

LINGUISTICS

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Gender aspect of lexico-semantic peculiarities of the French advertisement

The article is devoted to the influence of the recipient's gender on the language of French advertisements. Gender bias of the advertising text, being very sufficient for the successful manipulation of the consumer, is reflected in the choice of lexical and stylistic means and observed on different levels of analysis. The effect of the recipient's gender is revealed in various features beginning with the length of the text up to the word-building patterns used in it. The advertisements for men and women differ considerably in the usage of expressive means. French copywriters take into account the divergence in masculine and feminine psychology and speech in attracting potential buyers.

Key words: gender factor, manipulation, the text of advertisements, advertisement for women, advertisement for men.

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