



Fundamentals of Gender Psychology in Advertising Tests

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Annotation: In the years of globalization, advertising, which has become a symbolic cultural phenomenon of modern society, is increasingly attracting the attention of modern linguists, and the description of advertising discourse is increasingly reflected in modern linguistic and cultural studies.

Gender psychology is a fairly new scientific trend, which not so long ago began to declare itself as an autonomous area of psychological teaching. More and more works that have appeared in psychological knowledge in recent years and were devoted to gender problems indicate the growing interest of scientists in this section of psychology. This is due to the fact that the information obtained by gender psychology is significant for all areas of practical activity, including in the media space. This article tries to discuss the main features, stages and fundamentals of gender psychology in advertising discourse in linguistics.

Key words: linguistic habits, cognitive understanding, a mental structure, scientific trend, feminist theory, expressive function.

INTRODUCTION.

Linguists of the 21st century are developing a way of learning a language not only as a means of communication and cognition, but also as a cultural code of a nation. Language not only reflects reality, but also interprets it, creates a special reality in which a person lives. All the refinements, the culture of the people reflect the world and the person in it in different ways, so this is reflected in the language. It follows from this that culture is closely related to language, so cultural linguistics focuses on the cultural-linguistic factor and the human factor.

Different scientific schools consider the relationship between language and culture in different ways, but almost all recognize that culture and language are inextricably linked, which is confirmed by the works of foreign and domestic scientists: V. Humboldt, E. Sapir, L. Wintgenstein, D. Fodor, P O. Jacobson, B. Whorf, J. A. Baudouin de Courtenay, A.A. Potebni, L.S. Vygotsky, N. Ya. Dzhinkin, N.I. Tolstoy, Yu. M. Lotman, A. Veybitskaya, V. N. Telya, V. G. Kostomarov, E.M.Vereshchagin, G.A.Brutyanyan, N.D. Arutyunova, N.V. Ufimtseva, I. Tokhtasinov. and many other researchers among them.

In the 30s of the 19th century, W. Humboldt was one of the first to determine the integral connection between language and culture, their complete relativity, put forward the main patterns of interaction between language and culture, which served as a motive for creating the theory of linguistic relativity and influenced the formation of anthropocentric linguistics. . E. Sapir formulated the hypothesis of linguistic relativity in his article “The Status of Linguistics as a Science” as follows: “This is how we see, hear and generally perceive the world. The choice in his interpretation is

predetermined by the linguistic habits of our society. The author of the second formulation of the hypothesis of linguistic relativity belongs to Benjamin Lee Whorf: "We divide the environment in the direction suggested by our native language" (Whorf 1960: 174). In more detail, we can understand this definition as follows: "Because we divide the world into parts, concepts, and are parties to the agreement that defines such systematization, we mainly distribute values accordingly, and not otherwise. This agreement is valid for a specific speech community and is fixed in the system of models of our language. Franz Boas was one of the first to emphasize the connection between language and culture as a system of beliefs and values. F. Boas, E. Sapir and B. Whorf: 1) cognitive understanding of culture as a mental structure; 2) the theory of language, which considers it as an abstract system of linguistic units, in addition to the "language-speech" movement; 3) attention to the static aspects of the relationship between language and culture, presented as a reflection of the purpose of the language, put forward by theories of physical and social reality.

DISCUSSIONS.

Communication with representatives of different cultures is a common thing in our life. Advertising is a mirror of the country's culture, its mentality and national character, which reflects all socio-cultural phenomena. Advertising is an important aspect of modern society, it is a linguistic and cultural phenomenon. Advertising discourse provides important information about a person's value system, since advertising, on the one hand, adapts to the linguistic and cultural environment, and on the other hand, forms it.

Advertising communication is carried out through numerous channels, which leads to the allocation of various forms of advertising. Researchers distinguish the following forms: television advertising, radio advertising, advertising transmitted through a computer network, print advertising. The latter includes small format publications (leaflets), large format publications (posters), illustrated publications (booklets, prospectuses, brochures, etc.); traditional forms of print advertising - newspaper, magazine, as well as advertising in reference publications [9,44].

Advertising, due to the variety of its forms, today is widely used in various fields of human activity.

Advertising can also be considered as mass information, business communication and propaganda, since the terms of the speech of advertising are similar to the conditions of the mass media. In terms of functions, advertising is a part of business communication, and advertising communication and business communication are characterized by a common concept of speech [1, p.78].

Depending on the sphere of functioning and communicative goals, several types of advertising can be distinguished in advertising discourse: economic, political, private, cultural, ethical (social in our terminology).

Most researchers consider commercial advertising as a marketing communication tool that promotes the promotion and sale of goods and services.

Gender psychology is a fairly new scientific trend, which not so long ago began to declare itself as an autonomous area of psychological teaching. More and more works that have appeared in psychological knowledge in recent years and were devoted to gender problems indicate the growing interest of scientists in this section of psychology. This is due to the fact that the information obtained by gender psychology is significant for all areas of practical activity, including in the media space.

The foundations of gender psychology were laid by Western scientists. There are three stages in their development.[6,47-49].

The first stage (70s of the 20th century) is the time of the appearance of the first gender-oriented scientific works associated with the rapid development of the liberal feminist movement in Western countries. Liberal feminism proclaimed equality of the sexes, which can be achieved through reforms. Legislative acts and political decisions (according to supporters of liberal feminism) should take into account the aspect of gender neutrality, highlight the idea of gender similarity. During this period, the social and psychological sciences were dominated by the theory of structural

functionalism, according to which the relationship between the sexes was determined through the concept of sex-role separation [13,284-289].

This can be seen on the example of a family - functions should be separated: a woman performs only an expressive function (establishing internal balance, comfort, tranquility and harmony in the family), and a man performs an instrumental one (interaction between the family and other social structures). Liberal representatives of feminism, thinking about the position of women (according to Parsons), formulated the thesis about the oppression of women and men by their traditional roles and put forward a political task, which consisted in changing these roles. They focused their main activity on "breaking" the stereotypes of public consciousness (linking the fate of women exclusively with service, and men - mainly with managerial activities) through a colossal program of social transformations in the education system, production, political and legislative spheres that ensure equal rights and equal opportunities. in society for women and men.

The second stage of development in the field of gender studies originates in the first half of the 1980s. At this time, the ideas of radical feminism were relevant. Considering that liberal feminism in the dilemma "similarity - difference between the sexes" solved the problem directly through the similarity of male and female, radical feminism proceeded from the idea of difference between men and women. Radical feminism emphasized discrimination against women. Classical psychoanalysis was actively criticized, in which Z. Freud attributed to a woman a weaker and unprotected position in society, explaining this from the point of view of biological characteristics. Freud Z. Introduction to Psychoanalysis: Lectures. (The thirty-third lecture. Femininity). There were disputes about the biased distribution of power between men and women in all spheres. On the basis of feminist theory, a new direction was formed - women's studies, which were an empirical study of women's experience, namely, women's perception of society, family, relationships with men.

The third stage in the development of gender studies dates back to the second half of the 1980s. The feminist movement during this period was characterized by a plurality of branches: colored feminism, postmodern, humanistic, existential, cultural feminism, etc. The acute and most important task of the feminist movement since the late 1980s has been to clarify the deconstructions of gender relations Moltman-Wendel E. And God Created Man and Woman (9, pp. 91-104). There is a transition to the analysis of the gender system, the factors that determine the formation of gender. Great attention in this period is paid to the separation of the concepts of "gender".

Gender studies as a theoretical part and research practice are guided by the understanding of gender as a socially constructed inequality based on sex. Summarizing the above, it can be noted that the development of gender ideas in psychology was preceded by the development of gender-oriented theories within the framework of the women's social movement and theoretical feminist concepts. Then, gender studies in Western psychology were formed within the framework of the following paradigms: 1) the paradigm of gender differences, which developed under the influence of the sex-role approach; 2) the paradigm of the uniqueness of female psychology, formed under the influence of criticism of the ideas of psychoanalysis; 3) the paradigm of the social construction of gender, which emerged under the influence of the socio-constructionist intellectual movement. In the national history of the development of gender ideas, the following situation was observed[10, 28].

Until the 1990s, there were almost no works devoted to gender studies, and those that were available were completely based on Western studies. Since this period, it turned out that many people are interested in this topic, and they would like to read and study this issue.

A gender stereotype is a simplified, stable, emotionally colored image of behavior and character traits in men and women. All these stereotypes are manifested in self-consciousness and in intergroup interaction. Gender stereotypes can be called social norms, because we all imagine how people of both sexes should behave in certain situations and we ourselves follow these "tacit" rules, because such behavior is considered the norm in society. All gender stereotypes can be divided into 3 groups [12].

The first group represents the stereotypes of masculine-femininity, that is, normative ideas about the somatic, psychological and behavioral properties that are characteristic of people of both sexes. So, it

is believed that a man is by nature prone to dominance, self-confident, guided by logic. Women, on the contrary, are passive, emotional, and dependent.

The second group of stereotypes is based on the content of labor of women and men. For example, for men, the dominant activity is considered to be management, leadership, organization, and for women - performing and serving.

The third group of stereotypes is inextricably linked with family and professional roles. It is generally accepted that for a woman the main thing is a family, and for a man - a career.

All of these stereotypes are incredibly resilient, so their reproduction is passed down from generation to generation.

CONCLUSION.

Arguing about the nature of the formation of gender stereotypes, many scientists draw a parallel with the social field of P. Bourdieu. His "field" is a kind of structured unit of the social space into which individuals are attracted. This is due to the fact that a person must comply with certain conditions in order to be inside the field, otherwise he will not be able to accumulate certain social resources, and most importantly, take his "own" place in the field system. Being within the field, individuals clearly understand what can and cannot be done. If we talk about the gender field, then stereotypes will be the boundaries here.

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