

GENDER IN ENGLISH ADVERTISING: ANALYSIS AND TENDENCIES

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Аннотация. As consumer awareness continues to evolve, brands are finding it increasingly important to listen to their audiences as a gender-conscious approach can foster loyalty and trust. The ongoing conversation around gender representation in advertising will undoubtedly shape the future of marketing strategies.

Ключевые слова: consumer, advertising, gender, brand, attitude, marketing strategy, stereotype.

In contemporary English advertising, the gender approach manifests in various ways, reflecting changing social norms. For instance, many brands have started portraying women in empowerment roles, moving away from traditional domestic or passive representations. A notable example is the Nike's "Dream Crazy" campaign, which features female athletes challenging stereotypes and celebrating strength, thereby appealing to a gender-conscious audience.

Conversely, some advertisements still reflect outdated gender norms. Certain cleaning product commercials depict women as the primary caregivers and homemakers, reinforcing traditional roles. For instance, ads for brands like Mrs. Meyer's Clean Day often feature women in nurturing settings, which may resonate with some consumers but can also evoke criticism for perpetuating stereotypes.

Some companies are blurring gender lines altogether, recognizing non-binary identities. The advertising campaigns of brands like Dove have embraced inclusivity, showcasing individuals of various gender identities and body types, which reflects a broader

understanding of gender in the society. This approach not only resonates with diverse audiences but also aligns the brand with contemporary social values.

Overall, the portrayal of gender in English advertising varies widely, from traditional representations to progressive inclusivity, shaping consumer perceptions and social attitudes [1].

Additionally, humor has emerged as a potent tool for brands seeking to engage with gender dynamics in a refreshing manner. Campaigns like Always' "Like a Girl" cleverly utilize wit to challenge stereotypes about femininity while encouraging confidence among young girls. This strategy not only entertains but also instigates conversations about gender equality, allowing brands to position themselves as advocates for change without appearing overly didactic.

Brands that leverage humor to address gender dynamics not only lighten the conversation but also create memorable moments that resonate with audiences. By employing satire or playful scenarios, they can subvert conventional narratives, turning clichés on their head. For instance, unexpected twist endings or comedic exaggerations can provoke laughter while simultaneously prompting self-reflection about ingrained biases. This blend of humor and insight makes the messaging stick, leading to broader dissemination through shares and discussions across social media platforms.

As consumer expectations evolve, brands are recognizing the importance of authentic storytelling in their gender representation. Campaigns that showcase real life experiences and diverse perspectives resonate more strongly with audiences. The inclusion of intersectional identities can enrich narratives, ensuring that multiple facets of gender are represented [2]. This approach not only reflects genuine understanding but fosters a deeper connection with consumers who feel seen and valued.

Moving forward, brands have a critical opportunity to act as catalysts for social change. By championing gender diversity and challenging stereotypes in their marketing efforts, they can play a pivotal role in shaping societal attitudes. Successful campaigns will be those that authentically engage with their audience while promoting dialogue around gender issues, fostering a culture of inclusivity and acceptance.

Additionally, social media has played a key role in influencing how brands approach gender in their advertising strategies. With the rise of platforms like Instagram and TikTok, companies are increasingly engaging with audiences directly, fostering conversations around gender identity and representation. Brands that actively respond to social issues tend to cultivate a loyal customer base. For example, the Gillette's "The Best Men Can Be" campaign sparked dialogue about toxic masculinity, challenging traditional notions of masculinity while urging men to take a stand against harmful behaviors. The "We Believe" campaign prompted conversations about toxic masculinity, encouraging men to be role models for the younger generation. This shift not only appeals to progressive consumers but also reflects a growing awareness of men's mental health and emotional well-being.

Moreover, there is a growing trend towards authenticity in advertising. Consumers are increasingly skeptical of overly polished images and scripted narratives. Brands that feature real people and real stories, like Fabletics, often see a positive response. By showcasing diverse body types and experiences, these companies connect more genuinely with their audience, reflecting a more accurate representation of society.

As the discourse around gender representation in advertising evolves, brands increasingly recognize the importance of authenticity and reliability. This shift is evident in campaigns that emphasize real stories and diverse experiences. For example, the "This

Girl Can” campaign by Sport England successfully showcases women of all shapes and sizes engaging in sports, countering the myth that fitness is solely for the traditionally fit and attractive. By presenting a variety of body types and capabilities, brands resonate with broader demographics, encouraging participation and empowerment among women.

In contrast, there remains a tension in advertising where some brands cling to outdated tropes. Certain luxury brands, for instance, often depict women as objects of desire, reinforcing a narrow definition of femininity that can alienate modern consumers. Such portrayals face backlash from those who advocate for a more nuanced approach to gender representation, prompting calls for brands to reassess their creative strategies to align with contemporary values.

Ultimately, the future of gender representation in advertising lies in balancing traditional appeal with modern inclusivity. Brands that successfully navigate this approach not only enhance their image but also contribute to a more equitable society, influencing cultural narratives around gender roles in meaningful ways.

In fact, the field of English advertising is evolving alongside societal shifts regarding gender. As brands navigate this terrain, they must balance between appealing to traditional values while embracing progressive concepts. This duality not only drives ad strategies but also influences the broader discourse on gender, ultimately impacting consumer behavior and expectations.

As brands respond to these evolving expectations, they are finding innovative ways to incorporate inclusive messaging into their campaigns. Collaboration with diverse influencers has become a powerful strategy, allowing brands to reach audiences in a more authentic manner. For instance, brands like Dove have successfully utilized real voices and narratives to promote their message of body positivity and self-acceptance, effectively resonating with consumers and building a community grounded in shared values.

Furthermore, the importance of intersectionality in branding cannot be overlooked. Contemporary audiences increasingly demand that brands not only acknowledge gender issues but also consider how race, sexuality and other identities intersect. This holistic approach is exemplified by companies like Aerie (clothing retailer) which embraces the full spectrum of womanhood in its messaging, celebrating individuality while promoting inclusivity.

To further enhance their inclusive messaging, brands must also prioritize transparency in their campaigns. Consumers today are equipped with a wealth of information and are quick to call out discrepancies between a brand’s message and its actions. Therefore, it’s essential for companies to not only advocate for diversity in their advertising but also reflect that diversity within their organizational practices. This includes hiring diverse teams, supporting inclusive initiatives and engaging authentically with the communities they serve.

Moreover, interactive campaigns that invite consumer participation can significantly deepen brand connections. Initiatives that encourage customers to share their stories, experiences or perspectives promote a sense of belonging and empowerment. Brands like Fenty Beauty, for example, have excelled in this area, creating platforms for consumers to be part of the conversation, fostering a community that celebrates diversity in beauty. Celebrating diversity through storytelling can create powerful emotional connections with consumers. Highlighting the experiences and achievements of individuals from various backgrounds not only showcases the brand’s commitment to inclusivity but also inspires others within the community. By weaving authentic narratives into

their messaging, brands can elevate voices that might otherwise go unheard, fostering a vibrant tapestry of representation that resonates deeply with all audiences.

As brands weave inclusive narratives into their core identities, the potential impact extends beyond traditional marketing. They can drive cultural conversations and challenge societal norms, playing a key role in shaping perceptions and attitudes. This transformative potential of branding, when executed thoughtfully, can create not only loyal customers but also advocate for meaningful change in society. Thus, the future of advertising lies in brands that authentically engage with the complexities of human experience, uniting consumers through shared values and collective aspirations.

Additionally, brands must recognize that inclusivity is not a one-time campaign but an ongoing commitment that evolves with society. This means continuously educating themselves and their teams about the nuances of diversity and inclusion, and being adaptable to changing consumer expectations [3, c.14]. Regular audits of marketing practices, feedback loops with diverse audiences and an openness to recalibrating strategies based on real-world feedback are vital components of sustained inclusive growth.

Moreover, collaboration with diverse creators and thought leaders can enhance authenticity in messaging. By leveraging the insights of those from various backgrounds, brands can ensure that their narratives resonate deeply and meaningfully with target audiences. Partnerships that amplify underrepresented voices not only enrich brand storytelling but also demonstrate a genuine investment in fostering inclusivity rather than merely capitalizing on it.

To further enhance their commitment to inclusivity, brands must prioritize representation in all aspects of their operations, from product development to marketing. This means not only featuring diverse individuals in advertising but also ensuring that the teams driving these campaigns include a wide range of perspectives and experiences. By fostering a diverse workforce, brands can create more innovative solutions that genuinely reflect the needs and desires of their customers.

Additionally, brands should engage in transparent dialogue with their audiences. Listening to the concerns and suggestions of diverse communities can pave the way for more meaningful connections and prevent missteps that may arise from ignorance or oversight. This two-way communication fosters a sense of belonging and shows that brands are invested in the narratives of all individuals.

Measuring the impact of diversity and inclusivity efforts is essential for accountability. By regularly assessing both internal practices and external perceptions, brands can identify areas for improvement and celebrate successes. This continuous cycle of evaluation and adaptation strengthens brand credibility, ultimately leading to a more inclusive and equitable marketplace.

Moreover, brands should prioritize partnerships with organizations and influencers that advocate for diversity and social justice. Collaborating with these entities not only amplifies underrepresented voices but also enriches the brand's understanding of diverse communities. These partnerships can provide valuable insights that inform product development and marketing strategies, ensuring that offerings resonate authentically with a broader audience.

Training and education within the company are also crucial components of fostering an inclusive culture. Providing employees with regular workshops on diversity, equity, and inclusion helps to cultivate an understanding of these issues at all levels. By equipping team members with the knowledge and tools to operate thoughtfully within diverse environments, brands can mitigate biases in decision-making processes.

In conclusion, the future of advertising hinges on brands that wholeheartedly embrace diversity, authenticity and transparency. As consumer expectations continue to evolve, those that prioritize these values will not only cultivate trust and loyalty but also contribute to a more equitable society. The time for brands to rise above superficial messaging is now, as the demand for authentic representation and engagement only grows stronger.

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