**GENDER VOCABULARY IN THE ADVERTISING DISCOURSE OF RUSSIAN AND UZBEK LANGUAGES**

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**Annotation**

The article is devoted to a comparative analysis of the use of gender vocabulary in the advertising discourse of the Russian and Uzbek languages. Advertising, as a powerful tool for the formation and dissemination of social norms, actively uses gender stereotypes, which affects the perception of the roles of men and women in society. The article examines the gender differences characteristic of both languages.

**Keywords:** gender vocabulary, advertising, gender stereotypes, Russian language, Uzbek language, advertising discourse, gender roles, sociolinguistics, cultural differences, role transformation.

Modern research on gender vocabulary and its role in society is becoming increasingly relevant. The importance of analyzing gender stereotypes in various spheres of human activity, including in advertising discourse, is beyond doubt, since advertising is one of the most important channels for shaping public opinion and perception of the roles of men and women. Gender vocabulary in advertising serves as a tool for influencing consumers, and its use in the context of gender image formation has a noticeable impact on culture and social norms.Recently, advertising has ceased to be just a tool for promoting goods and services, becoming an important cultural and social phenomenon. Advertising messages form ideals and stereotypes, which can then influence perceptions of the "normal" roles of men and women in society. Therefore, the study of how gender vocabulary is used in advertising allows not only to identify dominant stereotypes, but also to analyze the processes of changing these stereotypes against the background of social evolution. This article examines gender vocabulary in the advertising discourse of two languages — Russian and Uzbek — in order to identify common and specific features in relation to the representation of gender roles. Gender vocabulary encompasses a variety of linguistic means that reflect social and cultural norms related to gender and gender. Gender is not a biological category, but a socially constructed role that varies depending on cultural and historical contexts. The distinction between gender (a biological characteristic) and gender (a socially determined role) is important for analyzing vocabulary, which may reflect to varying degrees the expectations and norms of society in relation to men and women. Unlike biological aspects, gender roles are formed through cultural practices and are the result of the long-term influence of social and historical factors. Gender vocabulary in advertising not only reflects current ideas about "normal" roles for men and women, but also contributes to the consolidation of these stereotypes, creating certain images that actively influence the perception of viewers. Advertising is not just a marketing tool, but also a powerful cultural mechanism that forms and translates norms and stereotypes. In advertising, gender vocabulary serves not only to identify the consumer audience, but also to actively manipulate public perceptions of male and female roles. The features of advertising texts and images are not only related to the products they promote, but also to the social and cultural constructs they create or support.

Thus, advertising discourse can be considered as a socio-cultural phenomenon that carries information about the social structure, roles and relationships of the sexes. In this context, the study of gender vocabulary in advertising helps not only to understand how advertising forms or changes these stereotypes, but also what social and cultural processes are taking place in the public consciousness. Men in Russian advertising are often portrayed as dynamic, confident, successful figures who not only succeed in their professional field, but also solve life problems. These images are often associated with active and risky activities: sports, cars, career growth and technological innovations. The vocabulary accompanying such advertising images includes words and phrases such as "success", "leadership", "innovation", "reliability", "strength", "victory". Stereotypes about men as independent, pragmatic and rational beings in advertising are actively supported and broadcast through advertising campaigns aimed at a male audience. Advertising messages form the image of a man as a universal master of his destiny, who is able to control his life, which is often emphasized through metaphors of strength, courage and intellectual superiority.

Images of women in Russian language advertisements are traditionally associated with care, home comfort, beauty and emotions. Advertisements often portray women as ideal mothers, keepers of the hearth, or as beautiful ladies who value self-care, appearance, and emotional well-being. The vocabulary used to describe female roles in advertising includes words such as "beauty", "caring", "love", "family", "care". Nevertheless, in recent decades, there has been a tendency in Russian advertising to change these traditional stereotypes. Women are increasingly portrayed as independent and successful individuals who can be leaders in business and profession, as well as actively engage in sports and take care of their health. This reflects, among other things, changes in the social and cultural role of women in Russian society.Despite the presence of traditional gender stereotypes, Russia is a country where the processes of social emancipation and changes in gender norms actively influence the advertising discourse. Women are becoming more visible in professional and public spheres, which is reflected in changes in advertising images. However, despite this, traditional stereotypes still dominate, and it is only in recent years that there has been more diversity in the portrayal of women in advertising.

In Uzbekistan, as in other Central Asian countries, traditional gender roles still play an important role in the public consciousness. Men are portrayed as protectors, breadwinners, professionals, and successful entrepreneurs. Advertising often uses such lexical constructions as "strength", "stability", "leadership", "success", which emphasizes the social role of men as a person who controls not only his own life, but also the lives of others.Advertising images of men in Uzbek discourse also emphasize their role as providers of the material well-being of the family and successful members of society. Less space is given to images of men's emotional and personal lives, which is a difference from Western advertising trends. The main common feature in the gender vocabulary of Russian and Uzbek language advertising is the use of traditional gender-related stereotypes. Men are associated with strength, leadership, and professional success, while women are portrayed as caring, beautiful, and family-oriented personalities. These stereotypes are important not only for advertising, but also for public perception of the roles of men and women in the social structure. Globalization and the processes of social change play an important role in the transformation of gender stereotypes in both countries. Russia is more actively embracing the ideas of gender equality and changing traditional roles, which is reflected in the advertising context. In Uzbekistan, changes are taking place more slowly, but there is also a gradual expansion of women's roles in public and professional life.

In Russian and Uzbek, there are both common features in the depiction of gender roles, as well as differences due to social and cultural characteristics. It is important to note that in both countries, the process of changing traditional gender stereotypes is still ongoing, reflecting changes in public consciousness and culture.

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