

Luiza N. GISHKAEVA, Natalia V. DUBININA, Svetlana A. MOSKVICHEVA,
Liudmila V. KRIVOSHLYKOVA

**The Image of a Modern Woman in the Advertising Discourse: on the
Material of Media Texts of Glossy Magazines in Russia***

Luiza N. GISHKAEVA, Natalia V. DUBININA, Svetlana A. MOSKVICHEVA,
Liudmila V. KRIVOSHLYKOVA

Department of Foreign Languages of the Philological Faculty, RUDN University,
Moscow, Russian Federation

Abstract. *The authors use the material of female glossy magazines to investigate, on the basis of a discourse analysis and the contextual method, verbal features of stylistically strong positions of the advertising text, revealing an image of the modern woman who conducts active professional and private life. It has been established that, implementing the ideological concept of glossy periodicals, these structural elements, designed to play an important role in establishment of contact with the addressee, contain the instruction on value orientations of target audience, urging to strive for success and beauty, and make considerable emotional impact. Stylistically strong elements of the advertising media texts placed in glossy magazines are built taking into account a factor of «own» addressee: the choice of techniques and means of impact appears to be relevant to expectations of audience. The research makes a contribution to development of the relevant directions of linguistics: mediallyinguistics, linguistic gender studies and linguistic pragmatics.*

Keywords: Addressee, glossy magazine, heading, media text, metaphorical, slogan, techniques, advertising.

Introduction

The importance of glossy periodicals lies in the fact that publications that pursue the goal of glamour propagation and distribute clip-on thinking due to a large number of advertising texts, set life's benchmarks, having a huge impact on the public and individual consciousness. It is the glossy publications that are most actively involved in the creation of this type of person who responds to calls for advertising.

The production of modern media - and glossy magazines in the first place - is aimed at unifying people. Female gloss offers readers a way to a standard "beautiful" life, consisting mainly of fashionable clothes, diets, travel, profitable relationships with the opposite sex, feeling in the mainstream.¹ The accent is shifted from personal originality, own "I", to the similarity of others, to the general "We", belonging to a certain group. Looking through magazines, women find models to follow in the "stars", whose photos adorn glossy pages, see beautiful clothes that one would like to possess, and subconsciously want to treat a group of people who can afford it.

Gloss tells about the prestige of consumption of a particular product, reinforcing this by the fact that the "stars" they are already using and the readers have the impression that the possession of a particular commodity brings them

* Acknowledgment. This paper was financially supported by Ministry of Education and Science of Russian Federation on the program to improve the competitiveness of Peoples' Friendship University of Russia (PFUR University, RUDN-university) among the world's leading research and education centers in the 2016-2020. This publication was supported by the Ministry of Education and Science of Russian Federation (the Agreement number 02.A03.21.0008).

¹ S. Dasgupta, D. Sinha, S. Chakravarti, *Media, gender, and popular culture in India: Tracking change and continuity*, New Delhi, India, Thousand Oaks, CA: Sage, 2010.

"The Image of a Modern Woman in the Advertising Discourse: on the Material of Media Texts of Glossy Magazines in Russia," *Astra Salvensis*, VI (2018), no. 12, p. 643-649

closer to the life of the elite. As a result, pages of glossy magazines are filled with colorful advertising, which also creates "an ideal world where everyone can experience pleasure, satisfaction, pleasure, joy, bliss. Everyone should be happy, loving and understanding each other".²

We can argue that women's glossy magazines set the criteria for identification.³ At the same time, a paradoxical situation arises: on the one hand, it is through the reading of glossy magazines that a modern woman receives an array of new information, but, on the other hand, she often loses her personal identity, identifying herself with the heroines of journal articles, as well as with a certain group of readers, trying to be like them. Thus, we can talk about the identity, the grounds of which are broadcasted by women's glossy magazines, as a synthesis of the norms proposed and sometimes even imposed on the reader norms, values, perceptions about the external world and, in accordance with them, about oneself.

Materials and methods

The materials of our research are women's glossy magazines (Cosmopolitan, Elle, Glamour, etc.), which at the beginning of the 21st century became the connecting link between women of the whole planet, which is a consequence of the intensive development of globalization in the modern world.

The subject of our attention are elements of the advertising text, occupying stylistically strong positions - slogans, headlines and subheadings, which are given the most important place in the concept of advertising a product or service. These structural components, first of all, form the image of the trade mark, causing a response to the advertising proposal.

The theoretical and methodological basis of the research:

- The provisions of sociological institutionalism (M. Weber, T. Veblen, E. Durkheim, R. Merton, T. Parsons, N. Smelser, G. Spencer);
- The provisions of the socio-technological approach (D. Bryant, S.I. Grigoriev, V.N. Ivanov, V.I. Patrushev, S. Thompson);
- the provisions of the social and communicative approach (M. Weber, B. Konetsky, P. Lazarsfeld, G. Lasswell, A. Sokolov);
- the main provisions of the sociology of the family (A. Antonov, M. Harutyunyan, C. Golod, O. Zdravomyslova, N. Smelser, A. Kharchev);
- - the main provisions of the gender approach (Z.R. Khachmafova, N.V. Dubinina, I.S. Karabulatova ets.).

Methods of research:

² Z. R. Khachmafova, I. S. Karabulatova, S. V. Serebryakova, A.V. Zinkovskaya, E. N. Ermakova, "The Specifics of an Estimate discourse of gender stereotypes in small forms of Folklore in a Network Discourse of Electronic and Information society at the Beginning of 21st Century," in *Pertanika Journal of Social Science & Humanities*, XXV (2017), p. 137-150.

³ N. V. Dubinina, "THE SURVIVAL WOMEN'S PROSE OF MAGRIB'S COUNTRIES (ALZHIR, TUNIS, MOROCCO)," in *Bulletin of the Russian University of Peoples' Friendship. Series: Literary criticism, journalism*. I(2011), p. 59-63. Cf. Irina V. Burenina, Evgeniy V. Evtushenko, Dilyara A. Gamilova, Marina V. Gerasimova, Sofia F. Saifullina, "Assessment of Higher Education System Influence on Regional Economy Development", in *Astra Salvensis*, VI (2018), Special Issue, p. 752.

Luiza N. GISHKAEVA, Natalia V. DUBININA, Svetlana A. MOSKVICHEVA,
Liudmila V. KRIVOSHLIKOVA

Theoretical: synthesis, theoretical modeling, typology, operationalization of concepts.

Methods for collecting empirical information: expert interview in the form of a semi-formalized interview, content analysis, questionnaire.

Methods of data analysis: comparative, statistical groupings, traditional literature analysis, classification.

Discussion

Linguistic interest in the phenomenon of consumer advertising is still quite high, as evidenced by numerous articles and dissertations devoted to various aspects of the study of advertising texts (O.G. Gasparyan, E.S. Kara-Murza, N.I. Klushina, L. V. Ukhova and others).

Advertising carries out economic, marketing, propagandistic and cultural functions, and the urgency of the latter is now significantly strengthened, as advertising is one of the most popular tools for promoting a product or service on the market. At the beginning of the XXI century, advertising has established itself as a subculture of a post-industrial society, in which a new type of person - the "consuming person" - is dominant.⁴ According to the researchers of mass culture and mass communication, in the consumer society the most widespread is the culture "mass, pro-Western, with a set of values far from being entirely in line with traditional values for Russia".⁵

The formation and transfer of these cultural values is carried out mainly through the mass media, primarily glossy magazines, which are distinguished by a specific publishing concept and, as a result, by special genre-thematic, pragmatic and linguistic peculiarities.⁶

Especially popular today publications help people to find a way to harmony with the outside world, avoid conflicts, move away from failure and strive for success and prosperity, despite the crisis in the society; these publications meet the needs of the society and the individual.⁷

⁴ M. L. Newman et al., "Gender Differences in Language Use: An analysis of 14,000 Text Samples," in *Discourse Processes*, VL (2008), p. 211-236.

⁵ Yu. Ebzeeva, S. Sheipak, L. Gishkaeva, D. Nakisbaev, I. Karabulatova, N. Dubinina. "THE PROBLEMS OF FORMATION OF THE MODERN ELITIST LANGUAGE PERSONALITY IN THE AGE OF GLOBALIZATION AND MIGRATIONS," in *Man in India*, IIIC (2017), no. 23, p. 321-328.

⁶ I. Karabulatova I., Kh. Vildanov, A. Zinchenko, E. Vasilishina, A. Vassilenko, "Problems of Identificative Matrices Transformation of Modern Multicultural Persons in the Variative Discourse of Electronic Informative Society Identity," p. 1-16; E. A. Plenkina, *Elite women's magazine: Diss. for the Cand. of Philol. degree*, Moscow, 2004. Cf. Aigerim Tassilova, Zharilkasyn Zhappasov, Nazgul Shyngyssova, Meriam Sarybayev, Aigul Sadenova, Nazyia Tasylova, Gulnar Kozgambayeva, "Comparative Analysis on Digital Diplomacy in Kazakhstan, Uzbekistan and Kyrgyzstan," in *Astra Salvensis*, V (2018), no. 11, p. 329.

⁷ Gender and the Language of Advertising A Sociolinguistic Analysis of Women's Representation in British and Moroccan Magazine Advertisements [Electronic resource]: <https://repositorium.sdum.uminho.pt/bitstream/1822/7921/3/Thesis-Habiba.pdf>, accessed 11.04.2018.

"The Image of a Modern Woman in the Advertising Discourse: on the Material of Media Texts of Glossy Magazines in Russia," *Astra Salvensis*, VI (2018), no. 12, p. 643-649

Consumption of goods is one of the most urgent issues of mass information, marketing communications, an integral part of which is considered advertising.⁸ Therefore, we agree with the opinion that glossy magazines, which occupy stable positions in the media market for the last two decades, quite naturally claim "the role of the developer and supplier (we, Gishkaeva and others) have highlighted our way of life and thoughts".⁹

Researchers usually pay special attention to the linguistic research of advertising discourse-forming factors that have a significant impact on the verbal side of advertising messages. Thus, the products of the advertising discourse - media texts - are very actively studied taking into account the gender factor, since gender targeting helps the advertiser to achieve economic and marketing tasks when choosing methods and means of positioning the goods to the consumer.¹⁰

According to the observations of many researchers, the gender aspect of advertising, involving not only the reflection of gender stereotypes, but also the construction of characteristic female and male images in the context of a promotional work, is among the priority directions since the mid-1990s of the last twentieth century.¹¹

We consider the slogan as an advertising constant containing current marketing information, which is designed to motivate the addressee to action. We consider such problems of slogans as typological features, stylistic specificity, and connection with other components of the advertising text (V.V. Kevorkov, I.V. Negovorova, T.P. Romanova, K.V. Shido, Ya.N. Romanenko and others). At the same time, linguo-pragmatic and lingual-gender aspects do not lose their high relevance, because the target audience is the factor most susceptible to changes.¹²

⁸ Jie Yang. Gender Differences in Advertisements. A Study of Adjectives and Nouns in the Language of Advertisements [Electronic resource]: <http://www.diva-portal.org/smash/get/diva2:397162/FULLTEXT01.pdf>, accessed 11. 04. 2017.

⁹ N. R. Saenko, A. A. Sozinova, I. S. Karabulatova, I. V. Akhmetov, O. V. Mamatelashvili, E. E. Pismennaya, "Research in Action Integrated Marketing Communications as the Elements of Information and Virtualization Market Relations," in *International Review of management and marketing*, VI (2016), no. 1, p. 267-272.

¹⁰ O. A. Koryakovtseva, I. I. Doronina, T. M. Panchenko, I. S. Karabulatova, Z. M. Abdullina, "Research of category "Motivation" as a basic tool of personnel management," in *International Review of Management and Marketing*, VI (2016), no. 1, p. 293-299.

¹¹ S. L. Bern, *The lenses of gender: Transforming the debate on sexual inequality*, New Haven, Yale University Press, 1993; Z. R. Khachmafova, I. S. Karabulatova, E. N. Luchinskaya, G. V. Osipov, "Gender Features of Discourse of Woman's Literature as a Reflection of Changes in the Modern Society," in *Mediterranean Journal of Social Science*, VI (2015), no. 3, p. 476-481.

¹² I. S. Karabulatova, Z. R. Khachmafova, M. M. Bricheva, M. T. Nescheretova, A. K. Bersirova, "Linguopragmatic Aspect of "Search for the Ideal" in the Discourse of Female Fiction as a Reflection of Matrimonial-Demographic and Sexual Behavior in Contemporary Russian Society," in *Review of European Studies*, VII (2015), no. 6, p. 35-45.

Dmitrii V. Enygin, Nataliia Iu. Fominykh, Anastasiia V. Bubenchikova, Joseba Inaki Arregi-Orue, Rakhila Aubakirova, "To the Definition of the Notion „Multicultural Educational Environment," in *Astra Salvensis*, VI (2018), no. 11, p. 603.

Luiza N. GISHKAEVA, Natalia V. DUBININA, Svetlana A. MOSKVICHEVA,
Liudmila V. KRIVOSHLIKOVA

We regard the slogan as an ultra-short advertising text; therefore we support a new field of research - sloganistics,¹³ which, in turn, convincingly demonstrates how important the slogan plays in the concept of advertising and advertising media text. A woman pays special attention to works of art, so a good slogan acts as a small work of mass art, captivating with its unique expression, and at the same time it is an important tool of marketing communication: weapons that strike precisely at the target. The same requirements should be attributed to the headline of the advertising text, for which the advertising function, directed in this case to the implementation of the purchasing action, is primary.

Results

A successful advertising headline is also a result of the professional skill of copywriters, because catchy headlines that are distinguished by glossy periodicals, effectively and effectively combining verbal and visual components in the structure of a polycode advertising text, tend to attract a large audience.¹⁴ By the way, the cultural function of integration peculiar to glossy publications is often reflected in the stylistically strong positions of the advertising text: "Black Pearl: We are united by beauty".

The readership of the magazine "Domashniy Ochag" is mostly female housewives, they fond of cooking and consider the main value of their lives a family. The audience of the magazines "Cosmopolitan", "Elle" and "Glamour" leads an active lifestyle and wishes to succeed not only in personal relationships, but also in a professional career.

At the same time, a modern business woman, representing a social group of materially provided consumers of fashionable goods and services, strives for beauty: "KARITE for dry and very dry hair. Source of softness, moisturizing and nourishing 100% natural active ingredients without silicones"; "Ile De Bothe Cult of Hair Beauty." Judging by the material of the study a modern Russian woman is very actively interested in the beauty industry and has time to enjoy.

Therefore, the hedonistic motive becomes one of the most important in glossy magazines, emphasizing the notion of "style" and creating not only the image of a business woman confident, but also the image of a "seductress", which is formed both visually and verbally text: "BLANC: Enjoying life is easier than it seems"; "DECLEOR: Beauty in harmony with yourself."

Advertising in women's glossy periodicals is often based on the fact that its audience is very interested in the attractive aesthetic and emotional characteristics of the advertised product: "NEW MONSIEUR BIG: mascara for creating a large volume." Love at first sight."

The magazine "Cosmopolitan" is considered one of the most popular among the glossy periodicals; the advertising policy of this magazine produces the image of a stylish woman who is closely following all the novelties in the consumer

¹³ T. P. Romanova, *Contemporary sloganistics*, Samara, Bakhrakh-M, 2013.

¹⁴ I. S. Karabulatova, I.S. Vasilyeva, S. D. Galiullina, S. A. Nikonova, O. N. Budeeva, "Ethnic Factor in Reproductive and Marriage," in *Mediterranean Journal of Social Science*, VI (2015), no. 6, p. 104-112.

"The Image of a Modern Woman in the Advertising Discourse: on the Material of Media Texts of Glossy Magazines in Russia," *Astra Salvensis*, VI (2018), no. 12, p. 643-649

market. Accordingly, the female image in the magazine "Cosmopolitan" appears unified, outside countries and borders.¹⁵

Therefore, in slogans and titles of advertising texts, advertising offers that promote not only a specific product, but also the values of the consumer society, over the years, such lexemes as fashion, new, novelty, and their derivatives dominate: "Novelty of the week: cream for dry Clinique skin "; "Nika: Time to be renewed"; "Innovation BOTHERM: Restoration at night for daylight".

The addressee of advertising goods for women often directs the impact on the psycho-emotional sphere of the addressee, using metaphorical linguistic units to achieve the desired effect, which create provocative titles that have become especially popular in women's advertising.

Therefore, metaphors, epithets and other trails in the slogans and headlines of advertising texts perform not only a pragmatic, but also a contact-setting function. Inclusion of this kind of units in the speech structure of elements of stylistically strong positions causes the promotion of emotionally-charged information about the advertised product: "Give your skin cosmic radiance"; "Divine oil for the face - Immortal."

The image of regular readers of glossy publications (and especially the magazine *Cosmopolitan*) is associated with success; as the main credo of its readers reflects the formula for success, which in the context can take different variations: «To achieve success is not a planned task, but a constant work on yourself».

It is no coincidence that "success" is the key unit of the concept of these periodicals, which is often found in stylistically strong positions of advertising media texts: "Pure formula for success."

Numerous observations show that the glossy periodical of the beginning of the XXI century reflects the role of women as an independent personality, actively participating in professional, business and socio-political life.¹⁶ Laconic and dynamic syntactic constructions that carry an imperative character call for immediate action, which corresponds to the distinctive qualities of modern women. These elements of the woman's preferred behavior are reflected in the advertising slogans: "Stop the time!"; "Activate youth!"; "Find your tool for perfect eyebrows", etc.

However, Russian glossy magazines ("Girlfriend/ Podruzhka", "Home/Domashniy Ochag", "Business Woman/ Delovaya zhenstchina", etc.) began to promote the Russian product in advertising in the conditions of Western sanctions. We can predict a decrease in the share of Western advertising in women's glamorous magazines in Russia.

Conclusion

¹⁵ Yuliya Ebzeeva, Irina Karabulatova. "TRANSCULTURAL LANGUAGE PERSONALITY: STATEMENT OF THE PROBLEM AND CONCEPTUAL SPACE," p. 255-262.

¹⁶ Yu. V. Podshimorga, *Sociocultural influence of advertising on the values of modern Russian society: Diss. for the Cand. of Philol. degree*, Krasnodar, 2009. E. A. Samotuta, "Features of the discourse space of glossy magazines," in *MGOU Bulletin. Ser. Linguistics*, III (2010), p. 41-43.

Luiza N. GISHKAEVA, Natalia V. DUBININA, Svetlana A. MOSKVICHEVA,
Liudmila V. KRIVOSHLYKOVA

Summing up the research, we consider it necessary to note that the effectiveness of consumer advertising is largely due to the fact that slogans and headlines designed to play a primary role in establishing and maintaining contact with the target audience are built taking into account the addressee's factor: the choice of methods and means of influence is relevant expectations of the target audience. Header elements of advertising media texts can be considered as a fruitful material for describing the generalized image of a modern person with inherent basic characteristics.

In other words, glossy magazines translate the ideology of the so-called glamour. Researchers point out that glamour is, in fact, the shell of the consumer society, its worldview based on the principles of hedonism, leveling spiritual priorities, extolling luxury and pleasure.¹⁷ Gloss protects the reader from any problems. In the world gloss is only beauty, love, entertainment, recreation, holiday, pleasure.

¹⁷ A. Yu. Maevskaya, *Glossy magazine in the context of globalization of mass media: Russian practice: Diss. for the Cand. of the degree*, SPb., 2015.

"The Image of a Modern Woman in the Advertising Discourse: on the Material of Media Texts of Glossy Magazines in Russia," *Astra Salvensis*, VI (2018), no. 12, p. 643-649