

DISCOURSE ABOUT THE PECULIARITIES OF THE THEME OF MALE GENDER IN ADVERTISING TEXTS IN RUSSIAN AND UZBEK (ON THE MATERIAL OF MEDICAL VOCABULARY)

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Abstract: *in modern linguistics, the study of gender is a problem that is in demand, interesting, but also not little studied. Linguists began to study this problem in the 60-70s of the XX century. In this article, citing the theoretical points of view put forward by a number of scientists, an analysis of the role of male gender in advertising texts on the topic of medicine and pharmaceuticals is undertaken. The similarities and differences of advertising texts in Russian and Uzbek languages are revealed, their groups are formed taking into account the needs, interests and preferences of the male.*

Keywords: *advertising text, medical vocabulary, advertising for men, gender, vocabulary, analysis, comparison.*

I. Introduction

According to E.V. Perekhval'skaya, "at present, interest in the study of the characteristics of female and male speech is increasing, since there are difficulties for their detailed analysis" [8, pp. 110–112].

N.L. Pushkareva notes that "women often use inversions, exclamatory and interrogative sentences in their speech, and sentences of male speech are more concise, substantive and less dynamic" [9, p. 32].

According to V.N. Chetverikova, "in the speech of men, incentive constructions are more common. They often use the imperative in an ultimatum form, accompanied by a threat of physical violence. It can be assumed that women often use the imperative in relation to children, but not in relation to men; this again indicates the stereotype of ideas about the social role of men and women. We should also not forget about the physical strength of men and some fear of women before the use of this force" [10, p.68].

II. Literature review

When studying the topic of gender in advertising texts in Russian and Uzbek from the point of view of linguistics, attention should be paid to gender symbols that are placed by manufacturers on the packaging of pharmaceuticals or a number of medical services in order to indicate the gender of the addressee. These gender symbols, like graphic images, indicate the biological sex of all living organisms, including humans.

In the middle of the 18th century (1751), one of the first among scientists to depict the sex of plants, the Swedish naturalist and physician Karl Linneus, used gender symbols "♂" and "♀" [11, p. 109-113].

The first symbol "♂", which is called the «**символ Марса**» or «**щит и копье Марса**», is used on the packaging of medicines, in the texts of advertisements for medical services, and those who turn their attention to this symbol guess that all this is for the male.

The second symbol "♀", referred to as the «**символ Венеры**» or «**зеркало Венеры**» is used to denote the female body or herself. And it is widely used on the packaging of hygiene products, medicines for women or ladies' rooms.

From the point of view of etymology, these symbols, denoting the gender of men and women, are considered borrowed from the field of astronomy, since they are part of astronomical designations.

Unlike women, men tend to be specific, as it is their nature. This is confirmed by such personal qualities as their masculinity, will, self-confidence, achievement of goals, etc. Due to free access to the Internet, many representatives of the stronger sex began to copy the silhouette of men from Eastern and Western countries.

III. Analysis

Young guys and even mature men, working out for hours in gyms pumping up their muscles, try to look courageous. In addition, freedom of speech, frequent migration to many countries of the world, watching foreign films, including Turkish TV series, have managed to influence the minds of men, as a result of which many of the stronger sex prefer an unshaven face. How many of them do not hide the fact that without shaving off their beard and mustache, they will look more courageous, confident in themselves and in their actions. Taking into account these desires and preferences of young and mature men, and even adolescents, as in many countries, products made by many foreign manufacturers have begun to spread in our country, which can help grow a beard and mustache, restore hair loss in a short time. Advertising **text containing medical vocabulary intended for the stronger sex can be divided into the following groups:**

- **Means of restoring hair for men and their transplantation services.** There were a decent amount of advertising texts for such drugs in each of the languages we studied, which proves to us that advertising and the distribution of these drugs are considered in demand in our time, since interest and demand for such drugs among men is growing every day. For instance:
- **In Russian**, «*Revard – средство с доказанной эффективностью*»; «*Fadil BUKHARA HAIR TRANSPLANT CENTER Потеря волос? Испробовали все методы и никакого результата? Пересадка волос без хирургического вмешательства! Мы здесь, чтобы помочь вам! Запишись на бесплатную консультацию прямо сейчас!*»; «*Акция года. Пересадка волос. Скидка %30*»; «*Пересадка волос в Стамбуле. Превосходное качество с роскошным обслуживанием. Обновленная технология*»; «*Рано появились проплешины? Вместо стильной стрижки, прячешь зальсины? B2b_beautyclinic Сделаем тебя моложе. Специалисты нашей клиники восстановят волосы без боли*».
- **In Uzbek**, «*MINOXIDIL Soch va soqol o`stiradi. Sinalgan effekti 5% lik*»; «*Revard – sochlar va soqollarning o`shishi uchun №1 mahsulot*»; «*Soch yog'i Nuzen Gold - bu sochlarning to`kilishi va soch to`kilishining turli bosqichlarini davolash uchun yaratilgan samarali vosita, uxlayotgan soch follikularini uyg`otishga va yangilarini shakllantirishga yordam beradi*»; «*Revard - sochlar va soqollarning o`shishi uchun №1 maxsulot*» and etc.
- **hair care products.** In Russian, the word **shampoo** is a noun m.r. and 2nd declension. Let's look at shampoo ads:

- **In Russian**, «Шампунь **MAN Zn** против перхоти с цинк пиритионом устраняет перхоть. Успокаивающий эффект»; «**MAN** контроль жирности с ментолом. Освежает волосы. Против жирности волос».
- **In Uzbek**, “**CLEAR men 0% qazg`oq, 48 soatlik musaffolik**”, etc.
- **men's personal care services and hygiene products.**

In the 21st century, manicure and pedicure has become an affordable service that is also offered to men. But since, from the point of view of a masculine approach and thinking, not many representatives of the stronger sex dare to accomplish this feat, in their opinion, only men with a non-traditional orientation can afford to use manicure and pedicure services. And while these services dare to use only men who are active in business, actors or pop stars, although this is a whole useful procedure for caring for toenails and hands, skin care, including compliance with the rules of men's hygiene. Let's compare the advertising texts of this product in Russian and Uzbek:

- **In Russian**, «**МУЖСКОЙ ПЕДИКЮР ЛЮБОЙ СЛОЖНОСТИ! 100% гарантии безопасности и качества! Квалифицированный мастер-подолог с 15-летним стажем. Необходима предварительная запись по номеру: +998333888333 Педикюр+маникюр скидка 10%**». В тексте на русском языке подробно не перечисляются виды услуг, только говорится об его качестве, номер для контакта и скидках.
- **In Uzbek**, “**Pedikyur – bu nafaqat estetika, balki oyoqlaringizning sog'lig'idir. Eraklar uchun pedikyur quyidagi holatlarda o'tkaziladi:**
 - ✓ qadoqlar, yedirilishlar, so'gallarni ketkazish uchun,
 - ✓ oyoqlardagi zamburug'larga qarshi kurashish uchun,
 - ✓ ichkariga o'sgan tirnoqlarda,
 - ✓ Tovonlarda yoriqlar paydo bo'lganda».

This advertising text in the Uzbek language, which we have cited, clearly and in detail lists the types of services provided.

IV. Discussion

It should not be overlooked that, unlike women, men perform a lot of physical activity, as a result of which the male body produces profuse sweat. This in turn can lead to discomfort, the spread of unpleasant odors and the growth of bacteria. There are many remedies for men whose sweat glands actively produce sweat. These include hygiene products for men, which reflect the medical vocabulary. For example, a foot spray named after the famous Caucasian military doctor Teymurov, who saved many soldiers from fungal and skin diseases:

- **In Russian**, «Спрей для ног **ТЕЙМУРОВА**. От запаха и пота».
- **In Uzbek**, «**ТЕЙМУРОВА спрей** bir deganda qo'ltiq osti VA oyoq terlashidan xalos bo'ling. O'zbekiston bo'ylab yetkazib berish bepul».

An unusual feature is a tool called **BioStep**, as it is intended for those men who work in special clothes - these are builders, miners, asphalt workers, etc., as well as athletes who spend the whole day in gyms during training. Examples of advertising text for **BioStep**:

- **In Russian**, «**BioStep** – средство от запаха пота и для профилактики потливости. Идеально для тех, кто носит спецодежду. Позаботьтесь о комфорте ваших ног».

- **In Uzbek**, «*BioStep* –ter hidini yo'qotish va terlashning oldini olish vositasidir. Maxsus kiyimda yuruvchilar uchun a'lo vosita. Yaqinlaringiz farovonligi haqida qayg'uring».

Along with leg sprays, underarm antiperspirants from prominent brands such as **Old Spice**, **Rexona**, **Maxim**, **Eco dry**, etc. are well marketed for men. They help men to be confident in themselves everywhere and in any situation. For example, the texts of advertisements for antiperspirants:

- **In Russian**, «*Maxim Скажи кому нет! Проверенный антиперспирант в Узбекистане. Избавиться от потливости: мечты сбываются*»; «*Рексона. Никогда не подведёт*».

- **In Uzbek**, «*Eco dry uzoq muddat ta'sir etuvchi antipersperantning yangi avlodi. Erkaklar va ayollar uchun birdek mos keladi. Terlash va ter hidini ketkazadi. Kiyimda dog` qoldirmaydi. Butun tanaga mos keladi*».

- **Men's vitamins.** Men should include a lot of vitamins in their diet, as a lot of stress falls on the body of the stronger sex. In the absence of food products containing a complex of useful vitamins in their composition, the damage to the body should be covered with the help of pharmaceuticals, i.e. vitamins. These are those special men's vitamins that are advertised by a number of pharmaceutical companies. Example:

- **In Russian**, «*Дювум для мужчин. Витамины и минералы*».

- **In Uzbek**, «*Tsink har bir inson uchun kerak bo'lgan mahsulot. Nutrivero tsink mahsulotining xususiyatlari:*

- ✓ *soch o'sishiga yordam beradi;*
- ✓ *asabni tinchlantiradi;*
- ✓ *terini yoshartiradi;*
- ✓ *allergiyani davolaydi;*
- ✓ *erkaklar kasalligida yaxshi natija beradi*»

- **sports nutrition.** A network of sports stores offer sports nutrition for men who are fond of sports. The proposed sports nutrition can be dietary supplements. For example, the text of an advertisement for dietary supplements in Russian:

«*BLB.uz – Магазин спортивного питания и Бадов Скидки на спортивное питание и Бады +бесплатная доставка*».

- **Drugs that help improve sexual function in men.** Any self-respecting man would not want to face the problem of impotence at any age, as it can have serious consequences. And the modern pharmaceutical industry, taking care of every man, offers its wide range for the prevention and treatment of diseases associated with male problems. In advertising texts in Russian, they are designed as follows:

"*НЕЙРОФОРТЕ для улучшения половых функций мужчин*" (recommended for men in the fight against sexual disorders);

"*Для мужчин! Виардо форте природный активатор тестостерона*" (recommended for increasing male testosterone).

- **Drugs for the treatment of alcoholism.** For most men, drinking is considered the norm, but excessive consumption of alcoholic beverages leads to serious social problems. These are such problems: problems in the family, at work, in society and related to the personal psyche. Usually men who are already married suffer from alcoholism, and they have to share this problem with their wives, and sometimes even with their parents. The consequences of this fate can be serious, i.e. loss of health and one's own will, charity by society and humiliation. What is alcohol withdrawal? The answer can be

several: strong willpower, support from relatives and friends, the desire to overcome everything and the help of a psychiatrist. Along with the means of combating alcoholism that we have listed above, medicines can help men. For example, the text of an advertisement **in Russian**, which advertises a drug for the treatment of alcoholism: “*Пьющий супруг калечит жизнь? Лечение алкоголизма без его ведома за 30 дней. ALCO X LOCK средство против алкогольной зависимости*”. This example of an advertising text is made up of three simple sentences, the first of which is interrogative, and the next two are narrative.

V. Conclusion

So, as we have analyzed the texts of advertisements with the participation of medical vocabulary in them, a distinctive feature of the topic of gender difference in them is that some advertisements may be relevant among women, but not among men, or vice versa, which determines the differences between these sexes.

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