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## **GENDER STEREOTYPES IN AUSTRALIAN NEWSPAPER TEXTS: A COGNITIVE LINGUISTIC ASPECT**

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**D.M. Pavkin. Gender stereotypes in Australian newspaper texts: a cognitive linguistic aspect.** This paper aims to expose gender stereotypes embodied in the descriptions of men and women found in the Australian newspaper *THE SYDNEY MORNING HERALD* (sections “Family” and “Relations”). The analyzed newspaper texts epitomize journalistic style texts and provide coverage of societal issues, discuss, vindicate and propagate certain ideas and form public opinion. They are mostly ideologically charged which presupposes the appearance of entrenched images which may contain either positive or negative evaluative component. Such images eventually develop into stereotypes – culturally conditioned, coherent and hardwired mental structures serving as a schematic standard feature of an object, event or phenomenon. Among a great gamut of stereotypes I focus on gender stereotypes, a consistent, simplified and emotionally charged behavioral pattern and character traits of males and/or females manifested in all aspects of human life. They represent an embodiment of cognition aimed at the environment and symptomatic of certain social strata. Since stereotypes are not only the elements of journalistic text ideology but constituents of the human cognitive sphere as well, I analyzed them employing the methodology of cognitive linguistics, namely the basic frames theory. Basic frames are schematic mental structures which form the backbone of our informational system. The frames consist of propositional schemas containing static and dynamic characteristics of an object under scrutiny. The analysis results reveal the list of typical features of males and females which proved to contain both universal qualities (sincerity, romanticism, amiability) and those characteristics which are stereotypically associated with representatives of a certain sex. Thus, modern men are mostly depicted as adulterous and selfish, yet chivalrous and virile, while modern women are independent and ambitious. Such portraits of average males and females are regarded as gender stereotypes symptomatic of Australian society in the early 21<sup>st</sup> century.

**Key words:** basic frames, gender stereotype, gender, journalistic style text, propositional schemas, stereotype.

**Д.М. Павкін. Гендерні стереотипи в австралійській публіцистиці: лінгвокогнітивний аспект.** У статті запропоновано аналіз гендерних стереотипів, відбитих в описах чоловіків і жінок, наявних у публікаціях австралійського часопису *THE SYDNEY MORNING HERALD* (рубрики “Сім’я” та “Стосунки”). Газетні тексти належать до публіцистичного стилю. Їхньою метою є висвітлення суспільно-політичної проблематики, обговорення, відстоювання і пропагандування певних думок та ідей, формування громадської думки і сприяння розвитку етнічної групи або людства загалом. У публіцистиці текст є ідеологічно наповненим, причому ідеологію тлумачать не лише як політичну спрямованість висловлювань, а і як будь-яке насадження поглядів. Інтенсивне насичення інформаційного простору ідеологізованими медіа образами сприяє формуванню стереотипів. Стереотип визначають як культурно детерміновану, впорядковану і фіксовану структуру свідомості, що втілює результат пізнання дійсності певними соціальними групами і є схематизованою стандартною ознакою предмета, події, явища. З-поміж великої кількості стереотипів у фокусі нашої уваги опинилися гендерні стереотипи, які є спрощеним, емоційно забарвленим способом поведінки і рисами характеру чоловіків та/або жінок, що проявляється в усіх сферах життя людини і є дуже стійким. Оскільки стереотипи є не лише елементами ідеологічного наповнення публіцистичних текстів, а й складниками мислення людини, їх дослідження було здійснено із застосуванням

методологічного доробку когнітивної лінгвістики, зокрема, теорії базисних фреймів. У результаті аналізу були виявлені типові риси чоловіків і жінок, що містять як загальнолюдські якості (відвертість, романтичність, дружелюбність), так і риси, які стереотипно приписуються сучасним представникам певної статі. Так, чоловіки здебільшого невірні, егоїстичні, проте шляхетні й мужні; жінки – незалежні й амбітні. Виведені портрети середньостатистичних чоловіків і жінок ми вважаємо гендерними стереотипами, притаманними австралійському суспільству початку XXI століття.

**Ключові слова:** базисні фрейми, гендер, гендерний стереотип, пропозиційні схеми, публіцистичний текст, стереотип.

**Д.М. Павкин. Гендерные стереотипы в австралийской публицистике: лингвокогнитивный аспект.** В статье анализируются гендерные стереотипы, которые находят отражение в описаниях мужчин и женщин, фигурирующих в публикациях австралийской газеты *THE SYDNEY MORNING HERALD* (рубрики “Семья” и “Отношения”). Газетные тексты относятся к публицистическому стилю. Их целью является освещение общественно-политической проблематики, обсуждение, отстаивание и пропагандирование определенных мыслей и идей, формирование общественного мнения и содействие развитию этнической группы или человечества в целом. В публицистике текст идеологически наполнен, причем идеология трактуется не только как политическая направленность высказываний, а и как любое насаждение взглядов. Интенсивное насыщение информационного пространства идеологизованными медиа образами способствует формированию стереотипов. Стереотип определяют как культурно детерминированную, упорядоченную и фиксированную структуру сознания, которая олицетворяет результат познания действительности определенными социальными группами и является схематизируемым стандартным признаком предмета, события, явления. Среди большого количества стереотипов в фокусе нашего внимания оказались гендерные стереотипы, трактуемые как упрощенный, эмоционально окрашенный способ поведения и черты характера мужчин и/или женщин, который проявляется во всех сферах жизни человека и является очень стойким. Поскольку стереотипы суть не только элементы идеологического наполнения публицистических текстов, но и составляющие мышления человека, для их исследования использовался методологический аппарат когнитивной лингвистики, в частности, теория базисных фреймов. В результате анализа были выявлены типичные черты мужчин и женщин, которые содержат как общечеловеческие качества (откровенность, романтичность, дружелюбие), так и черты, стереотипно приписываемые современным представителям определенного пола. Так, мужчины по большей части неверны, эгоистичны, однако благородны и мужественны; женщины – независимы и амбициозны. Выведенные портреты среднестатистических мужчин и женщин трактуются нами как гендерные стереотипы, присущие австралийскому обществу начала XXI века.

**Ключевые слова:** базисные фреймы, гендер, гендерный стереотип, пропозициональные схемы, публицистический текст, стереотип.

## 1. Introduction

Albeit the notion of gender has been introduced by scholars quite recently, gender studies are becoming more and more widespread. Various humanities focus on gender issues including sociology [Sapyelkina 2003; Platonov 2006], psychology [Ol'shanskij 2001; Bern 2004; Bendas 2008], and especially linguistics [Martynyuk 2004; Dmyriyeva; Stavys'tka] since “social sex” of a human shapes his/her speech and is reflected in gender stereotypes which are notably embodied in mass media publications containing journalistic style texts. The latter have been continuously analyzed by linguists [Mendzherickaja 2006; Dobrosklonskaja 2008; Trofimova 2010], yet gender stereotypes symptomatic of such texts seem to have been left outside the scope of the scholars' attention.

This paper aims to expose gender stereotypes incidental to modern Australian society. These stereotypes condition peculiar characteristics of males and females described in the Australian newspaper *THE SYDNEY MORNING HERALD*.

Topicality of the present paper is stipulated by the methodology used in it. Here methods of cognitive linguistics are applied to analyze journalistic style texts. Moreover, research is topical as it belongs to current studies focusing on revealing connections between language, human and society.

The object of this research is gender stereotypes reflected in *THE SYDNEY MORNING HERALD* publications of 2011. The subject matter of the article is emotionally charged descriptions of men and women conditioned by the stereotypes in question. The empirical data of the research are represented by 1661 descriptions of males and females that contain propositions. The descriptions are obtained through continuous sampling from the Australian newspaper *THE SYDNEY MORNING HERALD* (“Family” and “Relationships” sections) published in 2011.

## 2. Methodology

To analyze the data methods suggested within the framework of cognitive linguistics were applied. In developing typology of male and female characteristics I employed propositional and frame modeling having basic frames conception of S.A. Zhabotynska as its foundation. This conception views basic frames as a mental network which underlies the informational system of a human. They are called basic since they expose original and most general principles conditioning the processes of categorization and arrangement of information about the surrounding world. The basic frames consist of propositional schemas which reveal the major types of relations between an object and its features or between several objects.

The results of the analysis feature the number of propositions describing males and females and their features which are indicated in brackets and presented in descending order. Propositions are grouped according to the assessment (positive, negative and neutral) they have. Quantitative analysis of male and female characteristics based on identifying the most frequent features of both sexes allowed to draw conclusions as to their stereotypical nature.

## 3. Results and discussion

Typical of mass media journalistic style text relates to a wide gamut of public relations pertaining to politics, economy, culture, sports, etc. Such texts aim to provide coverage of societal issues, to discuss, vindicate and propagate certain ideas and concepts, to form public opinion and to contribute to the development of an ethnicity or mankind as a whole [Yeshchenko 2009: 117]. N.S. Bolotnova maintains that characteristic features of those texts include novelty effect and social evaluation. They are logically arranged, structurally simple, fact-based, and comprehensible [Bolotnova 2009: 70].

Newspaper texts, which take especially prominent place among journalistic style texts, and their stylistic and functional properties have often attracted scholarly interest [Kostomarov 1971; Vasil’eva 1982; Lysakova 2005]. Such interest seems to be quite natural. First of all, the newspaper is the oldest mass medium where stylistic figures and devices incidental to mass communication in general have been shaped and developed. Secondly, newspaper texts provide ready-to-be-processed data which don’t require preliminary recording and subsequent decoding [Dobrosklonskaja 2008: 29].

Newspaper texts are ideologically charged. The term “ideology” here connotes not only political slant of the statements but rather “any propagation of ideas ranging from animal rights to vegetarianism” [ibid.: 152]. This propagation results in the appearance of entrenched images which may contain either positive or negative evaluative component, for example: *cruel terrorists*, *corrupt politicians*. Information space heavily saturated with certain media images promotes consolidation of stereotypes, in particular gender stereotypes.

Stereotype is a culturally conditioned, coherent and hardwired mental structure, a fragment of the image of the world serving as a schematic standard feature – a matrix – of an object, event or phenomenon. It represents an embodiment of cognitive activity aimed at the environment and symptomatic of certain social strata [Selivanova 2006: 579]. It contains explicit emotional and evaluative connotations and sociocultural dependence both of which enable stereotypes to affect values and relations, ideology and worldview.

The notion of stereotype was introduced by the American psychologist W. Lippmann in 1922. He maintains that stereotypes appear due to two main causes. The first one is connected with effort-

saving principle incident to routine human cognition. According to it, humans don't prefer to develop a new reaction to phenomena of the environment every time they encounter them; people tend to classify the phenomena placing them within some pre-conceived categories. The second cause stems from the protection of group values, which is an ultimate social function manifesting itself in affirmation of one's uniqueness and specificity [Lippmann 1998: 93].

As long as (s)he lives a human develops a great number of stereotypes among which gender stereotypes are most common. The term "gender" is a comparatively recent introduction, yet some ideas and concepts predating it may be referred to gender psychology [Bendas 2008: 10]. This term borrowed by linguists from anthropology in the early 1970s was a hallmark of transition from "immanent" structural linguistics to anthropological studies of language where the latter is analyzed in connection with human activity and cognition [Stavyts'ka]. "Language and gender" is a most exciting field for scholarly research which has been rather vibrant of late [Graddol 1989: 2]. National linguistic school broached the subject in the late 1980s and its dynamic development caused the appearance of a separate academic branch known today as linguistic gender studies, or gender linguistics [Dmytriyeva 2005].

The first usage of the term "gender" is attributed to G. Rubin who regarded it as "a set of arrangements by which a society transforms biological sexuality into products of human activity" [see Martynyuk 2004: 7]. Now gender is understood as a complex of symptomatic of some community social and cultural norms which a human must adhere to with regard to his/her biological sex. Psychologists emphasize difference between gender and sex since the former considers culturally conditioned distinctions between men and women while the latter attributes these distinctions to biological factors [Bern 2004: 26]. As scientists claim, psychological characteristics, patterns of behavior, kinds of activity and professions of males and females are only to a small degree conditioned by their biological sex, but rather by social and cultural norms. To be a man or a woman means not only to have certain anatomical features, but also to perform certain gender roles [Voronina]. That is to say, gender is construed by a society as a social model of males and females conditioning their status and role in the said society and its institutions; the essence of gender construal lies in polarity and opposition. Gender system reflects asymmetric cultural assessments and expectations apportioned to people depending on their sex. Consequently, gender may be considered one of the ways of social stratification which shapes social hierarchy, together with race, nationality, class and age.

Gender stereotype is viewed as a consistent, simplified and emotionally charged behavioral pattern and character traits of males and/or females manifested in all aspects of human life. Scientists differentiate three groups of gender stereotypes [Sapyelkina 2003: 216–217].

The first group contains stereotypes related to psychological qualities and personality traits of men and women. According to these, males are active and creative, they are competent and able to solve problems applying sophisticated logical operations. Females are obedient, dependent and emotional, all of which are related to their reproductive nature. The second group consists of stereotypes grounded on social factors. Here women are presented as family-centered (wives mothers and homemakers) while men's interests ostensibly lie in professional sphere. The third group takes into account standardized beliefs as to the differences in jobs performed by males and females. Namely, women are claimed to excel as supporting executives whereas men tend to do better at creative jobs. Alongside these, different cultures display peculiar gender stereotypes conditioning relation of sexes to solving specific tasks [Bendas 2008: 151].

Since stereotypes (including gender ones) are elements of human cognition it is expedient to study them applying methodology of cognitive linguistics, more specifically basic frames theory introduced by S.A. Zhabotynska [Zhabotinskaja 2011; 2013]. Basic frames are viewed as schematic mental structures which may form a conceptual network. The latter forms the backbone of our informational system and contains five basic frames – the thing frame, the action frame, the possession frame, the identification frame and the comparison frame. The frames consist of

propositional schemas whose type depends on the frame they belong to. In view of this approach, characteristics of men and women identified in *THE SYDNEY MORNING HERALD* publications are considered to be predicates of the basic frames' propositions.

As the analyzed data show, the thing frame is represented by three propositional schemas. Predicates of the quality schema (SOMEBODY is SUCH-quality) contain information about the age of men and women, their physical and spiritual / mental characteristics. Predicates of the mode of existence schema (SOMEBODY exists SO-mode) convey physical, financial, psychic and family state (status) of people. I found it expedient to add to the classical list of schemas (Zhabotinskaja 2010) a new, evaluation schema (SOMEBODY is SUCH-evaluation), related to four types of evaluation. Emotive evaluation contains general approval or disapproval of a person expressed by the notions GOOD :: BAD. Aesthetic evaluation is represented by the positive focus of the scale BEAUTIFUL :: UGLY. Mode evaluation assesses a person through the feelings (s)he evokes. I have detected such modes as ASTONISHING :: UNBEARABLE, QUEER. Utility evaluation is based on a person's activity aimed at changing the environment and in the analyzed data is represented by such notions as USEFUL, SUCCESSFUL :: UNWORTHY.

Propositional schemas of the action frame inform about what men and women do. Both sexes can be the agent (the doer of the action) and the patient when someone's action of is directed upon them.

The ownership schema of the possession frame contains information about children a person possesses (SOMEBODY-owner has SOMEBODY-owned).

The comparison frame is represented by the similarity schema which compares a man or a woman to somebody (SOMEBODY-comparative is as SOMEBODY-correlate).

The classification schema belonging to the identification frame places a person within a certain class (SOMEBODY-individual is SOMEBODY-classifier).

Being the predicate of a proposition each of the abovementioned characteristics acquires a positive (+), negative (-) or neutral (0) assessment. The latter is often conditioned by the context. For instance, the action characteristic "works" may be assessed positively: *I've worked for the company for nearly fifteen years and on the whole I enjoy my job* (08.02.2011); negatively ("works too much"): *I was working terrible hours, often 60 hours a week and during weekends and holidays* (05.06.2011); or neutrally: *I work in a predominantly female environment* (08.02.2011).

Further follows the detailed analysis of how these characteristics describing men and women are used in the publications of the Australian newspaper.

The total number of propositions describing women is 1167. Among them:

*/+ [462]: spiritual/mental characteristics [257]: independent [63]: I still have a career of my own. I didn't leave the industry when I had babies or ever rely on my husband to support me* (01.03.2011); *I love my freedom, my independence and the complete ownership of my own life this allows* (16.08.2001); *Hence women have no choice other to become financially and emotionally independent* (27.06.2001); *I was always independent. I don't know how I would cope mentally or financially if I thought for a moment I had to rely on the father of my children to support me as a non-working single mother* (01.03.2011); *She is self-sufficient and capable and very prepared to love and nurture a baby* (18.07.2011); romantic [35]: *we are all romantics at heart, even if many of us don't like to admit it* (29.06.2011); *And when the cynics quizzed me in my early years about wedding days and the relevance of marriage I too held the romantics' view* (08.03.2011); *After all, women have been conditioned from a young age to believe in the fairytale* (26.04.2011); *women say they would prefer to get married to a guy they really love* (04.05.2011); honest [31]: *when she was honest, she wasn't without blame* (18.02.2011); *I must be out of the loop, or loopy, or just honest and clear about my intentions* (16.08.2011); *And I declare openly now that my view is shaped by a few significant things, including the positive post-divorce lives of my parents, my lack of children,*

*the relative independence I enjoy both professionally and financially, and my belief that happiness is the name of the game (26.10.2011); straightforward [19]: they don't have anything to hide; they're not pretending they're something they're not (16.02.2011); it's ok to keep an open mind, as long you openly communicate (23.02.2011); I'm all for open discussions about sex (21.01.2011); educated [18]: Deng has an MBA from Harvard (25.07.2011); I am in my 20s, decent looking, own my own home, stable income, have a postgraduate qualification (27.07.2011); Women are educated now. They go to university and they spend five years studying and then going to get a job (20.10.2011); smart [16]: my smart, sexy, successful girlfriend Rebecca arrived in Australia from Los Angeles three (smart, gorgeous, single) women I was sitting with (28.03.2011); ambitious [14]: she focused the whole of her 20s and early 30s on forging a successful career (14.07.2011); She has a five-year plan that sounds something like this. Meet the right guy within a year. Get married within three. Have a baby in five (10.05.2011); overpowering [14]: we are more powerful than ever before (20.04.2011); we are practically wading knee deep in empowerment (25.01.2011); Women should use everything in their power – their T&A, their bodies, their feminine sensibility and their intelligence, to get what they want (13.06.2011); responsible [11]: women are charged with the responsibility of maintaining relationships (05.07.2011); women were the responsible organisers and men were the playful entertainers (18.02.2011); supportive [8]: And speaking of awesome women, it's impossible for me not to mention my mother too, who is one of the most inspiring and supportive of them all (20.04.2011); the wives keep a smile on their face, a supportive hand on the husband's shoulder and a supporting role for themselves (25.07.2011); careful [7]: I've always been careful to mention this to boyfriends, rather than hiding it from them (26.10.2011); women have to tiptoe around, being careful not to disturb the peace, making sure we're not doing anything to jeopardise the tranquility (23.05.2011); amiable [6]: we females are very good at talking and sharing our experiences (17.05.2011); they tend to have more friends in life and have a larger nesting instinct than men (26.04.2011); decisive [4]: I want to propose to my boyfriend (22.06.2011); well-mannered [3]: Ali's very pretty and has lovely manners (11.12.2011); persistent [3]: I'm a hard working, hard-arse professional who will eat the law of averages for breakfast, no matter how few pennies are left in the joint account (01.03.2011); proud [2]: she prided herself on back-handed compliments (15.07.2011); wise [1]: The women I hang out with are some of the wisest, most supportive, hard-working and inspirational people I have ever met (20.04.2011); placid [1]: It scares and upsets me when he gets angry as I'm quite a placid person (20.11.2011); fun [1]: After all, she was everything he liked in a woman: charming, funny, alluring, cool, aloof, sexy (22.02.2011); **psychic state [47]:** happy [19]: Oh I've never been better. My mother-in-law has stopped speaking to me and we're all so much happier (21.06.2011); excited [13]: I was excited to give university another go. I moved back in with my parents, enrolled in Education at uni and breezed through the course (21.08.2011); confident [9]: she was pretty certain that she was in love (11.05.2011); And, sure, it's easy to lose faith in modern relationships, marriage and the whole shebang (11.07.2011); Nevertheless I'm sure you know the situation all too well (04.07.2011); eager [3]: I understand that there is more to life than having a child (14.07.2011); While the survey had me a little outraged and almost embarrassed to call myself a feminist, I was eager to find out more (18.07.2011); satisfied [2]: But since I have been doing this he has been happier than I have ever seen him, the kids are grounded and getting lots of quality dad time, and I am fulfilled and relaxed too (13.03.2011); grateful [1]: We are thankful to the feminists before us who fought for those rights (18.07.2011); **actions [46]: agent [46]:** works [43]: Why cook when you can work, make money and spend that precious time doing other things (20.10.2011); I was always passionate about my career because I love what I do, but I never cared about possessions (01.11.2011); travels [2]: She was off to New York the next day (11.07.2011);*

speaks several languages [1]: *Travelled the world five times over, learnt three languages fluently* (15.03.2011); **family state [23]**: single [13]: *“It must be so liberating to be single,” my girlfriend declared* (21.06.2011); *I enjoy being single* (16.08.2011); married [7]: *There is an emotional benefit with the fact that she has a ring* (04.05.2011); *I love my husband and kids* (13.03.2011); having relationships [3]: *“My boyfriend isn’t impressed that I’m not hankering to get married,” says Harriet, a 38-year-old single mother and business owner* (27.06.2011); **aesthetic evaluation [18]**: pretty [13]: *she’s the most beautiful woman in the world, well, that tells us that everyone has their own insecurities* (20.04.2011); *They don’t need to pick one when there are so many beautiful girls everywhere you look* (16.08.2011); gorgeous [5]: *he got to date 25 gorgeous women in the hope of finding “the one”* (10.05.2011); **age [18]**: young [12]: *Look, I’m only 22 for God’s sake. I am too young to marry at my age* (29.04.2011); *Jane is an entrepreneurial young woman who has both an internet connection and a raunchy inclination* (27.07.2011); not young [6]: *the growth in plastic surgery among the women of Australia aged 40-plus has grown significantly as they opt for more botox, juvederm, liposuction and breast lifts* (16.02.2011); **ownership [17]**: has children [17]: *We travelled, we built a nicely-appointed home in a good part of town, we started our own business and our children went to a private school with good prospects for their future* (01.03.2011); *But we love our children so exceedingly, that life without them would become an empty, worthless, nothingness* (18.07.2011); **utility evaluation [17]**: successful [17]: *He couldn’t handle my success* (10.05.2011); *Powerful, successful and can hold a mean boardroom meeting* (10.05.2011); **emotive evaluation [10]**: special [4]: *I knew there was something about her and I loved the Australian accent* (11.07.2011); perfect [3]: *She was perfect in everything I ever wanted* (11.07.2011); *managed to play the role of the good wife flawlessly* (18.05.2011); nice [2]: *Ali’s very pretty and has lovely manners* (11.12.2011); charming [1]: *After all, she was everything he liked in a woman: charming* (22.02.2011); **financial state [7]**: well-off [7]: *I have a great career and my own money so I still want to have a boyfriend* (27.06.2011); **physical characteristics [2]**: energetic [2]: *lam very sporty and dread the idea of losing my physical fitness* (26.10.2011);

*/- [422]: psychic state [231]: obsessed [51]: She so wants to be in love that she mistakes every date for ‘the one’* (21.09.2011); *obsessed with getting married, and isn’t afraid to say it ... sometimes even on the first date* (10.05.2011); perplexed [42]: *My girlfriend is now starting to seriously question whether she did make the wrong decision by breaking it off with the beloved boyfriend* (26.05.2011); desperate [34]: *girls are becoming more desperate, will cling to anything with a stable job and a credit card* (17.08.2011); *Why would I force a relationship just because I was desperate for a child?* (18.06.2011); confused [22]: *Her heart is beating fast, her hands are clammy* (06.06.2011); *Instead of women feeling like the empowered, sexually liberated feminists they were promised, they feel used, sad and confused* (04.06.2011); *I’m worried about my partner’s short temper* (20.11.2011); frightened [17]: *It scares and upsets me when he gets angry as I’m quite a placid person* (20.11.2011); *But I love the madness so much that I fear the silence when the little people are away* (19.07.2011); unhappy [15]: *She’s the one constantly in relationships which make her unhappy and, in turn, turn her insane* (10.05.2011); *So many of my girlfriends have children in unhappy marriages, failed marriages and failed relationships* (18.06.2011); diffident [13]: *Not quite sure what the heck she’s talking about, do we really all marry the wrong people?!* (27.06.2011); crazy [9]: *Single women gone mad* (23.06.2011); *if I don’t give her attention every minute of the day, she goes crazy or assumes I’m seeing someone else* (23.06.2011); *Women go crazy (thanks to oxytocin)* (21.09.2011); disappointed [8]: *Many women seem disillusioned by the men they meet* (09.03.2011); *These women don’t trust men and don’t believe that there are any good ones out there* (21.09.2011); shocked [7]: *His health habits shocked and repelled her*

(01.08.2011); *she was flabbergasted by what she discovered: a bunch of game-playing, Playboy types who come on strongly and then swiftly move on to the next without so much as a kiss in the morning or a goodbye text* (16.08.2011); feeling guilty [4]: *I felt guilty putting the children in day care when I went back to work, but we needed my full-time wage, and I needed the headspace* (13.03.2011); feeling shame [4]: *I was embarrassed to feel myself blushing and remembering the way my friends and I used to talk about him after class* (21.08.2011); sad [3]: *I felt so sad to be leaving the school and I also accepted that I was sad to leave him too* (21.08.2011); indifferent [1]: *not too impressed with the way men speak about the fairer sex* (18.04.2011); grumpy [1]: *I felt like I was always grumpy and snapping at everyone* (13.03.2011); **actions [89]: agent [50]:** *works too much [23]: Others fear they may have made a mistake focusing all their time and energy during their best years climbing the corporate ladder and focusing on their careers when perhaps they should have been thinking about becoming a mother* (14.07.2011); *complains [14]: women who often complained that, indeed, their men just weren't up for it any more* (04.04.2011); *they start regaling me with all their problems* (23.06.2011); *regrets [7]: I regret that I didn't spend more time with her (mother), learning, yarning, growing, loving* (05.06.2011); *I regret not kissing that boy, or not going on that holiday, or not waiting that little bit longer* (05.06.2011); *lies [5]: women lie about: food, money and orgasms* (16.05.2011); *I even went on a girls' weekend away, which I told my husband was a conference* (13.03.2011); *too busy doing household chores [1]: From an evolutionary perspective, I'm meant to do the physical stuff because I was born stronger than her, and because she is busy with the children or whatever* (18.07.2011); **patient [39]:** *cheated on [26]: I groaned, wondering how many women would have been fooled by his charms, made heartbroken by his infidelity and left a jaded mess for all eternity* (21.02.2011); *I've been cheated on, lied to, been given false hopes and been told that he's in love with me, only to discover he's been dating someone else all along* (21.09.2011); *offended [13]: She's been hurt before and she's going to make sure that it never happens again* (10.05.2011); *she's been royally burnt by a man who was probably not even worthy of her affections in the first place* (10.05.2011); **spiritual / mental characteristics [53]:** *envious [11]: she is helpless, suffering at the hands of other women jealous of her beauty* (26.04.2011); *she was jealous of me because she thought I had everything – a career, kids, a nice house, a husband* (01.11.2011); *adulterous [9]: Then I found out that she went and cheated on me with one of my friends and an old workmate!* (23.06.2011); *The number one reason women cheat? Because her man doesn't offer her the emotional support she craves* (01.04.2011); *overprotective [7]: It may be that I'm fiercely protective of my children, it may be that I'm overly cautious, it may be that I have a long list of non-negotiable expectations that I seek in a partner, but I will never be in a relationship just for the sake of it* (16.08.2011); *mean [5]: she might look like she's always putting her man first but actually she brings no passion, knowledge or anything else to the party* (10.05.2011); *distrustful [4]: The minute we start dating, she wants to control every aspect of what I do and where I go and who I see* (23.06.2011); *not passionate [3]: She doesn't seem to enjoy sex* (04.04.2011); *She isn't sexually adventurous enough* (04.04.2011); *indecisive [4]: They're not asking for what they want, don't have the strength or the balls to get out of bad relationships and will generally accept a man's BS for as long as she can take it without speaking up* (13.06.2011); *Once bitten, twice shy and all that stuff* (01.07.2011); *spiritually weak [2]: Somehow I'm not so sure that's going to help a woman get the power back* (10.05.2011); *unreliable [1]: Men don't want to date Drama Queen Girl because you're unreliable* (10.05.2011); *boring [1]: Sibson, also searching for a girlfriend, describes single women as "boring"* (23.06.2011); *not honest [1]: though I can sorta tell she's not really being honest* (12.08.2011); *buttoned-up [1]: But it didn't make me wonder where all the good men gone, but rather if I should be more open-minded* (28.03.2011); *too trustful [1]: so many women believe men's lies, especially when they will say whatever is necessary to have sex*



*with her* (04.05.2011); *headstrong* [1]: *modern gals aren't as sexy and independent as we like to think we are* (23.06.2011); *money-minded* [1]: *She only wants to hang out with me expecting that I will take her to a fancy restaurant or a weekend away every week* (23.06.2011); *too upfront* [1]: *I also found them far too upfront about sex – what sort of man wants to be propositioned on a first date?* (23.04.2011); **family state** [30]: *single* [14]: *I'm 42 and still single and I have come to acknowledge the truth: it's very possible I won't have children of my own* (14.11.2011); *having relationships* [9]: *So many of my girlfriends have children in unhappy marriages, failed marriages and failed relationships* (18.07.2011); *Some have found themselves in long-term relationships with men who never wanted to have kids with them but didn't tell them until it was too late* (14.07.2011); *divorced* [7]: *the most financially vulnerable after a divorce are older single mothers* (01.03.2011); **age** [5]: *not young* [3]: *At age 34, a male friend told her she was "too old" to be set up with one of his friends* (14.07.2011); *young* [2]: *it's time to state what has become obvious to legions of frustrated young women: It doesn't bring out the best in men* (28.03.2011); **mode evaluation** [4]: *unbearable* [3]: *She drove us all crazy with her constant meddling and judging and criticizing* (21.06.2011); *queer* [1]: *And women have always been a bit weird* (09.03.2011); **utility evaluation** [2]: *unworthy* [2]: *My boyfriend Drew comes from a very close family and I'm pretty sure no woman would ever have been quite good enough for him in their eyes* (11.12.2011); **physical state** [3]: *sick: more than 14,000 women in Australia will be diagnosed with breast cancer, affecting thousands of families and communities across the country* (20.04.2011); **financial state** [3]: *poor* [3]: *the most financially vulnerable after a divorce are older single mothers* (01.03.2011); **similarity** [1]: *like a princess: they believe all Aussie girls are just princesses* (09.02.2011); **physical characteristics** [1]: *obese: she's struggling to get rid of her post-pregnancy baby weight* (01.08.2011);

/0/ [283]: **age** [91]: *not young* [53]: *As my husband is 60-years-old and I am 53 I thought we could start winding-down on the work-front and spend more quality time together* (12.09.2011); *young* [38]: *In other words, young, inexperienced women prefer games* (01.04.2011); **actions** [69]: **agent** [69]: *works* [35]: *Well, I don't have time to cook because I have a full-time job – as do most women my age* (20.10.2011); *I have now been here for six months and I have a job and keep myself busy* (12.09.2011); *demands romanticism* [27]: *And what a woman wants more than anything is to know a man they love is putting her as his No. 1 priority* (04.05.2011); *doesn't cook* [3]: *I don't know any girls these days who actually want to cook for a guy* (20.10.2011); *travels* [2]: *Rebecca arrived in Australia from Los Angeles* (16.08.2011); *drives a vehicle* [2]: *there are loads of women who drive around too slowly, with too many yippy dogs on the front seat* (01.07.2011); **family state** [65]: *having relationships* [31]: *I have been in a relationship for four years* (19.11.2011); *When I asked her boyfriend for his thoughts, he said that, while he would not mind getting hitched one day, he doesn't need marriage either* (04.10.2011); *married* [21]: *I have been with the same man for thirty-one years and married to him for ten years* (12.09.2011); *divorced* [11]: *As an (almost officially) divorced person myself, I'm less inclined to date you if you too are divorced* (28.07.2011); *in her second marriage* [2]: *This is mine and my husband's second marriage* (26.06.2011); **ownership** [41]: *has children: We have two grown-up children together* (12.09.2011); *She held down a career while raising two daughters on her own* (18.02.2011); **classification** [14]: *single mother* [14]: *"My boyfriend isn't impressed that I'm not hankering to get married," says Harriet, a 38-year-old single mother and business owner* (27.06.2011); *I don't know how I would cope mentally or financially if I thought for a moment I had to rely on the father of my children to support me as a nonworking single mother* (01.03.2011); **psychic state** [3]: *requires help* [3]: *Women physically need help carrying their handbags due to the fact there are more gadgets, gizmos and makeup items in them* (01.04.2011).

Thus, 39.6% propositions have a positive assessment, 36.1% – negative and 24.3% – neutral. These data testify to the balance of positive and negative qualities in an average Australian woman. Yet the assessments of different qualities reveal discrepancy. The most typical descriptions expose women's spiritual/mental characteristics (26.6%), psychic state (23.7%) and actions (17.7%). Interestingly, more states than qualities display negative assessment (54.4% against 12.2%), while for positive assessment a reverse tendency is registered (10.2% against 56.3% correspondingly). Evidently, the newspaper publications relate of quite decent women who, however, are beset with problems causing their dissatisfactory psychic state. Their actions are mostly negatively assessed (42.3%), with neutral (34.8%) and positive (22.2%) assessment being less typical. The majority of neutrally charged propositions inform about women's age (31.8%), actions (25.2%) and family state (22.7%).

Numerical dominance of certain characteristics makes them symptomatic of an average Australian woman. She is an independent educated person who in any case (especially if she is a single mother) has a job. She is happy, confident, pretty, romantic and honest with people around her. Yet the life of a modern woman abounds in setbacks. Most single women are obsessed with the desire to find a perfect man and get married. Most married women are bent on trying to make her husband a better man, a process which leaves them confused and perplexed. As often as not a woman feels insecure and worried because of the man's adultery or lies. Consequently, she becomes jealous and is prone to complain of her hardships to her friends. A modern woman raises her children alone, travels a lot, speaks several languages and is entitled to choose herself whether she should cook or not.

Now I will analyze descriptions of males in the newspaper. The total number of propositions describing men is 494. Among them:

*/- [310]: spiritual/mental characteristics [98]: selfish [22]: They simply hang up the phone, delete her number and head straight out the door to go and drink their weight in beer, have sex with as many women as they can find and throw themselves into their work, all the while quashing any emotions that may surface (29.04.2011); buttoned-up [17]: it takes a bit of prying to get the males to open up about the art of testosterone-based sole parenting (17.05.2011); jealous [12]: Just the thought of another man touching my woman is enough to send me crazy (28.02.2011); spoilt [9]: They're spoilt for choice ... They don't need to pick one when there are so many beautiful girls everywhere you look (16.08.2011); passive [8]: We don't need to know why it didn't work, we don't want to consider trying it again; we don't question the rationale behind our decision (16.05.2011); irresponsible [7]: they're in school longer and they're taking longer to take responsibility for themselves. They're not as pragmatic and they're definitely more sheltered (28.03.2011); unserious [6]: There's a stigma with younger men that they all want to party and play video games (16.02.2011); effeminate [6]: No longer providers, no longer leaders, these guys emerged the losers that the women behind them had probably always suspected they were, but tolerated so long as the bread winning went on (20.04.2011); aggressive [5]: They conquer women as a form of aggression, and their aim is to hurt women emotionally (21.02.2011); self-serving [3]: They are using women for emotional gratification that has little to do with erotic pleasure (21.02.2011); indifferent [2]: this sort of man never listens, has no empathy with anyone's feelings and has a deep-down feeling of insecurity, low self-esteem and inner emptiness (21.02.2011); distrustful [1]: they're finding it hard to meet a woman and that they believe all Aussie girls are just princesses who demand too much and that they could never make them happy (09.02.2011); actions [93]: agent [91]: lies [41]: men lie so much it's a "power trip" and the ability (or need) to lie is "built structurally" into the male brain (16.05.2011); that many of them lie about their jobs to get laid, lie about their relationship status to get laid, and lie about being*

*in love with you to get laid* (11.07.2011); cheats on a woman [21]: *But he's always going to cheat on his girlfriends. He does it because he can. Girls are always swarming all over him* (21.02.2011); *He has sex with his mistress and then goes home and has sex with his wife* (04.04.2011); complains [16]: *Too many men complain to me that they've taken a girl out on half a dozen dates and they've gotten nothing in return* (01.04.2011); drinks [9]: *I was speaking to a guy the other night who disclosed to me (after a few drinks) that, to him, marriage wasn't necessary* (04.05.2011); works too much [3]: *men become less interested in sex is because they're just stressed at work* (16.05.2011); *They start working longer hours and refuse to get into bed at the same time as their partners in order to avoid intimacy* (04.05.2011); misjudges [1]: *Some men mistakenly believe that being a man is about putting the blokes first and ditching your girlfriend to play pool, poker or drink beer with your university buddies* (01.04.2011); **patient** [2]: *cheated* [2]: *Men said they feel cheated by the divorce courts* (27.07.2011); **psychic state** [79]: *hesitating* [26]: *he said that the fact there was so much choice made it all the more difficult to make a decision* (11.05.2011); *Suddenly it was his turn to mourn the relationship, and he had no idea how to do it* (29.04.2011); *the men I've canvased are also looking for love. Yet many aren't exactly sure how to go about getting it* (01.04.2011); *frightened* [25]: *Men fear proposing (for whatever reason) so they delay it* (27.06.2011); *The biggest mistake men make is that they are scared to chase a woman and they are scared of rejection* (07.06.2011); *feeling guilty* [10]: *He told me that we couldn't move in together because he'd feel guilty when he brought other girls home* (13.04.2011); *sad* [7]: *another mate is really missing the woman he left behind when he and his girlfriend split up* (26.05.2011); *obsessed* [6]: *are obsessed with never wanting to grow up and crave video games, sports and depersonalised sexual relationships* (23.05.2011); *confused* [4]: *When I polled a bunch of blokes on the subject, they were as confused as the femmes* (18.07.2011); *surprised* [1]: *I'm surprised that I did not get a call or a word of excuse from him* (15.07.2011); **classification** [26]: *womanizer* [24]: *My friend Jake, who has a penchant for dating a number of women at once with the aim of "keeping his options open"* (11.05.2011); *From text messages between men telling each other, "Hey mate, let's go pick up some easy chicks tonight", to men dating multiple women at once (unbeknown to these women)* (18.04.2011); *mama's boy* [2]: *they all are mummy's boys ... they're in school longer and they're taking longer to take responsibility for themselves* (28.03.2011); **emotive evaluation** [7]: *bad: all the good men have gone because they're morphed from men into boys* (28.03.2011); **family state** [3]: *single* [3]: *For all those men complaining they're still single, here's a quick word of advice: start actually caring what women think* (09.02.2011); **utility evaluation** [2]: *unworthy* [2]: *she's been royally burnt by a man who was probably not even worthy of her affections in the first place* (10.05.2011); **similarity** [1]: *like a child: They are more like the kids we babysat than the dads who drove us home* (28.03.2011); **ownership** [1]: *has children: Compared with mothers they were less warm, less consistent, and less overprotective* (04.03.2011);

**/+ [139]: spiritual/mental characteristics** [73]: *romantic* [26]: *Brian Sparry: property developer, recently engaged, highly romantic, all-round nice gay* (11.07.2011); *Another bloke, Tom, a successful entrepreneur, told me that he couldn't even date a woman who wouldn't allow him to do things for her* (18.07.2011); *ambitious* [11]: *he really can't sustain a relationship with his surrogate family if he and she really are to move on. But he doesn't want to give it up either* (26.05.2011); *chivalrous* [9]: *Most men actually like to be chivalrous (believe it or not) because of the basic biological differences between the sexes* (18.07.2011); *Real men put their wives or girlfriends first* (01.04.2011); *caring* [7]: *I hope that I can work hard enough for both of us so she never has to worry about anything* (04.10.2011); *straightforward* [5]: *I must be out of the loop, or loopy, or just honest and clear about my*

*intentions* (16.05.2011); fun [4]: *he's funny, he makes me laugh, he makes me feel special and important* (04.05.2011); *They're still fun to hang around with!* (28.03.2011); carefree [3]: *He no longer has to fret over whether his future wife will sign a pre-nup; doesn't have to stress about his penchant for non-monogamous relationships, and doesn't have to spend his life living in the fear he may have married the wrong person only to be stuck with her till death do them part* (27.06.2011); fearless [3]: *Especially since even the most powerful blokes in the world aren't afraid to let their wives throw a punch for them every now and again* (01.08.2011); amiable [2]: *She immediately doesn't want me to have any female friends which is difficult in my case because I have so many!* (23.06.2011); confident [1]: *So he knew exactly what he was getting himself into* (04.05.2011); decisive [1]: *Men always tell me they like a challenge* (10.05.2011); kind [1]: *They are kind, considerate, chivalrous, reliable, honest, forthcoming and incredibly helpful* (01.04.2011); **emotive evaluation [15]**: good [8]: *I'm actually a nice guy* (23.06.2011); wonderful [7]: *When they are not trying to get into my pants, the male species can be wonderful creatures* (01.04.2011); *When it comes to women, he comes across as super charming and like a great catch* (21.02.2011); **actions [11]**: **agent [11]**: travels [9]: *Many of these guys are well travelled and share similar interests with me* (27.07.2011); *I first spotted Dani at a nightclub in Las Vegas* (11.07.2011); *Just as you get involved with him, he's off on an overseas trip, which he conveniently forgot to tell you about when you started dating him. He wants to explore the world, and he wants to do it alone* (23.05.2011); works [2]: *many are career men with interesting opinions and lives* (27.06.2011); **utility evaluation [10]**: useful [7]: *They listen to your problems, give astute advice, will happily change your tyre and carry your suitcase when it's too heavy* (01.04.2011); *So I try and help them out as much as I can, but the more I do, the dingier and worse they get* (23.06.2011); successful [3]: *Another bloke, Tom, a successful entrepreneur, told me that he couldn't even date a woman who wouldn't allow him to do things for her* (18.07.2011); **physical characteristics [9]**: strong and virile [7]: *From an evolutionary perspective, I'm meant to do the physical stuff because I was born stronger than her* (18.06.2011); energetic [2]: *I never want to settle down, because why should I?* (23.05.2011); **classification [8]**: good father [8]: *dad who juggles court papers and deadlines while mastering the slow cooker and making his son his first priority* (17.05.2011); **mode evaluation [5]**: astonishing [5]: *Maybe she should reconsider a future with this man her parents so obviously adore?* (26.05.2011); **physical state [3]**: fit [3]: *Years later he's now running marathons and she's struggling to get rid of her post-pregnancy baby weight* (01.08.2011); **financial state [3]**: well-off [3]: *I once took a girl to Vegas for a week, I spent thousands of dollars at the Bellagio in one of the top suites* (23.06.2011); **psychic state [2]**: happy [2]: *happily dating an Italian model and is about to open up his own restaurant there* (01.08.2011);

/0/ [45]: **family state [15]**: single [7]: *So just how difficult are single women these days? "Extremely," says my newly single 30-something mate Rob.* (23.06.2011); having relationships [6]: *My girlfriend is having a hard time convincing her mother that the ex really wasn't The One* (26.05.2011); *these men hide behind their seemingly perfect relationships* (21.02.2011); engaged [2]: *Brian Sparry: property developer, recently engaged, highly romantic, all-round nice guy* (11.07.2011); **actions [13]**: **agent [13]**: works [11]: *men have work, mates, sports and their own independence to take care of* (24.09.2011); watches TV [2]: *I once dated a guy whose idea of a perfect date was to come over and watch the footy, then the soccer, then the cricket* (01.07.2011); **age [9]**: young [9]: *So just how difficult are single women these days? "Extremely," says my newly single 30-something mate Rob* (23.06.2011); **spiritual/mental characteristics [5]**: down to earth [3]: *Modern women live in the movies ... men don't* (26.04.2011); independent [1]: *men have work, mates, sports and their own*

*independence to take care of* (24.09.2011); blunt [1]: *they don't want to talk about things for hours on end, going in circles and not ever coming up with a solution* (01.07.2011); **psychic state [2]**: surprised [2]: *he's surprised that these women wanted to get married, too* (10.05.2011); **similarity [1]**: like a woman: *When I polled a bunch of blokes on the subject, they were as confused as the femmes* (18.07.2011).

Thus, among 494 propositions 62.8% have negative assessment, 28.1% – positive and 9.1% – neutral one. The qualities that are assessed mostly negatively are spiritual / mental characteristics (38.4%) and psychic state (25.5%). More than half of positive qualities of males relate to their spiritual / mental characteristics (52.5%). Typical neutral features are those describing family state (35.7%) and actions (26.1%) of men. A great numerical discrepancy is observed between negative and positive psychic states of men (95.2% and 2.4% correspondingly).

The portrait of a typical man “drawn” by the most frequent descriptions features both his merits and shortcomings where the latter are almost thrice as numerous. Modern Australian man is straightforward, amiable, fun, and quite ambitious in his career. Being a chivalrous romantic in his relationships with the opposite sex he nonetheless occasionally feels insecure. Despite such worldly polish, a typical Australian male is a negative character to a significant degree. Selfish men mostly don't practice monogamy. Bachelors are likely to have several relationships going at a time and married men cheat on their spouses, although they do feel guilty because of it. Men shrink away from marriage and commitment as often as not choosing to stay single.

#### 4. Conclusions

The processed data allow for the following inferences:

Articles published in 2011 in the newspaper *THE SYDNEY MORNING HERALD* (sections “Family” and “Relations”) contain 1661 propositions describing both sexes, wherein 70.3% refer to females and 29.7% to males. Evidently, women become protagonists of the newspaper stories more often, which in its turn indicates the dominant role of women in the Australian society. Positive features prevail in their portrayal (39.6%) although the prevalence is in no way critical. The said is not symptomatic of men whose negative descriptions (62.8%) greatly outnumber positive ones (28.1%).

Females are depicted mostly through their spiritual / mental characteristics (26.6% of all propositions), psychic state (23.7%) and actions (17.7%). Males' typical features are identical: spiritual / mental characteristics (39.9%), actions (19.4%), psychic state (16.8%). Thus, both sexes' portrayal is significantly effected by exposing their spiritual / mental characteristics. Popular notion that it is men who focus on action is not confirmed by the data under scrutiny where actions of both sexes reveal almost equal frequency (19.4% “male” propositions against 17.7% “female” ones). However, a significant discrepancy is observed in the frequency of propositions related to family state (3.7% for men, 8.1% for women) and age (1.8% for men, 9.7% for women) of either sex. Apparently, women are more concerned with the issues of age and marital status. Another stereotypical phenomenon is the quantitative prevalence of psychic state descriptions in a female image (23.7% against 16.8% for males).

Standard portraits of males and females feature both universal qualities (sincerity, romanticism, amiability) and those characteristics which are stereotypically associated with representatives of a certain sex. Specifically, modern men are mostly depicted as adulterous and selfish, yet chivalrous and virile, while modern women are independent and ambitious. Those characteristics of men and women can be considered stereotypes inherent to Australian society at the beginning of the 21<sup>st</sup> century.

The prospects for further research in the field lie in analyzing gender stereotypes of modern Ukrainian society with their subsequent comparison to the gender stereotypes of Australian society identified in this study.

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