Batumi Shota Rustaveli State University

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Maka Sherozia

Verbal and Non-verbal Characteristics of Gender in Advertising Discourse

Speciality-Linguistics

Annotation

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The dissertation is written at the Department of European Studies, Faculty of Humanities, Batumi Shota Rustaveli State University.

Academic advisor   **Irine Goshkheteliani**   Professor at Batumi Shota
                                                  Rustaveli State University

Evaluators: **Tamar Dolidze** Associate Professor at Batumi
                                                  State Maritime Academy

                                                  Zhuzhuna Gumbaridze Associate Professor at
                                                  Batumi Shota Rustaveli State University

                                                  Maia Kikvadze Associate Professor at Batumi
                                                  Shota Rustaveli State University

International Evaluator: **Joanna Szerszunowicz, Ph.D.,**
                                                  The University of Bialystok
                                                  Philological Faculty (Poland)

The thesis defence will be held on Saturday, 25.05. 2019, at 13:00, Room 37, at the session of the Dissertation Board established by the Faculty of Humanities at Batumi Shota Rustaveli State University.

Address: Batumi 6010, 35/32 Ninoshvili/Rustaveli street, Block 1

The thesis is available in the Library of Batumi Shota Rustaveli State University and the annotation is available on the university website (www.bsu.edu.ge).

 Scientific Secretary of the Dissertation Board,
 Associate Professor   **N. Phartenadze**

Introduction

Advertising discourse is one of the important communicative mediums where an information creater and a receiver are in a distant position. The role of an advertisement has increased in human's life for years. We encounter with an advertisement in everyday life. The interest towards it is growing day by day. Its role has intensely activated for the last years. Thus, it is worth researching advertising discourse and peculiarities of gender reflection in it. Studying a language began hundreds of years ago, gender studying is comparatively new. Gender is a concrete term which determines a specific aspect of human life. Gender is a matter of interest for Sociology, Psychology, History, Philosophy, Linguistics and other disciplines. It is one of the main elements which forms our perception and identity.

The **topicality of the topic** is determined that advertisement interacts with a modern human almost at every step. We are constantly in the world of an advertisement. It has established firmly in our society and it is an inseparable part of our life. It represents not only motive power of marketing but a new image of culture. There is a different approach towards it in modern linguistics. Advertising discourse has experienced lingual transformations, which are caused by various reasons. The matter of gender has experienced a lot of transformations too. Accordingly, the main focus is on the role of gender and its influence in modern society.

The **objectives and goals** of the research are to analyze different scientists' opinions about advertising discourse and gender, to display specific marks of gender reflected in advertising discourse, to determine aims of advertising discourse, to investigate psychological nature of an advertisement and lingual mechanism of influence, to analyze advertising discourse in semiotic view, to determine gender as category, its aims and functions, to analyze gender in a linguistic view, according to linguistic or social aspects, to determine how men's and women's verbal or nonverbal characteristics are represented in a society, to conduct research of gender in Georgian

and English advertisement texts on the basis of empirical material from the press and internet.

The novelty of the research is determined by the following examined objectives: the critical analysis of theoretical material and different approaches about advertising discourse and gender. The analysis of psychological aspects and strategies, the study of verbal and nonverbal characteristics of gender, the determination of the difference in comprehension of gender by man and woman during the period of receiving and perception of information.

The methodological basis of the research is determined by the goals and objectives. The methods used in the paper are the following: the descriptive method, the critical-analytical method of scientific literature, narrative analysis, content analysis, contrastive analysis. The Questionnaire is used in the work for the role of gender in advertisements.

The theoretical value of the research is determined by the valuable observations and conclusions for Advertising Discourse and Gender based on the complex linguistic, social, semiotic and psychological analysis.

The practical value of the paper is represented by the analyzed material which can be used while teaching Discourse Analysis, Gender, Pragmatics, Semantics and Marketology.

For **the empirical material** we have used 50 Georgian and 50 English print, internet advertisements and commercials **The Content of the Paper:**

The volume and structure of the thesis are determined by the intended objectives and goals. The paper consists of Introduction, three chapters (Chapter 1-"Advertising Discourse, its Linguistic Characteristics and Psychology of Advertisement", Chapter 2-"Gender and Ideology of Language", Chapter 3-"Gender in Media") seven paragraphs that consist of sub-paragraphs, general conclusions, bibliography, list of internet resources and Appendix.

Content of the Thesis

The validity of the research problem choice is grounded in the Introduction that also deals with the relevance of the topic, novelty, objectives and goals, the information about theoretical and practical base of the work.

Chapter I-"Advertising Discourse, its Linguistic Characteristics and Psychology of Advertisement" consists of three paragraphs and fourteen sub-paragraphs.

Paragraph 1-"Opinions about the Discourse Analysis" deals with the difference between "discourse" and "text"on the one hand, and definition of discourse and its nature on the other hand.

In **1.1.1** -"Main Kinds of an Advertisement and their psychological Nature" we examine different kinds of an advertisement.

According to Ch. Jashi, E. Khakhutaishvili (Jashi, Khakhutaishvili, 2012:39-40) there are main types of advertisements:

Table 1.

Type of Classification	Type of Advertisement
According to targeted group	• Consumer advertisement • Business advertisement
Advertising address and its peculiarities	• Informative • Persuasive • Referral
According to the audience's influence	• Rational • Irrational
Concentration on the defenite segment	• Selective • Massive
Geographical	• Retail • Regional • General-national • International
Targeted	• Product advertisement • Commercial advertisement • Non-commercial advertisement • Instutional advertisement
According to the means of spreading	• Printed

	• Magazines, newspapers • Radio, TV • Advertising souvenirs • Direct mail • External • Exhibition and fairs

In **1.1.2** - "Peculiarities and Aims of Advertising Discourse" we examine peculiarites and aims of advertising discourse.Advertising discourse is one of the important discourses among others. Cook (Cook, 2001:219-220) defines and specifies advertising discourse which is shared by us:

- ads use a variety of substances, including some which are not used in communication elsewhere (e.g. soap, vapour);

- ads are embedded in an accompanying discourse;

- ads are presented in short bursts;

- ads are multi-modal, and can use pictures, music and languages, either singly or in combination, as the medium permits;

- ads, in their use language, are multi-submodal, and use can writing, speech and song, either singly or in combination, as the medium permits;

- ads contain and foreground extensive and innovative use of paralanguage;

- ads foreground connotational, indeterminate and metaphorical meaning, thus effecting fusion between disparate spheres;

- ads make dense use of parallelisms, both between modes(e.g. the pictures and music have elements in common), and within modes (e.g. the words rhyme);

- ads involve many voices, though they tend to be dominated by one;

- ads are parasitic:appropriating the voices of other genres, and having no independent existence;

- ads are often heard in many contradictory ways simultaneously;

- ads merge features of public and private discourse and the voices of authority and intimacy, exploiting the features which are common to these poles;

- ads make extensive use of intertextual allusion, both to other ads and to other genres;

- ads provoke social, moral and aesthetic judgements ranging from the most positive to the most negative (they are 'harmful' or 'beneficial', 'bad' or 'good', 'not artistic' or artistic'(Cook, 2001:219-220);

It is worth noting that advertising discourse is a clear example how a language generally changes and what changes take place in it during the time shift. Though, an advertisement not only reflects these changes, but it also dictates the society to accept this or that form of a language.

Cook adds that advertisements have a lot of functions:"Even if the majority of ads have the function of persuading their addressees to buy, this is not their only function. They may also amuse, inform, misinform, worry or warn" (Cook, 2001:10)

1.1.3 –"Strategies and Genres of Advertising Discourse" deals with the strategies and genres.

According to El-Daly (El-Daly, 2012:88), there are 3 main strategies:repetition, positioning and image creation.

Fairclough supposes that "genres of governance include, promotional genre, genres which have the purpose of 'selling' commodities, brands, organizations, or individuals" (Fairclough, 2003:33).

The authors (Dijk, Kintsch, 1983) offer semantic, cultural, social, interactional, pragmatic, schematic, stylistic and rhetorical strategies.

In **1.1.4** – "Advertising Discourse and Context" we examine different kinds of contexts and their importance for the advertising discourse. Cook states that "discourse is text and context together"(Cook, 2001:4).

In **1.1.5** - "Functions of a Language and Advertisement" we analyze functions of a language and an advertisement. There are six functions of a language:the referential, the poetic, the emotive, the conative, the phatic and the metalingual. The **referential** and the **conative** functions are the most important functions for the advertising discourse.

Leech states that the advertisement has four main functions:attention value, readability, memorability, selling power (Leech, 1966).

In **1.1.6** – "Text and Structure of an Advertisement" deals with the text and the structure of an advertisement.

According to Danesi (Danesi, 2015:7) "Like miniature poems, many brand names stimulate our imagination, impelling us to glean sense from the mental images they evoke. This "sense-producing" power of rhetorical language is the reason why we use it to make commentaries on all aspects of human life, and it is thus the reason why it informs the folk wisdom of a culture and certainly why it is prevalent in advertising. By coining brand names as conceptual metaphors, onomatopoeic forms, and the like, manufacturers and marketers are fine-tuning their message effectively. Sometimes the rhetorical form is not written or spoken, it is simply implied".

In **1.1.7** – "Style and Language of an Advertisement"
According to Danesi (Danesi, 2015:8)some features and strategies of advertising style are the following:

• Jingles and slogans. These have the effect of reinforcing the recognition of a brand name, since they tend quickly to make their way into communal memory;

• Use of the imperative form. This creates the effect of advice coming from an unseen authoritative source or from some natural biological impulse;

• Formulae. These create the effect of making meaningless statements sound truthful;

• Alliteration. The repetition of sounds increases the likehood that a brand name will be remembered;

• Absence of language. Some advertisements strategically avoid the use of any language whatsoever, suggesting, by implication, that the product speaks for itself;

• Intentional omission. This technique is based on the fact that secrets grab our attention;

Paragraph 2 – "For the topic of Semiotics" we analyze the main opinions of semiotics researches.

Bignell states that "language was already there before we were born, and all of our lives are lived through the signs which language gives us to think, speak and write with" (Bignell, 2002:7).

1.2.1 – "Semiotics of Advertising Discourse" deals with the importance of semiotics for advertising discourse.

In the **Paragraph 3** –"Psychotechnologies in Advertising Discourse" we analyze different kinds of techniques which cause trance condition. According to Mokshantsev (Mokshantsev, 2007), they are:

- Display of Trance Behaviour;

- Verbal Description;

- Use of Natural Trance Condition;

- Resetting Consciousness;

- Splitting a Pattern;

- Use of complete uncertainty;

- Use of nonexistent words;

- Technique of Confusion;

- Perseveration;

In **1.3.1** - "Classification of Feelings" we talk about Lebedev-Lubimov's (Lebedev-Lubimov, 2002) two main kinds of feelings: Contact and Distant.

In **1.3.2** –"Persuasion and Influence" we analyze difference between persuasion and influence.

In **1.3.3** – "Classification of Argument Types" we analyze different kinds of arguments which are used in an advertisement. According to the authors
(O' Shaughnessy, O' Shaughnessy, 2004) there are the following arguments:

- Statistical evidence;

- Narratives and Anecdotes;

- Genealogy;

- Description;

- Visual evidence;

- Comparision and contrast;

- Analogy;

- Classification;

- Definition;

In **1. 3.4** – "Perception of Advertising Text" deals with opinions of some scientists about the process of perception and its result. According to El-Daly (El-Daly, 2012:86), there are three main notions which are necessary for the perception of advertisement:attention, interest and memorability

The authors (Kotler, Wong, Saunders, Armstrong, 2005:273-274) offer their opinions about it.

- Selective attention;

- Selective distortion;

- Selective retention;

1.3.5 – "Attention and its Functions" deals with 4 different functions of attention.

In **1.3.6** – "Advertisement and Associations" we analyze 5 main associations which are important for the advertisement.

Chapter II–"Gender and Language Ideology" consists of two paragraphs and seven sub-paragraphs.

In the **Paragraph 1**- "Opinions about Gender Analysis" deals with the difference between sex and gender.

The authors state that there are some differences between sex and gender (Gamble, Gamble, 2015:12):

Sex

- Termed as male/female;

- A genetic/biological descriptor;

- Innate;

- Biologically constructed;

Gender

- Termed as feminine/masculine;

- A Psychological/social/cultural descriptor;

- Acquired;

- Learned;

In **2.1.1** – "Gender Peculiarities" we analyze gender peculiaraties.

The authors suppose that there are gender changes in a society (Gamble, Gamble, 2015:6):

Gender changes in Men

- Taking on more relational roles

- Participating in caregiving activities

- Participating in home-planning activities

- Functioning as a sounding board

Gender changes in women

- Taking on more task-related roles outside of the home

- Bringing office work home

- Increasingly responsible for economic well-being of family

B. Eunson(Eunson, 2008:7.11-7.13) offers gender differences in spoken communication:

➢ Voice pitch:Women tend to have higher-pitched voices…

➢ Inflection: Females may be more prone to high-rising tone or upward inflection within sentences;

➢ Tone: Men may have more monotonous speech:males tend to use approximately three tones when speaking, while females tend to use approximately five tones;

➢ Emphasis: Men tend to use loudness to emphasise points, while females tend to use pitch and inflection to emphasise points;

➢ Grammar and Hypercorrection: women tend to use more precise grammar in speech than men do and may be more likely to correct the usage of others;

➢ Fillers and discourse particles : Men more women tend to use speech fillers;

➢ Expressive forms: Women may make more use of expressive forms;

➢ Indirect expression: Women tend to use a more indirect style than men;

➢ Shifts: Men may be more likely to change the topic than women;

2.1.2 –"Psychological Peculiarities of Gender" deals with the characteristics which take place in men's and women's behaviours. Baron-Cohen(Baron-Cohen, 2003:2) gives an interesting explanation about female and male brains. He considers the female brain as empathizing. He defines "empathizing as the drive to identify another person's emotions and thoughts, and to respond to them with an appropriate emotion".

According to him, the male brain is systemizing:"Systemizing is the drive to analyze, explore and construct a system"(Baron-Cohen, 2003:3).

2.1.3– "Gender and Communication". It's fact that a man and a woman are different individuals. They behave differently in the same situation, think differently, percept the same fact differently and respond to the same event differently.

According to Cameron "Ideologies of language and gender, then, are specific to their time and place: they vary across cultures and historical periods and they are inflected by representations of other social characteristics such as class and ethnicity. What is constant is the insistence that any identifiable social group, women and men are different. Gender differences are frequently represented as complementaries, that is, whatever men's language is, women's language is not" (Cameron, 2003:452).

2.1.4 – "Systemazing and Empathizing"

Baron-Cohen states that we all have both systemising and empathising skills. He offers five broad brain types:

1. Individuals in whom empathising is more developed then systemising. This is what we call the 'female brain';

2. Individuals in whom systemising is more developed than empathising. This is what we will call the 'male brain';

3. Individuals in whom systemising and empathising are both equally developed. This is what we call the 'balanced brain';

4. Individuals with the extreme of the male brain. In their case, systemising is hyper-developed whereas empathising is hypo-developed;

5. Finally, we postulate the existence of the extreme of the female brain. These people would have hyper-developed empathising skills, but their systemising would be hypo-developed (Baron-Cohen , 2002:248-249).

2.1.5 – "Men's and Women's Linguistic Characteristics" -deals with characteristics which take place in men's and women's speech.

Jespersen states that "the vocabulary of a woman as a rule is much less extensive than that of a man. Women move preferably in the central field of language, avoiding everything that is out of the way or bizarre, while men will often either coin new words of expressions or take up old-fashioned ones, if by that means they are enabled, or think they are enabled, to find a more adequate or precise expression for their thought. Woman as a rule follows the main road of language, where man is often inclined to turn aside in to a narrow footpath or even to strike out a new path for himself " (Jespersen, 1922:248).

Tannen states that "for most men, talk is primarily a means to preserve independence and negotiate and maintain status in a hierarchial social order. This is done by exhibiting knowledge and skill, and by holding center stage through verbal performance such as storytelling, joking or imparting information. From childhood men learn to use talking as a way to get and keep attention" (Tannen, 1990:36).

In the **Paragraph 2** – "Theoretical opinions about verbal and non-verbal communications" we examine differences between verbal and non-verbal communications.

Andersen states that "non-verbal communication exists beside language. Yet it is not language. It's present whenever we talk, but it is not talk. Although communication typically employs both non-verbal communication and language interactively, each

method of communication derives from a different cognitive system, functions differently and employs different codes" (Andersen, 2008:4)

According to Burgoon "if messages are the heart of the interpersonal communication enterprise, then nonverbal cues are the arteries through which the linguistic lifeblood courses. They connect, channel, and constrain the verbal constituents. In short, nonverbal cues are an inherent and essential part of message creation (production) and interpretation (processing)" (Burgoon, 2016 :38).

Brizendine claims that "biological instincts are the keys to understand how we are wired, and they are the keys to our success today" (Brizendine, 2006:6).

2.2.1 – "Brizendine About Nonverbal Abilities of Female and Male" deals with Brizendine's theory about nonverbal abilities and differences between female and male skills. He emphasizes that female ability is higher: "The female brain has tremendous unique aptitudes outstanding verbal agility to connect deeply in friendship, a nearly psychic capacity to read faces and tone of voice for emotions and states of mind and the ability to defuse conflict" (ibid:8).

According to him, "men often enjoy interpersonal conflict and competition; they even get a positive boost from it. In women, conflict is more likely to set in motion a cascade of negative chemical reactions, creating feelings of stress, upset and fear" (ibid:40).

2. 2.2 – "Differences in Nonverbal Communication" deals with gender differences which take place in any communication. Eunson (Eunson, 2008: 7.14-7.15) proposes his opinions about gender differences in a communication that was used by us during the analysis of advertisements.

Table 2.

Characteristics	Differences
Personal Space	Males tend to take up more personal space than females when seated:they may sprawl, their legs wide, and may set up territorial markers more quickly than women. Males are more easily stressed by

	crowding
Approach and orientation	Women may be approached more closely than men. When males and females are forced into close proximity, males will tend to brush past turning towards the female, while females will turn away from the male
Orientation	Women may prefer to interact side by side, while men prefer to interact face to face
Volume response	Males may be less likely than females to stand back from a person who is talking loudly
Posture	Women tend to walk with their pelvis pushed slightly forward, while men tend to walk with their pelvis rolled slightly back. Women may be more prone to move their entire body from neck to ankles as one entity when they walk, while men tend to move their arms independently and exhibit a slight twist in their rib cage. Males tend to assume more reclined positions when seated, while women tend to assume more forward positions.
Touching	Men tend to touch others less than women do. Men are less likely than women to engage in same-sex touching
Listening	Men tend to frown and squint when listening, while women tend to smile and head-nod when listening.
Facial expression	Men tend to suppress facial expressiveness and plasticity more than women; Women tend to smile more than men. Men may smile less when there are other men around. Men may be less likely to return a smile than women
Eye contact	Women may establish more eye contact than men do, but men may be more likely to stare while women may be more likely to avert their gaze. Female-female interaction is likely to involve much more eye contact than male-male interaction.
Locomotion	Men may be more likely than women to walk around when talking

Chapter III – "Gender in Media" consists of two paragraphs and eight sub-paragraphs.

Paragraph 1- "Gender and Media" analyzes the relationship between gender and media. Media is one of the main means which creates and forms gender. Advertisements have a special role in shaping gender.

According to Matheson "ads are much more than actualizations of existing 'codes' of meaning in order to associate their products with aspects of culture. Ads often seek to lead taste, to make people think in new ways, to mix cultural practices in distinctive ways in the constant struggle for marketing advantage" (Matheson, 2005:35).
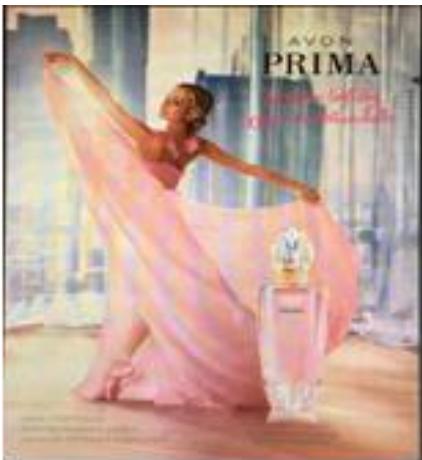
3.1.1 – "Women in Georgian Print Advertisements" deals with the analysis of Georgian advertisements represented by women. Example:

A woman advertises the perfume "Avon Prima". Its slogan-"Female Tenderness in all Movements"/„ქალური სინაზე ყველა მოძრაობაში".

(NP(N+N)+prep+NP(Pr+N)/(Adj+N+Pr+N). The main idea of the advertisement is expressed in the text and in the movement. The main character of the advertisement is a ballerina. The advertiser creats the feeling that the perfume is one the main factor to maintain female tenderness. The box of the perfume and the woman with her delicate movement are merged synthetically. Rosy is dominant colour in the advertisement. At the same time, you can see the city's contours from the window. The dancer is at the high level. It underlines the high quality of an advertised perfume. The woman's kinesthetic characteristics are stronger than the words. The advertisement has a persuasive character (სიტი, 2016, N1, გვ.13, City, 2016, N1, p.13).

3.1.2– "Women in Georgian Commercials" deals with the analysis of Georgian commercials where women are represented.

Categories of products in the Georgian advertisements(Total number-25):

1. Accessories -4
2. Cosmetics-3
3. Service-8
4. Medicine-2
5. Hygiene-1
6. Food-6
7. Technology-1

Table 3.Verbal characteristics of women in Georgian advertisements

Style	Phonology	Vocabulary	Orthography	Morphology	Syntax	Grammatical Structures
Neutral	Alliteration	Abbreviation	Usage of different scripts	Adjectives	Affirmative sentences	Adv+V(conj) Adv+V
				Nouns	Imperative sentences	
Bilingualism			Usage of hashtag			

							Adj+N+Pr+N
(Georgian and English)							Adj.+N+Acr+ Pr.+Adj+N+ N
							V+Adj+N+Adv
							N+N
Officials					Adverbs	Phrases	N+Adj+N+Adj+ N
							Pr+N+Pr+V
Usage of professional vocabulary					Verbs	Simple sentences	Pr+Adj+N
							V+Pr+N
							N+N--N+N
							V+N
							V+N
							N
							N+Pr+N
Brief texts					Pronouns	Complex sentences	V+N+N
							N+Adj+N+N
							N+N--V+N
							N+N+N+Adv +Pr
					Numerals	Parallel constructions	Adj+N
							N+Pr+N+V
							Pr+Adj+N,Adj+N+ N
					Repetition of words		Adj+N+Adj+N
							Pr+Adv+V+Adj+ N
							N-V+N

3.1.3 – "Men in Georgian Print Advertisements" deals with the analysis of men+'s linguistic and non-linguistic peculiarities in Georgian print advertisements.

The Georgian rugby players are presented in the advertisement that promote the Georgian beer "Natakhtari". The slogan "Natakhtari is our Beer"/„ნატახტარი ჩვენი ლუდია" (N+V+Pr+N)/ (N+Pr+N+V). A laconic, simple sentence structure is used to be easily memorized . The pronoun is used with the function of personalization. Beer "Natakhtari" is identified with victory. All rugby

players   have a bottle of beer in their hands. All of them have serious look. The advertisement uses one script and the sun with seven rotating wings, which is the symbol of freedom and eternity. The symbol is the sign of life eternal circulation. (https://www.google.ge/search?q=%E1%83%9C%E1%83%90%E1%83%A2%E1%83%90%E1%83%AE%E1%83%A2%E1%83%90%E1%83%A0%E1%83%98+%E1%83%A0%E1%83%94%E1%83%99%E1%83%9A%E1%83%90%E1%83%9B%E1%83%90&source=lnms&tbm=isch&sa=X&ved=0ahUKEwj2lOSOhLzaAhUHCewKHbbrC6wQ_AUICigB&biw=1360&bih=662#imgrc=X4JIvmwEZl0cZM: accessed 2018, May)

3.1.4 – "Men in Georgian Commercials" analyses men's verbal and non-verbal characteristics in Georgian   commercials.

Categories of advertised products promoted by men in Georgian print advertisements and commercials(Total number-25):

 1. Service-17
 2. Drink-8

Table 4. Linguistic Characteristics of men in Georgian advertisements

Style	Phonology	Orthography	Morphology	Syntax	Grammatical Structures
Neutral	Alliteration	Usage of different scripts	Adjectives	Affirmative sentences	N+Adj+N+V
					Pr+Adj+N
					V+Adv
					V+Adv.V+ Prep+Art+N. V+Num+Prep+Pr
					N+N+Adj+Adj+N
Bilingualism (Georgian and English)			Nouns	Interrogative sentences	N+Inf
					N+Pr+N+Num+N
					V+Num+N
					Pr+V+N
					N+Pr+N+V
Unofficial			Adverbs	Imperative sentences	N+Adj+N
					N+N
					Pr+V
Official			Verbs	phrases	N+N-Pr+Adj+N
					N+Pr+N+V
					N+V+Adv
Personalization			Interjection	Simple sentences	Pr+V
					N+Adj+V.N+N+Num +N

				Complex sentences	N+Adj+N+N
					N+Interj+V
					N+Adj+Pr+Adj
					Adj+N+Num
				Parallel construction	N+Adj+N, Conj+N+V
					N+Interj+V
					Adj+N+Adj+N

3.1.5 – "Women in English Print Advertisements" analyses women's verbal and non-verbal characteristics in English print advertisements.

Example: The presented commercial advertises the product Bregueto. Its slogan is "IN EVERY WOMAN IS A QUEEN" (Prep+Pr+N+V+Art+N).The ad uses a brand name. The dial of a watch and the woman's clothes are in the same colour. The slogan has a connotational meaning. Every woman can decide how she must manage her life. She has power and possibility to live like a queen. The ad persuades the reader that any woman can look like a queen if she buys this product. The slogan is the shortened form of the Norwegian proverb. There is an ellipsis in the slogan. The woman is shown with a hand under the chin. (California Style, November 2015, Published on Oct. 31, pp. 4-5).

3.1.6 – "Women in English Commercilas" deals with the analysis of English commercials.

Categories of product advertisement promoted by women in English Print advertisements and commercials (Total Number 25)

1. Cosmetics-3
2. Accessories-7
3. Drink-3
4. Service-1
5. Company-1
6. Food-1
7. Hygiene-1
8. Technology-2
9. Car-2
10. Shoes-1

11. Clothes-3

Table 5. Linguistic Characteristics in Women's English Advertisements

Style	Phonology	Vocabulary	Orthography	Morphology	Syntax	Grammatical Structures
Neutral	Alliteration	Abbreviation	Usage of different scripts	Adjectives	Affirmative sentences	Pr+N,Pr+N, Pr+N
						N+N
Usage of brand name						N
						N
						N
						Adj+N
Monolinguism			Usage of print and manuscript scripts	Nouns	Interrogative sentences	Prep+Pr+N+ V+Art+N
						Art+N+Conj+ V+Pr.+N+Prep.+N+Prep.+ Art.+N+N
						Art+N+V+Adv+ V+N
						AuxV+V+Adj
						V+Pr+Conj+ NegPart
Allusion			Usage of graphic signs	Pronouns	Imperative sentences	Adj+Part+V
						N
						N+AuxV+PresPart +N
Official				Verbs	Phrases	Prep+N+Pr+V+ Art+Adj+N.V+ Prep.+Pr.N+N+V +N
						N+PrPart+Prep.+N+Num+ N
Usage of proverb				Infinitive	Simple sentences	V+Prep+Art+N
						V+N+N. V+Art+Adj+Pr

Usage of Phrases from famous composition				Repetition of words	Complex sentences	Art+Adj+N+Prep+Adj+N
						N+V+N
Metaphor				Prepositions	Ellipsis	Adv+PastPart+Part+V+Past Part
						V+Adv
				Conjuctions	Parallel constructions	Pr+V+N
						N+PastP+Prep+N
				Articles		
						V+Pr+Pr+V

3.1.7– "Men in English Print Advertisements" analyses English print advertisements promoted by men.

Example: The man promotes TagHeuer'swatch. The itself. The man addresses the reader

with strong gaze and stretching forefinger. The slogan #DontCrackUnderPressure (AuxV+Adv+N). Hashtag, an omitted apostrophe and a new way of unspaced spelling is used to create a feeling of unbreakableness of the advertised watch. The slogan is metonymy. The ad focuses on an image of Chris Hemsworth. He is a new international brand ambassador. A strong individual was chosen for product promotion (Luxury Living Magazine, Published on Sec 2, 2017, pp. 44-45).

3.1.8 - "Men in English Commercials" deals with English commercials.

Categories of advertised products promoted by men in English print advertisements and commercials (Total number 25)

1. Cosmetics-2
2. Accessory-3
3. Drink-5
4. Service-4
5. Technology-2

6. Car-3
7. Shoes-4
8. Clothes-1
9. Sport-1

Table 6. Linguistic Characteristics in Men's English Advertisements

Style	Phonology	Orthography	Morphology	Syntax	Grammatical Structures
Neutral	Alliteration	Usage of different scripts	Adjectives	Affirmative sentences	Adj+N+N+N
					Art+N+Prep+Art+N
					V+Pr+N
					N+N
Monolingualism	Homophonic pun	Usage of hashtag	Nouns	Imperative sentences	Pr+V+Pr. Pr+V+Pr
					N+V+Art+Adj+N
Personalization		Usage of graphic signs	Pronouns Adverbs	Interrogative sentences	V+N+N+Adv
					AuxV+NegPart+V+Adv+N
Official			Verbs	Simple sentences	Conj+PastPart.Art+Pr+Adj+Nacr+Num
					Adj+Conj+Adj
					Pr+Symbol+PresPart+Pr
Unofficial			Infinitive	Complex sentences	N+N/VPart.+Compound Adv
					PastPart+Part+V
					Num+N+NPr+Adj+N+Conj+V+Adj
			Prepositions	Parallel construction	V+N. V+N. V+N
					V+Pr+Prep+Nacr
					N+V+Adj+Conj+Pr+V+Pr
					N+Pr+Adv
			Articles	Conditional sentence	N+Adj+Prep+Art+N+Pr+V
					(Conj+Pr+V+Num+Art+N+Prep+N,Pr+AuxV+Pr+V+Pr)
					PhrV+Adv
					N+Adj
					Adj+N+V+Adv.N+N
					Pr+N/N.Pr+N+Adj+N
					Adv+PresPart

Paragraph 2–The Questionnaire was conducted with the people of different professions and ages:men aged 18-25, 26-50, 51-70 and women aged 18-25, 26-50, 51-70.The results are represented in the following diagrams:

Questionnaire
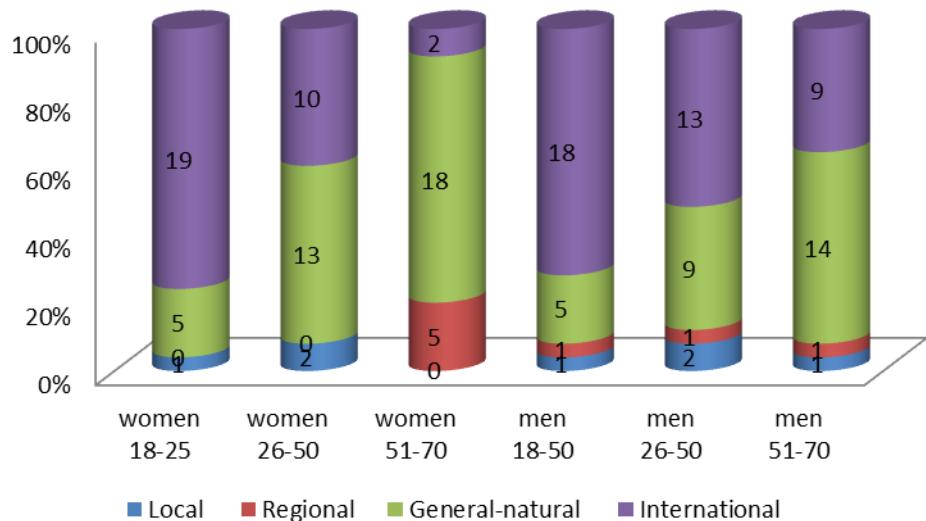
## 2. In your opinion which is the most effective advertisement?

	women 18-25	women 26-50	women 51-70	men 18-50	men 26-50	men 51-70
referral	4	1	2	1	5	2
persuasive	12	13	12	11	8	17
informative	9	11	11	13	12	6

■ informative   ■ persuasive   ■ referral
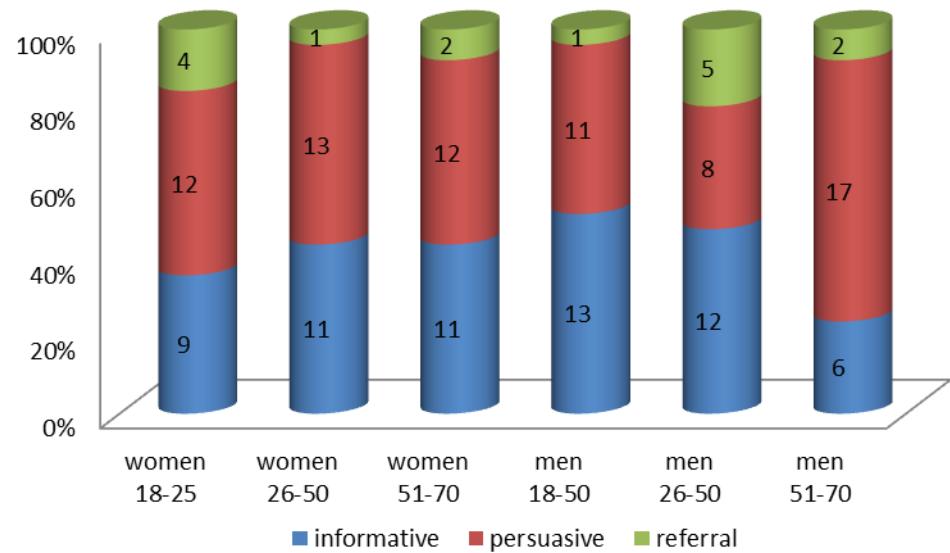
3. What is the advertisement's main component?

	women 18-25	women 26-50	women 51-70	men 18-25	men 26-50	men 51-70
usage of abbreviation	4	6	4	10	11	8
usage of adjectives, adverbs and pronouns	5	8	4	2	4	7
repetition of words and alliteration	16	11	17	13	10	10

■ repetition of words and alliteration   ■ usage of adjectives, adverbs and pronouns
■ usage of abbreviation
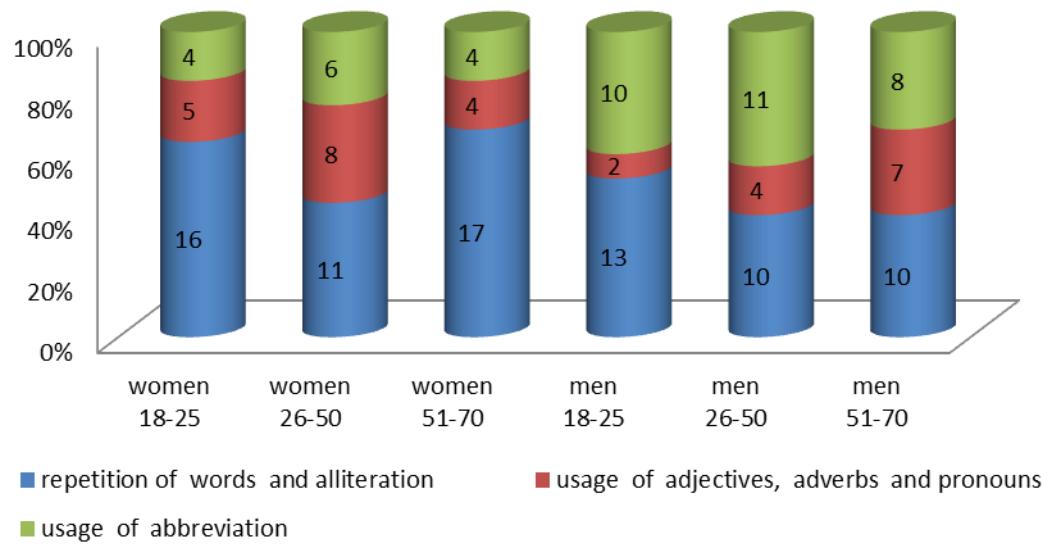
4. What is important for the perception of an advertisement ?

	women 18-25	women 26-50	women 51-70	men 18-25	men 26-50	men 51-70
Status of target audience	0	2	0	0	3	1
Sex of target audience	6	11	16	10	8	8
Age of target audience	19	12	9	15	14	16

■ Age of target audience   ■ Sex of target audience   ■ Status of target audience
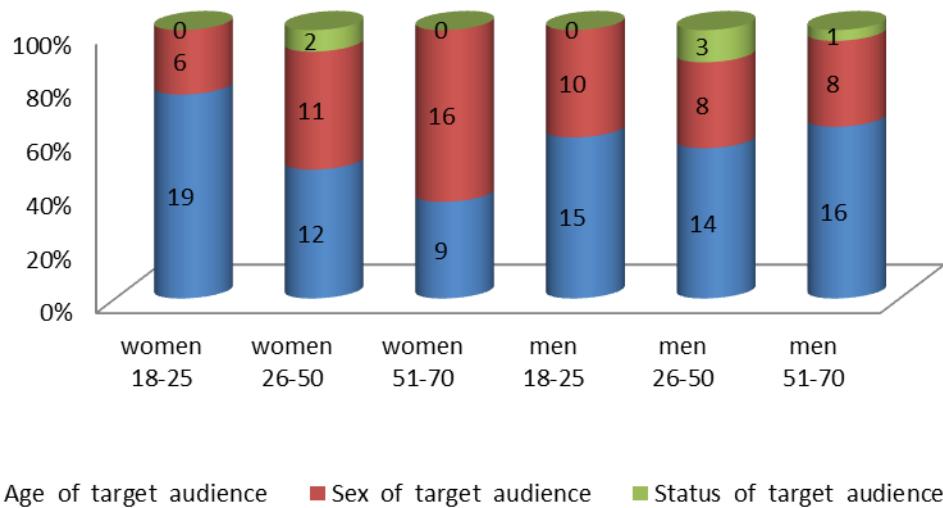
5. Which quality is characteristic for the female speech?

	women 18-25	women 26-50	women 51-70	men 18-25	men 25-50	men 51-70
Direct, aggressive, autonomous, task-oriented	7	3	3	4	5	6
Indirect, conciliatory, collaborative, person-oriented	18	22	22	21	20	19

■ Direct, aggressive, autonomous, task-oriented

■ Indirect, conciliatory, collaborative, person-oriented
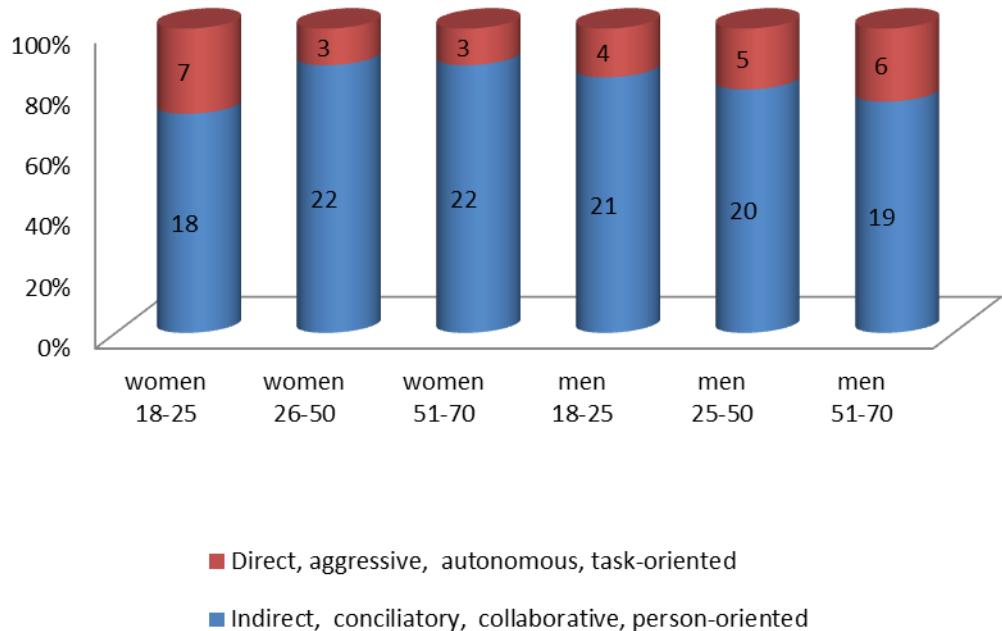
6. Which quality is characteristics for the male speech?

Stacked bar chart (100%):

Category	Indirect, conciliatory, collaborative, person-oriented (blue)	Direct, aggressive, autonomous, task-oriented (red)
women 18-25	11	14
women 26-50	9	16
women 51-70	10	5
men 18-25	11	14
men 26-50	15	10
men 51-70	4	21

Legend:
- Indirect, conciliatory, collaborative, person-oriented
- Direct, aggressive, autonomous, task-oriented
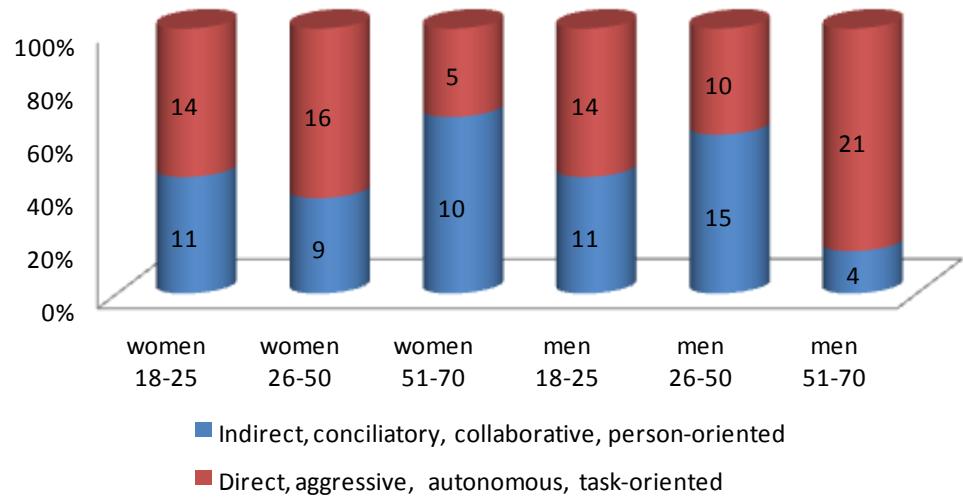
7. The catchiest component for the commercials (video ads)?

Stacked bar chart (100%):

Category	music (blue)	slogan (red)	product (green)	main character (purple)
women 18-25	4	7	4	10
women 26-50	14	4	3	4
women 51-70	9	5	6	5
men 18-25	5	12	3	5
men 26-50	8	6	8	3
men 51-70	14	2	6	3

Legend:
- music
- slogan
- product
- main character

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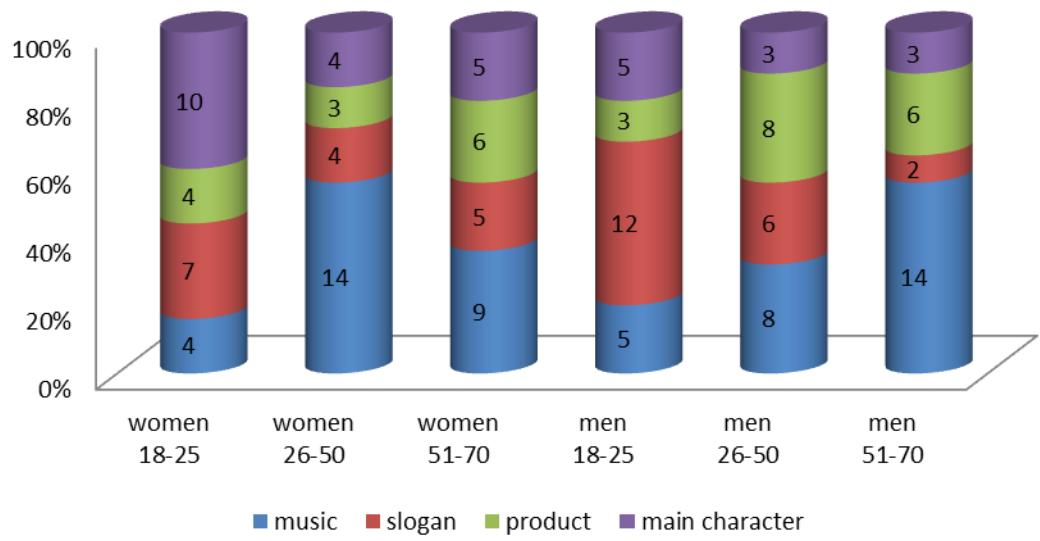
8. Which form of expressing information do you prefer during the process of advertising a product?

| Group	verbal	nonverbal
women 18-25	14	11
women 26-50	13	12
women 51-70	17	8
men 18-25	11	14
men 26-50	12	13
men 51-70	15	10
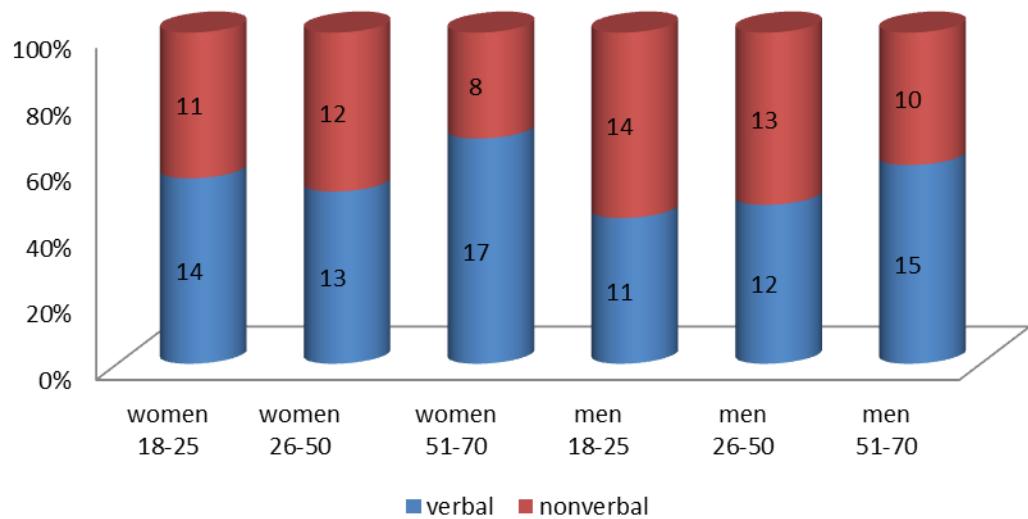
9. Which advertisement do you like most and why?

In spite of sex and age, as a result of the questionnaire, we have found out that an advertisement is an inseperable part of their life. Most of the women prefer advertisements of food and drink products, perfume, football championship, tourism, construction company, healthy lifestyle, childish character, sales, technology, telephone and bank services. Most of the men prefer food and alcohol products, perfume, trade centres, cars, car -parts, gambles, lottery, telephone and bank services. Representatives of both sexes think, that main elements for a good advertisement are: music, colours, plot, characters, product.

They also pay lot of attention to information, creativity, esthetics, nationality and persuasion of advertisements.

10. Have you ever bought an advertised product ?
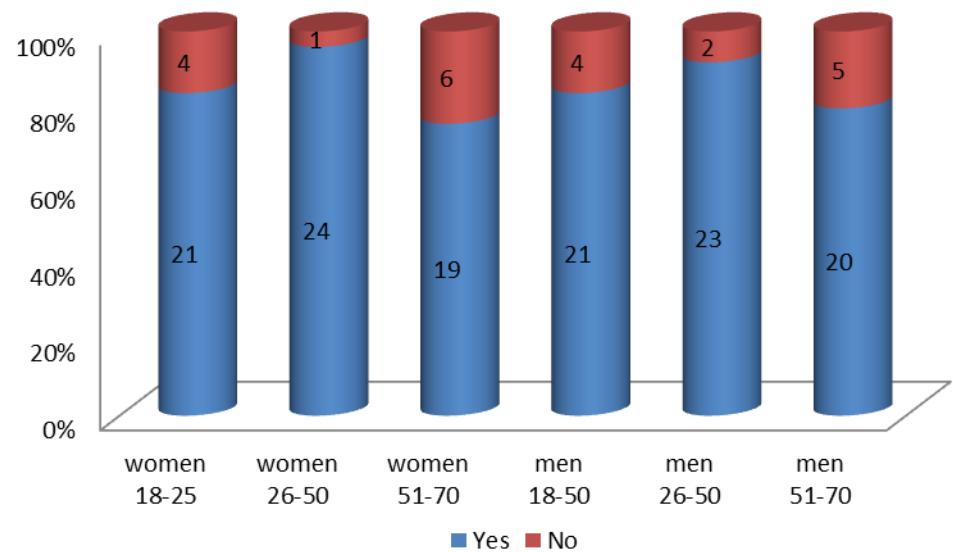
11. Do you pay attention to the character of an advertisement, who advertises a product a man or a woman?
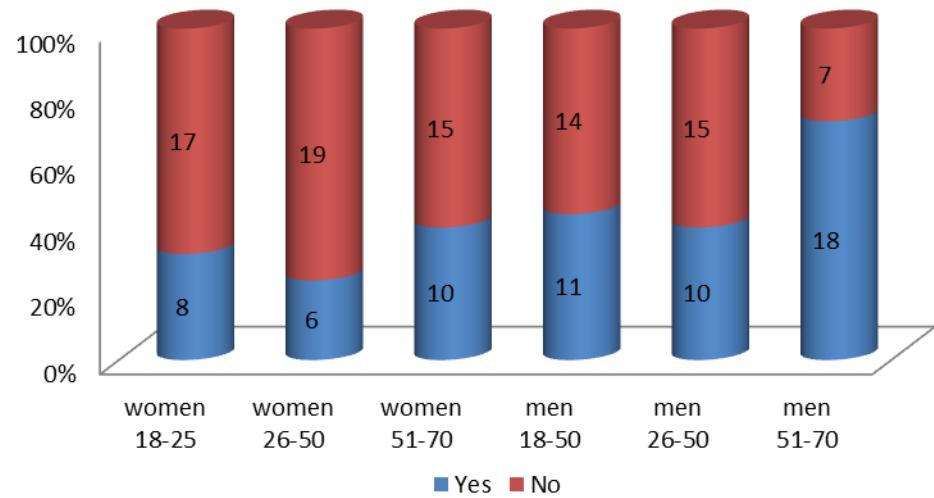
12. Do you pay attention how characters of an advertisement look like, how they are dressed, what colours are used in an advertisement?
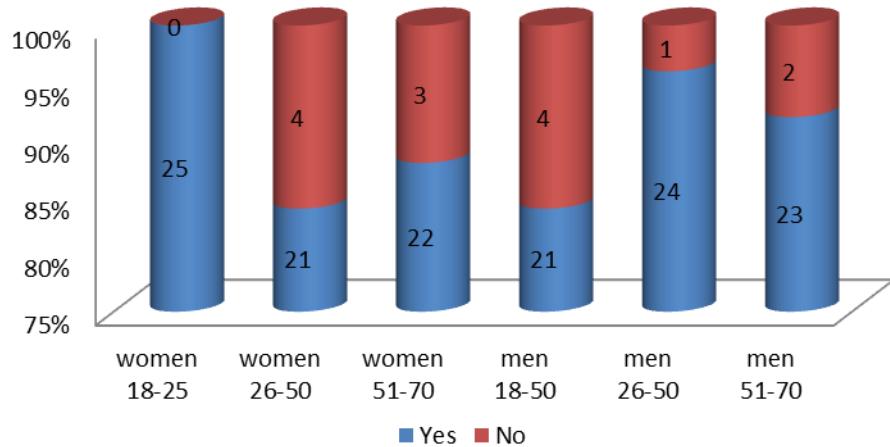
Conclusions

- Advertising discourse is one of the important spheres among other discourses;
- Advertisements try to change the audience's behaviour. They are constantly changed. They are means of local and global communications;
- Advertisements are aimed at target audience. It's worth saying that the main function of advertising discourse is persuasive, they can amuse, inform, misinform, worry or warn;
- Advertisements are clear examples of verbal and nonverbal merging;
- The language of advertisements is considered as a social language with technique of persuasion, own right, traditions and aims.
- Advertising discourse is distinguished with variety of different scripts, photos, figures, sound, music and space;
- Linguistic side of advertisement is various. Advertisements are distinguished with the usage of descriptive words. They use laconic structures which are aimed at easy perception. They are distinguished with diversity of genre characteristics;
- It is worth nothing that a text as a system of signs is very important for advertising discourse. Codes and subcodes reflect a set of values, faith and suggestions;
- When we talk about advertisements we must take into account that interaction (correlation) of signs, codes and symbols is very important;
- Advertising discourse uses different kinds of techniques to achieve a goal. The efficiency of advertisement determines the product perception by the user;
- Advertisements use different types of arguments to achieve their goals. Associations are main elements for advertising discourse. Advertisements' strategies are determinant (constitutive) principles by which they manage to persuade customers;
- Gender is characterised as a descriptor of psychological, social and cultural qualities. The difference between gender and sex is the following:sex is congenital, gender acquired;
- Gender has different means of expression in different societies. It's determinative elements are:ethnicity, race and class;
- It is clear that gender roles are various in different societies. They change with time;

- Gender is constructed linguistically. It's constructed as verbally as nonverbally. Each society has its private gender stereotypes. Gender is a mixture of a biological inheritance and acquired rules. The gender changes are reflected in a communication;

- When we talk about gender we must mention that a culture determines gender stereotypes unambiguously. Gender is characterized with radically different psychological characteristics;

- A man's speech is culturally dictated. Individuals create new models (patterns). Women and men expose (reveal) different models of language usage. Women are inclined for solidarity, men - for increasing power. Women and men are different mental abilities. Women are distinguished with linguistic ability, though the most famous orators are men;

- Men and women have different rules of speech. They have different mental reaction and nonverbal expression. Women compared with men are better at decoding and encoding messages;

- Georgian advertisements promoted by women are characterized by bilingualism, brief texts, usage of hashtag and professional vocabulary.

- English advertisements promoted by women are characterized by monolingualism, usage of print and manuscript, proverbs, metaphors and phrases from well-known compositions;

- Georgian and English advertisements promoted by women are characterized by some similarities: neutral and official style, usage of alliteration and abbrevation.

- Georgian and English advertisements promoted by women are distinguished with the usage of nouns, adjectives, numerals, verbs, deverbal nouns and adverbs;

- Affirmative and imperative sentences are used in women's Georgian and English advertisements. They are distinguished with profusion of simple and compound sentences;

- Georgian and English advertisements promoted by women are characterised with repetition of words and usage of parallel constructions;

- The main difference in women's Georgian and English advertisements is demonstrated in syntactic structures;

- According to the research we have found out that Georgian women advertise accessories, cosmetics, services, technology, medicine, hygiene and food. In English advertisements the priority is given to cosmetics, accessories, beverage, service, company, food and hygiene;

- In Georgian and English advertisements promoted by women the focus is on gaze, body, smile, face, hands, movement, accessory, closed eye, smelling and movements of eyebrows;
- English advertisements promoted by women are characterised with the usage of fast movement of head, standing upside, sliding, tattoo, backward walking with arms akimbo;
- In Georgian advertisements promoted by men we found the texts in two languages.
- English advertisements promoted by men are characterized with monolingualism, homophonic pun and usage of graphic sign;
- There are some similarities in Georgian and English promoted by men advertisements: neutral, official and unofficial styles, usage of alliteration, different size script and hashtag;
- Georgian and English advertisements promoted by men are characterised with the usage of nouns, adjectives, numerals, verbs and adverbs
- In Georgian and English advertisements promoted by men affirmative, interrogative and imperative sentences are used. They are distinguished with the usages of diversity of simple and compound sentences, in English advertisements conditional sentence are also used;
- The main difference between Georgian and English advertisements promoted by men is in syntactic structures;
- According to the research Georgian men advertise service and alcoholic drink, in English advertisements the priority is given to cosmetics, accessories, drink, service, technique, car, shoes, clothes and sport;
- In Georgian and English advertisements promoted by men the focus is on the face, body, gaze, smile, legs and movement of hands.
- In Georgian advertisements promoted by men we have found out that there is a focus on frowing, eyes, accessories, head scratching, hugging, shaking hands;
- According to the questionnaire of various ages and sexes there is a set of differences about advertising discourse;
- The majority of women and men aged 18-25 and men aged 26-50 prefer an international advertisement, but women aged 26-70 and men 51-70-national one;
- The representatives of both sexes aged 18-70 prefer persuasive advertisements, but men aged 26-50 prefer an informative advertisement as the most effective kind of advertising;

- The representatives aged 18-70 of both sexes think that the main components of an advertisement are the repetition of words and alliteration. The exception is men aged 26-50, they prefer the usage of abbreviation;
- The representatives of both sexes aged 18-70 think that for the perception of an advertisement the main element is the age of target audience. The exception is the women aged 51-70, they prefer that the main factor is the status of an audience;
- The majority of both sex representatives think that women's speech is indirect, conciliatory, facilitative, collaborative, person-orriented;
- The majority of both representatives consider that the men's speech is direct, aggressive, autonomous, competitive, task-orriented;
- Women aged 18-25 think that the most memorable component of advertisements is the main character, but women aged 26-70 and men aged 51-70 prefer music, men aged 18-25-slogan, men 26-50 prefer music and product equally;
- Women aged 18-70 and men aged 51-70 prefer a verbal form for expressing information, but men aged 18-50 - nonverbal;
- According to the questionnaire there are some similarities and differences in the sphere of their interests;

The main findings and results of the dissertation are presented in the following publications:

1. Psychology of Advertisement, Multilingual Reviewing International Scientific Magazine „ScriptaManent", 2017, December, ISSN 1987-7390, pp.60-64
2. Semiotics and Advertising Discourse, Multilingual Reviewing International Scientific Magazine „ScriptaManent", 2017, December, ISSN 1987-7390, pp.54-59
3. The Peculiarities of Advertising Discourse, International Journal of Innovative Technologies in Social Science, 6(10), August, 2018, ISSN 2544-9338, pp.24-28
4. Women's Linguistic Characteristics In Georgian Advertisements,
   http://dspace.gela.org.ge/xmlui/handle/123456789/7083
5. Women's Nonverbal Characteristics In Georgian Advertisements,
   http://dspace.gela.org.ge/xmlui/handle/123456789/7084