

PHILOLOGY

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Construction of gender-marked units in the nominative language system in the discourse of glossy magazines (based on the Russian language)

It is analyzed gender-marked units in the discourse of Russian publications on the example of glossy magazines. Gender constructors are lexemes that reflect the names of a person, adjective vocabulary, pronouns, verb forms, syntactic constructions, male and female speech, the semantic category of modality and emotiveness. The study focuses on the scientific analysis of gender stereotypes, which include stereotypes of masculinity-femininity. The gender discourse of glossy magazines is presented as semantic feature markers with an evaluative component. Analysis of lexical units with a gender orientation allows us to assert about the diversity of the modern Russian language, and also provides information about traditional gender perceptions in Russian society. In the stereotypical representation of masculinity, “active-creative” personality characteristics are attributed, such as self-confidence, leadership ability. Femininity is considered as the opposite, mutually complementary “passive-reproductive beginning”, providing effective communication, stabilization of interpersonal relations. The study is based on the assertion that masculinity and femininity are capable of achieving greater self-realization through the structuring of connections and adequate social orientation. A special place is occupied by the analysis of lexical units in the gender aspect, which makes it possible to obtain information on how the norms of men and women appear in texts of different stylistic coloring.

Key words: gender, gender marker, discourse, mass media.

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