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## Gender-oriented vocabulary in advertising texts

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**Abstract.** *Lexical means of expressing gender orientation in advertising texts are considered in the article. The relevance of the chosen topic is due to the need to take into account gender specificity in advertising slogans, which contributes to the accurate pragmatic impact and more effective construction of advertising communication. The study was based on the texts presented in the ads of popular magazines «Maxim» and «Cosmopolitan». The article considers examples of advertising texts with the indication of the lexical means of gender orientation, which supports the conclusion that the lexical means of gender orientation in the advertising text can include the vocabulary indicating the gender of the addressee, which contributes to the orientation of the advertising campaign to a specific target audience. The article presents an analysis in quantitative and percentage terms, which clearly demonstrates that, for example, adverbs in advertising for a female audience are much more common than in male advertising. The use of verbs in advertising texts, both for male and female advertising, is a priority, since the main semantic load is expressed through them. However, verbs predominate in male-oriented advertising texts, which indicates a man's ability to take decisive action. The verb is expressive and meaningful, dynamic.*

**Keywords:** *vocabulary, gender, advertising, advertising text, expressiveness, addressee, stereotype.*

DOI: <https://doi.org/10.32523/2616-678X-2023-142-1-59-66>

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### Introduction

As the French linguist A. Meyer argued, «language is a highly social phenomenon... The task of linguistics is to show how this or that structure of language interacts with this or that structure of society [1, p.16-18]. R.A. Budagov also noted in his article «What is the social nature of language?» that «The social nature of language determines not only the conditions of its use, but also all of its functions, the features of its vocabulary and phraseology, grammar and stylistics [2, p. 24].

Based on these statements, we can assume that the study of the state of language in modern

conditions should be carried out without separating it from the social conditions of its functioning.

When analyzing the speech of men and women in everyday communication, as well as social relationships, significant differences in speech characteristics are evident.

M.O. Korotkova in her article “The influence of gender on speech behavior” notes that “differences in the speech behavior of men and women reflect their psychological characteristics, differences in the perception of reality and the understanding of their own nature, as well as personal qualities of the opposite gender” [3, p. 128].

### **The purpose of the work presented**

The purpose of this article is to identify the linguistic aspects of the use of linguistic units in advertising texts, affecting the representatives of different genders.

### **Research methods and methodology**

In studying the material for this article, the descriptive method was used, which is an observation, comparison, and generalization of factual material.

### **Discussion**

Bylkova S.V. in her article «Speech of men and women: the gender aspect» noted that «men and women speak with different intonation, use different means of non-verbal communication, pronounce words differently, and their so-called lexical minimum also differs. Women more often use interjections that help express emotion (ouch, wow, my God, etc.), diminutive and evaluative suffixes, lexemes that convey feelings and emotions («sweet», «fearfully», «excitingly», «unbelievably pleasant» etc.) in speech. Men are «allowed» to use them in situations with a child or when treating guests: «So put on your booties and go outside», «Would anyone like a glass of cham-pusik (champagne)?» Hyperbolized evaluations and expressions are often found in the speech of men in the creative professions: directors, actors, artists, writers [4, p.1].

In his work «The gender difference between male and female speech», Poplevko A.V. focuses on the lexical differences between male and female speech, in particular, he indicates the number of words used in sentences. Unlike women, men prefer to speak briefly. Abstract nouns are used in male speech, denoting abstract concepts, actions, condition, qualities that do not indicate a producer or carrier. Women, as a rule, use specific nouns, both common nouns and proper names. Compared with women, who are dominated by verbs, men use nouns and adjectives, with relative adjectives expressing a permanent feature of the subject indirectly. Women prefer

to use qualitative adjectives denoting a feature of an object that can manifest itself to a greater or lesser extent. Female speech is distinguished by emotionality and the use of words containing in its meaning the element of assessment (estimated connotation). Men are quite modest in the use of evaluative vocabulary, as a rule, it is neutral and devoid of stylistic coloring. The evaluative vocabulary used by women is particularly positive, generally of subjective significance, women are prone to exaggeration. Men more emotionally express a negative assessment, while often using jargonisms, expletive and profanity [5, p.87-96].

These differences in male and female speech are reflected in the lexical, grammatical and stylistic design of advertising texts. Promoters skillfully use these features to achieve the greatest effect on a narrow target audience.

The Ozhegov's Explanatory Dictionary provides the following definition: "Advertising is an announcement by various means to create wide publicity, to attract consumers, viewers [6]". Since consumers are people of different ages, genders, areas of activity, even ethnicity matters, then advertising has different types. In fact, advertising is a method of psychological influence on the person. It is designed to influence a person through visual and verbal rows. Our interest was turned to the verbal range as the main component of any advertisement, namely the vocabulary used in advertising slogans.

To promote goods or services in the market, advertising is an effective means of achieving this goal. There are certain mechanisms to influence the target audience for more active promotion of goods and services. The use of gender specificity in advertising texts increases the level of impact on the male or female target audience, in order to create gender targeting. These techniques have a pragmatic effect on the addressees.

Nazarova E.D. in her work «The gender of the addressee as a pragmatic factor of communication» states, "Advertising text is gender-addressed both in content and in its formal features. The gender targeting of an advertisement text is expressed either directly, by indicating the sex/gender of the audience, or

indirectly, by relying on gender-marked themes and stereotypes. Modern advertising texts, on the one hand, rely on generally accepted gender stereotypes, on the other hand, create new stereotypes" [7, p. 23].

As T.V. Bendas wrote, «Man strives to organize his knowledge of the world around him and resorts to schemes (i.e., stereotyped stimuli) in doing so. When processing social information, three types of schemes are used: personal, situational and role-based. The latter can be related to gender (gender role) or to position, position in the group (for example, leadership role). The scheme allows one to quickly identify a social stimulus and predict its behavior. This is how stereotypes are born about how men and women should behave (gender stereotypes). Boys and girls grow up in a world where categories of «male» and «female» are very important. Of all the information around them, boys choose what is «masculine» and girls choose what is «feminine,» i.e. they use gender schemes. As a result, they internalize stereotypical behaviors for men and women.» [8, p. 45].

As a rule, advertising texts aimed at a female audience are written on behalf of a woman. This can be explained by the fact that seeing the ads, the woman identifies herself with the main character and also wants to become beautiful, well-groomed, successful, happy, which is explained by the psychology of women.

V.M. Hismatullina points out that «“womanish” feminine characteristics are emotionality, susceptibility, suggestibility, sensitivity, easy change of emotional states, tendency to anxiety, complaints, tears, vulnerability, hysteria, capriciousness» [9], and as a consequence, advertising for women is focused on the emotionality and sensuality of the female audience.

For example, SEPHORA. My age is my strength. Loving your age is priceless.

And also being proud of your courage, your ability to enjoy every day and take life with humor. Glow with happiness whether you prefer to fight wrinkles or for natural aging, whether you keep things under control or not. Specially for you SEPHORA experts picked up beauty

products that will prolong your beauty for years to come [11].

This promotional text emphasizes age, but not from the negative side, but from the positive “My age is my strength”. The slogan is constructed as a hidden comparison, syntactically it is not expressed, such a technique seems intentional, as it is aimed at a statement of fact.

Verbs of the perfect form to love, to be proud, to enjoy are used, which evoke positive emotions. The emotional impact comes at the expense of every woman’s natural desire to stay young and attractive as long as possible, and this is evidenced by the phrase “will prolong your beauty for years to come”.

In the following selection of advertising texts we can highlight such qualitative adjectives as «Innovative», «limited», which are sure to attract women’s attention, as they are associated with something new, exceptional, providing increased effect.

OLE HENRIKSEN. SKIN GLOW CREAM GEL. Innovative cream-gel gives your skin an instant boost of energy and 24-hour hydration. Smooths fine lines and brings back a youthful glow.

KENZOKI. YOUTH FLOW. Facial cream revitalizes the epidermis, smoothens and protects the skin from the aggressive effects of the environment, smooths wrinkles, makes the skin firmer and more radiant, and facial contour taut and clear.

CLINIQUE. MOISTURE SERGE. This limited edition cream, specially designed for Sephora, provides 100 hours of continuous skin hydration, strengthens its barrier, protects it from the negative effects of the environment, gives radiance, elasticity and smoothness.

The use of quantitative indicators in advertising texts also increases the impact on the audience. The phrases «24-hour hydration», «100-hour skin hydration» are nothing but manipulation with numbers that add credibility to the text.

SHISEIDO GINZA TOKYO. The result of Japan’s advanced achievements. VITAL PERFECTION. Lifting cream for improved skin

firmness. Visibly taut skin in just 1 week. Firm and radiant skin in 4 weeks.

In this advertising text, from the very first lines, emphasis is placed on the country of manufacture. «The result of Japan's advanced achievements,» we see the use of positive stereotypes, as Japan has established itself as a brand country, it is a world leader in the development and implementation of advanced innovative technologies.

Also, the use of positive qualitative adjectives such as «taut», «firm» and «radiant» focus attention on guaranteed maximum results.

Despite the well-established stereotype that the female audience does not perceive numbers well, the authors of advertising texts do not refuse to use quantitative indicators. We see the phrases «in 1 week», «in 4 weeks», which indicate a positive effect in the shortest possible time.

MEXX BLACK. Try these paired fragrances with your lover. Despite the fact that they have no common notes (a woody-aquatic composition for him, an oriental-floral one for her), they complement each other perfectly!

This text of a perfume water advertisement is designed to appeal to the sensitivity and romanticism of a woman's nature. Despite the fact that the advertised product is intended for men and women, it is advertised in a women's magazine and with a wording that will have an effect on the female audience. The phrase «Try these paired fragrances with your lover» indicates the perfection of the relationship and the strengthening of feelings on a mental level.

Returning to the social roles of men and women, the ladies are breaking the stereotype that a woman is primarily a mother and a wife. Today's women want to realize themselves as individuals, engaging in social activities, building careers increasingly firmly in masculinized positions. These changes in modern society are also reflected in advertising texts.

Make plans, make a career, and we'll help you!

Your personal assistants. While you're busy with your business and dealing with the big issues, these Shiseido products take care of your skin. They hydrate your skin and fight the first wrinkles with a triple hyaluronic acid complex and ginseng root extract. Essential Energy Moisturizing Day Cream SPF 20, Shiseido.

In this text, the exclamatory sentence «Make plans, make a career, and we will help!» sounds like a call to action, and the phrases «and we will help» and «Your personal assistants» suggest that the beauty products of this company will take care of the beauty and youth of a successful woman with a minimum of effort by the woman herself. There is also an appeal to the concepts of caring, moisturizing, which are inherent in women and affairs, serious matters, which are associated with men.

Advertising texts for male consumers are also undergoing changes. It is about the fact that in modern conditions the traditional norm of anti-femininity (according to A. Eagley), which consists in men's avoidance of typically female activities, occupations and behavior patterns, is losing its significance. As a result, we are witnessing a departure from the notion that expressing feelings, emotionality, is a «belonging» solely to women [10].

As an example, we will consider several texts advertising products for men [12].

Boss Bottled, Hugo Boss. This fragrance lifts spirits on a gloomy winter day, inspires to action and has a spicy aroma. It contains apple, bergamot, black pepper, cardamom and cinnamon. No, this is not mulled wine, but Boss Bottled perfume water. It can be consumed in the morning. Just a few drops are enough!

As in many texts advertising products for men, the impact is made through the phrase «inspires deeds,» which is a typical masculine concept. At the same time, the phrase «Lifts spirits on a gloomy winter day» suggests that men also have feelings and need to be in a good mood, which unambiguously correlates with women's qualities.

BVLGARI. AIR POWER. As the archeologist with the hat and whip told us in confidence, the Bvlgari laboratories have created a powerful weapon with which to rule the world. But in order for it to work, you need to activate the power of all the elements. We already have the earth and wood artifacts! You need to get the ice air element. You'll recognize it by the Man Glacial Essence inscription on the bottle and the extremely fresh notes of juniper, wormwood and

cedar. Hurry up, or the artifact will fall into the wrong hands!

This promotional text presents typical male stereotypes. The phrases «powerful weapon», «rule the world», «activate the power» characterize the male character, his desire to be first, to solve problems. The sentence «Hurry up, or the artifact will fall into the wrong hands!» is also of a competitive nature and is designed to encourage the man to be active.

THE GLOW OF RETRO. Three striking versions of the new Tissot PRX Powermatic 80 watch send greetings from the 70s and confidently look to the future. If you look at the relief surface of the dial of the new Tissot PRX Powermatic 80, you can't help but feel it has a kinship with the revolutionary architecture of the 1970s, where special attention was paid to materials, surfaces and textures. The shimmering dial pattern recalls the facade of an avant-garde skyscraper where the brightest parties of the era took place. The case with integrated bracelet refers to the reinterpreted practicality of the same 70s. A lot about the merits of this novelty can be told by the code in the model name: P stands for «precise», R for «robust», and the Roman numeral ten stands for water resistance (10 bar - 100 meters). The new Tissot has a beating, self-winding Powermatic 80 mechanism with a power reserve of up to 80 hours. However, this revolutionary achievement by Tissot belongs to the present and the future.

Despite the fact that texts aimed at the male audience use a pragmatic approach, in this text we can observe that the impact on the addressee is made at the expense of figurative speech. The phrases «the relief surface of the dial» and «The shimmering dial pattern» are aimed at visual associations, which tend to have a greater effect on the female part of the audience.

Using the key words and phrases «precise», «robust» and «ten is the indicator of water resistance», the authors of the advertisement emphasize the main advantages of this product, which, according to men, are a guarantee of quality.

By the phrases «send greetings from the 70s», «kinship with the revolutionary architecture of the 70s» and «the practicality of the same 70s» we can see that the advertising is not aimed at young men, but at men who remember this period and can appreciate its virtues, i.e. accomplished, mature men.

The words «revolutionary», «avant-garde», are associated by the addressee as something experimental, unorthodox, or radical. Metaphorically speaking, they suggest an «explosion of reality». Naturally, the use of such words is nothing more than attracting attention through the manipulation of traditional male stereotypes.

### Conclusion

So, to summarize, we can note that evaluative adjectives are more common in women's advertisements than in advertising texts for men. In advertising for men, significantly less often, but evaluative words such as exceptional, impressive, magnificent, unsurpassed, beautiful, excellent, incredible are used, which express a positive emotional attitude towards the advertised object.

While advertising texts for women abound in adjectives, men's advertisements are dominated by action-promoting verbs. This can be explained by the stereotypical perception of men as carriers of a predominantly dynamic, active beginning.

Adverbs in advertising for female audiences are much more common than in male advertising. This is due to the fact that the adverb, like

Part of speech	in total	including			
		for women		for men	
		quantity	%	quantity	%
Verbs	40	16	40%	24	60%
Adjectives	30	17	57%	13	43%
Adverb	6	5	83%	1	16%
Using numbers	6	4	66%	2	33%

the adjective, can be attributed to the class of characteristic words, respectively, the frequency of their use in texts for women's advertising is much higher than in men's advertising.

All of the above is summarized in the table in quantitative and percentage ratio and clearly demonstrates the results of the analysis

Women's advertising is characterized by emotionality, appeal to feelings, and imagery, while men's advertising is characterized by

restraint and rationality. Women's advertising often uses exclamations and questions, as this reflects the peculiarities of women's speech.

Advertising texts that have a gender orientation are manifested not only on the visual, but also on the lexical and semiotic levels.

As for gender stereotypes, they are constantly used in advertising texts, but the change in the social roles of men and women in the modern world is so obvious that it cannot go unnoticed.

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### **Жарнамалық мәтіндердегі гендерлік бағдарланған лексика**

**Аңдатпа.** Мақалада жарнамалық мәтіндердегі гендерлік бағдарды білдірудің лексикалық құралдары қарастырылады. Зерттеудің өзектілігі жарнамалық ұрандардағы гендерлік ерекшеліктерді ескеру қажеттілігімен байланысты, бұл нақты прагматикалық әсер етуге және жарнамалық коммуникацияны тиімді құруға ықпал етеді. Зерттеу танымал «Maxim», «Cosmopolitan» журналдарының жарнамасында ұсынылған мәтіндер материалына негізделген. Мақалада гендерлік бағыттағы лексикалық құралдарды көрсететін жарнамалық мәтіндердің мысалдары қарастырылады, бұл жарнамалық мәтіндегі гендерді білдірудің лексикалық құралдарына жарнамалық науқанның белгілі бір мақсатты аудиторияға бағдарлануына ықпал ететін адресаттың жынысын көрсететін лексиканы жатқызуға болады деген тұжырымды растайды. Мақалада сандық және пайыздық талдау келтірілген мысалы, әйелдер аудиториясына арналған жарнамаларда үстеулер әлдеқайда жиі кездесетіні айқын көрсетілген. Жарнама мәтіндерінде етістіктерді ерлер де, әйелдер де жарнамасы үшін пайдалану басымдылық болып табылады, өйткені негізгі мағыналық жүктеме олар арқылы көрінеді. Дегенмен, еркектік жарнама мәтіндерінде етістіктер басым болады, бұл ер адамның шешуші әрекетке қабілеттілігін көрсетеді. Ол мәнерлі және мағыналы, динамикалық болып келеді.

**Түйін сөздер:** лексика, гендер, жарнама, жарнамалық мәтін, экспрессивтілік, адресат, стереотип.

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### **Гендерно ориентированная лексика в рекламных текстах**

**Аннотация.** В статье рассматриваются лексические средства выражения гендерной направленности в рекламных текстах. Актуальность выбранной темы обусловлена необходимостью учёта гендерной специфики в рекламных слоганах, что способствует оказанию точного прагматического воздействия и более эффективному построению рекламной коммуникации. Исследование проводилось на материале текстов, представленных в рекламе популярных журналов «Maxim», «Cosmopolitan». В статье рассматриваются примеры рекламных текстов с указанием на лексические средства гендерной направленности, что подтверждает вывод о том, что к лексическим средствам выражения гендера в рекламном тексте можно отнести лексику, указывающую на гендер адресата, которая способствует ориентации рекламной кампании на конкретную целевую аудиторию. В статье представлен анализ в количественном и процентном соотношении, который наглядно демонстрирует, что например, наречия в рекламе для женской

аудитории встречаются гораздо чаще, чем в мужской рекламе. Использование глаголов в рекламных текстах, как для мужской, так и для женской рекламы находится в приоритете, так как через них выражается основная смысловая нагрузка. Однако глаголы преобладают в рекламных текстах мужской направленности, что указывает на мужскую способность к решительным действиям. Глагол экспрессивен и содержателен, динамичен.

**Ключевые слова:** лексика, гендер, реклама, рекламный текст, экспрессивность, адресат, стереотип.

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