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## GENDER ASPECTS OF PRINT ADVERTISING

Гендерний аспект друкованої реклами

Problematyka płci drukowanej reklamy

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Number of characters: 30 160 (with abstracts). Number of images: 0 x 1 000 characters (lump sum) = 0 characters.

Total: Number of characters: 30 160 (with abstracts, summaries and graphics) = 0,754 sheet publications.

**Keywords: gender, advertising, publicity text, gender stereotypes.**

**Ключові слова: гендер, реклама, рекламний текст, гендерні стереотипи.**

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### *Abstract*

*In the article gender problems are analysed in the texts of advertising on the pages of mass-media. It describes modern gender roles which are represented in modern Ukrainian newspaper texts.*

### *Резюме*

*У статті здійснено лінгвістичний аналіз рекламних текстів, опублікованих на сторінках друкованих ЗМІ, через призму гендерної проблематики. Описано сучасні гендерні ролі, образи, які репрезентовано в сучасних українськомовних газетних текстах.*

### *Резюме*

*В статье произведен лингвистический анализ рекламных текстов, опубликованных на страницах печатных СМИ, с позиции гендерной проблематики. Описаны современные гендерные роли, образы, которые представлены в современных украиноязычных газетных текстах.*

Even now in Ukrainian society dominated by stereotypical views on social roles of men and women, then reliable material for research of any changes in society and the existing gender situation it is language print media of communication, ie orally transmitted word and recorded on paper . But if the question of gender in the texts of contemporary print media are not again become a subject of research in modern Ukrainian linguistic science (AM Volobueva [4], OR Kis [10], NF Ostapenko and NM Sidorenko [18], VV Slinchuk [19] and others), almost entirely omitted by remaining issues of gender aspects advertisement published in modern periodicals. For advertising today has one of the most important places in the mass media. Moreover, the advertising message becomes increasingly informative signs, becoming an instrument of influence on the minds of the consumer, is a means of manipulation, forcing the consumer, along with the belief in the need of buying a product or service and a number of stereotypes, including gender. Gender-marked vocabulary copywriter, published in the current media fills a significant niche in linhvosynerhetytsi media discourse. Without specifically tailored for promotional texts to influence the gender of the recipient linguistic lexical media picture would be incomplete.

Gender problems in advertising, in particular the problem of gender asymmetry in different fields of modern Ukrainian science devoted a number of works of national scientists, including OR Kis [10], YM Galustyan [5], TS Bureychak [2] and others. Researchers thus

usually focus on the analysis of advertising images, improper use of the image of women and the exploitation of her sexuality and so on. The problem of linguistic analysis of advertising texts devoted very little attention. In Russian linguistics, this problem has been the subject of scientific research is still in the 80-ies of XX century. (DE Rosenthal and MM Kohtyev [16]), at the present stage of study A Crompton [14], MV Tomska [21, 22], IV Groshev [6], IA Huseynova [7], TM Romanova [17], NV Vertyankina [3], OI Karimova [9], KS Ozhhina [15], OA Suprun [20] others. In fatherhood linguistics study specific aspects of this problem is found in the works of VV Slinchuk [19], OA Bosa [1], NM Sidorenko and NF Ostapenko [18], VV Zirka (based on Russian material) [8] and others.

Before you perform linguistic analysis of advertising texts published in the media, you should pay attention to the phenomenon of advertising as a communication tool and create specific advertising. For the simplest definition of advertising can serve as an understanding of this phenomenon American Marketing Association: advertising - is any paid form of presentation and promotion of ideas, goods or services of a particular advertiser [22, p. 158]. As the MV Tomska, the reason for which is advertising communication, embodied in the product advertising, ie advertising text [22, p. 159].

In advertising texts operate all the linguistic and extralinguistic features that enable comprehension and understanding of the text and determine the recipient of reaction to it. A Crompton believes that advertising text consists of four major components: title, subtitle, body text and advertising slogan [14, p.80]. OO Kopacz, exploring the structure of the advertising text, notes that it consists of an introduction, main body, conclusion, the final phrase is a slogan [12, p. 324]. OA Boss, moreover, identifies ktematonim (from the Greek. Ktema - property onym - name) - a verbal component trademark logo [1, p. 112-121], that verbalization advertised brand. Yes, published in the magazine (Cosmopolitan. - 2005. - September) advertising is word knematonimom Hugo, "Your scent. Your rules"- a slogan; Elisabeth Arden - knematonim, due concise slogan "Your skin says. Cream hear."

NL Kovalenko, exploring the linguistic structure of hype, trying to figure out whether it is an independent syntactic unit. The author notes that "the reason that can interpret the slogan as an independent sentence, is the fact that the slogan is usually specifying brand that forms in certain consumer products associations connected with the goods" [11, p. 11]. Brand while certainly fills a semantic and in some cases structural incompleteness slogan. As substantive structure, ie a syntactically main component in the form of nominative case, the tagline always belongs to the brand as part of the nominal compound nominal predicate [see: 11].

The main functions of an advertising slogan researchers distinguish attractivity (AD Krivonosov [13]) and informativity (DE Rosenthal and MM Kohtyev [16], A Crompton [14]). Thus, according to A. Krivonosov under attractivity refers to the ability to attract attention and memoryzatsiya. TN Romanova said that the important characteristics of rhetorical slogan is rhythmic and phonetic repetition, contrast language game, the effect of the hidden dialogue. Slogan occupies a central place in the structure of the advertising text, he expresses the essence of advertising concept [17, p. 32-38].

In advertising texts verbalized, visualized and symbolized information not only about the advertised item, but also about the existing social, including gender, relationships [22, p. 159]. In fact, numerous studies show that men and women differently perceive the same object, image, text. Therefore, when creating advertising text should be a gender-perception of information recipient. Creating advertising for women should choose stylistic and compositional techniques inherent emotional approach writing text advertising messages, and for men - actual. In particular, texts designed for women should enrich expressive words, emphasizing the slogan and echo-phrase. In advertising texts written for men should submit detailed specifications and price point products, stressing the company name, product, etc. [see: 23].

The basis of linguistic analysis was used three types of advertising texts, published in the current Ukrainian media, namely:

- Advertisements published in separate sections in newspapers and magazines;

- Materials that are published under the heading "Advertising" or "rule of advertising";
- Materials that are not marked with the word advertising, but written in the style of advertising with PR-technologies.

Advertising texts first group studied not only from the standpoint of problem-thematic approach, but also from the standpoint of gender mainstreaming - including analysis of specificity creation of these texts, taking into account the level of sponsored advertising perception of gender differences recipient. Texts advertising second and third type are analyzed from the standpoint of the problem-thematic approach attempts structuring factual material in the way of display gender and stereotypes.

A series of promotional texts published in the advertising section Buy with newspaper "Exactly evening", can be called such, which is appropriate for the specific information perception by women: by emotionally expressive with a number of words and phrases. For example, the article "General cleaning" contains many expressive vocabulary begins wide entry before submitting basic information: "On the eve of Easter hostess seek to restore order in their homes to meet holiday in clean and comfort. Today, we will help them learn about the best features quickly and qualitatively to make milestones general cleaning, using household chemicals and achievements of national experience and specialized firms ... "(Rivne evening. - 2006. - 20 April). Those characteristics have article "Washing dishes entrust machine": "Scientists estimate that a family of four spends dishwashing about 200 hours per year. If you believe that this time could be used more effectively, it may make sense to buy a dishwasher, which in civilized countries long considered the matter of first priority "(Rivne evening. - 2005. - Dec 15.) And" Hair Colors ": "In every woman's life (and not only) occurs when unbearably want to change something in their own appearance. The best way - to change your hairstyle or even hair color. If "his" barber you do not have a masters go to strangers scared, you can try to paint hair at home. Moreover, we will help you in "(Rivne evening. - 2005. - Aug 4.).

One of composition writing this type is concise title that directs recipients to the nature of the information given in the article (needed or not needed), then presents a broad introduction to the text and expressive vocabulary for setting the recipient to a positive perception. Analyzed articles differ in problem-thematic: the first demonstration of steady seeing in our society gender stereotype "Woman-Keeper" - author appeals to the consciousness of caring lady that cares about providing home comfort before the holiday, find expression in the third stereotype of "Barbie" - dolls that cares about the beauty of the body. The text of the second of the articles analyzed changes in the established stereotypes, and although he is for structural and semantic characteristics belongs to women, submit an appeal to every family member.

Quite different in character presentation of the material is promotional text, designed for the male audience (brevity is not only the name, but the text, the actual presentation of the material), for example.: In his article "ATL Trophy: real problems for real men" (Vidomosti. - 2009. - 19 Jun). clearly communicated the nature and location of the event, noted for its organizers, as well as the reason and purpose of competition.

Thus, the analysis in advertisements published in the Ukrainian press, makes it possible to distinguish several major problems that indicate a violation of gender equality in Ukrainian society. First, newspapers are full of advertisements marital nature, such as "I am a woman ..." "Waiting for a man ..." "Attractive woman seeking a husband ...", which is operated as a female and male sexuality, the object offered inflated standards of beauty. It is in such cases see a manifestation of gender stereotypes "Superman" and "Barbie". Second, the expression patterns "Barbie" marked almost all advertising for women, published in magazines. However, today observed a tendency to leveling the stereotype of female beauty, formed in the pages of magazines like tall, slender blonde with a small amount of gray matter in the brain, obsessed with the pursuit of fashion trends and permanent weight loss.

For journalistic texts promotional, designed for male audience, they usually or promotes the image of a male politician or advertise a product or service for men. The second type of advertising texts usually accompanied by an expression of gender stereotypes, particularly in

phrases for real men, men on the right, etc. "" MOTOR'ROLLA ": songs real men" (Family and home. - 2011. - February 12.), "Flora - employment for these men?" (Hreschatyk. - 200. - Dec 7.), "Work for Real Men" (Lviv newspaper. - 2008. - February 29.).

Today researchers gender issues in journalistic texts [18, p. 26] increasingly emphasize the abuse of the phrase for these men to create the advertising because it restricts consumer audience. The first was criticized in television and print ads beer "Arsenal" in the text in phrases for real men, on the one hand, the ousted beyond consumer audience of women - beer lovers "Arsenal" on the other - could hurt the stronger sex because to cohort of these men are just beer drinkers "Arsenal" [18, p. 26].

Linguistic analysis copywriter discovers a range of stylistic and morphological tools for creating apt slogans or headlines that would immediately attracted the attention of the recipient. Yes, advertising texts are frequent rhyme for better memoryzatsiyi "Medobiotin - Your beauty vitamin ..." (Diva. - 2009. - November).

At the syntactic level is effective in the use of personal appeals and exclamatory sentences: "Dear lady! Beautifully be easy! ", "Savour fun! ", "Your technique will live longer without lime: cost and convenient!" (Diva. - 2009. - November), "You are protected during the day" (Blyk. - 2010. - June). Moreover, as noted by A. Kopacz [11, p. 324], exclamatory sentence with a verb in the imperative mood used in text advertising for youth: "100 beautiful girls. Join us!" (Oho. - 2010. - Jun 17.) "Set up your inner world" (Lyza. - 2010. - June), "look upon closer: There never seemed natural look so perfect!" (Lyza. - 2009. - October).

Significant stylistic role in advertising texts perform metaphor. Yes, her mother's soft embrace designed to comfort children cradle, which is accompanied by verbal advertising, for example.: "I love my mother's arms, but then mothers should relax. When mother is not nearby, with me her love and care by Sweetpeas" (Polyna. - 2010. - Jun 17.).

To arouse the curiosity of the recipient, often sponsored advertising texts used interrogative sentence: "How to be a princess? Little Beauty 2010" (Oho. - 2010. - Jun 17.), "Preparations for the wedding continuous trouble and fuss? Not with us!" (Oho. - 2010. - Jun 17.) "Do not believe the rumors? We tested them for you!" (Oho. - 2010. - Jun 18.), "And your oil has passed the test?" (Lyza. - 2010. - June).

Advertising texts than a slogan, with eloquent title or subtitle: "Stone - guard your health" (Blyk. - 2010. - June), "Filorha - Laboratory youth and beauty" (Woman magazine. - 2009. - March); "Beauty - is fun: Give your skin the luxury of feeling", "hair removal in water. Proved - less pain" (Lyza. - 2010. - June).

Significant stylistic provide opportunities to hype and headlines different syntactic shapes - ellipse, repetition in a sentence similar contract structures: "In him all waiting ... asking about him ... Charming lotus - the art of weight loss" (Edynstvennaya. - 2008. - September 9.) , "a luxury that everyone notices: changes that you feel" (Lyza. - 2009. - December).

Calculated on minded housewives (another expression patterns) advertising appliances, spices, etc. consists mainly of simple rhyming speech: "At half the world nazhar! Oil Stozhar" (Lyza. - 2009. - December), "A generous gift! Health gift" (Lyza. - 2010. - June).

In the advertising magazine discourse media workers used token novelty and accompanying adjectives and participles: New, new, new, new. To attract consumers, advertising texts along with these tokens occur Anglicisms and borrowed their names, eg.:

- "Meet the new fragrances Dissreet" Summer freshness "" (Lyza. - 2010. - June);
- "EVELINE sosmetiss. Formula new generation of DNA Somplex skin - protecting the DNA of skin, protecting the skin from photo-aging" (Polyna. - 2010. - Jun 17.)
- "For the first time in the history of technology Pantene Pro-V revealed the full potential of nature. The new Pantene collection "Nature Fusion" strengthens thin and brittle hair to the tips so that it again became glitz and power" (Lyza. - 2010. - June).

In support of the program of gender equality in Ukrainian society today is increasingly appearing in the media journalistic materials belie stereotypes. An article that promotes specificity and prospects of the Ukrainian rugby, entitled "A game for true men and ... women

"(Young Ukraine. - 2009. - 31 January) - eliminates the stereotype that some types of sports are just for men. Article "Camouflage and makeup. Male Beauty - terrible force" (Kontrakty. - 2004. - 20 September) that advertises cosmetics for men and talks about the difference between male from female beauty salons, eliminates stereotypes that the pages of periodicals may be material only about the beauty of women and cosmetics and advice for them. Particular expression title provides comparison (Camouflage - makeup, beauty - force). There are many articles that follow a long-established gender stereotypes: "Women face success has distinct male traits" (Mirror Weekly. - 2006. - September 30. - 6 Oct.).

Analysis of journalistic materials advertising character through the prism of coverage they have given to gender issues highlight some key gender issues arising in the press, and therefore exist in the Ukrainian society. However, we can say that in a society positive changes towards obtaining gender equality: in journalistic materials, published in the current periodicals, paid more attention to the image of a business woman politician with emphasis on its success in the social or political sphere. But the problem is still serious gender inequality on women, primarily in a number of advertisements in the press - the depiction of women through the prism of stereotypes "Keeper", "Barbie", "Sacrifice". In the image of women in advertising texts notable changes have occurred: the journalistic article presents the image of a man-policy according to his achievements in politics or social life. To describe in advertising texts masculine and feminine images used words: beauty, princess, real housewife, business woman, superman, a real man, macho, etc. that complement *linhvosynerhetyku* modern media gender discourse.

It should be noted also that the advertisement published in the pages of Ukrainian press for structural and compositional characteristics lexical composition and method of presentation meets the requirements of building effective advertising text: advertising, designed for women's perceptions indicated a high level of expression and emotion, a broad introduction to representation of the basic material, whereas texts designed for men thinking - concise and factual presentation. Although gender is not a linguistic category, despite the fact that the dichotomy of articles designed society and culture and reflected in the language, the content of gender can be revealed by analyzing the linguistic phenomena that explains the importance of linguistic competence and accuracy for the study of social representations of gender in print advertising. We consider that the advertising as part of mass communication plays an important role in the socialization of society, may be the driving force survey gender stereotypes.

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