Thanks to Quatt ro technology, Audi Q8 is of course at home in almost every terrain. And its large space offer even makes you independent of the question of how long you want to stay away. The luxury of rethinking. The new Audi Q8] (Cosmopolitan DE, 2021, p. 22).

In this example, the image of a man (at the lexical level) is constructed using nouns with semantics indicating masculinity: *die Unabhängigkeit* [independence], *die Stabilität* [stability], *der Luxus* [luxury], *unabhängig* [independent].

Advertising texts reflect such characteristics as publicity and status, readiness to compete, and dominant characters are typical for masculinity modelling, for example an advert for Mercedes-benz: *Das Beste oder nichts* [The best or nothing] (GQ DE, 2022, p. 44).

Advertising texts also broadcast such qualities as rationality, energy, ability to solve problems and use the noun future, for example, an advert for a Volkswagen car: *Wir bringen die Zukunft in Serie* [Bringing the future into series production] (Cosmopolitan DE, 2021, p. 46).

It is worth mentioning that the modern image of a man in German advertising is constructed using the nouns *die Modehäuser* [Fashion house],

das Design [Design], *die Eleganz* [Elegance], *der Stil* [Style], as well as adjectives *elegante* [elegant], *modisch* [modern], for example : *Fashion ist immer nur so gut wie die Natürlichkeit, mit der man sie trägt. Das gilt auch für diese unaufgeregten Trend-Looks - von naturfarbener Wolle bis zu elegantem Samt und strengem Schwarz* [Fashion is only as good as the naturalness with which you wear it. This also applies to these relaxed trendy looks - from naturally coloured wool to elegant velvet and strict black] (Glamour DE, 2022, p. 65).

The advert pays attention to the style and image of a man, and pays special attention to the details of his appearance. The emphasis is shifted from the personal qualities of a man to his appearance, for example: *Rote Haare, Sommersprossen, schmale Figur – und meistens in Gedanken versunken: das Gegenteil der muskelbepackten Hollywood-Stars seiner Generation. Und er ist der wahre Gentleman unserer Zeit* [Red hair, freckles, slim figure – and mostly lost in thought: the opposite of the muscle-bound Hollywood stars of his generation. And he is the true gentleman of our time] (Vogue DE, 2021, p. 23).

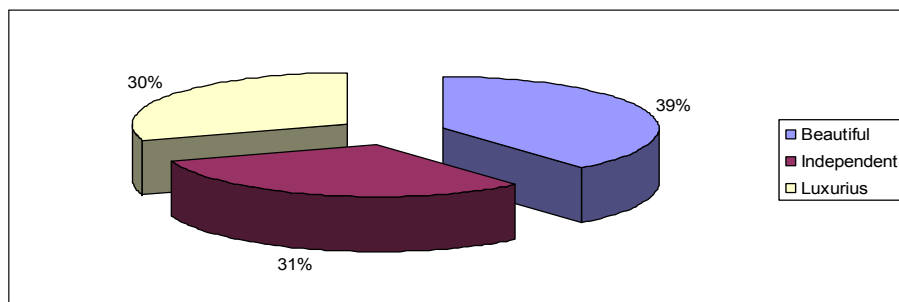
This advertising text creates an image of a modern man – a real gentleman with open heart – masculinity takes a back seat. The following example stresses that a modern man must combine the characteristic of the masculine type but also be glamorous, meet the requirements of the time, for example: *Wild, glamourös und unfassbar cool: Ist er der letzte echte Rebell im Pop-Business?* [Wild, glamorous and incredibly cool: is he the last real rebel in the pop business?] (Glamour DE, 2022, p. 54).

Thus, it can be concluded that adverts placed in glossy publications in German magazines tend not to equate images of men and women with strict concepts, but they retain the representativeness of masculinity and femininity.

The comparison analysis of the UK and German magazines showed the most productive adjectives used for men's and women's advert texts. Figure 1 and Figure 2 illustrate the most productive adjectives in the UK and German women magazines; while Figure 3 and Figure 4 give the comparison analysis of adjectives used in the UK and German magazines for men.

Figure 1

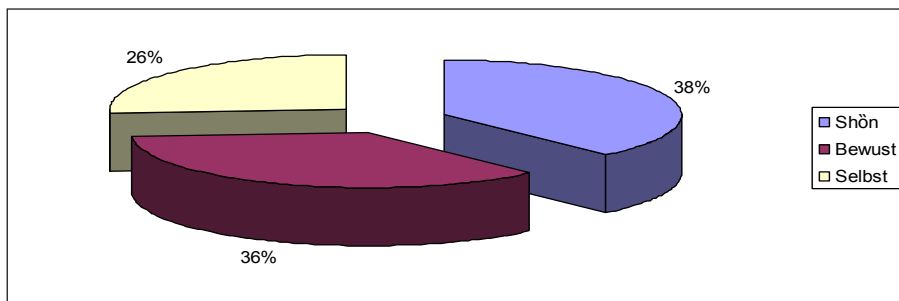
The functioning of the most productive adjectives in British advertising texts for women (beautiful – 39%, independent – 31%, luxurious – 30%)



Source: own research.

Figure 1 shows that the most productive adjective used for women's magazines in the UK is beautiful which has been used by a vast majority of British advert texts (39%), for example: beautiful hair, beautiful skin, beautiful mind. The adjective independent comes next in popularity and is only 8% less in productivity in comparison with the leading position (31%), for example, independent woman, superwoman is independently free. The adjective luxurious was the third most popular lexeme in UK advertising texts for women, stressing the necessity for a modern woman to be gorgeous in everyday life (30%), for example, luxurious flower oils. The difference in the frequency usage of adjectives independent and luxurious is only 1% that proves equal needs of a woman to be independent and have all life benefits.

Figure 2

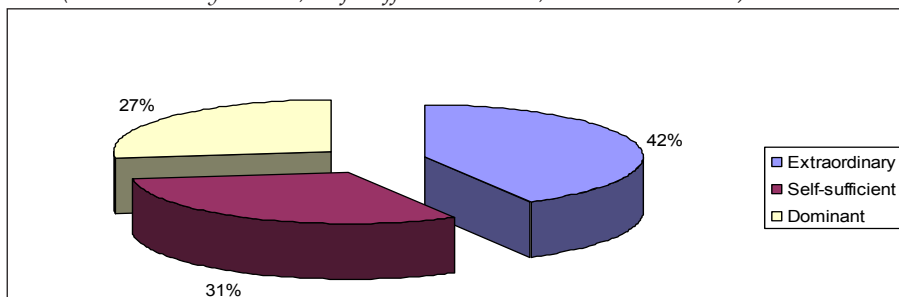


The functioning of the most productive adjectives in German advertising texts for women (shön [beautiful] – 38%, bewusst [conscious] – 36%, selbst [independent] – 26%)

Source: own research.

Figure 3

The functioning of the most productive adjectives in British advertising texts for men (extraordinary – 42%, self-sufficient – 31%, dominant – 27%)



Source: own research.

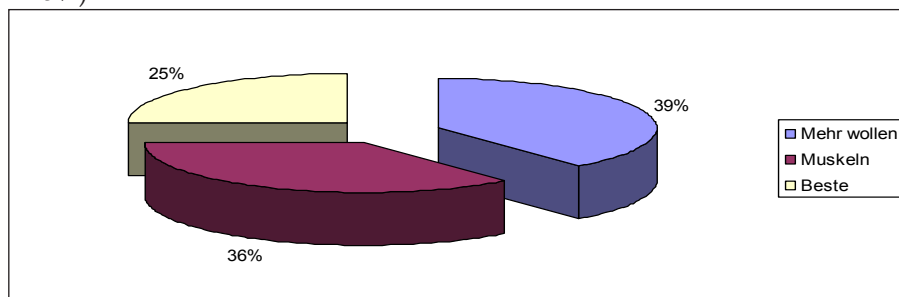
As it can be seen from Figure 2 such adjectives as *schön* [beautiful] (*schöne Haut* [beautiful skin], *schöne Jugendlichkeit* [beautiful youthfulness]) and *bewusst* [conscious] (*bewusst ernähren* [eat consciously]) take the leading

positions in advert texts for women in German magazines and accounted 38% and 36% respectively. The adjective *selbst* [independent] came next in popularity and is less than the third part (26%), for example, *selbst bestimmen* [self-determinant], *selbst helfen* [self-sufficient]. An ideal woman for the German culture is not only attractive and self-confident but makes important decisions herself, whereas British advert texts stress such qualities as beauty and independence as of main importance.

Figure 3 proves that advert texts in British magazines for men stress the necessity of modern men to make something unique and distinctive, therefore, the adjective extraordinary (extraordinary life, extraordinary opportunity) takes the first position (42%). The idea of a man's maxi muscle power and strength, as well as self-confidence is of great importance as well. This is confirmed by the fact that adjectives self-sufficient (self-sufficient man, self-sufficient limits) and dominant (dominant power) are used with 31% and 27% respectively in British magazines for men.

Figure 4

The functioning of the most productive adjectives in German advertising texts for men (*mehr wollen* [eager] - 39%, *muskeln* [muscular] - 36%, *beste* [the best] - 25%)



Source: own research.

In contrast to British magazines for which the most productive adjective is extraordinary, being used to describe the need of a man to something unique, German adverts for men (as it is clearly seen from Figure 4) stress the rebellious character of men and their physical strength, for example *mehr wollen* [eager] and *muskeln* [muscular] which are used by the vast majority in German advert texts (39% and 36% respectively). The adjective *beste* [the best] takes the third place and is explained by the equal opportunity to provide everybody with the best quality goods and service.

CONCLUSION

Based on the analysis of advertising texts of glossy magazines in the UK and Germany we come to conclusion that due to the lack of a formal gram-

matical category of gender in English-language advertising texts, syntax is more important to stress the idea of masculinity or femininity. In German-language advertising, gender features are transmitted through vocabulary use phrases. Both German and English magazines use gender-neutral constructions in advertising texts. As part of a comparative analysis of advertising texts of glossy magazines in the UK and Germany we analysed the portrait of modern women and men in English and German, created in the advertising texts of glossy magazines.

The data obtained confirm the presence of gender stereotypes in adverts:

For British and German women beauty is the key factor; modern women are independent and control the environment around them; style is more important than comfort, expensive furniture and products that indicate prosperity for them. For men beauty lies in a healthy body and spirit and as well as the dominant position in the society which is expressed in many aspects of life.

One must stress, the image of modern men coincide in German and English magazines. In women's English magazines there is almost no promotion of motherhood and reference to the stereotypical idea of a woman as a mother. Beauty, health, prosperity and independence take the leading positions.

Modern advertising texts deal primarily with the visual characteristics of both genders. This is due to the predominant number of advertising slogans of various cosmetics, perfume companies, clothing stores etc. The difference between gender-oriented advertising is mainly in the choice of lexical units that define the recipient's world and their preferences.

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