LINGUISTICS

M.N. Morgunova, E.A. Lazareva

(Southern federal university. Rostov-on-Don, Russia)

Modern English gender oriented advertisement: lexico-semantic analysis

The article provides lexico-semantic analysis of English gender-oriented advertisement. Stereotypical feminine and masculine images transmitted through modern English advertisement on the verbal level are classified, and lexico-semantic features of their representation are identified. The article highlights regular lexical markers of "female" and "male" advertisements selected from texts published in popular gender-targeted magazines and commercials. The authors identify similarities and differences of lexical peculiarities in advertising texts, designed for male and female target audience.

Key words: gender stereotypes, lexical marker, femininity, masculinity, advertising text.