

not forget about Wolf Schmid, the author of the work “Narratology” and D. Herman the author of the work “Basic Elements of Narrative”.

Among Russian researchers, was considered works of O. Mamurkina, S. Bozrikova, N. Klushina, V. Propp, M. Bakhtin, E. Paducheva. And also Гю Бelaya and K. Simonov.

**The results** of a comprehensive study of the interpretation of narrative by various researchers was author’s own definition, which contains all the shades of meaning of the term “narrative” mentioned by the researchers. After considering the basic definitions of “narrative” given by leading foreign and Russian researchers in this field, our own vision of narrative was formulated, on which the author relies in his further research:

*A “narrative” is a communicative act, during which a causal links of events connected by space and time is narrated, a “story” is told, the events of which are comprehended by heroes or characters. This act requires a storyteller or mediator and someone who consumes the story. A narrative can serve as a way to organize both the surrounding reality and one’s own experience.*

**Another significant result** of the study was the base created by the author of a comprehensive study of narrative, which can later be used in the research.

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## **LEXICAL FEATURES OF EXPRESSING GENDER STEREOTYPES IN ADVERTISING**

### **Лексические особенности выражения гендерных стереотипов в рекламе**

With the development of mass media, advertising becomes an influential tool, shaping society's opinion and influencing human behavior. It creates a system of determining social status, manipulates feelings, changes the system of values, forms new gender stereotypes and justifies the expectations of society.

Gender stereotypes are stable, generally accepted ideas about the place and gender performed roles in the society, as well as about the personality of a gender representative. They manifest themselves in self-consciousness, interaction and perception of others.

Let us consider some lexical features of advertising which expose gender stereotypes. Masculine advertising in headlines emphasizes natural instincts, goals, achievements and masculinity, e.g.: *"The Best a Man Can Be"* (Gillette), *"The 21st*

*Century Man knows how to liberate his power"* (Toyota). Feminine advertising emphasizes confidence, beauty and change, with a focus on individuality, e.g.: *"Confidence is the best accessory"* (Revlon), *"Change is beautiful"* (Dove).

Advertisements for women are more likely to contain detailed product descriptions, highlighting their benefits for well-being and confidence. Advertisements for men are usually more concise, emphasizing key product features related to masculinity.

Advertising post by Lyaisan Utyasheva together with Mark Formelle, one of the leading Belarusian manufacturers of women's, men's and children's underwear and clothing accentuates, e.g.: *«Meet our joint clothing collection Mark Formelle X Liasan Utyasheva = a manifesto of self-love. Our collection is called: «Я люблю себя, и что?». Любить себя не зазорно. Это никакой не вызов, не поза. Из любви к себе мы выбираем удобные и красивые вещи, которые будто бы становятся продолжением вашего я – характера, настроения, интересов, образа жизни. Важна каждая деталь, чтобы вы чувствовали себя уверенно и комфортно в любой ситуации. Почувствуйте силу любви к себе!*

Differences are observed in the use of parts of speech, e. g., nouns are used equally often in both male and female advertising, exceeding other parts of speech in terms of frequency. Unlike nouns, other parts of speech are displayed differently in male and female advertising.

Adjectives, most often of an evaluative nature, are more common in women's advertising, which is a characteristic feature of the gender specificity of texts advertising products for women, e.g.: *«На что тебя вдохновляет яркий насыщенный вкус кофе?»* (Maxwell House), *«Ослепительный блеск кристаллов для идеального цвета лица»* (Guerlain).

Verbs predominate in men's advertising. It corresponds to the widespread perception of men as representatives of proactive initiation and acting, e.g.: *«Ее нельзя не заметить и нельзя не желать. Не откладывай встречу»* (Toyota Corolla), *«Subaru. Think. Feel. Drive»* (Subaru), *«Stop wishing. Start living»* (Levis).

Advertising messages targeting female audience often include many verbs in the imperative form and use the trusting address "you". This linguistic style exhibits a certain mentoring and instructional nature, e.g.: *«Ты можешь быть такой разной!»* (Max factor), *«Follow your passion!»* (Avon).

Adverbs are used more often in advertisements aimed at female audience, e.g.: *«Цвет, который пугает, несомненно, красивее»* (Garnier), *«И все в порядке!»* (Clean & Clear). Also, this kind of advertising utilizes the pursuit of imagery and artistry through various tropes to create a unique and memorable image of the product: *«Море блаженства для тебя!»* (Fa) (metaphor), *«Больше, чем радость. Больше, чем вкус. Больше, чем йогурт»* (Ehrmann) (hyperbole).

Thus, gender stereotypes in advertising are an integral part of modern society. The analysis of lexical features of advertising emphasizes the differences in

approaches to male and female audience, as well as the use of grammatical and lexical means to create and maintain gender images in advertising texts.

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## **THE INTERACTION OF LANGUAGE AND CULTURE: THE DYNAMICS OF THE LINGUISTIC AND CULTURAL ENVIRONMENT**

### **Взаимодействие языка и культуры: динамика лингвокультурной среды**

Nowadays, where information flows and globalization changes cover the whole world, the relationship between language and culture acquires special forms and dynamics, forming a modern linguistic and cultural environment. This close connection is a key factor in the formation of collective cultural memory and has an impact on our perception of the world around us.

With the development of digital technologies and the spread of social media, language ceases to be a static means of communication and is actively involved in the formation of digital culture. New linguistic practices, such as abbreviations, emojis and specific lexical slang, have an impact on thinking and perception of information. Technologies influence the language itself, contributing to the evolution of vocabulary and the emergence of new words and expressions. The language becomes flexible, adapting to the challenges of the modern world, which is manifested in the creation of terms related to new technologies and the digital environment.

The modern linguistic and cultural environment is also characterized by multilingualism, which serves not only as a means of communication, but also as a unique tool for preserving and transmitting cultural heritage. The diversity of languages forms a rich cultural mosaic, where each language reflects the unique features of its community. In the context of globalization, when interrelations are becoming more and more close, the interaction between language and culture plays a key role in preserving cultural identity. Language becomes not only a transmitter of cultural features, but also a means of preserving them in conditions of cultural diversity.

During the analysis of the interaction of language and culture in the modern linguistic and cultural environment, it becomes obvious that these two elements are closely intertwined and mutually influence each other. In the modern world, saturated with information and technology, new approaches are needed to study and understand the dynamics of language and culture. The era that came with the advent of the digital