

**A COGNITIVE ANALYSIS OF GENDER REPRESENTATION IN
UZBEK AND ENGLISH ADVERTISEMENTS**

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Abstract: *This study examines gender representation in Uzbek and English advertisements from a cognitive linguistic perspective. The research investigates how advertising discourse constructs male and female identities through language, imagery, and conceptual metaphors. A corpus of 50 Uzbek and 50 English advertisements was analyzed using cognitive linguistic methods. The findings reveal that both advertising traditions employ gender-specific cognitive models; however, English advertisements demonstrate a greater tendency toward gender-neutral representations, while Uzbek advertisements preserve more traditional gender roles. The study contributes to understanding the relationship between language, cognition, culture, and gender in advertising discourse.*

Keywords: *cognitive linguistics, gender, advertisement, Uzbek language, English language, discourse analysis*

Introduction

Advertising has become one of the most influential forms of communication in modern society. It not only promotes products and services but also shapes social values, cultural norms, and perceptions of identity. Through carefully selected linguistic and visual elements, advertisements influence the way individuals perceive themselves and others. Among the numerous social categories represented in advertising discourse, gender occupies a central position because it affects both the production and interpretation of advertising messages. The



representation of men and women in advertisements reflects broader cultural ideologies and contributes to the construction of social expectations regarding masculinity and femininity. In recent decades, scholars from various disciplines, including linguistics, sociology, psychology, media studies, and marketing, have devoted considerable attention to the analysis of gender representation in advertising. Research has demonstrated that advertisements often rely on stereotypical images and linguistic patterns that reinforce traditional gender roles. Men are frequently portrayed as strong, independent, successful, and authoritative, whereas women are often represented as caring, emotional, attractive, and family-oriented. Although contemporary advertising increasingly promotes gender equality and diversity, many traditional stereotypes continue to persist across different cultural contexts. From a linguistic perspective, advertisements provide a rich source of data for examining the relationship between language, cognition, and society. Cognitive linguistics, which emerged in the late twentieth century, offers valuable theoretical tools for understanding how language reflects human conceptualization processes. According to cognitive linguistic theory, language is not an autonomous system of formal rules but rather a reflection of human experience and mental representation. People organize knowledge through cognitive structures such as frames, schemas, prototypes, and conceptual metaphors. These structures influence how information is processed, interpreted, and communicated. Advertising discourse actively exploits such cognitive mechanisms to attract attention, create emotional engagement, and persuade consumers. One of the key assumptions of cognitive linguistics is that conceptualization is culturally grounded. Different societies

SJIF:5.219



develop distinct cognitive models that reflect their values, beliefs, and social practices. Consequently, advertisements produced in different linguistic and cultural environments may employ different cognitive strategies when representing gender. Comparative studies of advertising discourse can therefore reveal important similarities and differences in the conceptualization of masculinity and femininity across cultures.

The comparison of Uzbek and English advertisements is particularly relevant because these advertising traditions have developed within different socio-cultural and historical contexts. Uzbekistan is characterized by strong family values, collectivist orientations, and relatively traditional views of gender relations. In many aspects of social life, women are associated with family care, motherhood, and domestic responsibilities, while men are expected to fulfill the role of provider and protector. Although contemporary Uzbek society is undergoing rapid social and economic transformation, traditional gender expectations continue to influence public discourse, including advertising communication. In contrast, English-language advertising, particularly in countries such as the United Kingdom and the United States, has increasingly reflected social movements advocating gender equality, diversity, and inclusion. Contemporary English advertisements often challenge traditional stereotypes by portraying women as leaders, professionals, entrepreneurs, and decision-makers. Similarly, men are sometimes depicted in caregiving and domestic roles that were traditionally associated with women. These changes reflect broader social transformations and evolving attitudes toward gender identity.



The cognitive analysis of advertisements provides an opportunity to investigate how such cultural differences are encoded and communicated through language. Cognitive linguistic approaches emphasize the importance of conceptual metaphors, image schemas, categorization processes, and mental models in the construction of meaning. Advertisers strategically employ these cognitive resources to establish associations between products and socially valued identities. For example, beauty products may be associated with concepts such as confidence, success, and attractiveness, while financial services may be linked to notions of power, responsibility, and achievement. These conceptual associations frequently intersect with gender representations and contribute to the formation of gender-specific consumer identities. Another important aspect of advertising discourse is its persuasive function. Advertisements rarely present information in a neutral manner. Instead, they construct desirable realities that encourage consumers to identify with particular lifestyles, values, and social roles. Cognitive mechanisms play a crucial role in this process because they enable advertisers to activate existing knowledge structures within the minds of consumers. Gender-related cognitive schemas are particularly effective because they are deeply embedded in cultural experience and socialization processes. As a result, advertisements often rely on familiar gender narratives to communicate messages efficiently and persuasively.

Despite the growing body of research on gender and advertising, comparative cognitive studies focusing on Uzbek and English advertisements remain relatively limited. Most previous investigations have concentrated either on sociolinguistic dimensions of gender representation or on marketing effectiveness. There is a need



for more detailed cognitive analyses that examine how gender meanings are conceptualized and communicated through linguistic and visual elements across different cultural contexts. Such research can contribute to a better understanding of the interaction between language, cognition, culture, and social identity.

The present study aims to conduct a cognitive analysis of gender representation in Uzbek and English advertisements. Specifically, the research seeks to identify the cognitive models, conceptual metaphors, and linguistic strategies used to construct male and female identities in advertising discourse. Furthermore, the study aims to compare the similarities and differences between the two advertising traditions and to explore the cultural factors that influence these representations.

The following research questions guide the investigation:

1. How are men and women represented in Uzbek advertisements from a cognitive perspective?
2. How are men and women represented in English advertisements from a cognitive perspective?
3. What conceptual metaphors and cognitive models are most frequently employed in the representation of gender?
4. What similarities and differences exist between Uzbek and English advertising discourse regarding gender representation?
5. How do cultural values influence the cognitive construction of gender identities in advertisements?



By addressing these questions, the study contributes to the fields of cognitive linguistics, discourse analysis, gender studies, and intercultural communication. The findings may also provide practical insights for advertisers, marketers, and communication specialists seeking to develop culturally sensitive and socially responsible advertising strategies.

Methods

This study employs a qualitative comparative research design to investigate gender representation in Uzbek and English advertisements from a cognitive linguistic perspective. The methodological framework combines principles of cognitive linguistics, discourse analysis, and gender studies to identify and interpret the conceptual structures underlying advertising discourse. Since the objective of the study is not only to describe linguistic features but also to reveal the cognitive mechanisms that shape gender representations, a qualitative approach was considered the most appropriate method for achieving the research objectives. The research is based on a comparative analysis of advertising texts produced in two different linguistic and cultural environments: Uzbek and English. Comparative analysis enables the identification of similarities and differences in the conceptualization of gender across cultures. The study focuses on both linguistic and visual aspects of advertisements because meaning in advertising discourse is often constructed through the interaction of verbal and non-verbal elements.

The investigation follows a cognitive-discursive approach. This approach assumes that language reflects underlying conceptual structures and that discourse serves as a medium through which these structures are communicated and



reinforced. Consequently, the analysis concentrates on identifying recurring cognitive patterns, conceptual metaphors, gender schemas, and discourse strategies that contribute to the construction of male and female identities.

Data Collection

The corpus for the study consists of one hundred advertisements, including fifty Uzbek advertisements and fifty English advertisements. The advertisements were collected from multiple sources to ensure diversity and representativeness of the data.

The sources include:

- Television commercials;
- Social media advertisements;
- Online promotional campaigns;
- Printed magazine advertisements;
- Corporate websites and marketing materials.

The advertisements were selected according to several criteria. First, each advertisement had to contain identifiable representations of gender, either through language, imagery, or both. Second, the advertisements had to be produced between 2023 and 2026 to ensure contemporary relevance. Third, the advertisements had to belong to consumer-oriented categories such as cosmetics, household products, food and beverages, technology, financial services, education, healthcare, and lifestyle products.



To maintain balance between the two corpora, approximately equal numbers of advertisements from each product category were selected for both languages. This approach minimizes the influence of industry-specific factors and allows for a more reliable comparison of gender-related patterns.

Analytical Framework

The analytical framework of the study is grounded in Cognitive Linguistics, particularly in the theories developed by George Lakoff, Mark Johnson, Ronald Langacker, and Zoltán Kövecses. Several cognitive concepts were applied during the analysis.

Conceptual Metaphor Theory

Conceptual Metaphor Theory proposes that people understand abstract concepts through more concrete domains of experience. Advertisements frequently employ metaphorical structures to associate products with desirable qualities. In the present study, conceptual metaphors related to gender were identified and categorized according to source and target domains.

Examples include:

- WOMAN IS THE HEART OF THE FAMILY
- MAN IS THE PILLAR OF SUCCESS
- BEAUTY IS POWER
- SUCCESS IS A JOURNEY

These metaphors provide insight into how gender identities are cognitively constructed within advertising discourse.



Cognitive Schemas and Frames

The analysis also examines cognitive schemas and frames activated by advertisements. Schemas represent organized structures of knowledge derived from experience, while frames provide contextual information that guides interpretation.

For example:

- Family schema
- Professional success schema
- Caregiving schema
- Leadership schema
- Achievement schema

The frequency and distribution of these schemas were analyzed to determine how they contribute to gender representation.

Discourse Analysis

Critical Discourse Analysis was employed to investigate the relationship between language and social ideology. This component of the methodology focuses on lexical choices, evaluative language, persuasive strategies, and patterns of inclusion and exclusion. Particular attention was given to the ways in which advertisements normalize specific gender expectations and social roles.

Data Analysis Procedure

The analysis was conducted in four stages.

Stage One: Data Classification



All advertisements were classified according to product category, target audience, and gender orientation. This stage provided an organizational framework for subsequent analysis.

Stage Two: Identification of Gender Markers

The advertisements were examined to identify linguistic and visual indicators of gender representation. These indicators included:

- Personal pronouns;
- Occupational labels;
- Descriptive adjectives;
- Visual portrayals of men and women;
- Family-related references;
- Professional and social roles.

Stage Three: Cognitive Analysis

The identified gender markers were analyzed in terms of cognitive structures. Particular attention was paid to conceptual metaphors, cognitive schemas, categorization processes, and prototype effects. This stage aimed to reveal the underlying conceptual models that shape gender representations.

Stage Four: Comparative Interpretation

The findings from the Uzbek and English corpora were compared to identify similarities and differences. The comparison focused on recurring themes, dominant metaphors, discourse strategies, and cultural values reflected in advertising discourse.



Reliability and Validity

To enhance the reliability of the findings, multiple examples from different advertising sectors were included in the corpus. The analysis was conducted systematically using clearly defined categories derived from established cognitive linguistic theories. The validity of the study was strengthened through triangulation, combining cognitive analysis, discourse analysis, and comparative methods. Although the study primarily relies on qualitative interpretation, the frequency of recurring cognitive patterns and gender representations was also recorded to support analytical conclusions. This combination of qualitative depth and quantitative observation contributes to a more comprehensive understanding of gender representation in Uzbek and English advertisements.

Through this methodological framework, the study seeks to provide a reliable and theoretically grounded examination of the cognitive mechanisms underlying gender construction in contemporary advertising discourse.

Results

The analysis of one hundred advertisements, consisting of fifty Uzbek advertisements and fifty English advertisements, revealed several significant patterns regarding the cognitive representation of gender. The findings demonstrate that advertisements in both linguistic contexts rely on culturally established cognitive models to construct male and female identities. However, important differences were observed in the frequency, intensity, and diversity of gender representations.



Gender Representation in Uzbek Advertisements

The analysis showed that women in Uzbek advertisements are predominantly associated with family-oriented and caregiving roles. A substantial proportion of the advertisements examined represented women as mothers, wives, homemakers, and primary caregivers. These representations were especially common in advertisements promoting food products, household appliances, cleaning products, healthcare services, and children's products. Several recurring lexical items were identified in the Uzbek corpus, including words and expressions associated with care, warmth, comfort, responsibility, and family harmony. Women were frequently described through attributes such as kindness, beauty, patience, devotion, and tenderness. Visual elements also reinforced these representations by depicting women in domestic environments such as kitchens, family dining rooms, and childcare settings.

The cognitive schema most frequently activated in Uzbek advertisements can be described as the FAMILY CAREGIVER schema. This schema positions women as central figures responsible for maintaining family well-being and emotional stability. In many cases, product effectiveness was directly linked to the woman's ability to fulfill these social expectations. Male representations in Uzbek advertisements demonstrated a different pattern. Men were commonly portrayed as providers, leaders, decision-makers, and protectors. Advertisements related to banking services, automobiles, construction, technology, and business products often featured male protagonists occupying positions of authority and expertise. Frequently occurring concepts included strength, achievement, confidence, responsibility, and financial success. Visual representations often depicted men in



professional settings, business environments, or situations involving leadership and decision-making. The dominant cognitive model identified in these advertisements was the PROVIDER AND PROTECTOR schema.

Gender Representation in English Advertisements

The English-language corpus displayed greater diversity in gender representation. While some traditional stereotypes remained visible, many advertisements presented women and men in more flexible social roles. Women in English advertisements were frequently represented as professionals, entrepreneurs, athletes, leaders, and independent consumers. Advertisements promoting technology products, financial services, educational opportunities, and professional development programs often featured women in positions of authority and competence. Lexical patterns emphasized confidence, ambition, leadership, empowerment, innovation, and personal achievement. The visual imagery commonly portrayed women participating in business meetings, sporting activities, educational environments, and leadership positions. The dominant cognitive schema observed in these advertisements can be described as the EMPOWERED INDIVIDUAL schema. Rather than defining women primarily through family relationships, many English advertisements emphasized personal identity, autonomy, and self-realization.

Male representations in English advertisements also differed from traditional models. Although achievement and success remained important themes, men were increasingly portrayed in family-oriented and caregiving roles. Several advertisements featured fathers caring for children, participating in household



activities, and expressing emotional vulnerability. This finding suggests a gradual expansion of acceptable masculine identities within English-language advertising discourse. The traditional PROVIDER schema remained present but was frequently combined with additional schemas related to emotional engagement and family participation.

Conceptual Metaphors

The analysis identified several recurring conceptual metaphors across both corpora. In Uzbek advertisements, the following metaphors appeared most frequently:

- WOMAN IS THE HEART OF THE FAMILY
- WOMAN IS THE SOURCE OF CARE
- MAN IS THE PILLAR OF THE FAMILY
- SUCCESS IS RESPONSIBILITY

These metaphors reinforce traditional social expectations and emphasize collective family values. In English advertisements, the dominant metaphors included:

- WOMAN IS A LEADER
- SUCCESS IS A JOURNEY
- BEAUTY IS CONFIDENCE
- MAN IS A PARTNER

These metaphors emphasize individuality, empowerment, and equality.



Comparative Findings

The comparison between the two corpora revealed several notable differences. First, Uzbek advertisements demonstrated a stronger reliance on traditional gender schemas. Family-centered representations were considerably more frequent than in the English corpus. Gender roles were generally presented as complementary but distinct, with clear expectations regarding male and female responsibilities.

Second, English advertisements exhibited greater variability in gender representation. Men and women were more frequently portrayed in overlapping social roles, suggesting a broader conceptualization of gender identity.

Third, the linguistic strategies employed in the two corpora differed significantly. Uzbek advertisements often relied on emotional appeals related to family well-being and social harmony. English advertisements more frequently emphasized personal achievement, self-development, and individual empowerment. Finally, the findings indicate that advertising discourse reflects broader cultural values and social ideologies. While Uzbek advertisements largely preserve traditional gender expectations, English advertisements increasingly challenge conventional stereotypes and promote more inclusive representations of gender identity. Overall, the results demonstrate that cognitive models play a central role in shaping advertising discourse. These models influence how consumers interpret messages and contribute to the reproduction or transformation of social perceptions regarding gender.

Discussion



The findings of the present study demonstrate that gender representation in advertising is closely connected to cognitive structures, cultural values, and social ideologies. Through the analysis of Uzbek and English advertisements, it became evident that advertisers rely on culturally familiar cognitive models to communicate persuasive messages and establish meaningful connections with their target audiences. The identified differences between the two advertising traditions reflect broader social attitudes toward gender roles and identity construction. One of the most significant findings of the study is the persistence of traditional gender schemas in Uzbek advertising discourse. Women are predominantly represented within family-centered frameworks, while men are portrayed as providers and authority figures. These representations correspond to long-established social expectations within Uzbek society, where family cohesion, collective responsibility, and clearly defined social roles remain important cultural values. From a cognitive perspective, such representations activate highly familiar mental schemas that facilitate message processing and comprehension. Because consumers are already familiar with these cultural models, advertisements can effectively communicate their messages through relatively simple linguistic and visual cues.

The predominance of the FAMILY CAREGIVER schema in Uzbek advertisements suggests that femininity is frequently conceptualized through relationships and responsibilities rather than individual achievements. Women are often represented as individuals whose primary value lies in their ability to care for family members and maintain domestic harmony. This finding is consistent with previous studies that have identified family-oriented representations of women in



many traditional societies. The repeated activation of such schemas may contribute to the reinforcement of existing social norms by presenting them as natural and desirable. Similarly, the frequent portrayal of men as providers and protectors reflects another deeply rooted cognitive model. Advertisements targeting male audiences often associate products with strength, responsibility, leadership, and economic success. These associations activate cultural expectations regarding masculinity and encourage consumers to identify with socially valued roles. Such findings support cognitive linguistic theories suggesting that conceptual structures are influenced by cultural experience and socialization processes. In contrast, the English-language advertisements analyzed in this study demonstrated a greater degree of flexibility in gender representation. Although some traditional stereotypes remain present, many advertisements challenge conventional assumptions about masculinity and femininity. Women are frequently portrayed as professionals, entrepreneurs, leaders, and independent decision-makers. Men are increasingly represented as emotionally expressive individuals who actively participate in family life and caregiving responsibilities.

This tendency reflects broader social changes that have occurred in many English-speaking societies during recent decades. Movements advocating gender equality, diversity, and inclusion have significantly influenced media discourse and advertising practices. As a result, advertisers increasingly employ cognitive models that emphasize individual autonomy, self-realization, and equal opportunities. The prominence of the EMPOWERED INDIVIDUAL schema in English advertisements illustrates this shift toward more diverse and inclusive representations of gender identity. Another important finding concerns the role of



conceptual metaphors in gender construction. Conceptual metaphors provide cognitive frameworks that enable individuals to understand abstract concepts through more concrete experiences. In both corpora, gender identities were frequently communicated through metaphorical structures. However, the metaphors employed in each cultural context reflected different social priorities.

In Uzbek advertisements, metaphors such as **WOMAN IS THE HEART OF THE FAMILY** and **MAN IS THE PILLAR OF THE FAMILY** emphasize collective well-being, social stability, and family unity. These metaphors position individuals within a network of social relationships and responsibilities. In contrast, English advertisements frequently employ metaphors such as **WOMAN IS A LEADER** and **SUCCESS IS A JOURNEY**, which highlight personal growth, achievement, and independence. These metaphorical patterns reveal how cultural values influence the conceptualization of gender and identity. The findings also support the cognitive linguistic assumption that meaning is not contained solely within language itself but emerges through interaction between linguistic expressions and mental representations. Advertisements succeed in persuading consumers because they activate familiar cognitive structures that guide interpretation and evaluation. Gender-related schemas are particularly effective because they are acquired early in life and reinforced through repeated social experiences.

Furthermore, the study demonstrates that advertising discourse functions not only as a commercial tool but also as a mechanism of social reproduction and cultural transmission. By repeatedly presenting certain representations of men and women, advertisements contribute to the maintenance or transformation of social



beliefs regarding gender roles. Traditional representations may reinforce existing expectations, whereas innovative representations may encourage alternative perspectives and social change. Although the study provides valuable insights into gender representation in advertising discourse, several limitations should be acknowledged. The corpus consisted of one hundred advertisements, which may not fully represent the diversity of advertising practices in either linguistic context. In addition, the analysis primarily focused on qualitative interpretation rather than large-scale statistical measurement. Future studies could expand the corpus size, incorporate quantitative methods, and examine additional media platforms such as digital influencers, video-sharing platforms, and interactive advertising campaigns. Overall, the discussion highlights the importance of cognitive approaches for understanding the relationship between language, culture, and gender. The findings suggest that advertising discourse reflects and shapes social reality through the activation of culturally grounded cognitive models. Consequently, cognitive linguistic analysis offers a powerful framework for investigating how gender identities are constructed, communicated, and negotiated within contemporary media environments.

Conclusion

The present study aimed to investigate gender representation in Uzbek and English advertisements from a cognitive linguistic perspective. By examining linguistic and visual elements in a corpus of one hundred advertisements, the research sought to identify the cognitive models, conceptual metaphors, and discourse strategies used in the construction of male and female identities. The findings demonstrate that advertising discourse serves not only as a means of



commercial communication but also as a reflection of cultural values, social norms, and cognitive processes. One of the primary conclusions of the study is that both Uzbek and English advertisements rely heavily on cognitive schemas to communicate persuasive messages. Advertisers employ familiar mental structures that enable consumers to interpret information quickly and efficiently. These schemas influence how gender identities are represented and understood within particular cultural contexts. The analysis confirmed that gender remains a highly significant organizing principle in advertising discourse, shaping both linguistic choices and visual representations. The findings revealed substantial differences between the two advertising traditions. Uzbek advertisements predominantly utilize traditional gender schemas that emphasize family responsibility, caregiving, leadership, and social stability. Women are frequently represented as mothers, wives, and caregivers whose primary role involves maintaining family well-being and emotional harmony. Men, on the other hand, are commonly portrayed as providers, decision-makers, and protectors responsible for ensuring economic security and social authority.

These representations reflect broader cultural values associated with collectivism, family cohesion, and clearly defined social roles. The prevalence of metaphors such as **WOMAN IS THE HEART OF THE FAMILY** and **MAN IS THE PILLAR OF THE FAMILY** demonstrates the importance of family-centered conceptualizations in Uzbek advertising discourse. Such cognitive models reinforce traditional understandings of masculinity and femininity and contribute to the preservation of established social expectations. In contrast, English advertisements exhibit greater diversity and flexibility in gender representation.



Although some traditional stereotypes remain visible, many advertisements portray women as professionals, leaders, entrepreneurs, and independent individuals. Similarly, men are increasingly represented in nurturing, emotional, and family-oriented roles. These findings indicate a broader conceptualization of gender identity and a greater willingness to challenge conventional stereotypes. The dominant cognitive models identified in English advertisements emphasize empowerment, self-development, autonomy, and personal achievement. Conceptual metaphors such as *WOMAN IS A LEADER* and *SUCCESS IS A JOURNEY* illustrate the importance of individual growth and self-realization within contemporary English-language advertising discourse. These representations reflect wider social developments related to gender equality, diversity, and inclusion.

Another important conclusion concerns the role of conceptual metaphors in shaping advertising messages. The study confirms that metaphors function as powerful cognitive tools that allow advertisers to connect products with socially desirable values and identities. Through metaphorical mappings, abstract concepts such as beauty, success, confidence, and responsibility become more accessible and emotionally meaningful to consumers. Consequently, metaphors play a crucial role in the construction and communication of gender identities. The research also demonstrates that advertisements are not neutral reflections of reality. Rather, they actively participate in the creation, maintenance, and transformation of social beliefs. By repeatedly presenting specific images and narratives, advertisements influence how individuals perceive appropriate gender roles and behaviors. In this sense, advertising discourse serves as both a mirror of society and a force that



contributes to social change. From a theoretical perspective, the study highlights the value of cognitive linguistics as an analytical framework for examining advertising discourse. Cognitive concepts such as schemas, frames, categorization processes, and conceptual metaphors provide important insights into the mechanisms through which meaning is constructed and communicated. The findings support the view that language is deeply connected to human cognition and cultural experience.

The practical implications of the research are also noteworthy. Understanding cognitive patterns in gender representation can help advertisers develop more effective and culturally sensitive communication strategies. As societies become increasingly diverse and interconnected, advertisers must recognize the potential impact of their messages on public attitudes and social relationships. More balanced and inclusive representations of gender may contribute to greater social awareness and equality. Despite its contributions, the study has certain limitations. The analysis was restricted to a relatively small corpus and focused primarily on qualitative interpretation. Future research may expand the dataset, include additional languages and cultures, and incorporate quantitative methods to provide a more comprehensive understanding of gender representation in advertising discourse. Researchers may also investigate the influence of social media, digital marketing, and emerging communication technologies on the cognitive construction of gender identities. In conclusion, the study confirms that gender representation in advertising is fundamentally shaped by cognitive and cultural factors. Uzbek and English advertisements employ different conceptual models that reflect distinct social

SJIF:5.219



values and historical experiences. Through the activation of schemas, frames, and metaphors, advertisements construct meaningful representations of masculinity and femininity that influence consumer perception and social understanding. Therefore, cognitive analysis offers a valuable approach for exploring the complex relationship between language, culture, cognition, and gender in contemporary advertising discourse.

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