

PHILOSOPHY

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Gender contrast (on the material of J. Gray's books)

The focus is the gender contrast, which is an immanent sign of the books of the English-speaking writer and psychologist John Gray. The author examines the main ways of representing the gender contrast in his books, techniques for enhancing it, as well as the main function of the contrast as a means of influencing the reader – changing the angle of view. Based on the results of the analysis of John Gray's books as tests based on the principle of gender contrast, we can say that the contrast at the level of form and content plays an important role in revealing the main theme – the contrast of different perception of life by men and women. All kinds of antonyms are involved in the realization of the contrast, and such kind of connection as antonymic cohesion, ensuring the integrity of the text. The gender contrast is also enhanced by the using of the conjunction *but*, the parenthetical phrase *on the other hand*, the combination *on the contrary*. The final goal of these books is the impact on the reader, which implies a change in his emotional state, attitudes and evaluations and, ultimately, the restructuring of the implicit picture of the addressee's world.

Key words: gender contrast, antonyms, antonymic cohesion, semantic lines of opposition, psychological and psychotherapeutic discourse, speech influence.

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