

**Pavlenko L. I.,**

*Candidate of Sciences (Philology),*

*Associate Professor, Department of the English Language,*

*the Faculty of Humanities, National University of "Kyiv-Mohyla Academy"*

*<https://orcid.org/0000-0003-1013-4224>*

**Didkovska T. L.,**

*Assistant Professor,*

*Department of Foreign Languages of the Faculties of Natural Sciences,*

*Taras Shevchenko National University of Kyiv*

*<https://orcid.org/0000-0001-7537-1920>*

**Badior N. B.,**

*Senior Lecturer,*

*Department of the English Language,*

*National University of "Kyiv-Mohyla Academy"*

*<https://orcid.org/0009-0009-7430-1598>*

## STYLISTIC FEATURES OF GENDER STEREOTYPES IN JOURNALISTIC DISCOURSE

**Summary.** The relevance of the article is due to the fact that gender stereotypes and gender-marked vocabulary are a linguistic phenomenon common in many languages, including English and Ukrainian. The study is aimed at studying the linguistic and cultural aspects of gender stereotypes in journalistic discourse. It is assumed that the analysis of lexical units in the gender aspect provides an opportunity to obtain information about how men and women use norms in texts of different stylistic coloring. The use of gender theory of social gender in linguistics allows for a comprehensive analysis of language means in the conditions of a certain social communication. It is proven that in the context of journalism, gender-marked vocabulary is often used to address certain gender identities and stereotypes, and it can be found in various types of journalistic discourse. It is assumed that the translation of gender stereotypes in journalistic texts is a difficult task for translators, especially when the target language has different gender systems and cultural norms. In the case of English and Ukrainian, these languages have different gender systems and cultural attitudes towards gender, which can distort the translation process. A review of the scientific literature devoted to the specificity and features of the concept of journalistic discourse is made. Gender-marked vocabulary in journalistic discourse, which represents gender stereotypes, is characterized. An analysis of gender stereotypes in journalistic texts in English is carried out. Lexical units of English-language journalistic discourse considered within the framework of the semantic-axiological approach revealed gender potential. The ideas about gender features fixed in the lexical units of English-language journalistic discourse are revealed. It is concluded that some lexemes of English-language journalistic discourse demonstrate a tendency to erase gender differences, violate gender taboos, which coexists with the traditional positioning of representatives of one or another sex.

**Key words:** gender, gender stereotypes, journalistic discourse, journalistic text, stylistics, gender-marked vocabulary.

**Statement of the problem.** Journalism is a powerful tool that shapes our perceptions, attitudes, and behaviors regarding social norms. However, the language used in journalism is not always neutral and often reinforces gender stereotypes that are deeply rooted in our society. Gender-marked vocabulary, which associates certain words or phrases with a particular gender, is a common practice in journalistic discourse. By using gender-marked vocabulary, journalists seek to create a certain image of the target audience in accordance with their interests and preferences. This section will consider the role of such vocabulary in journalistic discourse, its potential impact on the behavior of the target audience, and the consequences of its use. First of all, it is necessary to pay attention to the definition of gender stereotypes and gender-marked vocabulary [1, p. 21].

**Analysis of recent research and publications.** Gender studies today are a rapidly developing branch of science and are the focus of a wide range of diverse disciplinary knowledge – sociology, psychology, cultural studies, anthropology, intercultural and non-verbal communication, linguistics, etc. To date, a number of significant conclusions have been made, and the question of the legitimacy of the gender approach to the analysis of human history and culture is no longer questioned and is considered quite obvious and justified.

In this paper, we will consider the gender aspect of the phraseological fund of modern English, including the principles of identifying the gender relevance of phraseological units and determining the role of the gender component in their semantics.

The term “gender” means a set of norms of behavior and positions that are usually associated with male and female individuals in our society. Gender is based on the idea that it is not biological or physical differences between men and women that are important, but the cultural and social meaning that society gives to these differences. Particular emphasis at the current stage of development

of gender studies is placed on the fact that gender is determined not only and not so much biologically, but socially and through culture [2].

Gender is culturally and historically relative; its meaning, interpretation and expression can be different both within the same culture and in different cultures, acting as a cause of historical changes in the language system.

In defining the concept of gender, a special place belongs to reviewing the correlation, relationship, mutual influence, as well as establishing boundaries between the concept of gender as a socio-cultural category, on the one hand, the grammatical category of gender and the biological category of sex, on the other hand. Based on the fact that the above-mentioned concepts are interdependent and interacting elements of the anthropocentric system of knowledge, we can say that gender studies are based on the study of the category of gender as one of the components of the three-member opposition sex – gender – gender.

Gender as a concept that arose historically later than the concepts of sex and gender is a category of knowledge that reflects certain features and properties of the latter. The degree of their interconnection varies and is individual for each individual society, since it largely depends on the characteristics of socio-historical development, which in turn has a direct impact and determines the course and direction of further cultural and linguistic changes. Modern areas of gender studies in linguistics owe their emergence to feminist linguistics or feminist criticism of language, which arose in the late 60s and early 70s in the USA and Germany [2].

Despite the fact that many of the provisions of feminist linguistics at the current stage of the development of linguistic genderology are considered to be excessively ideological and are subject to sharp criticism, one cannot, however, underestimate the contribution that feminist linguistics has made to the development of a new direction in linguistics, namely gender studies. One of the important problems associated with the study of the interaction of language and gender is the problem that is directly related to the answer to the question of why and why gender ideology arises and how it manifests itself in language. In the course of its study, two approaches are of interest, one of which is called critical discursive analysis, and the second is the theory of cultural practice. These theories make a significant contribution to the development of gender studies, however, as many researchers note, for a deeper understanding of the interaction of language and gender, it is necessary to create an internal approach. The integration of these areas will contribute to the creation of a serious theoretical and methodological basis for the study of the ways in which language represents and expresses socio-cultural practices.

Gender research in domestic linguistics has undergone rapid development, as well as significant changes associated with greater emphasis on narrower areas of science, with a revision of research goals and objectives, as well as with the development of new methods and areas of study. The work of subsequent years allows us to conclude that "from the general theory of gender, the problems of its ontological status, overcoming some one-sidedness of the approach and hyperbolization of the gender factor in communication, gender research is gradually moving to a state that is characterized, first of all, by a deeper than before focus on establishing the possibilities of a gender approach in specific private scientific areas. The popularity and rapidly growing interest in gender issues in domestic science is evidenced by regular interdisciplinary conferences and scientific forums, the appearance of special periodicals, an increase in

the number of publications and dissertations, as well as the creation of professional groups of gender scientists [2], [3, p. 404].

**The purpose of the research.** Phraseology occupies a special place in gender studies among other language levels and linguistic areas. The phraseological fund of a language determines the universal The essence and characteristic features of any specific national picture of the world, reflected in the symbolic system of secondary nomination using metaphors, comparisons, symbols, stereotypes, standards. In the inexhaustible depths of phraseology, we can learn about the life of a particular people, about its traditions and customs, about the etiquette of behavior, moral and ethical attitudes. The purpose of the research is to analyze the stylistic features of gender stereotypes in journalistic discourse.

**The main findings.** Gender studies help to reveal not only the modern idea of the cultural categories of masculinity and femininity, but also the long process of evolutionary development of the most ancient archetypal opposition "man – woman". The complexity and diversity of the object of our study raised the question of which of its constituent aspects should be included in the focus of attention regarding gender. In our study, we proceeded from the understanding of a linguistic unit as a three-level sign, i.e. a sign that has structure, semantics and reference. Each level, whether structural, semantic or referential, is, on the one hand, an independent area for conducting a large-scale study of gender, but on the other hand, being a trinity – parts of one whole, consideration of one of the levels invariably requires an appeal to other levels, which as a result gives the most complete idea of the internal mechanisms, determining the formation and functioning of gender in the phraseological system of signs.

When considering gender, specific goals and objectives are set at each level, the solution of which was able not only to ensure a consistent transition from one level to another, but also to prepare the ground for obtaining fruitful and substantiated results at each of the following stages of the study. The central issues of studying the gender component at the structural level are:

1. Systematization of gender-marked material, i.e., combining idioms into groups with semantically homogeneous gender markers.
2. Isolation of gender-marked lexemes from journalistic texts and analysis of their structural and semantic features, as well as their phraseological activity, since each group of gender markers has its own specificity in the formation of a gender image in phraseological meaning.
3. Distribution by structural and functional characteristics, which contributes to the further establishment of the dependence of the degree of stability of the gender component at the level of semantics and reference on the form of nomination – substantive, verbal, adverbial, etc.

The main tasks facing us when analyzing the gender component at the semantic level are:

1. Determining the place of the gender component.
2. Consideration of the features of its formation
3. Determining the qualitative characteristics (i.e., assessment) of the conceptual foundations of culturology that convey the attitude of the English-speaking ethnic group to the cultural categories of femininity and masculinity.

When studying the referential level, special attention was paid to the consideration of the following issues:

- Establishing the attribution of phraseological units:
  - a) to the male and/or female gender;
  - b) to the sphere of the masculine and/or feminine.

- Consideration of the relationship and interaction of gender reference and evaluation.

As part of the work, an attempt was made to combine two advanced areas of modern linguistics, namely cognitive and gender linguistics. We would especially like to note that the research we conducted is a comprehensive study of the gender aspect of English journalism, which explains the need to introduce a number of terminological designations for those linguistic phenomena and concepts that were first established in the course of this study, since the categorical apparatus of linguogenderology is not yet sufficiently developed. Such concepts, first presented in this work, include:

- gender marking (structural and semantic, as well as full and partial);
- two-level gender marking;
- structural and semantic criteria for selecting gender-marked linguistic material;
- closed and open systems of gender oppositions;
- gender reference: masculine, feminine and intergender, as well as direct and indirect;
- gender asymmetry at the morphological level;
- gender conceptual-phraseological lacunarity;
- gender asymmetry at the conceptual level;
- private and general gender conceptual foundations;
- nuclear and peripheral areas of gender conceptualization;
- linear and nonlinear correlation of gender marking and gender reference.

Gender stereotypes are widespread in society ideas about the characteristics and behavior of representatives of different genders, primarily men and women. Gender stereotypes are closely related to gender roles existing in society and serve to support and reproduce them. In particular, gender stereotypes contribute to the maintenance of gender inequality [2].

To define gender-marked vocabulary, let us first turn to the opinion of foreign authors. Gender-marked vocabulary is words and phrases in language that are used to distinguish between genders based on social norms and expectations regarding gender roles.

We suggest that gender-marked vocabulary is such lexical units of language that express belonging to a certain gender and reflect sociocultural ideas about the uniqueness and differences between the male and female worlds. We define gender language as language forms and means that reflect sociocultural stereotypes and ideas about the differences between men and women, as well as about the norms and roles and each of the articles.

Thus, domestic and foreign authors generally agree that gender-marked vocabulary reflects and reinforces social and cultural gender stereotypes. However, there may be differences in specific examples of gender-marked vocabulary in each language, as well as in the extent to which gender-neutral language is promoted in each linguistic context [4].

Gender-marked vocabulary in journalistic discourse is a common phenomenon that reflects and reinforces gender stereotypes. According to foreign scholars, such vocabulary can be divided into three types:

- words specific to gender (for example, “woman” and “man”),
- words neutral in gender, but often associated with a certain gender (for example, “nurse” and “doctor”),
- words that have different meanings depending on the gender of the subject.

Domestic scholars have also identified gender-marked vocabulary in journalistic discourse. For example, scholars note that gender stereotypes are often present in Ukrainian journalism due to the use of gender-marked vocabulary to depict traditional gender roles and expectations [1, p. 23].

When it comes to journalism in the language of social networks, gender-marked vocabulary can be especially widespread, with the use of words such as beautiful and handsome often associated with traditional gender roles and expectations. Gender-marked vocabulary is often used in journalistic discourse to reinforce the idea that women should conform to public standards of beauty. As well it was found that gender stereotypes are reinforced through the use of gender-marked vocabulary. This reinforces stereotypes that women should prioritize their appearance and conform to traditional gender norms. This state of affairs can lead to gender inequality, potentially harming individuals who do not meet these standards. However, efforts are being made to promote more inclusive and gender-neutral language in cosmetics advertising, with some writers avoiding gender language.

Gender-marked vocabulary in journalistic discourse can reflect gender stereotypes, and thus support social expectations about women and men. Let us highlight some examples of gendered vocabulary that can contribute to the formation of gender stereotypes in journalistic discourse:

- The use of words such as “masculine” or “feminine” to describe certain phenomena, products, or characteristics, which reinforces the idea that certain phenomena or products are suitable only for one gender.
- The use of gender pronouns such as he or she, which can also reinforce traditional gender roles and imply that certain roles or behaviors are appropriate only for one gender.
- The use of words such as “beauty” or “handsome” to describe appearance, which can reinforce the idea that women should prioritize their appearance and conform to societal standards of beauty.
- The use of gender stereotypes, such as portraying women as overly emotional or irrational and men as indifferent or logical, which can contribute to harmful gender norms and perpetuate unequal power dynamics.

It is also necessary to consider examples of gender-marked vocabulary in Ukrainian-speaking language culture:

A man from whom a woman does not demand feats at all becomes lazy, shriveled, and overgrown with fat, dust, and longing.

I have a special dad – a hero who travels to places no human has ever set foot.

A woman wearing Fabiana Filippi is sophisticated and elegant. When dancing with a man, you can express dissatisfaction.

The girl was self-sufficient [5], [6].

Gender stereotypes in Ukrainian and English-speaking cultures reinforce traditional gender roles and perpetuate harmful stereotypes about what it means to be “man” or “woman.” Men are often portrayed as strong, competitive, and dispassionate, while women are portrayed as emotional, caring, and submissive. This reinforces gender inequality and can lead to discrimination against individuals who do not fit into these narrow gender roles. In our time, it is important to promote gender inclusivity and diversity in all aspects of Ukrainian-speaking and English-speaking cultures in order to create a more equal and tolerant society.

**Results.** Thus, we found out that gender stereotypes are certain ideas about the characteristics and behavior of representatives of different sexes (women and men), which are reinforced by the use of gender-marked words. Gender-marked vocabulary is such lexical units of language that express belonging to a certain gender and reflect sociocultural ideas about the uniqueness and differences between the male and female worlds. Gender-marked vocabulary in journalistic discourse for both women and men can strengthen gender stereotypes and limit people's opportunities and choices.

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**Павленко Л., Дідковська Т., Бад'йор Н. Стилістичні особливості гендерних стереотипів у публіцистичному дискурсі**

Актуальність статті обумовлена тим, що гендерні стереотипи та гендерно-маркована лексика – це лінгвістичний феномен, поширений у багатьох мовах, у тому числі в англійській та українській. Дослідження спрямоване на вивчення лінгвістичних та культурних аспектів гендерних

стереотипів в публіцистичному дискурсі. Зроблено припущення, що аналіз лексичних одиниць у гендерному аспекті дає можливість отримати інформацію про те, як вживають норми чоловіків та жінок у текстах різного стилістичного забарвлення. Використання гендерної теорія соціальної статі в лінгвістиці дозволяє провести комплексний аналіз мовних засобів в умовах певної соціальної комунікації. Доведено, що в контексті публіцистики лексика з гендерним маркуванням часто використовується для звернення до певних гендерних ідентичностей та стереотипів, і її можна знайти в різних типах публіцистичного дискурсу. Зроблено припущення, що переклад гендерних стереотипів у публіцистичних текстах є складним завданням для перекладачів, особливо коли мова перекладу має різні гендерні системи та культурні норми. У випадку з англійською та українською мовами – ці мови мають різні гендерні системи та культурні відносини до гендеру, що може спотворити процес перекладу. Зроблено огляд наукової літератури, присвяченої специфіці та особливостям поняття публіцистичного дискурсу. Охарактеризовано гендерно-марковану лексику у публіцистичному дискурсі, що представляє гендерні стереотипи. Проведено аналіз гендерних стереотипів у публіцистичних текстах англійською мовою. Лексичні одиниці англомовного публіцистичного дискурсу розглянуті у межах семантико-аксіологічного підходу виявили гендерний потенціал. Виявлено уявлення про гендерні особливості, закріплені в лексичних одиницях англомовного публіцистичного дискурсу. Зроблено висновок, що деякі лексеми англомовного публіцистичного дискурсу демонструють тенденцію до стирання гендерних відмінностей, порушення гендерних табу, що співіснує з традиційним позиціонуванням представників тієї чи іншої статі.

**Ключові слова:** гендер, гендерні стереотипи, публіцистичний дискурс, журналістський текст, стилістика, гендерно-маркована лексика.

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