LANGUAGE REPRESENTATION OF GENDER
AND AGE FEATURES OF THE CONCEPT "BEAUTY"
IN ENGLISH COSMETICS ADVERTISING TEXTS

Yelyzaveta Kozyr

Postgraduate Student, Oles Honchar Dnipro National University, Ukraine
e-mail: elizaveta28111998@gmail.com, orcid.org/0000-0002-6741-7148

Summary

This article concerns the representation of the concept of beauty in English-language adverts throw the English-language cosmetic adverts. The article contains the results of the research of theoretic and practical materials. On the basis of the research the author shows that the study of the linguistic aspects of advertising is attractive from the point of science, because advertisement is an integral part of modern life. Language means play a crucial role in the shaping stereotypes within cultural groups.

The present study addresses the issues of gender neutralization in English-language advertising and newspaper texts. The paper investigates linguistic means involved in the creation of gender- neutral advertising texts. As a result of the study, we conclude that the main features of gender-neutral advertising texts are the absence of lexical units that would refer advertising to male or female; the use of scientific terms, numbers in the description of the goods; the use of imperative sentences. Gender neutralization in advertising occurs due to the use of impersonal sentences, defining pronouns and euphemisms. Gender neutralization is a relatively new trend in advertising and has a huge impact on the use of language in modern advertising texts.

Linguistic selection in advertising, especially the focus on gendered language, is the main concern in this study. The main concentration in the research is the investigation into the use of specific verbal items in commercials to confirm the idea that there are differences among adverts of similar products for either male or female consumers. The result of this paper can partly contribute to industrial areas as well as other academic fields such as sociolinguistics.

Key words: advertising, beauty, concept, discourse, gender.

1. Introduction

A concept is a universal phenomenon, so its use helps to establish the features of a national picture of the world. A set of concepts characteristic of a particular nation constitute a national conceptual sphere, which differs from the conceptual spheres of other nationalities. Despite the fact that there are so-called universal concepts, their content is different for each nation.

The concept in the work is understood and considered within the framework of the linguacultural direction in human consciousness; as something in the form of which culture enters the mental world of a person, and as something by means of which a person himself enters the culture and influences it.

This concept refers to linguacultural concepts. It is an aesthetic category denoting perfection, a harmonious combination of aspects of an object, in which the latter evokes aesthetic pleasure in the observer. Beauty is the most important category of culture. In its aesthetic

perception, the concept of beauty is close to the concept of the beautiful, with the difference that the latter is the highest (absolute) degree of beauty. At the same time, beauty is a more general and multifaceted concept.

Throughout the history of mankind, thinkers of various scientific schools and directions have written about beauty and the beautiful. This is no coincidence, since this concept belongs to the most important value "meaningful life" guidelines and influences human activity, determines a person's attitude towards other people and the world around them. The study of the concept of "beauty" is interesting and relevant due to the rapid and constant variability of its content. Beauty standards are constantly changing.

Scientific research of representation of gender in language is a complex feature. It is due to anthropometric and pragmatic tendencies of development of the modern linguistic researches that are based on the eager to explore everything through the language. Language in considered not as a tool of communication, but the cultural code of certain nation.

The concept of "gender" entered the modern linguistic paradigm much later than other humanities. Surveys on a gender in linguistics started being conducted in early 20th century and the correlation between language and gender has been in interest of sociolinguistics and related disciplines since then. The first surveys in this field appeared in the West. Despite the large amount of scientific works devoted to gender language, representation of gender stereotypes and phenomenon of gender in linguistics, gender linguistics remains one of barely studied lines of linguistic research.

Definition of gender refers to the combination of specific cultural and social characteristics. Gender is a social and cultural construct associated with attributing certain qualities and standards of behavior to a person based on his or her biological sex. Perpetuation of gender roles happens owing to assimilation of gender stereotypes that revolve around conventional idea of masculinity and femininity

The article examines the linguistic implementation of the concept of beauty using the example of English-language advertising texts. Advertising is important in society. All changes in mentality and language are reflected in it and are partially formed. Undoubtedly, advertising of cosmetic products influences our idea of beauty and shapes the content of the concept of "beauty".

A product on the way of reaching consumers needs a great deal of support from advertising. In the process of editing a commercial, together with visual effects, the choice of linguistic items is a significant factor which can affect audience' critical thinking and selection. As a result, the investigation into verbal patterns, especially the impact on gender issues, will act as a useful tool for the development in both marketing business and sociolinguistics. The outcome of the research highlighted the focus of gender language use and its effects over the marketing success of a product as well as the perceptions of the public towards a commercial.

2. Discourses and verbalization of advertising texts

Advertising texts are represented through certain discourses. Age and gender discourses are dominant (Krylova,2019). Language in advertising plays an important role, since its purpose is to attract the consumer and motivate him to buy a specific product among others in the same field (Krechyk 2021).

In English, the beauty of clothing has long been perceived as an integral attribute of a woman, less necessary for a man. As evidenced by the following proverbs: It's as natural for women to pride themselves in fine clothes as 'tis for peacock to spread his tail (Proverb);

A woman is like a salad: much depends on the dressing (Dijk,2006). In this article, the analyzed concept occupies a transitional position between a concept and a frame. A certain set of standard knowledge about an object or phenomenon (Sokal,2013). This suggests that the studied concept represents a set of several components, which allows studying it from different sides.

In this regard, the starting point for analyzing its composition is an appeal to the semantics of its nominating units (beauty, beautiful) and their synonyms (attractive (-ness), pretty (-ness), lovely (-ness), etc.). concept in a certain segment of advertising discourse, later we turned to contextual, and through it – field analysis of the content of the concept.

Theoretical literature on the verbalization of the concept of "beauty" has allowed us to understand beauty as a cultural and aesthetic category, which means perfection, a harmonious combination of aspects of an object, in which the latter causes the observer aesthetic pleasure. Beauty plays a role in the self-regulation of the inner world of the individual. Regarding the beauty of the face in women 1) the whiteness of the skin is positively assessed; 2) the youth and freshness of the skin are noted by comparisons with floral images; 3) when describing lips in English, attention is paid to shine (Malenko,2007). In men, 1) a sharply defined chin is considered beautiful; 2) a straight nose and a nose with a hump, slightly curved downwards like an eagle's. Signs of childish beauty are considered to be behavioral and emotional mobility and liveliness, no specification of external features is recorded.

One of the semantic features of the representation of the concept of "beauty" in advertising texts is the use of synonyms. It should be noted that of them are included in the established synonymous series. Among the studied advertising texts, the following synonyms for the word beautiful were identified: perfect (and its forms), phenomenal, miraculous, mega, sexy, seductive, gorgeous, radiant, super, sensational, hot, captivating. Each of these words expands the semantic space of the studied concept, since they contain additional features that are not inherent in the lexeme beautiful. For example, the lexical units sexy, seductive complement the semantic scope with such features as provoking or intended to provoke sexual interest *(Douglas, 2024)*.

3. Gender features of verbalization of the concept beauty

The beauty of a modern person is multiple, it is part of a huge binary multiplicity of aesthetic evaluations – beauty, ugliness, and many intermediate, more neutral characteristics. It is possible to divide male and female beauty into many types depending on various factors. 1. By the ratio of biological and social, physical and spiritual: physical beauty; spiritual beauty; many combinations. 2. By the degree of naturalness: natural; artificial; many combinations. 3. By the degree of harmony of the physical and spiritual, biological and social: harmonious; inharmonious; many combinations. 4. By the degree of completeness, integrity of beauty: holistic beauty; beauty of details. 5. By the time of its development in the life cycle: blossoming beauty; mature beauty; fading beauty. 6. By the importance of the role of one of the parts of the brain beauty of a "doe"; beauty of a "predator"; beauty of combinations. 7. By the duration of its manifestation during life: long-lasting beauty; quickly passing beauty.

A man's beauty has historically been associated, first of all, with the best performance of his role as a winner of rivals in competition, a patron, a protector of the family, a male, a continuer of the family line: a slender, muscular and flexible body, broad shoulders, narrow hips. A strong skeleton and sufficiently developed muscles of a man not only had his obvious usefulness as a male, but also undoubtedly served as an attractive information signal for women.Gender features of the concept of beauty are determined through components whose

properties are represented in advertising texts. Speaking of female beauty, the beauty of hair is noted. The implied properties in this case will be primarily a healthy state (smooth, healthy, moisturized, strong, dandruff-free), well-groomedness (dream, nourished, shine, miraculous, soft, silky) and naturalness (natural looking).

The beauty of the female body will also be one of the components that make up the concept of "beauty" in advertising texts. smoothness), and not the perfection of forms, which is secondary, since modern advertising inspires that a woman is beautiful just as she is.

A beautiful woman should have well-groomed hands and nails, so among the advertisements for cosmetics for women, one cannot fail to pay attention to the advertisements for nail polishes. Here, the properties implied will be the quality of color (straight from the shows, cosmic, end of earthly colours, fresh, hot shades), health (strength, growth, chip-resistance), shine (shine, gem crush, jewellery, gel shine), perfection (salon look, perfection), but the length, shape or any specific color do not matter in the advertisement. The advertisement emphasizes femininity, fragility, and to a certain extent superiority – those qualities that women tend to desire (Krechyk,2021). Until now we have been talking about external physical beauty, but it is certainly an external reflection of the deep internal state of the human body – its health and ideal functioning of all internal organs, good and rationally selected food, timely and correct sanitation of the body, a healthy environment, in general, a good psychophysiological state of a person. And even from the state of love – in this state, some external signs of beauty change favorably: the eyes shine, the skin of the face turns pink, wrinkles are smoothed out, etc.

Male beauty is not as widely represented in advertising texts as female beauty. In this study, the gender features of the concept of "beauty" are represented only through the component "hair". The implied properties in this case will be health, lack of dandruff and well-groomed hair (flake free, cool, confident, comfortable, soft, silky, thicker looking).

One of the components that characterize both male and female beauty will be a healthy and white smile. This component is represented through toothpaste advertising (shiny, white).

4. Conclusions

As a result of the study, it was found that it is quite difficult to determine the age of the target audience from advertising texts, since most of the advertised products do not have specific age limits, so we can only make assumptions.

Due to advertising texts, the concept of "beauty" has been supplemented with such components as soft skin with a warm shade; a young face, without facial flaws; expressive voluminous lips and eyelashes. The shape, cut of the eyes, and lip color do not matter. The advertisement does not emphasize a person's physical flaws, only describes what he or she can become perfect. Thus, in modern advertising texts for cosmetics, there is no emphasis on any gender and age, as well as physiological standards.

References

1. Dijk T.A. (2006) Discourse and manipulation. Discourse and society. Vol. 7. No 2.
2. Krylova, S.A. (2019) Krasa liudyny v zhyttievykh praktykakh kultury. Dosvid sotsialnoi ta kulturnoi metaantropolohii i androhin-analizu: monohrafiia. Kyiv: KNT.
3. Etymological dictionary. [Electronic resource]. Access mode : http:// www.etymonline.com/ index.php?allowed_in_frame=0&search=beauty.

4. Krechyk T.A (2021) Verbalizacia concepty beauty v anglomovnih internet vidanyah cvity mody [Verbalization of the BEAUTY concept in English-language online publications of the world of fashion]. Ostrog. https://theses.oa.edu.ua/DATA/2496/Krechyk_Master.pdf

5. Malenko, O.O. (2007) Estetichna kategoria prekrasnogo y vimiry lingvokonceptualnogo analizy teksty [The aesthetic category of the beautiful in the dimension of the linguological-conceptual analysis of the text] Dnipro: Porpgi [in Ukrainian].

6. Poliuzhyn M.M. (2004) Suchasni napriamy i pidkhody do vyvchennia komunikatyvnykh aktiv dyskursu. Inozemna filolohiia. Vyp. 113.

7. Sokal, H. I. (2013) "Verbalizatsiia kontseptu "krasa liudyny" v tekstakh anhlomovnoi khudozhnoi literatury". Nova filolohiia, no. 56.