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# **Exploring Male-Centric Language in Instagram Clothing Marketing: A Content Analysis of Lexical Choices**

A Dissertation Submitted in Partial Fulfilment of the Requirements for the Master's  
degree in Linguistics

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## Dedications

**I dedicate this work to:**

My *beloved parents* who *supported me* and gave me all the love I need.

The *one* that supported me and gave me every reason to move on, *Ayah*.

My *grandmother* who took care of me all these six years, may Allah bless you.

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All the *people*, and *friends* that I know, thank you for *every supportive word*,

your presence made me move forward without thinking of the obstacles.

*Taibouni Abderrahmane* ✍

## Dedications

**I express my deepest gratitude to:**

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## **Abstract**

To fill in a gap in the literature, this study explores male-centric language in Instagram clothing marketing, specifically focusing on lexical choices targeted at male consumers. A mixed-methods approach was adopted, combining a quantitative approach involving a semi-structured questionnaire administered to eighty (80) male participants from the Tiaret speech community, and a qualitative approach consisting of a content analysis of five (5) Instagram clothing advertisement videos. The findings confirm that Instagram clothing marketing in Algeria places significant emphasis on lexical choices as a key tool for communicating traditional male stereotypes, highlighting strength, dominance, and conventional male roles as central themes. The results stress the relationship between language, identity, and marketing strategies, showing how such linguistic choices positively influence consumer perception and support.

***Keywords:*** Gender, Language; Lexis; Marketing, Stereotype

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## List of Phonemic Symbols

### 1. Consonants in Algerian Arabic

Consonants	Symbols in IPA
ء	/ʔ/
ب	/b/
ت	/t/
ث	/θ/
ج	/dʒ/
ح	/ħ/
خ	/x/
د	/d/
ذ	/ð/
ر	/r/
ز	/z/
س	/s/
ش	/ʃ/
ص	/sʁ/
ض	/dʁ/
ط	/tʁ/
ظ	/ðʁ/
ع	/ʕ/
غ	/ɣ/
ف	/f/
ڤ	/v/
ق	/q/
ڭ	/g/
ك	/k/
ل	/l/
م	/m/
ن	/n/
ه	/h/
و	/w/
ي	/j/

## 2. Vowels in Algerian Arabic

Vowel (IPA)	Description
/i/	Front high unrounded short vowel
/i:/	Front high unrounded long vowel
/a/	Front low unrounded short vowel
/a:/	Front low unrounded long vowel
/u/	Back high rounded short vowel
/u:/	Back high rounded long vowel
/e/	Front mid unrounded short vowel
/ə/	Mid central vowel
/ɔ/	Back mid rounded short vowel
/ɔ:/	Back mid rounded long vowel

## **List of Abbreviations and Acronyms**

**APP:** Application

**MSA:** Modern Standard Arabic



### General Introduction

Language plays a significant role in communication, interaction, and perceiving information in various social contexts, including social media marketing. In this respect, advertisers encounter several social categories when aiming to attract customers, with gender variable being particularly significant. Understanding how language functions and its importance in conveying specific messages to a particular gender is crucial for social media marketers who are seeking to engage their target audience effectively, particularly through using common platforms like Facebook, YouTube, Twitter, and Instagram.

In the context of Instagram marketing, companies strategically can reach people all over the world with messages that fit different groups of people. This type of marketing helps make brands more visible and builds strong connections with customers through direct and personal interactions. To illustrate, as the digital world keeps developing, language, with its key lexical, syntactic, phonological and pragmatic aspects, has become a key tool for Instagram marketers to stay competitive, crafting persuasive messages in today's fast-moving market.

Notably, despite the significance of this issue, there is scarce research showing the role of gendered language in shaping digital marketing landscape in Algerian context, emphasizing a gap that calls for future investigation. Against this backdrop, the research at hand attempts to fill in this gap, exploring gendered language, precisely the so-called male-centric language, with a focus on lexical choices in

## General Introduction

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Instagram clothing marketing. The motives behind the current research stems from the observed need to explore the language aimed at males in Instagram marketing, and the intention to fill the previously mentioned gap, considering the limited review of the topic, addressing its role and impact on Algerian male audience's engagement and behavior.

In line with the aims of this study, this research seeks to answer the following questions

1. What are the most common male-centric lexical patterns used in Instagram clothing marketing?
2. In what ways do these lexical choices reflect Algerian male traditional stereotypes?
3. To what extent do lexical choices in Instagram clothing marketing influence perceptions and engagement of male consumers?

The following hypotheses have been proposed as expected responses to the research questions previously mentioned:

1. The use of male-centric lexical patterns may incorporate notions of 'physical power, dominance, competition, successful achievement, and adventure'.
2. These lexical choices may emphasize Algerian male traditional stereotypes and traits like strength, dominance and independence.



3. Lexical choices in Instagram marketing may influence male perception and behaviors, confirming that linguistic aspects, lexical choice in particular, are linked to marketing strategies.

The present research is intended to explore the most recurring male-centric spoken or written lexical words, phrases, and terminology used in Instagram marketing, as these linguistic elements serve as the foundation for understanding gendered marketing discourse. Building on the perspectives of the dominance approach, the study investigates how the frequent use of these lexical choices reflects Algerian male traditional stereotypes in Instagram while examining the role of language as a key factor shaping male consumers' perceptions and engagement with Instagram marketing. This research can be significant given to its attempt to raise both consumers and marketers' awareness regarding language use and its relationship with gender as a variable in social media marketing.

The research employs a mixed-methods approach, combining both quantitative and qualitative approaches. For the quantitative approach, this research opts for a structured questionnaire administered to a random sample composed of eighty (80) Algerian males from Tiaret city. The qualitative approach involves a content analysis of a selected corpus including five (05) Instagram clothing advertisements created by Algerian marketers within the period '2024- 2025'. Th content analysis centers on identifying most common used lexical choices targeting Algerian males by coding specific themes representing notions of masculinity to explore the relationship

## **General Introduction**

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between gendered language and male consumers' engagement in Algerian context of Instagram clothing marketing.

The present research is divided into three chapters. The first chapter examines language and gender through key research frameworks and explores gendered language in social media marketing, including linguistic strategies and consumer perception. The second chapter presents the research methodology and framework involving a description of the target sample, the selected corpus and the data collection instruments which are employed in this research. The last chapter is devoted to data analysis and discussion of the findings. It is worth noting that this research adheres to APA style for in-text citations and quotations, while the overall format follows the dissertation writing guidelines of the department.

**Chapter One:**  
**Gendered Language and Marketing**

### **Introduction**

Language, gender, and social media have become an important area of study recently because they reveal how deeply digital communication impacts social norms and identities. Language is not just a tool for communication, it also plays a powerful role in shaping, reinforcing, and changing ideas about gender roles, stereotypes, and power dynamics. Social media, as a global platform for interaction, amplifies these effects, while creating new opportunities for self-expression, and maintaining divergences. To this end, this chapter presents the intersection between language and gender, tracing early research frameworks, including the deficit, dominance, difference, and social constructionist models. It also examines gendered language in social media marketing, focusing on linguistic strategies, cultural discourse, consumer perception, and the role of social media influencers in shaping gendered communication.

#### **1.1. Language and Gender Frameworks**

Just as language shapes how we perceive and think about the world around us, influencing our reactions to it, it also plays a role in shaping gender identity (Omoniyi & White, 2006). In the same vein, it is suggested that gender refers to the social and cultural roles deemed appropriate for men and women. Gender differs from sex, as Anthony Giddens (1989, p. 158) explains: sex is defined as the “biological or

anatomical differences between men and women,” while gender relates to the “psychological, social, and cultural differences between males and females.” However, interpretations of this distinction may vary across societies depending on their underlying principles and belief systems. William Labov’s sociolinguistic research further highlights how language reflects and reinforces social structures, including gender norms, demonstrating that linguistic variation often correlates with social identity, including gender (Labov, 1972).

### 1.1.1. Early Research on Language and Gender

Do women and men talk differently? This question clearly shows that gender differences of all kinds fascinate people, and so it is not surprising that there is curiosity about the way women and men talk and whether there are linguistic gender differences. Individuals have their own views on gender differences – in language and in other aspects of human life. Newspapers and television chat shows, for example, provide answers to the question previously mentioned, which could be described as ‘folk linguistics’. They are likely to say that women gossip, or that men swear more than women. These answers are widely believed – but are they true? or are they myths? and what about the question itself? By asking ‘do women and men talk differently’, a series of assumptions that are currently under challenge are made. First, the question assumes that speakers are divided neatly into two groups called ‘women’ and ‘men’. Secondly, the question assumes that those who are concerned are

interested in differences between women and men rather than similarities between them. These claims can be fully elaborated by the three classic frameworks of language and gender, generally labelled as: the deficit approach, the dominance approach and the difference approach.

### 1.1.2. Deficit Framework

Since the publication of Robin Lakoff's hotly debated article in 1972, which later became the book *Language and Woman's Place* (1975), linguists have approached language and gender from a variety of perspectives. Lakoff (1975) identified several linguistic features that she argued were characteristic of women's speech. These include the use of hedges, such as "sort of" and "it seems like," which convey uncertainty, and (super)polite forms, like "Would you mind..." and "I'd appreciate it if...", which reflect deference. Women also tend to use tag questions, such as "You're going to dinner, aren't you?", and intonational emphasis, comparable to italicization in writing, to highlight words like *so*, *very*, and *quiet*. Another feature is the use of empty adjectives (e.g., *divine*, *lovely*, *adorable*), along with hypercorrect grammar and pronunciation, adhering to prestige linguistic norms. Women are more likely to use direct quotations, whereas men tend to paraphrase, and they often have a special lexicon, using more terms for colors, while men do so for sports. Additionally, women frequently apply question intonation to declarative statements, raising pitch at the end of sentences to express uncertainty (e.g., "What school do you attend? Eton

College?"). They also use "wh-" imperatives (e.g., "Why don't you open the door?"), speak less frequently, and overuse qualifiers such as "I think that...". Furthermore, women apologize more (e.g., "I'm sorry, but I think that...") and rely on modal constructions (e.g., *can*, *would*, *should*), as in "Should we turn up the heat?". Lakoff also suggested that women avoid coarse language or expletives, favor indirect commands and requests (e.g., "My, isn't it cold in here?" as an indirect request to adjust the temperature), and use more intensifiers, particularly *so* and *very* (e.g., "I am so glad you came!"). Lastly, she controversially claimed that women lack a sense of humor, arguing that they do not tell jokes well and often miss punchlines.

Lakoff (1975) suggested that these differences are part of 'women's language' and are generally seen as inferior to men. In this regard, it can be suggested that the 'deficit model' refers to how this language use contributes to women's lower status and weaker position in society.

### 1.1.3. Dominance Framework

While the deficit model might suggest that the so-called features of 'women's talk' suggest a weakness in the language, the dominance model suggests that men's use of language 'dominates' the weaker female sex. Partly this stems from their higher position in the social hierarchy. Thus, either consciously or subconsciously, men use language to exert power and maintain their dominance in society. One linguist associated with this theory is Fishman. In her study (1983), she taped mixed sex

## Chapter One: Gendered Language and Marketing

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conversations between three couples. The tape recorders were set up to capture 'natural' non-planned conversations, though the participants could choose when to switch the recorder on and off. Fishman (1983) observed that men often maintained control over conversations and that women ask many more questions, almost as if they were asking permission to speak. She also found that when men initiate conversations, they were much more likely to succeed and that women had much more trouble getting conversations going. More importantly, Fishman's conclusions suggested that women do much more work in keeping conversations going (asking questions, supporting men with their speech) whereas men tend to control the conversation, helping reinforce their dominance and social power.

Another study which links to the '*Dominance Model*' was completed by Zimmerman and West in 1975. Zimmerman and West recorded everyday conversations in informal settings, such as coffee shops and cafes, reinforcing the dominance model, and finding that in mixed sex conversations men interrupted women more, gave delayed minimal responses to women and tended to talk more. In mixed sex conversations, women were silent more and for longer periods, Zimmerman and West (1975) added.



### 1.1.4. The Difference Model

The third approach ‘named as the difference approach’ emphasizes the idea that women and men belong to different subcultures. The claim of distinct male and female subcultures suggested in the 1980s seems to have been a direct result of women’s growing resistance to being treated as a subordinate group. The invisibility of women in the past arose from the conflation of ‘culture’ with ‘male culture’. Yet, women began to assert that they had ‘a different voice, a different psychology, and a different experience of work and family from men’ (Humm 1989). Worthy of notice is that the advantage of the difference model is that it allows women’s talk to be examined outside a framework of oppression or powerlessness. Instead, Researchers like Lokoff (1975), Tannen (1990), and Holmes and Schnurr (2005) have been able to show the strengths of linguistic strategies attributed to women, and to celebrate women’s ways of talking. However, it should be clear that the difference approach is controversial when applied to mixed talk, as was done in *You Just Don’t Understand* (1991), Deborah Tannen’s best-selling book about male—female ‘miscommunication’. Critics of Tannen’s book (see, for example: Troemel-Ploetz 1991; Cameron 1992; Freed 1992) argue that the analysis of mixed talk cannot ignore the issue of power. (Coates 2004).

### 1.1.5. Social-Constructionist Framework

The theoretical perspective regarding the social construction of gender is concerned with a feminist understanding of the systemic aspects of the position of women in society, integrating empirical research to demonstrate this view in women's and men's lives. In other words, this framework shows that gender is seen as one of the foundations of every existing social order. In this perspective, women and men are not automatically compared, but rather, gender categories (female-male, feminine-masculine, girls-boys, women-men) are analyzed to see how different social groups define them, and how they construct and maintain them in everyday life and in major social institutions, such as the family and the economy Lorber (Farrell, 1991).

To illustrate, gender is a pervasive aspect of social life, possibly seen as a category that shapes the clothes worn, the activities selected, the books and news articles read, or the roles played. It might also shape the language spoken or written. That is to say, the specific language features that vary between women and men are not the same across contexts. Therefore, these choices, habits and preferences are influenced, in part, by gender stereotypes and expectations (Murachver & Janssen, 2007).

### 1.2. Perspectives on Language Use and Gender Representation

Recent studies on language use and gender representation have expanded beyond traditional media to examine digital platforms, reflecting on the evolving societal norms and communication practices. For instance, Baker (2021) analyzed gender portrayals in 21st-century educational materials, revealing persistent stereotyping in textbooks, where men are frequently associated with leadership roles and technical fields, while women are depicted in caregiving or service-oriented contexts. Similarly, research by Fernández-Amaya (2023) on advertising language highlights how lexical choices (e.g., “strong” for men vs. “elegant” for women) and visual framing in campaigns reinforce binary gender roles, even in ostensibly progressive markets. These studies underscore how linguistic and semiotic strategies perpetuate gendered ideologies, albeit in increasingly subtle ways.

New and continually changing social media and their pages enable people to look for data differently and an equivalent space to analyze gender representation. Social media are complex, entail real-time interaction, and keep changing, providing fertile fields of study. In relation to this, the current study is concerned with the marketing of Algerian clothing brands on Facebook and Instagram, where gendered text and images are conventionally mixed together. In this regard, cultural and pragmatic factors are investigated to reveal how they unconsciously affect understandings of gender representation in the context of Algerian online marketing.

### **1.3. Gendered Language in Social Media Marketing**

The study by Gretzel et al. (2020) examines how gendered language in social media marketing influences consumer engagement and brand perception. These scholars highlight that brands often employ gender-stereotyped language to target specific demographics, reinforcing traditional binary norms. Through content analysis of brand posts, their research reveals that feminine-coded language (e.g., emotional, communal tones) tends to appear in beauty and fashion industries, while masculine-coded language (e.g., assertive, competitive tones) dominates sectors like technology and sports. Aligned with this, the findings suggest that such gendered strategies may limit inclusivity, as they fail to accommodate non-binary or diverse gender identities. This in fact criticizes the ethical implications of perpetuating stereotypes, advocating for more neutral or adaptive language to foster broader audience connections. To conclude, Gretzel' work (2020) underscores the evolving discourse on gender representation in digital marketing and calls for further research on the impact of inclusive linguistic practices.

#### **1.3.1. Social Marketing as a Panoptic System**

The Panopticon is a type of institutional building designed by the English philosopher and social theorist Jeremy Bentham in the late 18th century. The concept of the design is to allow all inmates of an institution to be observed by a single

watchman without the inmates being able to tell whether they are being watched. Although it is physically impossible for the single watchman to observe all cells at once, the fact that the inmates cannot know when they are being watched means that all inmates must act as though they are always watched, effectively controlling their own behaviour constantly (Lee Barkty, 1990). The name is also a reference to Panoptes from Greek mythology; he was a giant with a hundred eyes and thus was known to be a very effective watchman. Similar to this is one's footprint when using social media, some data about the user is being recorded, stored, and processed, and even being sold, somewhere. The great digital panopticon has already been built, and individuals are all trapped inside it. Every day brings newer technologies that are more intrusive than the previous ones. They will capture even more data about us that will flow into the data banks of the companies that sell the technology. The most ostensible reason why applications take this data is because they customize their services and products to our 'needs'. For instance, if someone reads an article of a certain type, that choice data is used to show him/her more articles of that type. Simply put, if searching for something to buy or make a purchase, then other advertisements of 'more like this' products or services embedded in the websites are revealed. On reflection, it is suggested that the success of these social media social movements serves as a reminder of the power of permanent surveillance (Stein, 2016).

### 1.3.2. Linguistic Strategies in Marketing

In the international market of today, the words and symbols companies use help to connect worlds rather than only selling products. Hofstede's (1980) research on cultural variances cautions against a one-size-fits-all advertising campaign failing if it overlooks regional peculiarities. A well-known example is Chevrolet's "Nova" vehicle which in Spanish-speaking markets, "Nova" accidentally translated to "no go," a cautionary tale that serves as a warning regarding ignoring linguistic background (Ricks, 1983). In contrast, Coca-Cola's "Share a Coke" campaign achieved widespread success by replacing the brand name with popular local names, making the product feel personal and culturally relevant, that is an effective lesson in localization (De Mooij, 2010).

Brands like McDonald's and Tiffany rely on universally recognized symbols, like the golden arches, to create instant brand recognition without the need for translation (Danesi, 2006). Nowadays, companies must consider the preferences of Generation Z—a digital-native generation that values authenticity and can detect false advertising from miles away (Smith, 2021). Brands like Glossier and Depop have embraced this by using informal language, internet slang like "GOAT," and memes, presenting themselves more like peers than corporations (Parker, 2022). These companies are not just selling products; but they are building communities around shared values such as sustainability. In other terms, these companies are developing

communities around common values, such as sustainability, not only selling items. Consistently, decades ago, McQuarrie and Mick (1996) suggested that figurative language (think metaphors or wordplay) sticks in our minds, showing that it is more about genuine, relatable dialogue than it is about ostentatious advertising.

### 1.3.3. Gender Stereotypes in Marketing

Stereotypes are defined as mental generalized pictures individuals we use to categorize people based on oversimplified traits (Lippmann, 1922), and they have found a particularly comfortable home in advertising. Since the 1970s, researchers have documented how advertisements consistently portrayed women as caregivers and men as authority figures. Numerous studies (such as Sohaib et al., 2023) have highlighted these gender clichés, for instance, depicting women as decorative props or passive figures; and in most cases featuring idealized standards of female beauty, which indeed has led to growing public skepticism toward advertising. On this view, gender stereotype can be seen as, to quote Enteman (1996, as cited in Pilcher, J. and Whelehan, I. 2004):

“A standardized and often pejorative idea or image held about an individual on the basis of their gender. At a general level, the effects of stereotyping can mean that, rather than treating people as individuals, we treat them instead as artificial people, which means as an extension of the category we have constructed’ (p.10)

The power of stereotypes in advertising lies not only in their ability to reflect societal norms but also in their potential to shape them. This dual influence explains why stereotyped portrayals in advertising have attracted significant academic and practical attention in recent decades (Hatzithomas et al., 2016). Although some contemporary advertisements have made incremental progress—such as featuring fathers engaged in caregiving roles or women in leadership positions—researchers argue that these portrayals are often superficial and lack depth. In contrast, *non-stereotyped advertising* intentionally depicts individuals in ways that challenge or diverge from conventional social expectations associated with their gender or identity group (Mastro and Stern, 2003). So, this highlights a challenge many advertisers now face: how to represent people in all their diversity without falling into the trap of stereotypes? In the end, people may tend to connect more deeply with advertisements that feel genuine rather than simplified.

### 1.4.2. Gender Identity and Discourse of Marketing

Gender identity refers to an individual's personal sense of their own gender (Butler, 1990). The concept of gender identity has since become a critical area of interest in multiple disciplines, including consumer research. For nearly four decades, scholars (Firat, 1993, Gould, 1996; Palan et al., 1999) have explored how gender identity, particularly the extent to which individuals identify with traditionally masculine or feminine traits, influences consumer behaviour. However, findings have been limited due to challenges such as unclear definitions, methodological inconsistencies, and the evolving nature of gender categories



This evolving understanding of gender also intersects with how the discourse of advertising d operates within society. Discourse, as Richard (2025) notes, is a collaborative act shaped by the social positions and lived experiences of those involved. Hence, advertising, as a form of public discourse, participates in this social construction. It has long been recognized for its power to shape cultural norms, often acting not as a perfect reflection of society, but as what Pollay (1986) called a "distorted mirror", highlighting selective ideals that align with commercial goals. As a result, when audiences are repeatedly exposed to these portrayals, especially those rooted in gender stereotypes, they may start to believe these simplified images reflect real social norms.

In conclusion, it can be said that understanding the complex relationship between gender identity and consumer perception is not only academically valuable, but also essential to investigate advertising moves and intentions.

### **1.4. Culture and Marketing Discourse**

Culture is a complex and widely debated concept, generally defined as the shared knowledge, beliefs, values, and practices that develop over generations. It plays a critical role in shaping how people think, feel, and behave. As a result, advertising must be culturally sensitive to be effective. Akolkar et al. (2024) emphasize that culture influences every stage of the advertising process, from message creation to audience reception.

To communicate successfully across cultures, advertisers must consider several key factors. First, communication styles and language use vary significantly. In low-context cultures like the U.S., messages tend to be direct and explicit, while in high-context cultures like Japan, indirect and context-based communication is preferred (Hall, 1976). Second, visual elements such as colors and symbols carry different meanings across cultures. For example, white symbolizes purity in Western societies but grief in many Asian cultures (Hofstede, 2001).

Third, cultural values influence consumer behaviour. According to Hofstede (1980), individualistic cultures respond well to advertisements highlighting personal success, whereas collectivist societies prefer messages that emphasize family and group harmony. Zhang and Neelankavil (1997) further show that advertising appeals are more effective when they align with these cultural dimensions, though effectiveness may vary depending on the product type. Moreover, social norms and gender roles differ widely. Representations that are acceptable in one culture, such as portraying women in leadership roles, may face resistance or even backlash in more conservative societies (Trompenaars & Hampden-Turner, 1997).

Language and culture are also deeply intertwined. Kachru (1992) points out that language reflects cultural values, shaping both the verbal and nonverbal aspects of marketing communication. Preferences for tone, expression, and emotional appeal vary, some cultures value emotional expressiveness, while others prefer restraint (Havizov, 2023). In relation to discourse of advertising, culture shapes not only the

message but also how it is perceived. For marketing strategies to succeed, they must be carefully designed to reflect the cultural context of the target audience.

### **Conclusion**

This chapter examines issues related to language and gender interaction in social media marketing. It began with conventional theories (deficit, dominance, and difference) and discussed the criticism directed at them by social constructionist approaches, which explain gender as a performative variable and a social construct rather than a binary opposition. This chapter also explores gendered identity and discourse of marketing, showing how advertisers and influencers use different word choices, tones, and stereotypes to address traditional norms. The next chapter bridges the gap between these theories and the practical aspect by presenting the methodology and framework chosen for the analysis of the data gathered.

## **Chapter Two:**

# **Research Framework and Methodology**

### **Introduction**

This chapter links the theoretical background with the practical aspects of the study. It presents the selected research design, and the methods used to maintain clarity throughout the investigation. It begins by explaining the overall approach taken in the study as it focuses on male-oriented language in Instagram marketing and then provides a clear description of the sample, the data collection process, the types of questions used, and the main findings obtained.

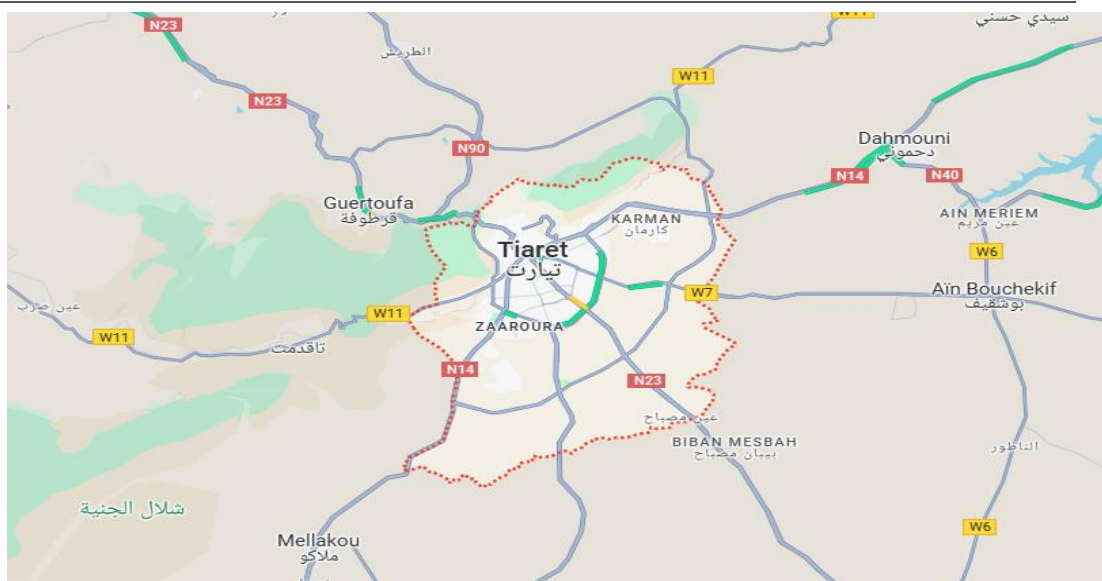
### **2.1. Research Design**

It is repeatedly mentioned that research designs are the plans and procedures for conducting research, covering decisions that range from broad assumptions to detailed methods of data collection and analysis. This plan involves several decisions, which do not necessarily need to be made in a specific order, nor presented in the sequence that makes the most sense to the researcher. Yet, the choice of this plan should be informed by the researcher's worldview assumptions, the procedures of inquiry (referred to as strategies), and the specific methods used for data collection, analysis, and interpretation. In simpler terms, the selection of a research design also depends on the nature of the research problem or issue being investigated, the researcher's personal experiences, and the intended audience of the study (Creswell, 2014).

Based on this view, the present research adopted a mixed methods approach, integrating both qualitative and quantitative methods. This study aims to investigate male-centric patterns in the context of Instagram marketing in order to provide academic answers to the research questions. In other words, this methodological design allows for a systematic examination of how male-centric language and, more precisely, the terminology that influences male consumers' perceptions and reinforce gender stereotypes in digital marketing contexts.

### 2.2. Research Setting Description

It is known that the research setting is the geographical, social, and cultural site in which the researcher conducts the study. In this regard, the research at hand was conducted exactly in the region of Tiaret city, which is located in the Northwest of Algeria. The target participants' first language is Algerian Arabic dialect which is used in daily communications, in addition to other languages such as French, Spanish due to the European colonization.



**Map 2.1:** The Geographical Location of Tiaret City Algeria Northwest (Wikipedia, 2025).

### 2.3. Population and Random Sampling Strategy

According to Fraenkel et al. (2011), the term ‘population’ means a group of interest to the researcher, that is to say, the group to whom the researcher wishes to generalize the results of the study. In the same context, Annan (2019) defines sampling as the procedure of methodically selecting individuals for inclusion in a research project. The characteristics of the sample, or subgroups of the population, are then generalized to the larger population. Upon this, the target population chosen for the current research is the Algerian community, specifically in the region of Tiaret.

Researchers have identified two main types of sampling: probability sampling and non-probability sampling. In probability sampling, Cohen, Manion, and Morrison (2007) stated that every member of the wider population has an equal chance of being included in the sample. Specifically, some members of the wider population will be excluded and others included. Similarly, Annan (2019) suggested that random or probability sampling is

## Chapter Two: Research Framework and Methodology

based on the concept of random selection, a procedure that ensures each element of the population has a known chance of being selected. In light of this, this research adopts a random sampling to enable every member of the selected population in the region of Tiaret city have an equal chance of being included in the study. So, as it already mentioned, the sample consists randomly of eighty (80) male participants who volunteered to answer a semi-structured questionnaire, originally designed in Modern Standard Arabic language to guarantee that the questions were easy to understand and was later translated into English to be included as a data collection tool in the list of appendices.

For the semi structured questionnaire prepared for our study, gender was not considered since the study focuses solely on men, but age was included as a variable categorized into two groups: under 18 and above 18.

Entire Sample		
Gender	Males: 80	
Age	Under 18	Above 18
Number	3	77
Frequency	3,8%	96,8%

**Table 2.1.** Selected Sample Description

### 2.4. Data Collection Procedures

The task of data collection begins after the research problem has been defined and the research design or plan has been developed. When deciding on the method of data



collection to be used in a study, the researcher should consider two types of data: primary and secondary. Primary data are collected firsthand and for the first time, making them original in nature. Secondary data, on the other hand, have already been collected by someone else and typically undergone some form of statistical processing. To clarify, the researcher must decide which type of data will be used in the study and, accordingly, choose the appropriate method of data collection. To be more specific, primary data must be collected from scratch, while secondary data only need to be gathered from existing sources. This, of course, is followed by various methods of data collection, each with its own advantages and disadvantages, as described by Kothari (2004).

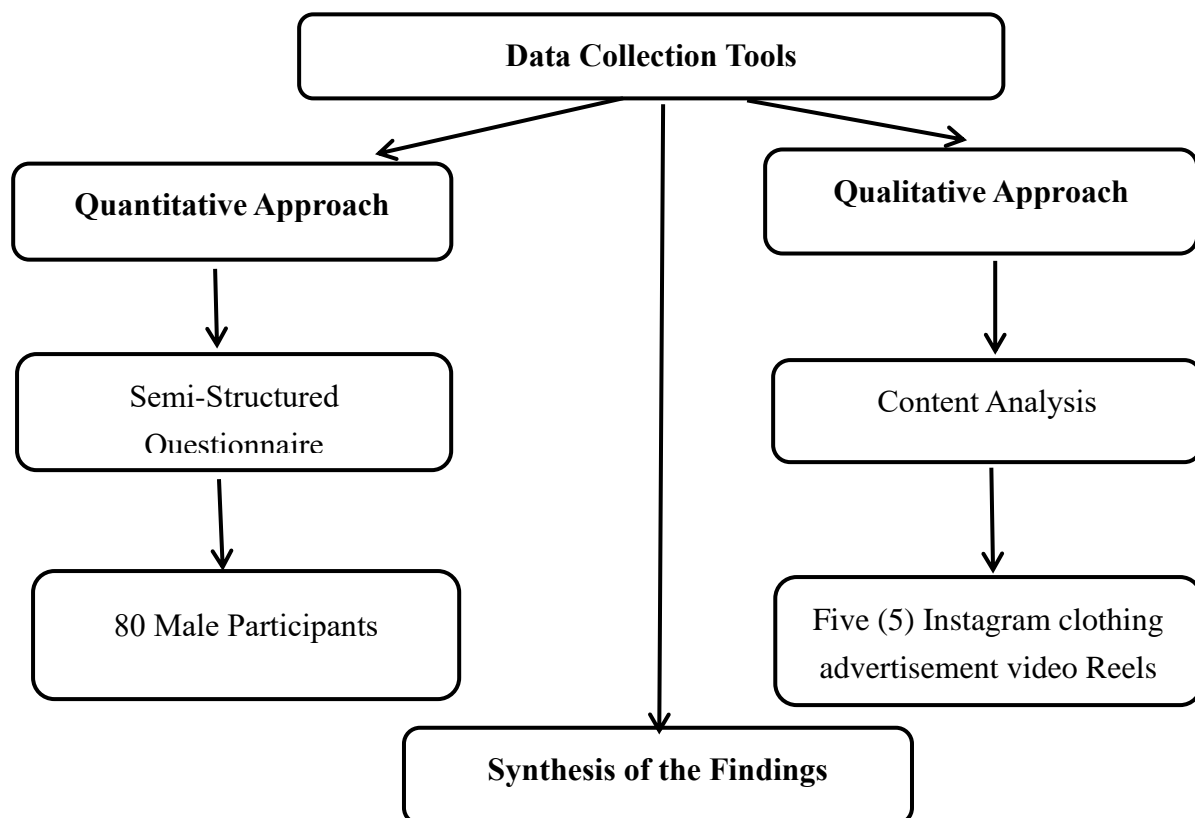
The current research is primary in nature, adopting a mixed-method approach that employs a semi-structured questionnaire and content analysis, as described in the following sections.

### **2.4.1. Mixed-Method Approach**

As the choice of an appropriate approach depends largely on the research' aims, it is crucial and strategic to understand the differences between qualitative and quantitative research (Hancock & Algozzine, 2006). If the researcher aims to describe a phenomenon from a distance, the qualitative approach may be more suitable. Conversely, if the purpose is to examine relationships between variables, the quantitative approach is likely more appropriate. This distinction exists because qualitative research approaches collect data through observations, interviews, and document analysis, and summarize the findings through narrative or verbal means whereas all quantitative research approaches summarize

results numerically (Lodico et al. 2006), with differences in their goals and data collection methods.

With reference to this, in the present study, a mixed-methods approach was adopted, combining both quantitative and qualitative methods. The quantitative component involved administering a structured questionnaire to a random sample of eighty (80) Algerian males from Tiaret City. The qualitative component consisted of a content analysis of a selected corpus comprising five (5) Instagram clothing advertisements created by Algerian marketers during 2024–2025. The following study model clearly shows this:



**Figure 2.1. The present Study Model**

### 2.4.1.1. Semi-Structured Questionnaire

More precisely, the questionnaire designed for this study consists of five (5) sections with a total of 13 questions: eight (8) are closed-ended while two (2) are open-ended, and three (3) are a combination of both. To put it simply, the first section collects *background information*, specifically the age of the participants. The second section focuses on participants' *perceptions of Instagram usage and marketing*. The third section explores *language patterns in Instagram marketing* and participants' experiences with such content. The fourth section examines whether participants have encountered stereotypes or notions of masculinity. The fifth and final section investigates whether Instagram marketing patterns influence participants' *perceptions and engagement with brands*.

### 2.4.1.2. Pilot Study

As the researcher must test the instruments with a small pilot group, inspecting the ease of use, accuracy, and sufficiency of the information to be used in the actual research study, anything that needs improvement can then be dealt with prior to commencing the study (Annan, 2019). This step, in fact, can provide a great deal of insight into whether the instructions are clear, whether the questions are understandable and relevant, and whether the format and structure of the instrument are not biased.

So, after receiving input from a small group of participants who completed the questionnaire, several questions were revised. This feedback contributed to refining the questionnaire that was later reevaluated through feedback from the supervisor.

### 2.4.2. Content Analysis Framework

Content analysis is a research method used to systematically study various forms of communication, such as texts, images, and media, to reveal hidden social meanings. According to Gray et al. (2007), content analysis involves a structured examination of existing communications to interpret their implications for human behaviour. Rather than treating data as mere physical events, content analysts view them as meaningful communications created and disseminated within specific social contexts. Expanding on this, Krippendorff (2018) emphasizes that content analysis is not just about quantifying data but about interpreting the significance of communication within its social environment. By analyzing texts in the context of their use, researchers can gain insight into the cultural and societal factors that influence communication, focusing on the meanings embedded in communication.

The present study is related to the qualitative approach which is concerned with the analysis of description and interpretation of textual data using the systematic process of coding. In other words, instead of focusing on numerical data, this approach emphasizes understanding the underlying themes within the content. According to Klaus Krippendorff in his book *Content Analysis: An Introduction to Its Methodology* (4th ed., 2019), this method involves:

1. **Close Reading:** Carefully examining the text to grasp its aspects.
2. **Categorization:** Organizing relevant parts of the text into analytical categories that reflect the research questions.

3. **Interpretation:** Developing explanations that provide insight into the meanings and uses of the analyzed text.

Thus, the strength of this approach lies in its ability to provide a deep, contextual understanding of the content, making it particularly useful in fields like communication studies, sociology, and media analysis. This latter is part of the current study that conducts qualitative content analysis on a selected corpus of five (5) Algerian clothes (fashion) advertisements videos on Instagram created between 2024 and 2025.

### **2.5. Corpus Selection Criteria (Instagram Videos)**

The study at hand employs a qualitative content analysis approach to explore the representation of gender stereotypes, particularly focusing on male-centric language, in Algerian Instagram advertisements. Five video advertisements, posted between late 2024 and early 2025, were selected for analysis. These advertisements feature male-targeted products and are presented in Algerian Arabic dialect, aligning with Algerian cultural norms.

Each advertisement was transcribed to capture verbal and textual content. Visual elements, such as body language, were documented separately. Coding strategies were applied to identify lexical choices that convey dominance and to highlight traditional masculine stereotypes.

### 2.6. Gap Identification: Process of Corpus Collection

The advertisement videos were selected by searching relevant hashtags related to male fashion marketing on the Instagram platform and reviewing many times video content. Out of more than 20 videos examined, five (05) were chosen based on their use of stereotypical representations of masculinity. Shortcut techniques such as video recording and transcription were used to facilitate the analysis.

As it is already mentioned, this study uses qualitative content analysis to examine five (05) Instagram fashion (clothes) advertisements, focusing on how male stereotypes and masculinity are reinforced through language targeting male consumers. Due *to limited prior research on masculinity and language use in the Algerian context*, the study identifies key codes based on cultural and social norms. It is assumed that Algerian expectations (norms) of masculinity /maleness are largely shaped by patriarchal values, emphasizing men's roles as providers, protectors, and authoritative figures, with traits like strength, dominance, and emotional restraint. Islamic teachings and cultural heritage further define masculine behavior through concepts such as honor, responsibility, and leadership. Therefore, the analysis identified three main masculine stereotypes in the ads:

a. **Code A: The traditional patriarch**, emphasizing authority, responsibility, and moral leadership, rooted in cultural and religious values.

b. **Code B: The modern Alpha**, characterized by assertive, dominant language reflecting power, success, and physical strength influenced by global media.

**c. Code C: The defiant Outsider**, embodying rebellious, individualistic language that challenges traditional norms while promoting freedom and nonconformity.

In this respect, this study demonstrates how fashion brands use targeted language to promote idealized masculine identities and influence consumer perceptions through Algerian stereotypical discourse.

### 2.7. Research Ethical Considerations

This study analyzes publicly available (free accessible) Instagram fashion ad reels, so no direct ethical approval was needed. However, we, as researchers, strictly followed ethical research guidelines to guarantee responsible and respectful work. The videos were chosen only from verified brand accounts to avoid privacy issues, and no personal data was collected. All content is treated as cultural material, not personal expression. When quoting from the ads, we anonymize the sources by referring to general categories like “luxury sportswear ads” instead of naming specific brands. Our analysis focuses on language and gender stereotypes, not on individuals, which helps reduce ethical concerns. We also took care to avoid biased interpretations by having experts review the coding and analysis. Additionally, the study respects Algerian cultural norms throughout, especially in selecting and analyzing the videos.

### Conclusion

This chapter presented the research framework and methodology used in this study. A mixed-methods approach was selected, combining both quantitative (questionnaire) and qualitative (content analysis) methods to investigate male-centric language in Instagram marketing. The study was conducted in the region of Tiaret city, Algeria, with only male participants randomly selected to answer a semi-structured questionnaire. Additionally, five Instagram fashion advertisements were analyzed to identify lexical choices that reinforce notions of masculinity and male stereotypes, not forgetting that ethical considerations were carefully addressed at every step of this research. The following chapter will show the discussions, and the conclusions reached based on the collected data.



## **Chapter Three:**

### **Data Analysis and Discussions of the Findings**

### Introduction

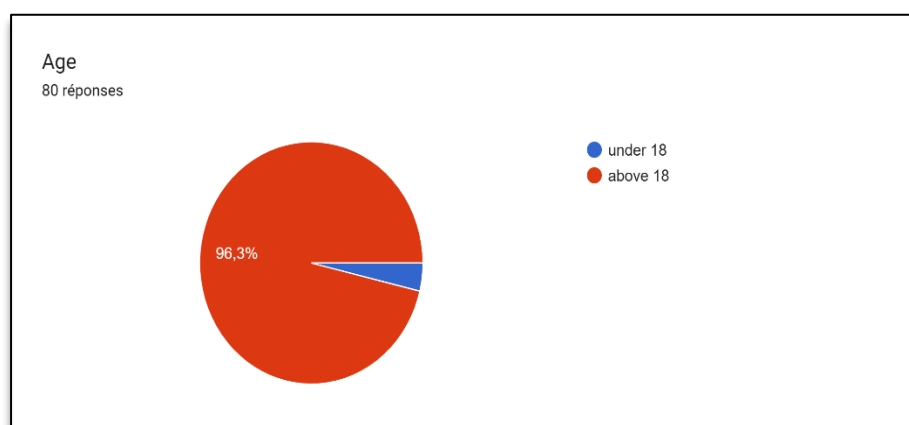
This chapter presents the analysis and discussion of the data collected for this study. The research employs a mixed-methods approach, combining a semi-structured questionnaire and a content analysis of five Instagram advertisement videos to examine how male-centric language is strategically used in digital marketing. The chapter begins by summarizing the key findings from the questionnaire responses, which provide insights into audience perceptions of gendered language in Instagram advertisements. Additionally, the qualitative analysis explores the lexical and thematic patterns in the selected advertisements videos, identifying recurrent linguistic strategies that reinforce male-centric language. By doing so, this chapter aims to reveal how linguistic strategies, more precisely 'lexical choices', align with or challenge traditional gender norms.

### 3.1. Questionnaire Obtained Results Analysis

The questionnaire used for this study was prepared in Arabic then later translated into English language since we addressed only random participants whose native language is Arabic language. The questionnaire was distributed to eighty (80) male participants to answer five (5) sections as follows:

#### 3.1.1. Section One: Demographic Information

This section focuses primarily on two variables: the participants' age and their intermediate level of English proficiency.

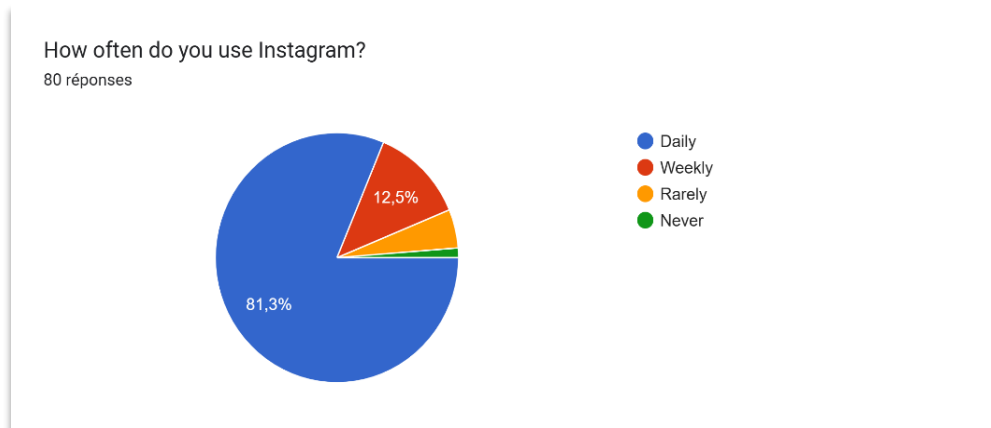


**Figure 3.1:** Distribution of the sample

Since this study targeted only males, gender was not considered as a variable. Therefore, in the personal information section, we focused on discussing the participants' age. **Figure 3.1** shows that 80 male participants were reached. The majority were above the age of 18, while the rest were under. However, all had an intermediate level of English, facilitating clear understanding of the distributed questionnaire.

### **3.1.2. Section Two: Instagram usage and perception of marketing**

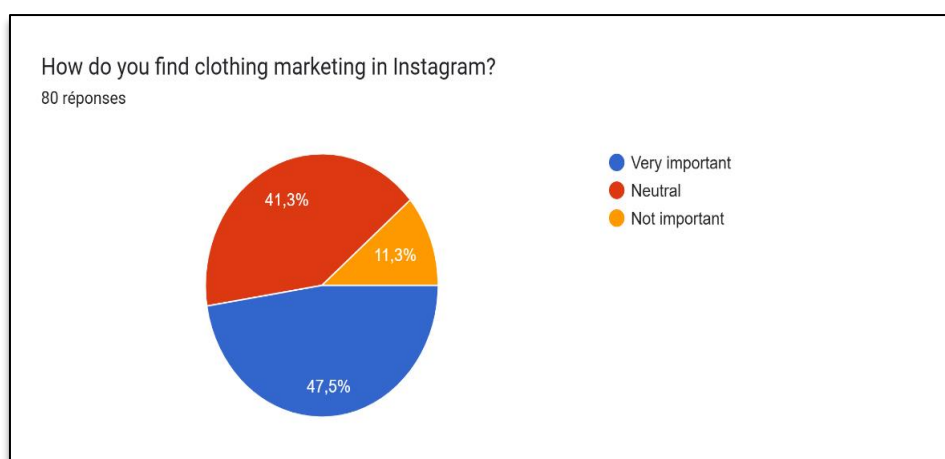
This section explores participants' habits and opinions related to Instagram, as an important platform, with a focus on its role in clothing marketing and relevance in digital marketing.



### Q2: How often do you use Instagram?

**Figure 3.2:** Frequency of Instagram Usage.

The statistics in **Figure 3.2** show that the majority of respondents (81.3%) use the Instagram app daily, 12.5% use it weekly, 5% use it rarely, and 1.2% selected the option "Never." The participants' responses clearly indicate that Instagram is a vital app for marketing, especially for clothing brands.



### Q3: How do you find clothing marketing in Instagram?

**Figure 3.3:** Clothing marketing in Instagram.

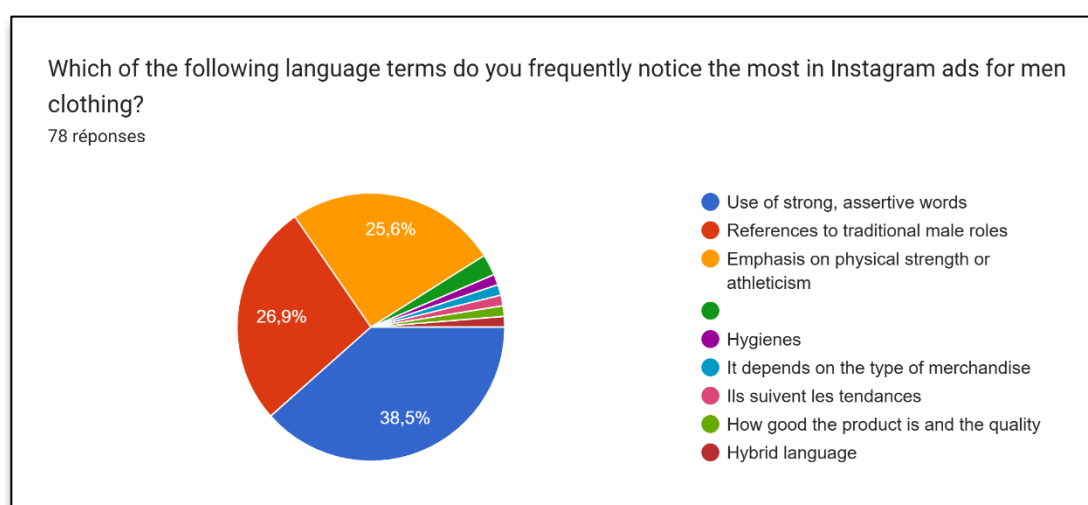
## Chapter Three: Data Analysis and Discussion of the Findings

The data displayed in **Figure 3.3** is divided into three categories: "Very important" (47.5%), "Neutral" (41,3%), and "Not important" (11,3%). The majority of respondents consider clothing marketing on Instagram either very important (47,5%) or "Neutral" (41,3%), while a small minority remain "Not important" (11,3%). This clearly shows that Instagram is seen as highly significant platform for clothing marketing,

### 3.1.3. Section three: Language patterns and Stereotypes in Instagram clothing marketing

This section examines the language patterns commonly used in Instagram clothing advertisements targeting men, highlighting participants' recognition of assertive language, traditional male roles, and physical strength themes.

**Q4: Which of the following language terms do you frequently notice the most in Instagram ads for men clothing?**



**Figure 3.4:** Language used in Instagram ads for males

### Chapter Three: Data Analysis and Discussion of the Findings

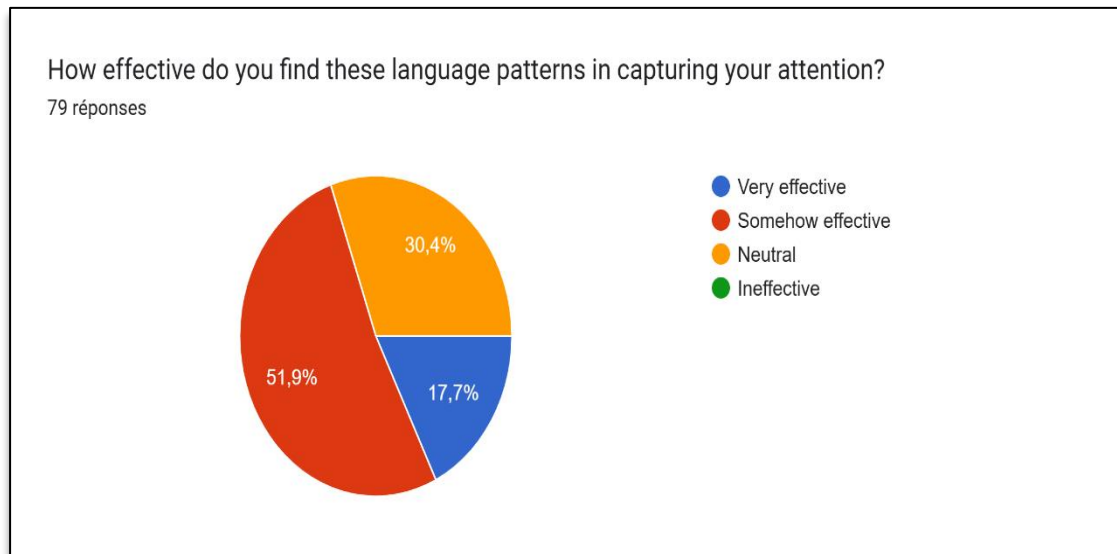
**Figure 3.4** shows that the question is both closed- and open-ended, with 78 participants responding, leaving 2 responses missing. Of these, 38.5% chose ‘Use of strong, assertive words’’, 26.9% selected "References to traditional male roles," and 25.6% chose "emphasis on physical strength or athleticism." For the open-ended part ‘Others, please specify’, additional responses provided by the remaining participants are presented in **Table 3.1**, including references to:

Theme	Example Response	Frequency	Percentage
Hygiene & Self-Care	Hygiene	1	1.3%
Product	It depends on the type of merchandise	1	1.3%
Trend	Il s'agit des tendances	1	1.3%
Performance & Quality	How good the product is and the quality	1	1.3%
Code-Switching	Hybrid language	1	1.3%

**Table 3.1:** Additional Language Patterns

As shown in table 3.1, the respondents offer diverse insights, including a focus on hygiene and self-care, context-specific language tied to product type and trend. Some participants also emphasized product quality and the use of hybrid or code-switched language, likely to reflect bilingual or multilingual consumer environments.

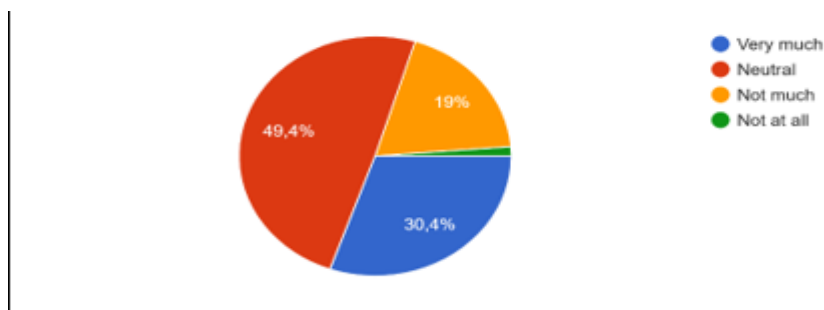
### Q5: How effective do you find these language patterns in capturing your attention?



**Figure 3.5:** Effectiveness of language patterns

It can be observed, according to **Figure 05**, that (79) of the participants answered the question. The majority of them (51,9%) selected the option "Somewhat effective", while (30,4%) of them selected the option "Neutral", and the last option "Very effective" was selected by (17,7%) of them. The participants ignored the option "Ineffective" with (0) selections, which may indicate that the language used in Instagram reels and posts is strongly useful, and effective in the domain of clothing marketing.

**Q6: How much do you think Instagram ads use traditional male stereotypes in their language?**



**Figure 3.6:** Reflections on traditional male stereotypes

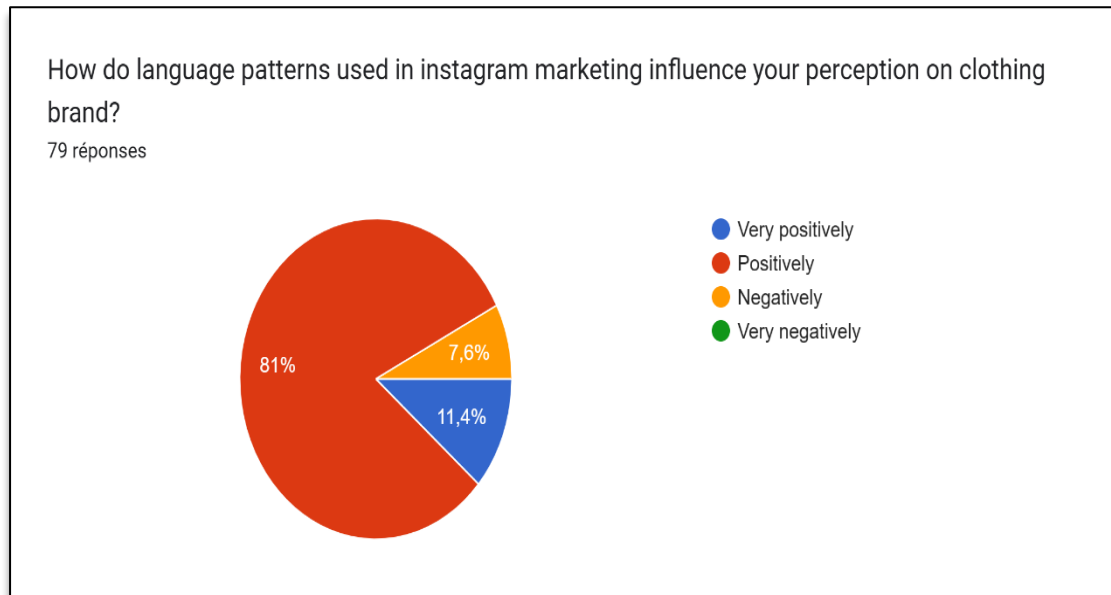
The data presented in Figure 3.6 show that 79 participants answered this question, with 39 of them selecting the option "Neutral," making it the dominant choice at 49.4%. The next most selected option was "Very much" at 30.4%, followed by "Not much" with 19% (15 respondents), and the lowest percentage was "Not at all," chosen by one respondent (1.3%). Based on these responses, it is clear that most Instagram marketers use some strategies involving traditional masculine stereotypes.

### Section four: Influence on perception and Engagement

This section presents questions exploring how language strategies, more precisely lexical choices, in Instagram marketing affect consumers' perception, engagement, and purchasing behaviour regarding clothing brands.



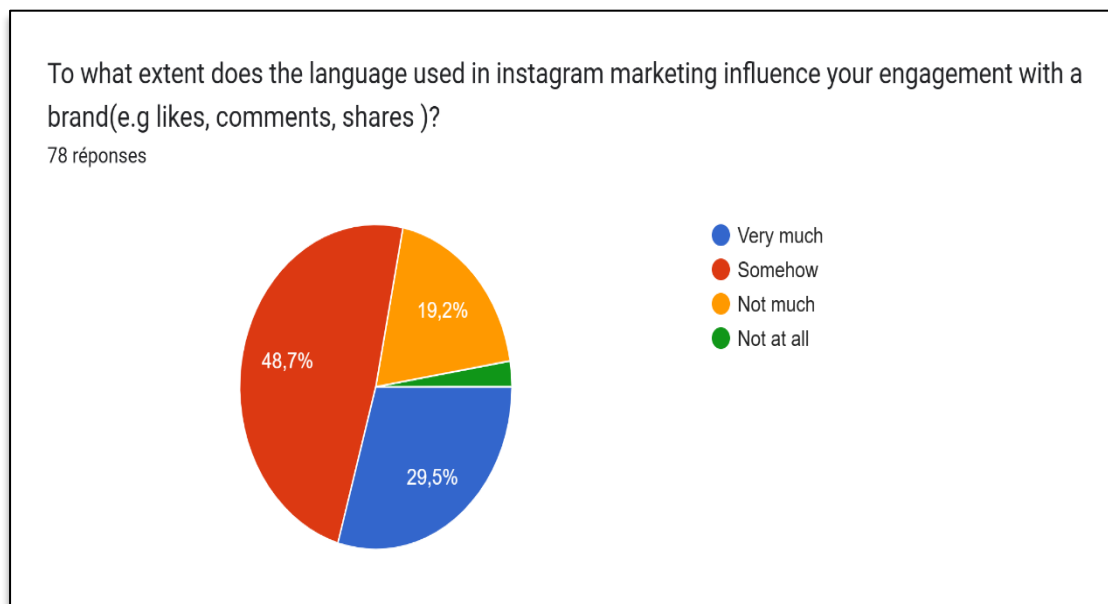
**Q7: How do language patterns used in Instagram marketing influence your perception on clothing brand?**



**Figure 3.7:** perception on clothing brands

The figure above shows that the majority of participants believe the language used in Instagram ads positively influences their perception of clothing brands, with 81% selecting this option. The other two responses were close in percentage: "Very positively" was selected by 11.4% and "Negatively" by 7.6%, while the option "Very negatively" was not selected at all, indicating that Instagram ad language does have some influence on consumers' perceptions of clothing brands.

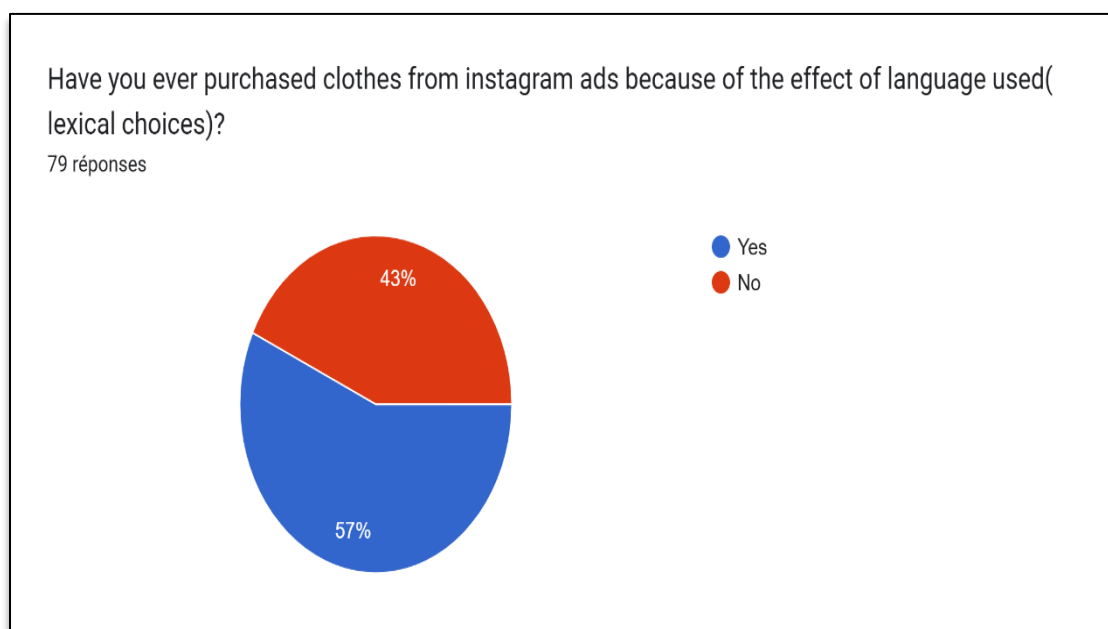
**Q 8: To what extent does the language used in Instagram marketing influence your engagement with a brand (e.g. likes, comments, shares )?**



**Figure 3.8:** engagement with brands

As shown in Figure 3.8, the majority of participants selected the option "Somehow" (48.7%), followed by "Very much" (29.5%). The option "Not much" was chosen by 19.2%, while the least selected option was "Not at all," with only two respondents (2.6%). These responses indicate that the language used in Instagram ads, comments, and shares commonly influences participants' engagement with clothing brands.

**Q9. Have you ever purchased clothes from Instagram ads because of the effect of language used (lexical choices)**



**Figure 3.9:** purchasing experiences

As presented in Figure 3.9, many participants reported purchasing clothes from Instagram ads due to the effect of the language used. The majority selected "Yes" (57%), while the remaining participants chose "No" (43%). These statistics indicate that the language used in Instagram ads influences consumers' perceptions and persuades them to purchase the products.

**Q10: Please, provide any additional themes on how Instagram clothing marketers should use their language to attract their costumers?**

Theme	Frequency	Percentage
Product Value	10	25%
Promotional Incentives	8	20%
Brand Prestige	6	15%
Persuasive Tone	6	15%
Narrative Appeal/Emotional empowerment	5	12.5%
Aesthetic Presentation	2	5%

**Table 3.2:** Key language strategies suggested by consumers for Instagram clothing marketers

This table summarizes the most frequently mentioned strategies suggested by participants. "Product Value Emphasis" was the most cited (25%), followed by "Promotional Incentives" (20%), and "Brand Prestige" (15%). These findings suggest that the respondents are most responsive to language that emphasizes product quality, offers deals, and promotes a sense of exclusivity, strategies that attract attention and engagement in Instagram-based clothing advertisements.

### 3.2. Questionnaire Obtained Results Discussion

The results show that most male participants use Instagram every day and see it as an important platform for clothing ads. They often notice strong and assertive language in these ads, along with references to traditional male roles and physical strength. While many said this language catches their attention, they also suggested

## **Chapter Three: Data Analysis and Discussion of the Findings**

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that words like “quality,” “elegance,” and “durability” would be more effective. This shows a preference for simple, clear language that focuses on the product itself.

Participants also report that Instagram ads still use traditional masculine stereotypes, shedding light on the use of language in ads and its effect on how they see a clothing brand, meaning that whether they like, comment, or even buy something. This clearly shows how important lexical choices are in attracting and engaging customers on Instagram.

### **3.3. Content Analysis of the selected Videos**

As previously mentioned, marketing videos on Instagram are a powerful tool for quickly capturing attention and engaging audiences. Their visual and dynamic nature helps convey messages efficiently and drive interest in products. Considering this, the present research includes a content analysis of five (05) videos selected based on specific criteria, all of which commonly feature men’s clothing brands within a certain period (please refer to Chapter 2 for further details).

## Chapter Three: Data Analysis and Discussion of the Findings

**1.Video One (26 seconds, targeted at males):** It contains a set of sportswear and shows how many customers have purchased the product (more than 1,500 customers). The marketer begins by introducing the product and highlighting its positive features, such as being "suitable for all sports" and having a design that emphasizes the shape of the shoulders and arms with an aggressive style. Then, he compliments the quality of the elastic fabric. After that, he promotes an offer promising a one-thousand-dinar discount for every customer who buys two shirts, and finally, he directs them to the website to complete the purchase (Order). This video content is characterised as follow:

Item	Lexical choices	Interpretation
Zipper fit sportswear	1. تبين الاكتاف فيه كوب والاذرع	The video uses phrases like "shows the shoulders and arms" and "with an aggressive design" to highlight strength and toughness.
	/fi:h ku:p tbi:n l-ʔaktaf w l-ʔaðraʕ/	These words appeal to men who want to look strong and athletic. The language makes the sportswear seem powerful and attractive,
	2. مع تصميم عنيف	encouraging men to buy it.
	/mʕa təsmi:m ʕni:f/	

**Table 3.3:** Analysis of the First video

**2.Videos Two (18 seconds, targeted at males):** contains sportswear for men. The marketer begins by promoting an offer, then tries to attract customers by saying, "Every athlete should have this sportswear." He goes on to mention the quality that

## Chapter Three: Data Analysis and Discussion of the Findings

men look for and highlights the design, which gives a masculine look. He also specifies the sports that suit the product, such as bodybuilding and combat sports. At the end, he directs customers to his website to buy before it is too late. This video is characterized as follows:

Item	Lexical choices	Interpretation
Zipper fit sportswear	1. فيه كوب تعطيك مظهر رجولي /fi:h ku:p tʃa:tʃi:k madʕhar riɖʒu:li/	Strong masculine language is used in this video, highlighting that the sportswear gives a "masculine appearance." It promotes the product as "great for all kinds of sports," targeting athletes, especially bodybuilders and combat sports enthusiasts. The phrase "you can go out with it" suggests confidence.
	2. هایل لقاع انواع الرياضات /ha:jəl lqaʕ anwaʕ er- riyaɖʕat/	
	3. تقدر تخرج بيه /təɖdar təxrɜ bih/	

**Table 3.4:** Analysis of the Second video

**3.Video Three (18 seconds targeted at males):** The third video resembles a short advertisement where the marketer presents regular (traditional/relaxed fit) trousers with four different colours with a popular Algerian background music, modelling them by himself taking a variety of poses to highlight the details and quality of his product. Instead of talking, he chose to write a caption to influence the point of view

### Chapter Three: Data Analysis and Discussion of the Findings

of the audience by saying "you stopped wearing tight /slim /skinny trousers and started dressing like a man". This video is characterized in what follows :

Item	Lexical choices	Interpretation
<b>Regular (relaxed fit) trousers</b>	حبست تلبس سروال مزير و بديت تلبس كي الرجال ħabast tɛlbes sərwal mɛzajjar / /w bdīt tɛlbes ki r-rijal	The bold caption in this video adds a confident, and masculine touch to appeal to its target audience (males). The ad creatively highlights the trousers' quality and style through dynamic modelling and a rhythmic Algerian soundtrack.

**Table 3.5:** Analysis of the third video

**4.Video Four (44 seconds targeted at males):** The fourth video contains large trousers for men, at the beginning, the marketer stated "for those who love "for those who love the clothes of the leaders, men" then he started to introduce his product by numbering its features that most men are looking for, and mentioned that the product has four colours with four measures "M, L, XL, XXL". Finally, he said that the delivery to all states. This video is characterised as follow:



## Chapter Three: Data Analysis and Discussion of the Findings

Item	Lexical choices	Interpretation
Wide-leg trousers	1. لي يحبو اللبسة تع الزعماء الرجال	Strong masculine language used in this ad, showing that such (not tight/ practical trousers are only for men, which proves gendered stereotypes excluding women
	/li jɪħbu l-ləbsa tæʕ əz-zuʕma ər-rizal/	"those who love clothes of leaders, men", phrases such "for people who want to be comfortable in walking and working"
	2. للناس لي حابة تكون الاز في مشيتها وخدمتها	
	/l-nas li ħab:a tku:n l-az fi mʃit-ha w xədmət-ha/	gives confident to the target audience.

**Table 3.6:** Analysis of the Fourth video

**5. Video Five (24 seconds targeted at males):** The marketer started directly using evocative language to create desire and excitement for the product (elegance, fashion, and an insane price ...), then he started to describe his product by mentioning its positive details continuing to use emotional language to attract the viewers even more. After that, he mentioned the different colours available adding that they are all beautiful (Black, Green, White, and sky blue). It is also mentioned the advantageous capability of combining two colours for one outfit with the discount if you take two sets, then he went to pursue the viewers to the website where the purchase can be made. This video is characterised as follow:

## Chapter Three: Data Analysis and Discussion of the Findings

Item	Lexical Choices	Interpretation
Zipper oversized clothing	1. اناقة حطة وسومة	The language used in this video suggests confidence "elegance" with a masculine design that appeal only to men. This phrase highlights that being elegant is just as much a part of being masculine.
	/ʔana:qa ɥatʕ:a w su:ma/	
	2. فينيسيو قوة	
	/fi:ni:sju: qow:a/	
	3. ادبي واحد ليك واحد لصاحبك	
	/ʔæd.di wæ:ʔhed ʔlek w wæ:ʔhed liʔsʕa:heb.ek/	

**Table 3.7:** Analysis of the Fifth video

Based on the tables provided, we can organize and interpret the five videos according to the **three masculine identity codes** (A, B, C) previously mentioned:

Video	Product Type	Masculinity Code	Traits
1	Zipper fit sportswear	<b>Code B</b>	Physical strength, power, sports appeal
2	Zipper fit sportswear	<b>Code B</b>	Athleticism, masculine appearance
3	Relaxed fit trousers	<b>Code C</b>	Rebellion, rejection of fashion norms
4	Wide-leg trousers	<b>Code A</b>	Respectability, tradition, leadership
5	Zipper oversized clothing	<b>Code B (slightly A)</b>	Elegance + strength, modern fashion

**Table 3.8.** Overall Analysis: Codes and Traits

## Chapter Three: Data Analysis and Discussion of the Findings

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To summarize, these videos reflect how fashion language is localized to fit Algerian gender expectations, often reinforcing different views on masculine norms and influencing male consumers' self-perception and buying choices.

### 3.4. Synthesis of the Findings

The research at hand proposes three hypotheses to identify the most common male-centric lexical patterns in Instagram ads, exploring how these word choices reflect both traditional stereotypes and shifts in Algerian concepts of masculinity. It also examines how such language influences male consumers' perceptions and engagement with marketed products.

The questionnaire results show that Instagram clothing ads use strong, masculine language centered on physical strength and traditional male roles. However, many participants suggest that emphasizing quality, price, style, elegance, durability, and exclusivity would be more effective. Most of them also agree that traditional masculine stereotypes still dominate these ads but are gradually shifting to reflect modern Algerian views of masculinity. These language choices generally create a positive perception of Algerian brands.

Moreover, the analysis of five Algerian Instagram videos reveals repeated male-focused terms emphasizing masculinity, athleticism, dominance, and leadership roles, highlighting physical strength, aggressive designs, and masculine aesthetics. So, according to these findings, it can be said that both the questionnaire and content

## **Chapter Three: Data Analysis and Discussion of the Findings**

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analysis confirm that Instagram marketing in Algeria reinforces traditional masculine stereotypes while also reflecting shifts in their meaning, which help influence consumer perceptions. These findings apply to the age group above 18, as the majority of our sample falls within this category, which in fact addresses the research questions and aligns with the hypotheses proposed in this dissertation.

### **3.5. Conclusion**

This chapter presents the results of the study, moving from the theoretical foundations discussed in chapter one to the methodological approach described in chapter two. It employs the selected framework to analyze the language used in Instagram marketing targeting Algerian men. The findings reveal that gendered lexical choices reinforce traditional masculine stereotypes while also reflecting shifts in how masculinity is understood. These linguistic strategies significantly influence male consumer perceptions and engagement. To conclude, the analysis supports the research questions and confirms the hypotheses proposed in this dissertation.



### General Conclusion

This research has explored the strategic use of male-centric lexical choices in Instagram marketing within the Algerian context, with a specific focus on clothing advertisements. In an attempt to bridge the gap between the theoretical foundations outlined in chapter one and the empirical analysis presented in the later chapters, the study reviewed relevant literature and identified a lack of focused research on gendered marketing language in Algerian digital spaces. This showed a clear research gap regarding how male stereotypes are constructed and communicated through language in localized online advertisements.

By employing a mixed-methods approach, combining a semi-structured questionnaire administered to 80 male participants from Tiaret with a content analysis of five Instagram advertisement videos, the study provides critical insights into how language functions as a tool for shaping gender perceptions, reinforcing male stereotypes, and influencing consumer engagement. The obtained data allowed for a more complex understanding of how linguistic choices reflect and shape cultural values in contemporary Algerian society.

The findings, to a large extent, confirm the hypotheses proposed as anticipated responses to the research questions. They reveal that traditional masculine traits, such as strength, dominance, authority, and responsibility, are still prominently reinforced in Instagram clothing ads. However, there is also a noticeable shift, with emerging

## **General Conclusion**

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perspectives on masculinity that emphasize individuality and modern aesthetics beginning to appeal to and influence a large group of consumers.

Despite these emerging trends, the study affirms that language, particularly lexical choices, remains a central and powerful element in shaping consumer perceptions and encouraging engagement. The use of assertive and culturally resonant vocabulary plays a vital role in constructing individuals' identities and promoting consumer action. These findings stress the need for continued future investigation into the relationship between language, gender identity, and marketing strategies in the Algerian digital sphere, particularly as cultural norms continue to evolve.

## **Research Limitations**

This study has limitations like any other studies, which may be addressed in the upcoming research. This study has a small sample size of five (5) Instagram ads, this number may limit the validity of this examination that addresses male-centric language in Instagram marketing and also may not explore enough gendered language strategies that were employed in the targeted videos. Additionally, the sample size of the questionnaire is limited and small compared to the population of the targeted region, this may also affect the generalisation of the results obtained.

### **Implications and Recommendations for Further Research**

The overall findings of this study may provide insights and new ideas about the research of gendered language in the digital marketing, specifically on Instagram, however, there are several recommendations for future studies:

- a. Expanding the sample size and diversity of the selected samples may improve the validity of the findings.
- b. Comparative studies between male and female patterns provide more insights of how the research should be explored.
- c. Further analysis of texts and videos, focusing on aesthetics, non-verbal language, and sound, would elevate the research to a more advanced level.



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# Appendices



## Questionnaire

**Dear participants,**

Thank you for your participation in this study. The purpose of this questionnaire is to analyze the language patterns used in Instagram clothing marketing targeting men. Your responses will remain secure and will be used purely for academic research.

### Section 1: Demographic Information

1. **Age :**

☐ Under 18    ☐ Above 18

### Section 2: Instagram Usage and Perceptions of Marketing

2. **How often do you use Instagram?**

Daily ☐    Weekly ☐    Rarely ☐    Never ☐

3. **How do you find clothing marketing in Instagram?**

Very important ☐    Neutral ☐    Not important ☐

### Section 3: Language Patterns and Stereotypes in Instagram Ads

**4. Which of the following language terms do you frequently notice the most in Instagram ads for men's clothing?**

- a. Use of strong, assertive words ☐
- b. References to traditional male roles ☐
- c. Emphasis on physical strength or athleticism ☐

Others, please specify? .....

**5. How effective do you find these language patterns in capturing your attention?**

Very effective ☐    Somehow effective ☐    Neutral ☐    Ineffective ☐

**6. How much do you think Instagram ads use traditional male stereotypes in their language?**

Very much ☐ Neutral ☐ Not much ☐ Not at all ☐

#### **Section 4: Influence on Perceptions and Engagement**

**7. How do language patterns used in Instagram marketing influence your perception of clothing brand?**

Very positively ☐ Positively ☐ Negatively ☐ Very negatively ☐

➤ Explain please: .....

**8. To what extent does the language used in Instagram marketing influence your engagement with a brand (e.g., likes, comments, shares)?**

Very much ☐ Somehow ☐ Neutral ☐ Not much ☐ Not at all ☐

**9. Have you ever purchased clothes from Instagram ads because of the effect of language used (lexical choices)?**

Yes ☐ No ☐

**10. Please provide any additional comments on how Instagram clothing marketers should use their language to attract their costumers?**

.....

**Thank you!**

## استبيان

شكرًا لمشاركتك في هذه الدراسة. يهدف هذا الاستبيان إلى تحليل الأنماط اللغوية المستخدمة في تسويق الملابس عبر إنستغرام والموجهة للرجال. ستظل إجاباتك سرية، ولن تُستخدم إلا لأغراض البحث الأكاديمي.

### القسم الأول: المعلومات الديموغرافية

#### 1. العمر:

☐ أقل من 18 سنة ☐ أكثر من 18 سنة

### القسم الثاني: استخدام إنستغرام والانطباع حول التسويق

#### 2. كم مرة تستخدم إنستغرام؟

☐ يوميًا ☐ أسبوعيًا ☐ نادرًا ☐ لا أستخدمه أبدًا

#### 3. ما رأيك في تسويق الملابس عبر إنستغرام؟

☐ مهم جدًا ☐ محايد ☐ غير مهم

### القسم الثالث: الأنماط اللغوية والصور النمطية في تسويق الملابس عبر إنستغرام

#### 4. أي من المصطلحات التالية تلاحظ استخدامها بكثرة في إعلانات ملابس الرجال على إنستغرام؟

☐ استخدام كلمات قوية وحازمة

☐ الإشارة إلى الأدوار التقليدية للرجال

☐ التركيز على القوة الجسدية أو البنية الرياضية

☐ أخرى، يرجى التحديد..... :

#### 5. ما مدى فاعلية هذه الأنماط اللغوية في جذب انتباهك؟

☐ فاعلة جدًا ☐ فاعلة إلى حد ما

☐ محايد ☐ غير فاعلة

#### 6. إلى أي مدى تعتقد أن تسويق الملابس عبر إنستغرام يستخدم الصور النمطية التقليدية للرجولة؟

☐ إلى حد كبير ☐ محايد

☐ إلى حد قليل ☐ لا يستخدمها إطلاقًا

### القسم الرابع: تأثير اللغة على التصورات والمشاركة

7. كيف تؤثر الأنماط اللغوية المستخدمة في تسويق الملابس عبر إنستغرام على نظرتك للعلامة التجارية؟

☐ تأثير إيجابي جدًا ☐ تأثير إيجابي ☐ تأثير سلبي ☐ تأثير سلبي جدًا

يرجى التوضيح:

.....

8. إلى أي مدى تؤثر اللغة المستخدمة في تسويق إنستغرام على تفاعلك مع العلامة التجارية (مثل الإعجاب، التعليق، المشاركة)؟

☐ إلى حد كبير ☐ إلى حد ما ☐ محايد

9. هل سبق لك أن اشتريت ملابس من خلال إعلان على إنستغرام بسبب تأثير اللغة المستخدمة (الاختيارات اللفظية)؟

☐ نعم ☐ لا

10. يرجى كتابة أي ملاحظات إضافية حول كيفية استخدام مسوقي الملابس للغة لجذب الزبائن:

.....

## ملخص

تبحث هذه الدراسة في كيفية استخدام تسويق الملابس عبر إنستغرام في الجزائر للغة الموجهة للذكور، مع التركيز بشكل خاص على الخيارات المعجمية الموجهة إلى المستهلكين الذكور. وتعالج الدراسة فجوة في الأدبيات من خلال فحص كيفية نقل الصور النمطية التقليدية للذكور، مثل القوة والهيمنة، عبر لغة الإعلانات. وباستخدام منهجية مختلطة، تجمع الدراسة بين بيانات استبيان شمل 80 مشاركًا من الذكور في منطقة تيارت، وتحليل محتوى خمسة فيديوهات إعلانية على إنستغرام. وتبرز النتائج العلاقة القوية بين اللغة والهوية واستراتيجيات التسويق، وتُظهر أن اختيار الكلمات يلعب دورًا أساسيًا في تشكيل تصورات المستهلك وتعزيز الرسائل الموجهة جندريًا في التسويق الرقمي.

## Résumé

Cette étude examine comment le marketing de vêtements sur Instagram en Algérie utilise un langage axé sur les hommes, en particulier les choix lexicaux visant les consommateurs masculins. Elle comble une lacune dans la littérature en analysant comment les stéréotypes masculins traditionnels, tels que la force et la domination, sont transmis à travers le langage publicitaire. En adoptant une approche méthodologique mixte, la recherche combine les données d'une enquête menée auprès de 80 participants masculins à Tiaret avec une analyse de contenu de cinq vidéos publicitaires sur Instagram. Les résultats mettent en évidence le lien fort entre la langue, l'identité et les stratégies de marketing, révélant que les choix de mots spécifiques jouent un rôle clé dans la formation des perceptions des consommateurs et le renforcement des messages genrés dans le marketing en ligne.

## Summary

This study investigates how Instagram clothing marketing in Algeria uses male-focused language, particularly lexical choices aimed at male consumers. It addresses a gap in the literature by examining how traditional male stereotypes, such as strength and dominance, are communicated through advertising language. Using a mixed-methods approach, the research combines survey data from 80 male participants in Tiaret with a content analysis of five Instagram videos. The findings highlight the strong link between language, identity, and marketing strategies, revealing that specific word choices play a key role in shaping consumer perceptions and reinforcing gendered messages in online marketing.