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Representation of the gender stereotypes in advertising texts

In the article the author addresses relevance of gender researches in language. Features of speech behavior of men and women are considered. The attention to emotionality of women and rationality of men is paid. Gender specific behavior depends on gender stereotypes. It is alleged that in the advertising texts in many cases reflected these stereotypes. On the other hand, advertising influences the formation of certain stereotypes. The attention to various gender stereotypes identified through advertising is paid. On concrete examples specifics of the advertising addressed to men and women are analyzed. It is noted that the success of an advertising campaign in many cases depends on the accounting of a factor of the addressee.

Key words: advertising text, gender aspect, speech behavior, gender stereotype.