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## Pragmatic-Semantic Features of Linguistic Units Expressing Gender Content in English and Uzbek Marketing Texts

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**Annotation.** This article examines the pragmatic-semantic features of linguistic units expressing gender content in English and Uzbek marketing texts. The study analyzes gender-related lexical units, stylistic devices, and communicative strategies used in advertising and marketing discourse from a comparative perspective. Particular attention is paid to the semantic meanings and pragmatic functions of language units that create male and female images in marketing communication. The research also explores the influence of gender stereotypes on consumer perception and the role of cultural values in shaping advertising language in both English and Uzbek contexts. Furthermore, the article highlights the growing tendency toward gender-neutral language in modern marketing discourse. The findings of the study contribute to the development of gender linguistics, pragmalinguistics, discourse analysis, and marketing communication studies.

**Keywords:** gender, marketing texts, pragmatics, semantics, gender stereotypes, advertising language, communicative influence, linguistic units, discourse analysis, pragmalinguistics, English language, Uzbek language, gender linguistics, consumer psychology, marketing communication.

**Main Part.** In modern marketing communication, language plays a significant role in influencing consumers and shaping their perceptions about products and services. Advertising texts are not only a means of commercial promotion but also a reflection of social values, cultural norms, and gender ideologies. Therefore, the study of pragmatic-semantic features of linguistic units expressing gender content in English and Uzbek marketing texts has become one of the actual issues in contemporary linguistics and discourse studies.

Gender representation in marketing discourse is mainly realized through lexical units, stylistic devices, metaphors, epithets, slogans, and forms of address. In English marketing texts, advertisements aimed at women often include words such as “beauty,” “elegance,” “care,” “softness,” and “confidence.” These lexical units create emotional appeal and emphasize attractiveness, tenderness, and self-care. On the contrary, advertisements targeted at men frequently employ expressions like “power,” “strength,” “success,” “leadership,” and “dominance,” which reflect traditional masculine characteristics and social expectations.

Similarly, Uzbek marketing texts also demonstrate clear gender-oriented linguistic patterns. Advertisements for women commonly use lexical units such as “go‘zallik” (beauty), “nafosat” (gracefulness), “latofat” (elegance), and “mehr” (kindness). Meanwhile, male-oriented advertisements tend to contain words like





“kuch” (strength), “matonat” (courage), “g‘alaba” (victory), and “ishonch” (confidence). These examples indicate that gender-specific language in Uzbek marketing discourse is strongly connected with national traditions, cultural values, and family-centered ideology.

From a pragmatic perspective, the main purpose of marketing texts is to persuade consumers and encourage purchasing behavior. Gender-related linguistic units function as persuasive tools that emotionally affect the target audience. English marketing discourse often emphasizes individuality, independence, and personal achievement, while Uzbek advertising discourse highlights family values, social harmony, and collective identity. Such differences demonstrate the influence of cultural and social contexts on pragmatic strategies in advertising communication.

Semantic analysis reveals that gender-related expressions carry not only direct lexical meanings but also implicit social and psychological connotations. For example, the phrase “independent woman” in English advertisements symbolizes modernity, freedom, and self-confidence, whereas Uzbek marketing texts may prefer expressions such as “mehribon ona” (loving mother) or “saranjom bekasi” (good housewife), which reflect traditional female roles. Thus, marketing language contributes to the formation and reinforcement of gender stereotypes in society.

Another important aspect is the growing tendency toward gender-neutral language in global marketing communication. Modern English advertisements increasingly replace gender-marked terms such as “salesman” or “chairman” with neutral alternatives like “salesperson” and “chairperson.” This linguistic shift reflects contemporary social demands for equality and inclusiveness. Although Uzbek marketing discourse still largely preserves traditional gender distinctions, some modern advertisements have begun to adopt more neutral and inclusive expressions.

Moreover, visual and verbal elements in marketing texts work together to strengthen gender representation. The choice of colors, images, slogans, and descriptive vocabulary creates a specific communicative effect on consumers. In both English and Uzbek advertisements, women are frequently associated with beauty, care, and emotionality, while men are connected with leadership, confidence, and authority. Such representations influence consumer psychology and shape social perceptions about gender roles.

In conclusion, the comparative analysis of English and Uzbek marketing texts demonstrates that linguistic units expressing gender content possess important pragmatic and semantic functions. They influence consumer behavior, reflect cultural values, and contribute to the construction of gender identity in advertising discourse. Therefore, the study of gender-oriented language in marketing communication remains an important area of research in linguistics, pragmatics, and discourse analysis.





Conclusion. The analysis of English and Uzbek marketing texts demonstrates that linguistic units expressing gender content play a crucial role in advertising communication and consumer influence. The study reveals that gender-oriented lexical and stylistic devices are widely used to create persuasive messages, shape consumer attitudes, and strengthen the emotional impact of advertisements.

The comparative investigation shows that English marketing discourse mainly emphasizes individuality, independence, self-confidence, and personal success, while Uzbek marketing texts focus more on family values, social harmony, and traditional cultural norms. These differences indicate that gender representation in advertising language is strongly influenced by cultural, social, and national factors. The semantic analysis also confirms that gender-related linguistic units convey not only direct meanings but also implicit ideological and psychological messages. Advertising texts often construct stereotypical images of men and women, which may influence consumers' perceptions of gender roles in society. At the same time, modern marketing communication increasingly tends to use gender-neutral expressions in order to promote inclusiveness and equality.

Furthermore, the research highlights the pragmatic function of gender-based language in attracting attention, increasing product appeal, and encouraging purchasing behavior. The successful use of gender-oriented communication strategies depends on the cultural expectations and linguistic preferences of the target audience.

Overall, the pragmatic-semantic study of gender content in English and Uzbek marketing texts contributes to the development of gender linguistics, pragmalinguistics, discourse analysis, and advertising studies. The findings of the research may be useful for linguists, marketers, advertisers, and researchers interested in the relationship between language, culture, and communication.





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