

PHILOLOGY

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The problem of war action framing in the gender aspect

Contemporary media discourse is mainly structured by binary codes of masculinity and femininity: the symbolic power of the gender category and the mass media space is based on the value hierarchies of male and female images. Dual opposition of the image of a man vs the image of a woman is the basis of muscular hegemony in the media, framing all manifestations of non-masculinity as femininity. At the same time, the construction of dominant ideas about muscularity takes place in the discourses of power institutions, which can be attributed to the media. Contrasting images of muscle and femininity are peculiar mechanisms that are strategically launched in the media by representatives of political circles. Everything that falls out of the sphere of ideological framing is neglected in the news discourse. The use of the gender category in the process of mass media organization of the binary opposition of war and peace not only violates the balance between the cultural values of muscle and femininity, but also excludes from consideration those problems that cannot be brought under this binary opposition.

Key words: media discourse, military reporting, framing, gender, masculinity, femininity.

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