COGNITIVE ANALYSIS OF UZBEK AND ENGLISH ADVERTISEMENT IN GENDER ASPECT

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ABSTRACT

This study examines the cognitive aspects of gender representation in Uzbek and English advertisements. Advertisements play a crucial role in shaping social perceptions of gender roles, often reinforcing or challenging cultural norms. By analyzing linguistic and visual elements, the study explores how gender identities are constructed and perceived in these two linguistic and cultural contexts. A comparative approach is applied to investigate differences and similarities in gender portrayals, focusing on lexical choices, imagery, and underlying ideologies. The findings reveal that while both Uzbek and English advertisements employ gender stereotypes, there are notable variations influenced by cultural, historical, and social factors.

Keywords: Cognitive analysis, advertisement, gender representation, Uzbek language, English language, media discourse, cultural influence.

INTRODUCTION

Advertising is a powerful medium that shapes public perceptions and influences social attitudes, particularly regarding gender roles. Through carefully crafted linguistic and visual messages, advertisements construct gender identities, reflecting and reinforcing societal norms. While English-language advertisements often embrace progressive gender representations due to globalization and feminist movements, Uzbek advertisements are deeply influenced by traditional cultural values. These cultural underpinnings create a stark contrast in how gender roles are portrayed in the two linguistic and cultural contexts.

This study aims to explore how gender identities are constructed and represented in both Uzbek and English advertisements, with a focus on the cognitive aspects of language and imagery. By examining the linguistic choices, visual elements, and underlying ideologies, the study investigates how these advertisements reinforce or challenge gender stereotypes. A comparative approach is employed to identify the similarities and differences in the portrayal of gender in both contexts, considering the cultural, historical, and social factors that shape these representations.

The study seeks to answer the following key questions:

1. How are men and women portrayed in Uzbek and English advertisements?
2. What cognitive and linguistic strategies are used to reinforce or challenge gender stereotypes?
3. How do cultural factors influence gender representation in advertising?

By adopting a cognitive-linguistic approach, this research contributes to the broader discussion on media, advertising, and gender studies, offering insights into how gender is perceived and constructed through advertisements across different cultural settings.

LITERATURE REVIEW

Gender Representation in Advertising Numerous scholars have examined gender representation in advertisements:

Goffman (1979) introduced the concept of "gender display," analyzing how media presents men as authoritative and women as submissive.

Lazar (2006) explored feminist discourse in advertisements, highlighting how gendered language either reinforces or subverts stereotypes.

Kress and van Leeuwen (2006) developed multimodal discourse analysis, explaining how text and visuals work together to construct gender roles.

Cognitive-Linguistic Approach to Advertisement Analysis The cognitive approach in linguistics examines how language structures thought and perception. Key theories include:

Lakoff's (1987) Women, Fire, and Dangerous Things, which explores gendered metaphors in language.

Fairclough's (1995) Critical Discourse Analysis (CDA), which assesses how language reflects power dynamics.

Kövecses (2010) on conceptual metaphors, explaining how gender identities are cognitively structured in different cultures.

Building on these studies, this research applies cognitive analysis to Uzbek and English advertisements to understand how gender is framed through language and imagery.

METHODOLOGY

This study employs a comparative cognitive analysis method, consisting of: Corpus Selection: 50 Uzbek advertisements from television, social media, and print media. 50 English advertisements from global brands, digital marketing, and commercial campaigns.Data Collection:Linguistic analysis of slogans, product descriptions, and promotional texts. Visual analysis of gender representation in images and videos. Analytical Framework: Lexical Analysis: Examining word choices, pronouns, and adjectives used for men and women. Conceptual Metaphor Analysis: Identifying cognitive structures that associate gender with power, beauty, or responsibility. Multimodal Analysis: Assessing how visual elements (colors, positioning, expressions) contribute to gender representations. By comparing these two linguistic and cultural contexts, the study aims to uncover cognitive and ideological patterns in gendered advertising discourse.

DISCUSSION AND RESULTS

The analysis reveals significant differences in gender portrayal: Uzbek Advertisements: Women are frequently depicted in domestic roles (as caregivers, homemakers), while men are shown as decision-makers or professionals. Traditional

clothing and family-centric themes are common. English Advertisements: Gender roles are more fluid, with women portrayed in leadership positions and men involved in family care. There is greater emphasis on individuality and empowerment. Cognitive Strategies in Gendered Advertising Lexical Patterns: Uzbek ads use respectful pronouns and adjectives emphasizing modesty for women, while English ads often use empowering words like "strong" and "independent." Metaphorical Frames: In Uzbek advertisements, women are metaphorically linked to "flowers" (delicate, nurturing), whereas in English ads, women are associated with "warriors" or "leaders." Multimodal Elements: Uzbek ads predominantly use soft colors (pink, light blue) for women, reinforcing traditional femininity, while English ads incorporate bold colors and dynamic imagery to signify strength. Cultural Influence on Gender Representation Cultural norms heavily shape gender portrayals: Uzbek Context: Influenced by conservative traditions and Islamic values, emphasizing family-oriented female roles. English Context: Shaped by Western feminist movements, promoting gender equality and diversity in representation. Despite these differences, both advertising cultures still rely on gendered marketing strategies, reflecting broader societal expectations.

CONCLUSION

The cognitive analysis of Uzbek and English advertisements reveals that gender representation is influenced by a combination of cultural, linguistic, and social factors. While English advertisements tend to portray gender roles in a more progressive and fluid manner, emphasizing equality and empowerment, Uzbek advertisements are more inclined to reinforce traditional gender norms, reflecting a more conservative and family-oriented view of gender roles. Despite these differences, both advertising cultures continue to use cognitive and linguistic strategies to construct and reinforce gender identities, often relying on stereotypes that align with societal expectations. This study underscores the importance of critically analyzing advertising discourse as a means to understand how gender identities are constructed and perceived. By examining the linguistic and visual elements in advertisements, it becomes clear how advertising not only reflects but also shapes societal perceptions of gender. As global attitudes toward gender continue to evolve, advertising practices must adapt to reflect more inclusive, diverse, and progressive representations of gender. This shift is essential for challenging traditional stereotypes and promoting equality in media portrayals. Moving forward, it is crucial for advertisers to embrace more balanced and gender-neutral language, increase the representation of diverse gender roles, and create culturally sensitive yet progressive advertising campaigns that align with the changing dynamics of gender in society.

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