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2. **Title:** SPECIFICITY OF CONSTRUCTION ADVERTISING TEXTS IN THE SPHERE OF BUSINESS ON THE BASIS OF GENDER STEREOTYPES
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Theoretical and practical Importance of this work is connected with the fact that the work makes a certain contribution to studies devoted to the analysis of gender stereotypes in advertising discourse. The study of gender stereotypes on modern material made it possible to verify that gender problematization can be used within different cultures, regardless of time and place.

The goal of this study is to conduct a linguistic-stylistic analysis of gender stereotypes in the advertising text and identify the main stereotypical images in advertising that form and manipulate the minds of consumers.

In accordance with this goal of the study, the following **tasks** are solved:

- to reveal the content of the concept of gender and to characterize gender studies in modern linguistics;
- to analyze the nature and functions of gender stereotypes;
- to presentation of the advertising text as an object of study of linguistics;
- to study the functional features of advertising texts;
- consider the main gender stereotypes in advertising;

- to compare the ways of language representation of masculine and feminine stereotypes;
- give linguistic-stylistic and contextual analysis of advertising banners in accordance with the identified types of gender stereotypes.

The theoretical and practical significance consists in identifying the linguistically determined gender factor in advertising text models, as well as in determining the correlation of advertising text models with male and female stereotypes; the conclusions of the work can also be used in other research works. The significance of the work is seen in the possibility of using its results in marketing, in studying the features of the presentation of goods in the media.

Results: The results of this study can be used in further sociological and marketing research in the field of advertising, as well as illustrative material in the teaching of a number of disciplines (general linguistics, translation theory).