SOCIOLINGUISTICS GENDER DISCOURSE ANALYSIS IN MEDIA

Elvira Tafkilyevna ABDURASHITOVA
Doctoral student
National University of Uzbekistan named after Mirzo Ulugbek, Tashkent, Uzbekistan

ОММАВИЙ АХБОРОТ ВОСИТАЛАРИДА ГЕНДЕР ДИСКУРСИ ТАҲЛИЛИ

Эльвира Тафкильевна АБДУРАШИТОВА
Докторант
Мирзо Улуғбек номидаги Ўзбекистон миллий университети, Тошкент, Ўзбекистон

СОЦИОЛИНГВИСТИЧЕСКИЙ АНАЛИЗ ГЕНДЕРНОГО ДИСКУРСА В СМИ

АБДУРАШИТОВА ЭЛЬВИРА ТАФКИЛЬЕВНА
Докторант
Национальный университет Узбекистана имени Мирзо Улугбека
Ташкент, Узбекистан abdurashitovaelli@gmail.com

Abstract. The article is devoted to the study of gender realization in the English-language media discourse as a means of reflecting the changing trends in the concepts of femininity and masculinity. The study is carried out within the anthropocentric approach. The aim of this article is to highlight the theoretical frame of reference for the works included in this article. We intend to delimit the field of study for gender discourse analysis by highlighting the main theories and concepts that ensure its specificity. Interdisciplinary, which is the distinctive feature of gender discourse analysis, marks the evolution of research in this field that we are trying to capture in our proposed retrospective approach. The review of research that configures the domain of gender discourse analysis illustrates the latter relevance in deciphering the meaning of communication as an important qualitative research method in the field of communication sciences. On the other hand, the work identifies the specificity of gender representation in the language of contemporary gender-oriented magazines. The novelty of the paper is determined by the disclosure of the trends of new femininity and masculinity in media discourse. Additionally the media is commonly seen as a potential means of influence, control, and innovation in society. As a result, few significant social issues are addressed without some consideration of the role of the mass media. Gender issues are no exception, as illustrated by the following statement: The purpose of this article is to provide insights on the role of the media in status of men and women's potential for socio-cultural change. The results show that the gender aspect in media discourse is manifested at the level of vocabulary, grammar and stylistics.
Keywords: Discourse analysis; gender role; the concept of gender discourse analysis; gender and discourse studies; media; digital photograph; gender identity; gender stereotypes.

Аннотация. Нутқнинг функционал услубларини тадқиқ этиш, уларнинг лингвистик белгиларини аниқлаш, лисоний бирликларнинг функционал хусусиятларини очиш ва лисоний фактлар асосида уларни ажратиш замонавий тилшуносликнинг ечимини кутаётган вазифаларидан бири ҳисобланади. Мақола инглиз тилидаги оммавий ахборот воситаларида аёллик ва эркаклик тушунчаларидаги ўзгарувчан тенденцияларни акс эттириш воситаси сифатида гендер дискурси реализациясини ўрганишга бағишланган. Тадқиқот антропоцентрик ёндашув доирасида амалга оширилади. Ушбу мақоланинг мақсади танланган объектни назарий асосларини ёритиш бўлиб, унинг ўзига хослигини таъминловчи асосий назария ва тушунчаларни таъкидлган ҳолда, гендер дискурсини таҳлил қилиш учун тадқиқот майдонини чегаралашни мақсад қилганмиз. Гендер дискурсини таҳлил қилишнинг ўзига хос хусусияти бўлган турли хил соҳалар доирасида ўрганиш биз таклиф қилган ретроспектив ёндашувда ушбу соҳадаги тадқиқотларнинг самарадорлигини белгилайди. Тадқиқотда гендер аспектига йўналтирилган журналлар тилида жинс вакилларининг ўзига хослигини аниқлаш орқали медиа-нутқдаги аёллик ва эркалик тенденцияларини очиб бериш имконияти белгиланади. Таъкидлаш жоизки, оммавий ахборот воситалари одатда жамиятдаги таъсир ўтказувчи, назорат ва инновацион воситалар сифатида қаралади. Натижада, оммавий ахборот воситаларининг ролини инобатга олмасдан, муҳим ижтимоий муаммолар ҳал этиб бўлмайди. Ушбу мақоланинг мақсади оммавий ахборот воситаларининг эркаклар ва аёлларнинг ижтимоий-маданий мақоми потенциали медиа дискурсида ўрганишдир. Матн яратилиши, тузилишининг моделлаштирилиши ва бундай фаолият жараёнининг тадқиқи билан шуғулланувчи матн лингвистикаси фан сифатида бугунги кунда журналистларни ҳам қизиқтирмоқда. Бу тилшунос олимлар томонидан жонли тилнинг замонавий ҳолатини, лингвистик ва нутқий урф-одатларнинг кенг спектрларидан келиб чиқиб, турли омиллар асосида тасвирланиши билан боғлиқ. Матннинг коммуникатив яхлитлиги муаллифнинг коммуникатив тузилмаси ва матннинг асосий ғояси ва унинг лингвистик ифодалари ўртасидаги муносабатлар, шунингдек, мақсадни белгилаш ва функционал семантик нутқнинг турини танлаш ўртасидаги боғликлиқ билан таъминланади. Таҳлиллар шуни кўрсатадики, медиа дискурсидаги гендер аспекти сўз бойлиги, грамматика ва стилистика даражасида намоён бўлади.

Калит сўзлар: дискурс таҳлили; жинснинг роли; гендер бўйича нутқни таҳлил қилиш концепцияси; гендер ва дискурс тадқиқотлари; оммавий ахборот воситалари; рақамли фотосуратлар; гендер идентификацияси; гендер стереотиплари.

Аннотация. Статья посвящена исследованию гендерной реализации в англоязычном медиадискурсе как средства отражения меняющихся тенденций в концепциях женственности и мужественности. Исследование проводится в рамках антропоцентрического подхода. Исследование разграничивает область исследования анализа гендерного дискурса, выделив основные теории и концепции, обеспечивающие его специфику. Междисциплинарность, которая является отличительной чертой анализа гендерного дискурса, знаменует эволюцию исследований в этой области,

которые мы пытаемся отметить в предлагаемом нами ретроспективном подходе. Обзор исследований, которые формируют область анализа гендерного дискурса, иллюстрирует актуальность при расшифровке значения коммуникации как важного качественного метода исследования в области коммуникационных наук. С другой стороны, работа выявляет специфику гендерной репрезентации в языке современных гендерно-ориентированных журналов. Новизна статьи определяется раскрытием тенденций женственности и мужественности в медиадискурсе. Кроме того, СМИ обычно рассматриваются как потенциальное средство влияния, контроля и нововведений в обществе. В результате значительные социальные проблемы решаются без учета роли средств массовой информации. Гендерные вопросы не являются исключением, о чем свидетельствует следующее заявление: Цель этой статьи - дать представление о роли средств массовой информации в определении статуса мужчин и потенциала женщин в социокультурных изменений. Результаты показывают, что гендерный аспект в медиа-дискурсе проявляется на уровне лексики, грамматики и стилистики.

Ключевые слова: анализ дискурса; гендерная роль; концепция анализа гендерного дискурса; гендерные и дискурсивные исследования; медиа; цифровая фотография; гендерная идентичность; гендерные стереотипы.

Introduction. According to many linguists, the concept of "discourse" is very helpful in understanding why men must resist negative stereotypes of their gender imposed by those with a negative mind-set. Discourse is a term that is often used synonymously with "ideology". However, it is much more than this, and is a central concept in trying to make sense of the contested area of understanding gender. Study of language and gender has increasingly become the study of discourse and gender. While phonological, lexical, and other kinds of linguistic analysis continue to be influential, the interdisciplinary investigation of discourse-level phenomena, always a robust area of language and gender scholarship, has become the central approach of the field (3, 524).

Contexts and Topics of Discourse. The study of discourse is entirely context-dependent because conversation involves situational knowledge beyond just the words spoken. Oftentimes, meaning cannot be extrapolated from an exchange merely from its verbal utterances because there are many semantic factors involved in authentic communication. "The study of discourse ... can involve matters like context, background information or knowledge shared between a speaker and hearer" (4, 198).

Discourse analysis is, by now, a consolidated research paradigm, one that interests a broad spectrum of disciplines across the social sciences. Among other fields, it is currently found in critical theory, economics, history, sociology, philosophy and social psychology besides, of course, linguistics. What is meant by "discourse analysis" is clearly a relevant question, especially since the notion of discourse is itself distinguished by imprecision, its meaning varying according to the specific context in which it is found.

Literature review. An interesting account of the development of the term from its common or garden sense to its use within linguistics can be found in Mills (9). She explains that, within linguistics, discourse has been seen by some as exemplifying language in use, as opposed to language as systematic structure. The size of the language sample is important for others,

while a more contemporary note is sounded in the views of certain unspecified "mainstream linguists", who believe that discourse is defined by the context of occurrence of certain utterances (thus, the discourse of religion, the discourse of advertising, etc.). These contexts of production of texts will determine the internal constituents of the specific texts produced (9, 9). Discourse analysis has emerged as a field of discourse research, responding to the interdisciplinary requirement claimed by the complexity of the subject matter. According to D. Rovenţa Frumuşani, the discourse analysis field is defined by mobility and diversity, "a crucible in which recent tendencies converge (the philosophy of language, the theory of enunciation, symbolic interactionism, ethnomethodology, etc.) and century-old practices (rhetorical or philological)" — or socio-normative ones, thinking about the various concepts of the interactive ritual. Thus, discourse analysis provides a heterogeneous epistemological framework for the investigation of the discourse as a signifying system. In these terms, discourse analysis becomes a viable qualitative method in communication research. Following a period when structuralist theories dominated the search for the meaning of communication, discourse analysis emerged as an interdisciplinary space in which the epistemological paradigms of pragmatics (the new rhetoric, the theory of enunciation, the theory of speech acts) and of sociology (ethnomethodology, ethnography of communication, analysis of conversation, sociolinguistics) cohabit (11, 12).

Research methodology. According to Deborah Schiffrin, Rovenţa-Frumuşani, Mills S., Sinclair and Coulthard approaches to discourse presents six approaches that she considers to be dominant in discourse analysis in order to study "the use of language for social, expressive and referential purposes", the theory of speech acts, pragmatics, ethnomethodology, interactional sociolinguistics, ethnography of communication and variational sociolinguistics.

Analysis and results. In these terms, discourse analysis becomes a viable qualitative method in communication research. Following a period when structuralist theories dominated the search for the meaning of communication, discourse analysis emerged as an interdisciplinary space in which the epistemological paradigms of pragmatics (the new rhetoric, the theory of enunciation, the theory of speech acts) and of sociology (ethnomethodology, ethnography of communication, analysis of conversation, sociolinguistics) cohabit (13, 12).

Additionally, discourse analysis can loosely be defined as a systematic and explicit study of the structures and social or cultural functions of media messages (16, 108). The various levels of analysis constitute a complex network of different levels or dimensions that might form a consistent pattern of discursive features signaling various and even contradictory underlying meanings, opinions, and ideological positions. The British cultural studies tradition emphasizes a cultural dimension in which media and audiences are embedded. However, the focus has tended to be placed on the message or discourse of communication, which only implies reader positions, rather than their local, empirical procedures, and recipients (7, 28).

The Gender and Language Men and women live side by side from the first days of their lives, which means that they are in close contact with each other, trying to play their role correctly. From childhood, girls are taught and encouraged to play a female role, while boys are raised to play a male role. Thus, differences in gender-differentiated forms of language use stem from their early dual socialization. "Men and women are social beings

who have learned to act in a certain way. Language behavior is largely learned behavior. Men learn to be men, and women — women, speaking linguistically "During the conversation, gender men and women are clearly distinguished. So, women are more interested in asking questions, clearly show their emotions, and when communicating they often use words with a hidden meaning. Whereas men are more open and straightforward, they are accustomed to being leaders and prefer to dominate in communication (12, 209).

The Gender discourse in a language. In sociolinguistics and other related areas of academia, discourse is usually defined as the relationship between language and its real-world context. Many researchers and theorists relate discourse specifically to power structures in a given society, and this is the area where there is the most overlap between gender and discourse. Approaches to gender and discourse research may analyze the way language reflects or influences gender stereotypes, or they may discuss the differences between how men and women use language.

Much use of the word discourse in the late XX and early XXI centuries was influenced by the work of the French philosopher Michel Foucault, who defined the use of language and other sign systems as a means to control people's actions. Drawing on Foucault's theories, many researchers have analyzed gender concerning existing social and cultural power structures. Some theorists argue that the way language is used re-enforces existing power structures, while others claim that discourse simply reflects the existing state of affairs. The relationship between power and discourse may also be viewed as cyclical or mutually reinforcing: social structures influence language, and language influences social structures.

Some research focus on the difference between how men and women are portrayed in discourse. For instance, the studies of gender and discourse analysis the way men and women are viewed in public communication, such as advertising or TV. The goal of such analysis is often to reveal the unspoken assumptions about gender interactions and the underlying power structures that these interactions reveal.

On the other hand, a significant portion of gender discourse studies analyzes the difference between how women and men themselves use language. These types of studies concentrate on a particular culture or sub-culture. For example, one study of Malagasy-speaking people revealed women's speech to be more direct in that cultural context, while men's speech was more round-about. This study provoked debate about the types of power wielded when each style of communication was used.

Discourse and gender studies are interdisciplinary work carried out by scholars in the fields of linguistics, anthropology, communication, social psychology, education, literature, and other disciplines. It is based, firstly, on linguistic resources. Humans tend to present themselves as gender beings concerning other aspects of the personality within their communities, it is more or less appropriate to resist these limitations; and secondly, the discursive construction of gender and its many components through words and images. Given the complexity of gender as a social phenomenon, the study of gender and discourse requires attention to cultural influences that favor gender-specific ways of speaking and reconciling both relationships and power; gender mobility as productivity and social limitations of gender characteristics; and multiple relationships between gender, discourse, and social meaning.

However, it is worth considering that the emergence of new scientific paradigms and theories is associated with the need to rethink the changing

reality since the old categories and methods of studying social phenomena are not relevant. The main factors that led to the emergence of gender studies in linguistics are associated with both social changes in society and the development of the humanities. Modern schools and trends should express their attitude to the problem of language and society since the communicative function of language is clear enough to be completely ignored.

As you know, in the modern world, language change is often a social problem. Interpretation of language and society in terms of statics can be identified in the reflection in the language of the conditions of social existence (12, 212).

Gender relations, as a phenomenon of infinite description, are determined as an index of the ideological and cultural level of the society. The approach towards discourse to be omnipresent quite right concerns a gender discourse in a language since men and women as a core of any culture represent this dynamic discourse.

The following work examines the discourse on gender mainstreaming. "Gender mainstreaming is the chosen approach of the United Nations system and the international community to making progress on the rights of women and girls as part of the human rights to which the United Nations is committed. This is not an end in itself or a goal. It is a strategy to ensure greater equality of women and girls with men and boys. Gender mainstreaming is the process of assessing the impact on women and men of any planned action, including legislation, policies, or programs, in all areas and at all levels" (18).

"The social status, cultural level, age, and gender of an individual are reflected in his verbal strategies, as well as in texts produced for him, aimed at influence, including advertising. Thus, social stereotypes are represented in speech".

A. A. Zalevskaya defines "representation" as a means of replacing what is verbally described as a lexical meaning functioning in an individual. The author considers signs, concepts, images, prototypes, propositions, frames, and stereotypes to the forms of presentation of meaning in human consciousness.

Within the framework of advertising communication, we understand representation as an active process of selection, structuring, and presentation of information by the addressee employing some linguistic techniques, during which the presented referent is endowed with some features (5, 66–80).

Media and Gender in Linguistic Discourse

In advertising discourse, gender stereotypes existing in society are represented using a different set of linguistic and extralinguistic means. They form the value structure of an utterance focused on a specific recipient, since belonging to a particular gender is an inalienable "deepest, fixed characteristic of each person".

The representation of gender stereotypes in advertising discourse contributes to the self-identification of participants in the target gender group. In other words, such parameters of communicants as social, cultural, age, and gender affiliation trigger the corresponding cognitive categories (schemes). Further processing of information about the recipient of one or another statement of the group is under the control of these schemes. Interpretation of the given cognitive categories of advertising discourse leads to a certain linguistic consciousness and stereotypes of a certain group and serves as a means of self-identification of its participants.

Stereotypes are social phenomena that are determined by sociocultural mechanisms, they are interpreted as forms of information processing and the state of knowledge of participants in communication. Stereotypes can be verbalized or non-verbalized (8, 183–228).

Considering the linguistic representation of gender stereotypes, by which we mean verbalized concepts containing information associated with a certain sex, generated by social and cultural mechanisms, implemented in communication. In this article, we are also primarily interested in the representation of gender stereotypes in the English-language advertising discourse. The selection criteria for the material were, firstly, a formal-semantic feature, that is, explicit or implicit content in the advertising text of gender semantics, and secondly, a lexical-morphological feature, that is, the presence of lexical and morphological units with a certain gender meaning.

Each of the sexes in different linguistic cultures is assigned a different set of mandatory value attributes. They regulate behavior and influence verbal communication. Gender relations are expressed by gender stereotypes, which are "actualized in the public consciousness of a certain culture and reflect a set of characteristics attributed to a particular gender. These are culturally and socially conditioned opinions and presuppositions about the qualities, attributes, and norms of behavior of representatives of both sexes and their reflection in the language".

We found that women are more socially stereotyped than men in the English-language advertising discourse. This is especially evident in advertising messages, the potential recipients of which are men. Women's roles are limited to housekeeping (raising children, cleaning the house, shopping, etc.) and having sex (15, 8–32).

Popatov defines that advertising text containing the pronouns she, her, herself or lexemes woman, girl, lady, wife, girlfriend, etc. is aimed at a male audience, associative signs of cunning are added to the gender trait (Then I caught her spending $ 65 on make-up), importunity (We`d like to thank all the nagging mothers who made these performances possible. The average woman speaks 10,000 words in a day, roughly 9, 950 too many), restrictions on male freedom (She told me we could not afford beer anymore and that I would have to quit. He is suffering from estrogen deficiency; she is the reason why), difficulties of understanding (Almost as complicated as a woman, except it's on time), weakness, limitations (You mean a woman can open it? Think of it as a light beer that's not in touch with its feminine side. Chicks just want to play games.). There is also the opposite tendency when in male advertising a referent with feminine characteristics combines prototypical properties of attractiveness (Free stuff this way – 100 sexiest girls. But why should women be the only ones to have armpits nice enough to fall asleep in? Warning: may awaken animal instincts. Ancient Greeks said the most beautiful part of a siren was her voice.) or signs of family, a homeliness (Now all you need is a wife and kids. There's only one mother. Her left-hand rocks the cradle. Your mother warned you about me).

So, in the male linguistic consciousness, a woman is presented as the weaker sex; she fulfills the stereotypical roles of wife, friend, mother in society and has the corresponding typical gender qualities (10, 94–95).

According to Zalevskaya, advertising messages aimed at a female audience, a female referent is represented` by a different set of associative features. The text contains the same lexemes and pronouns as in men's advertising: woman, girl, lady, she, her (The American girl store experience is what every girl dreams of. When day turns to night, an elegant lady turns

her Reverso Duetto's case. Exploring the world of her favorite characters. Because every girl needs to powder her nose. It won't be land before you have discovered what women around the world already know.), as well as the pronouns me, my, you, your, we, us, our, describing the female addressee/s (Because you're worth it. As we all know, real beauty is more than skin deep. As your skin matures it develops specific needs and can experience hyper-dryness, loss of elasticity, loss of radiance. See me, not my makeup.), and units implicitly revealing gender semantics (Ever wished you had hair color like this? Gives you that natural "no makeup" sheer finish, ideal for summer. The age defense system that corrects and protects).

In advertising messages aimed at women, characteristic properties of beauty (As we all know, real beauty is more than skin deep. Leaving your face and body naturally bronzed, beautiful and healthy looking ...), elegance (When day turns to night, an elegant lady turns her Reverso Duetto's case), attractiveness (Pretty as a picture. Cheerleaders of the year.), perfection (Perfect 10 lavishes lave on your fingertips to give you 10 perfect nails) willingness to come to help (Help your daughter with oily / combination skin with blemishes being a common problem. Moms have a solution.), fashion trends (He often sends me messages on my new mobile phone. Give yourself a healthy new look with viva long color featuring the revolutionary Viva On / Off System. Fashion, beauty, health, shopping.), health (Designed to work together to strengthen hair for better protection against breakage. No more grays, just healthy-looking hair. A radiant tan, healthy skin, complete confidence), Sagacity (It's very easy to send him words and pictures like these emotion icons. It's not what you put on. It's what you put in), Utterances transferred to the addressee.

Note that an important feature of the feminine gender in English-language women's advertising is the stereotype of "conformity to the norm", especially in terms of appearance. Comparison of "before and after" (For skin impurities, especially for young skin ... Speeds up the healing of spots 79%. The body is a temple but yours is probably the Taj Mahal on the high street ... It's a precise balance of every single vitamin and mineral your body needs. First signs of aging ... Lines have visibly reduced the complexion is fortified and radiant — with results in just 8 days).

In the female linguistic consciousness, a woman is presented, first of all, as fair sex with corresponding stereotypical features. The representation of female gender stereotypes in the English-language advertising discourse corresponds to the linguistic consciousness of the addressee and reflects the demands placed on women in modern society by men and the aspirations of women themselves (17, 98–102).

By studying gender and discourse, and by exploring how dominant or prejudicial ideas about gender are created or resisted in discourse, we can acquire knowledge that can be used to inform social change for the better" (14, 1). In this context, to see and study dominant or prejudicial ideas about gender it is crucial examining internet and digital environments. Because ideas regarding social rituals and daily lives are taken form on internet environments in modern society. Consequently, we argue that analyzing popular representations of social problems is important because individuals draw on these sources when constructing their understandings of issues such as violence against women (6, 172–178).

Gender discourse analysis in media. Gender controversies on media and communication studies are much discussed topics for long years. It has been done a lot of scientific studies in these areas. According to many scientists one of the most important things on these debates is language.

Because one can conclude many things from language of media including news, photographs, comments, videos and any other media sharing's as these are reflections of an ideological language. On these contents there are many studies with a claim that the language of media is a gendered and ideological means which affecting people in a negative way.

The study of how gender is represented in the language is a vibrant body of work which starts from the assumption that language is an "ideological filter on the world". From this perspective, language reflects and perpetuates a sexist and heterosexist version of reality. Examples of sexist language include the purportedly generic pronouns 'he' and 'man', words such as 'mankind', job titles ending in '-man', and the asymmetry of address terms for men ('Mr') and women ('Mrs'/'Miss'), where women are defined – not in their own right – but in terms of their relationship to a man. Some of the earliest work by feminist linguists such as Robin Lakoff (10) set about demonstrating a range of ways in which language is sexist. As we see, language is not only ideological, it is also sexist. So it can be said that language raises patriarchal system in society (14, 3).

There are several basic components which construct social life and state systems. Media is one of the most important ideological components among these. The media perhaps the most dominant and most frequently used resources for understanding social issues (2). However, nowadays when we mention about media and its effects it is need to be understand effects of digital media which some scholars call it new media. Digital media include social accounts, blogs and news websites and so on. The most vital thing need to be seen is that all digital media medium are shaped on internet. Hence, internet technologies have most powerful means to shape daily lives and relationships among people (2, 262–281).

Gender-oriented Media. A.V. Beloedova and N. N. Khukhryanskaya describe Gender-oriented media represents a separate type of media discourse aimed at covering various spheres of life. In general, the topics of such publications concentrate on work, fashion, health, relationships with the opposite sex, sports and nutrition. The setting of this type of publication is the formation of a certain lifestyle among the target audience with an emphasis on gender relations. The choice of one or another type of vocabulary, emotional-evaluative means or grammatical specifics of the structure of the sentence ensures the establishment of contact with the target audience, and also guarantees better perception, taking into account the gender of the recipients (1, 200–206).

The conducted research gives grounds to conclude that at present in gender-oriented In English-language publications, depending on the orientation, there is a predominance of feminine or masculine vocabulary, respectively. However, there is also a trend towards the use of an increasing number of gender neutral units. Increasingly, the lexemes person (*человек*), anybody (*кто-нибудь*), someone (*кто-то*), etc. are used to denote a woman or a man. Another trend is the formation of new femininity and new masculinity, that is, the transformation of gender categories. A similar phenomenon can be observed, for example, at the vocabulary level, when stylistically reduced units appear more and more often in women's speech, as well as at the level of thematic content of publications — publications about fashion and personal care appear in a magazine focused on men, and in a magazine focused on female audience — articles about the success of women in business and politics.

The magazine "Vogue" broadcasts the image of a successful woman, for whom self-realization is also important in family.

Independence, self-sufficiency, personal and physical self-improvement are the goals of a woman who embodies modern femininity. Thematically, the journal is divided into the following main headings: "News", "Fashion", "Catwalk", "Beauty", "Arts & Lifestyle", "People & Parties" who are engaged in the popularization of global values, advertising products of well-known brands and participate in the process of creating gender stereotypes.

The research has shown that the gender aspect in Vogue is manifested at the level of vocabulary, grammar and stylistics. Below are specific examples recorded in the journal articles.

Anthropometric lexemes:

woman/female/girl/maid/Mrs./Miss/lady/ queen. **Interjection vocabulary and rhetorical questions:** "Historically accurate? **Path**"; "**Goodness**, people in the fashion industry are going to be super cold and mean"; "What?!".

Exclamations: "I really wish I had studied English", "All I can say is watch this space!".

Intensifiers and repetitions: "Harper is **extremely** chic and wears some **incredibly** sweet things"; "If the idea of plain clothing makes you switch off, rest assured that the pieces themselves are **perfectly-formed** and **extremely attractive** — the perfect blanket coat".

Modal constructions: "I thought **I may possibly** never get one, so it was a dream come true after waiting so long"; "It **strength** sound selfish, but I've decided to run for me-time".

Euphemisms: "…we immerse ourselves in "**self-improvements**," which becomes an endless pursuit to **renovate our bodies**"; "We are so lucky we **have a figure**. We're so lucky **we're rounded**"; "I never heard positive reinforcement about **body image** from any female".

Stylistically reduced vocabulary: "We're here to show that women in tech not only exist, but they are rock stars and **kick-ass** business leaders".

"Gentlemen's Quarterly" magazine presents a monthly edition of a unique format: it combines the standards of a glossy magazine and analytical journalism. The target audience is successful and confident business people with an understanding of contemporary culture, politics and business. Generally, based on the variety of headings. "Fashion", "Watches", "Culture", "Grooming", "Lifestyle", "Women", "Sport", "Politics", "Fitness", "Food and drink", "Catwalk" the magazine forms the image of a leader, a fashionable, purposeful man, developing in various fields.

The analysis of the gender aspect in the journal "Gentlemen's Quarterly" showed that its representation, as well as in the women's magazine, occurs at the lexical, grammatical and stylistic levels, as evidenced by the examples below.

Anthropometric lexemes: man/male/boy/guy/Mr. Gentleman/king

Introductory constructions: "**Certainly**, when I was a lot younger…", "**Fashionable fact**, you can burn up to an extra 800 calories".

Terminological vocabulary: "Tom has designed **WhatsApp walkie-talkie**, an Instagram **disposable camera** and even an **Adobe Illustrator Etch A Sketch**"; "I started to design these '**non-connected**' devices to materialize the intangible nature of all the **requests** that have invaded our lives".

One-type sentences: "She's like my sister. I will protect her. That's my sister. Not my sister-in-law. My sister"; "A real man does not eat ready meals. A real man knows how to mix the perfect Negron. A real man always carries his passport". **Imperative sentences:** "**List** all the things you love

about yourself. **Be positive, smile** and just **free flow**. **List** all the things that you hate opposite. **Read** both of the lists and **engage** with the emotions that they produce. **Spend** as long as you need -to".

Stylistically reduced vocabulary: "The whole stylish thing still feels nice and new to me, because in truth. I'm a **honestly grubby bastard**"; "…they look like what they are: **bullshit** wish fulfillment".

Euphemisms: "Everyone has a friend like **the needy** nonconformist"; "…intellectual guide to the **oldest profession in the world'**".

Conclusion. The results of the study allow us to draw a conclusion about the transformation of the existing trends in the construction of gender stereotypes in the English-language media discourse. The linguistic units of representation of femininity combined into a general classification include anthropometric lexemes, interjection vocabulary, rhetorical questions, exclamations, intensifiers, repetitions, modal constructions, euphemisms and stylistically reduced vocabulary. As for the dominant ways of representing gender in media discourse, the women's magazine is mainly characterized by the use of affective vocabulary and various intensifiers. This choice is conditioned by the need to share feelings and experiences with readers, as well as to influence their emotional sphere. Euphemisms play a special role. The latter are used for politically correct designation of any flaws in the figure or appearance, as well as procedures for their elimination.

In turn, the classification of linguistic units of representation of masculinity in a men's magazine includes anthropometric lexemes, introductory constructions, terminological vocabulary, uniform and imperative sentences, stylistically reduced vocabulary and euphemisms. There is a high frequency of the use of terminological vocabulary of various spheres and stylistically reduced units. The choice of these strategies in the design of speech is influenced by the professional activities of men and, in general, the stereotype of the behavior of a self-confident person, whose words are valuable in themselves.

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