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LINGUISTIC REPRESENTATION OF GENDER CONSCIOUSNESS IN ENGLISH AND RUSSIAN-LANGUAGE MEDIA TEXTS

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Abstract. This article examines the concept of gender consciousness, its genesis and interpretation. The genesis of the formation of identity and its consciousness has come a long way, starting its development from the primitive communal system. The struggle for power, for dominance in society, historical events, as well as many other factors have created the conditions for the formation of modern gender consciousness, in which a man plays a dominant role. Despite the traditional ideas about men and women, we are witnessing the flourishing of women's self-awareness, formation and progressivism. The anthropocentric paradigm explores key concepts related to humans, thinking, and speech. Within the framework of this paradigm, many new directions arise that explore the interaction of gender with other aspects of science, language, and man in general: gender linguistics, feminist criticism, gender politics, sociolinguistics, and others. One of the most important issues considered by scientists is the concept of gender identity. The gender identity of the new generation is a developed, cultural, social personality, less and less dependent on the gender of a person. This identity has such a gender consciousness that expands the possibilities of a person regardless of his gender. The scientific significance of the study lies in the study of the linguistic representation of gender relations in the media. The practical significance of the work is aimed at identifying the linguistic features of media texts. The article presents the results of a study of gender consciousness in the media texts of American and Russian media. The authors noted not only the stylistic and lexical features of male and female journalistic speech, but also demonstrated the distinctive features of information transmission by male and female authors.

Keywords: gender consciousness, media texts, identity, man, woman, personality, language, media

Introduction

The anthropocentric paradigm explores the interaction between a person, his thinking and speech. Modern person has all the advantages for the formation

of a progressive personality: education, digital technologies, career growth, travel and new social opportunities. The cultural and social development of identity dynamically builds new relationships in society, changes the perception and ways of transmitting information, affects the idea of values and mores. Identity acquires new psychological, social and cultural dominants. Unlike the modern idea of personality, historically a person was divided into men and women, and gender differences have always played a key role in the life of society and in people's minds. The purpose of this work is to identify the features of gender identity consciousness in the mass media.

The genesis of the formation of gender consciousness begins with the period of the primitive communal system, when the dominant role in society was occupied by women. Gender consciousness was that men were engaged in foraging, recognized the primacy of women, and women, in turn, were engaged in the distribution of prey and took care of descendants. In the course of the development of human society, new norms and rules of life appear, new social relations are being built between all members of the community, clan. A woman begins to lose her leading position, and, by the beginning of the formation of the feudal system, a man plays a dominant role. With the spread of Christianity, the position of a woman in society becomes more shaky, because due to religious writings about the sin of the ancestress Eve, the image of a woman acquires frivolity, stupidity, sinfulness. Religious dominance in society has played an important role in changing a woman's social status, her role, her physical and mental abilities, and has also prompted over-control and guardianship on the part of men.

With the advent of the capitalist system, discrimination against women continues to spread in all spheres of life. Patriarchal relations in society have taken root, men have taken all the leading positions in power. Women continue to engage in family, parenting, and their gender consciousness has changed so much that they almost do not even consider the possibility of seizing leading positions from men in order to go beyond public opinion or declare themselves as a self-sufficient person.

Gender consciousness in society has so belittled the possibilities of the female mind that in the event of the death of her husband or father, a guardian was appointed to the woman, who conducted all the affairs of the family, allocated a certain mandatory amount to the woman for her expenses. Men encouraged an easy-going nature, taciturnity, meekness, and all the traits of a strong personality were attributed to tyranny, poor upbringing and severely censured. Interestingly, men skillfully manipulated women's consciousness, deliberately distracted from political life through balls, receptions, lots of jewelry, dresses and intrigues. As Napoleon wrote while on St. Helena: "Nature created women to be our slaves. They are our property, we don't belong to them. As the tree that bears fruit is

owned by the gardener, so we own them. What a crazy idea to demand equality for women! Women are nothing but a birthing machine for the production of children” [1].

The situation began to change when at the end of the XVIII – beginning of the XIX century women began to study. European women activists have raised the issue of equality between the sexes. Male pride, imperiousness and female ignorance have long supported prejudices about the female sex. In the twentieth century, women’s rights defenders and feminists raised a storm of activity. They were able to raise not only topical issues of the relationship between men and women, but also to bring important issues of masculinity and femininity to a new level of scientific research. Modern science studies the phenomenon of gender identity not only within the framework of psychology, sociology, anthropology, but also linguistics. In view of the formation of interdisciplinary sciences, new directions are emerging that put the research of the person himself, his worldview, and worldview at the forefront. Areas such as cognitive linguistics, social linguistics, gender linguistics and others seek to provide an answer to how identity changes, how it is reflected in language and how it contributes to a change in gender consciousness in general.

According to D.B. Zharkimbayeva, gender consciousness is defined as “one of the forms of social consciousness reflecting social existence represented by the presence of two sexes, their relations with each other, as well as the attitude of society towards these relations” [2]. The concept and essence of gender consciousness is being studied by scientists of various sciences and is becoming increasingly relevant in view of the changes that are taking place in society.

A team of Chinese researchers conducted an interesting study on modern human information needs. The authors conducted a study using the example of Chinese society, however, the results of the study can be applied to the consciousness of men and women in various social and cultural dimensions. Scientists note that the information needs of society are changing, so the authors of media texts and other information materials are adapting in accordance with the new requirements and interests of the readership [3].

Markina Y. V. in her research notes the factors influencing the transformational processes of gender relations in society. The author notes the high human need for the development of their personal identity, which affects the media content and the new value orientations of young people. The media today promotes the modeling of a new personality, taking into account its cultural, mental, and social component. Markina Y. V. I am convinced that the way of thinking of young people departs from generally accepted stereotypical patterns, which requires a more detailed study of the issue of human consciousness and gender relations in society [4]. Walker A. also deals with the issues of studying the relationship between gender and consciousness [5].

Babenkova E., Vasilkina E. and Mishina M. study issues related to gender roles, stereotypes in society, as well as the impact of print and electronic media on society, culture and people's consciousness. From the researchers' point of view, the modern language of the media demonstrates some neutralization of gender differences [6].

Sarbassova A., Kubayeva A. gave a description of the linguostylistic and linguopragmatic features of media texts. The authors believe that studying the various linguistic means of media texts can help in more detailed research by specialists in various linguistic fields [7].

The genesis of the development of gender consciousness can also be clearly traced through the media texts of newspaper publications that broadcast the most relevant information. Thus, the overall global media picture during the Second World War demonstrates transformational changes in the perception of men and women about gender roles. Women had to take on the role of not only a mother and breadwinner, but also to provide all possible assistance in industry, science and other areas of life. In the 1960s, the American media actively observed a new round of formation of female gender identity and other changes in human gender consciousness. Modern American media transmit a strong interest in human identity, its thinking, formation and development, that is, American media texts are more human-oriented. This fact is typical for the United States, since it is associated not only with the historical development of American society, but also with a number of other social factors: migration, gender policy, military conflicts, and others. Russian media promote values related to society, culture, unity and tradition to a greater extent. The current geopolitical situation in the world forces the authors of media texts to pay attention to human problems, to the destruction of stereotypical ideas about men and women, and to issues related to human society.

Materials and methods

In the course of the study, such methods as the continuous sampling method, theoretical and methodological analysis of materials on the research topic, comparative analysis, as well as a method of classification and systematization of the materials and results obtained were used. The continuous sampling method allowed us to select examples for analyzing media texts. A comparative analysis of media texts was carried out in order to identify the features of gender consciousness among English-speaking and Russian-speaking authors, their similarities and differences. The method of classification and systematization of the obtained materials and results, combined with other methods, made it possible to conduct a theoretical and methodological analysis of media texts.

Media texts in publicistic discourse based on materials from the English-language and Russian-language press for the period from 2023 to 2024 in the

amount of 124 texts, of which 76 texts in Russian and 48 texts in English were analyzed. In 2023, we analyzed 54 media texts: 19 in English and 35 in Russian. In 2024, we analyzed 70 media texts: 29 in English and 41 in Russian.

Table 1. Statistical data of the study

Media texts	2024	2023
	Men/Women	Men/Women
English-language press	15/14	9/10
Russian-language press	18/23	16/19
Total	70	54

During the analysis we studied such information and analytical publications as «The Izvestiya», «The Argumenty I Fakty», «The New York Times», «USA Today», «New Yorker».

Results and discussion

The behavioral values of men and women have their own distinctive features, both in American and Russian society. The study found that men in American society are interested in topics such as politics, economics, and sports. In addition, it is worth noting such areas as society and culture. Within these areas, greater emphasis is placed on investments, finance, career, and skills. In the Russian-speaking society, similar topics that are interesting for the male consciousness prevail. Nevertheless, there are pronounced distinctive features. For example, men in Russian-speaking society are more likely to raise issues of cultural perception of society. In addition, we have noted such subtopics as food, alcohol, art, science, and law in media texts.

In a comparative aspect, male authors are more likely to write articles about art than women. Men's speech, unlike women's, is more information-rich, structurally designed. In an effort to get a lot of readers, male authors use a variety of stylistic and lexical techniques and tropes in their works. In Russian-language publications, male authors actively use epithets that demonstrate strength, scale, size or material. For instance, *историческая правда, масштабный кинопроект, эпический пафос, тотальная беспомощность, титанический труд* («The Izvestiya», «The Argumenty I Fakty»). The epithets of English-speaking male authors differ in the more frequent use of adjectives characterizing emotionality, character traits, and mentality. For example, *terrible idea, indefensible, illogical hope, tyrannical coach, luminous charisma, the cold-blooded honesty* («The New York Times», «New Yorker», «USA Today») and others.

During the analysis of media texts from the popular newspapers «The Izvestiya», «The Argumenty I Fakty», «The New York Times» and «USA Today» we noted the features of epithets used by female authors. Female

authors of Russian-language publications are more likely to use epithets related to emotions and feelings. Such epithets can be somewhat exaggerated in order to convey all the emotional force, disagreement, and confrontation. For example, in the newspaper «The Argumenty I Fakty» the author of the article «Противоестественные надобности» uses the following epithets as a way of expressing protest, indignation: *чудовищное горе, дурная компания*. Female authors in the English-language press use more abstract epithets that emphasize some of the realities of life, their attitude, and position. For example, *difficult life, equal chance, inspirational quotes, short life* and others. In general, the use of epithets of women in both languages has common features. For example, the use of epithets characterizing or describing appearance, fashion, atmosphere, setting, and so on.

In American society, as our analysis of «New Yorker», «New York Times» and «USA Today» shows, women pay more attention to such topics as society, culture, and sports. Within the framework of this topic, it is worth noting such subtopics as career, love, finance, friends, and health. In the American women gender consciousness, there are somewhat different cultural and social attitudes than in Russian society. In our opinion, this is due to the fact that the value dominants in the minds of women are beginning a new transformation, undergoing significant changes and focusing on greater gender equality and independence.

In one of the «New Yorker» articles for 2023, 8 respondents were interviewed, who noted that in modern conditions it is vital to create an identity that is able to independently build its life position, achieve career success, gain financial independence and only then build partnerships. American linguistic culture demonstrates a special view on the issue of motherhood. It is well known that women consciously begin to think about having a child after the age of 32.

In the Russian mind, the issues of motherhood and upbringing are more relevant at the age of 20-22 years. According to statistics, the gender consciousness of women in Russian society corresponds to such topics as health, motherhood, culture, society, family, celebrities. It is worth emphasizing that the female authors in their articles consider the issues of health, childbirth and motherhood from the point of view of medical science. For example, in the articles «Рожденные в клетке» and «С чего начать» of the newspaper «The Argumenty I Fakty» for 2024, issue No. 6, the authors raised the issue of genetic studies of pregnant women and children in order to detect pathologies early. The authors raise not only the issues of motherhood, but also the problems of large families, early pregnancy, abortions and so on. The mentality of a woman, despite the modern challenges of society, continues to cover those areas of life that have historically been fixed for them.

The mediatexts of the Russian-language and English-language press have journalistic features of information transmission. Using the continuous

sampling method, we analyzed 124 media texts in the period from 2023 to 2024. The analysis of mediatexts allowed us to identify not only the thematic areas of interest of male and female authors, but also to highlight the linguistic features of the journalistic text of the authors of both sexes, taking into account their gender, cultural and mental components. A comparative analysis of mediatexts revealed the distinctive features of information transmission by the authors of both cultures: the English-language press is characterized by a greater number of articles of a dialogical nature, while in the Russian-language press 80% of the analyzed articles are monologue. We believe that this fact is related to the peculiarities of the Russian and American mentality. American authors are more human-oriented, emotional, and publish their articles taking into account the fact that information is accessible to any average American, regardless of his level of education, language proficiency, age, and other social parameters. The use of abbreviations, borrowed vocabulary, special terms, neologisms, phraseological units, metaphors, and other lexical and stylistic means of expression is typical for the American media. Unlike the American media text, Russian journalistic texts can be considered more information-rich. The authors of Russian media texts actively use such stylistic and lexical means of expression, which are maximally known to the general public. We also noted that the authors of Russian-language media texts often use socially significant vocabulary: *свобода, вера, Родина* and others.

The texts of the authors of articles in American magazines do not have a strict official business style, they differ in emotional coloring and the use of informal vocabulary. For example:

- «... *taking aim with his enormous lens and scaring the hell out of everyone at dropoff...*», «*Why the hell should that be art?*», «*I was sad*» («New Yorker», 2023, May) and others.

Unlike American media texts, the authors of the Russian-language press adhere strictly to the official business nature of writing texts. The media texts of the Russian-speaking society are characterized by the pattern, structure of the text, the use of special vocabulary, as well as the wider use of stylistic phrases compared with the English-language press. One of the features of modern Russian media texts is the introduction of popular foreign vocabulary into speech («кибербуллинг», «вейпы», «снюсы» and so on). One of the parameters of a traditional journalistic text is statistics. Russian-language media texts contain extensive statistical data in various headings. For example:

- «*Семьёй всё чаще обзаводятся не в 23–24 года, как в XX в., а после 35 лет. В результате, по данным переписи населения, 55% семей в стране имеют одного ребёнка, 33% — двух*» («The Argumenty I Fakty», № 35 from 30.08.23).

The use of a variety of artistic stylistic means of expression is inherent to a greater extent in male authors. We have noted that male authors of Russian-language newspapers use metaphors more often than female or male authors of American media texts. For instance, «так рождался Менделеев как технолог», «воплощением зла», «керосинового суверенитета России». The metaphors of Russian-speaking authors are evaluative in nature, they touch on strategically important issues of society, economics, culture and science. In the American press, metaphors are more neutral, focused on a person, his activities, abilities and hobbies. For example, «He shot me a mischievous grin», «the book was stillborn», «professional listeners». It should be noted that despite the metaphorical nature of media texts, masculinity continues to be noted in the works of male authors. Metaphors most often correspond to the “male” themes of war, games, politics, economics, and science. Male authors often resort to using such means as exaggeration in media texts («He made countless fixes, and I made fixes to his fixes, and together we made ten thousand more», «тысяча мелочей»), rhetorical questions («What’s the path into a profession for which there is no school or certification, and to which no one actually aspires?»).

In media texts, men use various phraseological phrases, mainly of a somatic nature. For example, «уйти в закат», «язык денег», «уши вянут», «Harry was all heart», «Harry won the heart of my daughter». This trend is primarily related to the peculiarities of male thinking and worldview. It is believed that women are more abstract by nature, while male perception relies more on sensory orientation. In the course of the study, we conducted quantitative and qualitative studies of abstract nouns. Thus, women are 73% more likely to use abstract vocabulary. Modern men use such abstract nouns as “goal”, “opportunity”, “success” and others.

One of the features of male speech is the use of facts, statistics and references to authoritative opinion. Female speech is characterized by generalization, abstraction of acquired knowledge and information. The peculiarities of male and female speech are also present in media texts: male authors most often refer to world-famous personalities («Вспомните Ивана Грозного, Петра первого, Екатерину Вторую», «That imperious Windsor motto, “Never complain, never explain» and others).

In one of the «The Izvestiya» articles, a female author conducted a study of food prices in one of the largest trade pavilions. It is important to note one distinctive feature, the female author refers to the opinion of experts from this field, to the opinion of merchants and buyers themselves, that is, a woman most often writes about what carries and worries the ordinary man in the street and refers to those who are understandable and known to an ordinary person. There are numerous similar examples in publicistic: female authors write about parents, their everyday life, about health, not just about finances, but about the

family budget and savings, not just about a career, but about the possibility of additional earnings during maternity leave and the possibility of self-realization in conditions of permanent employment. In other words, despite the fact that both men and women write on the same topics, the information itself, its presentation and goals are different.

It is important to note that modern gender consciousness departs from its inherent stereotyping, however, the basic concepts remain to this day. Both men and women in their works raise questions about gender, identity, what worries modern people and how to build their lives in a rapidly changing world. In the media texts of American and Russian authors, men are more likely than women to make remarks about gender. It is worth noting that men tend to write more often about their mothers and their feelings towards them. In the article «Ghostwriter» author wrote that Princess Diana as a mother is still a difficult topic for Prince Harry. Any word addressed to her raises a lot of emotions and worries in him. In a Russian newspaper, one of the authors named his mother talismans and claims that «главную роль в моей жизни сыграла мама». In comparison, we have not identified any cases of such statements about the mother or father on the part of female authors.

Female authors tend to use less stylistic means in comparison with men: the most frequent means is metaphor. Thematic metaphors belong to those areas of research that affect the sphere of interest of female representatives: weight, health, upbringing, appearance, etc. (*«прирастают килограммы и у нас», «взрастить гения», «страшно красивая», «love triangle»*). It is stereotypically believed that women are prone to exaggeration, however, in the course of research by female authors, techniques of hyperbolization or irony are used in isolated cases.

Conclusion

The analysis of media texts showed that, despite the preservation of some traditional female consciousness, changes in gender identity occur in different directions. The main reason for changes in women's consciousness is an increase in functionality. A modern woman not only runs a house, runs a household, takes care of children, but also conducts professional activities, shows new socially significant functions. For example, women are car enthusiasts, women are robot builders, and women are politicians and others. This trend is normal and generally accepted.

The traditional values of male consciousness are also undergoing a transformation process. Work is still a way of self-affirmation: career success, financial opportunities and personal qualities are the main characteristics of the male sex. Nevertheless, modern male consciousness is not as categorical as it was a few decades ago. Men retain their family values; however, this is due not only to the desire to continue the family, but also to a new social status, which

characterizes a man as a self-sufficient and established personality.

Unlike men, women's position on family values is undergoing significant changes: modern young women do not seek early marriages, preferring to gain financial independence, achieve career results and self-realization. The desire to realize their own potential does not leave women even after marriage, on maternity leave. Widespread digitalization creates additional opportunities for mothers to work remotely on maternity leave, and the desire to earn money opens up new prospects for doing business online. The author of the article «Tired of Sucking It Up as a Climber, I've Embraced a Softer Strength» in «The New York Times» for 2024 notes, that *«women can continue their careers with vigor after having children», «We have to move forward, not back»*.

In our opinion, masculine gender identity has not yet realized the changes that are taking place in the new gender consciousness of women. Most men, accustomed to the typical behavior of women, are not able to assess the scale of cognitive, social, gender and legal changes that occur in thinking. The manifestation of feminine traits and emotionality in men's speech indicate that everyday consciousness strives for gender equality. For example, attempts to express their feelings by male authors have become more common in media texts (*«I was sad», «Every time I caught his show, I'd feel confused, empty, sad, but also amazed at how much he had to say»*).

The activation of research on gender consciousness of men and women occurred in view of the global study of identity itself, that is, self-knowledge through the prism of oneself, family, and society. This issue is accompanied by research in all fields of science and highlights such areas as gender linguistics, gender sociolinguistics, feminist criticism, gender psychology, gender politics and others. Scientists pay attention to gender asymmetry, since male dominance often creates an obstacle to female self-realization in view of the stereotypical thinking of all participants in society.

Modern publicistic discourse has all the possibilities for the formation of a new generation of gender identity. Media texts are arranged in such a way as to support the stereotyping of a particular phenomenon, or they are designed to influence the reader, his worldview, worldview. Stereotypically, a few decades ago, female authors wrote only about celebrities, culture, and motherhood issues, because these topics were close to them, and only their opinion was important to readers. Modern readers, regardless of gender, want to know the opinion of representatives of both sexes, since, due to their characteristics, men can notice in their articles what escapes the attention of women, and vice versa. Media texts in the American and Russian media are undergoing changes in their structure, language, and style, acquiring new features of a free style.

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АҒЫЛШЫН ЖӘНЕ ОРЫС ТІЛДІ МЕДИАТЕКСТЕРДЕГІ ГЕНДЕРЛІК САНАНЫҢ ТІЛДІК КӨРІНІСІ

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Аңдатпа. Бұл мақалада гендерлік сана ұғымы, оның генезисі мен түсіндірмесі қарастырылады. Жеке тұлғаның, оның санасының қалыптасуының генезисі өзінің дамуын алғашқы қауымдық жүйеден бастап ұзақ жолдан өтті. Билік үшін, қоғамдағы үстемдік үшін күрес, тарихи оқиғалар, сондай-ақ көптеген басқа факторлар қазіргі заманғы гендерлік

сананың қалыптасуына жағдай жасады, онда ер адам басым рөл атқарады. Ерлер мен әйелдер туралы дәстүрлі түсініктерге қарамастан, біз әйелдердің өзін-өзі тануының, қалыптасуы мен прогрессиясының өркендеуіне куә болып отырмыз. Антропоцентрлік парадигма адамға, ойлауға және сөйлеуге қатысты негізгі ұғымдарды зерттейді. Осы парадигма аясында гендердің ғылымның, тілдің, жалпы адамның басқа аспектілерімен өзара әрекеттесуін зерттейтін көптеген жаңа бағыттар пайда болады: гендерлік лингвистика, феминистік сын, гендерлік саясат, әлеуметтік лингвистика және басқалар. Ғалымдар қарастыратын маңызды мәселелердің бірі-гендерлік сәйкестілік ұғымы. Жаңа ұрпақтың гендерлік сәйкестігі адамның жынысына аз тәуелді дамыған, мәдени, әлеуметтік тұлғаны білдіреді. Бұл сәйкестік адамның жынысына қарамастан оның мүмкіндіктерін кеңейтетін гендерлік санаға ие. Зерттеудің ғылыми маңыздылығы БАҚ-тағы гендерлік қатынастардың тілдік көрінісін зерттеу болып табылады. Жұмыстың практикалық маңыздылығы медиатекстердің тілдік ерекшеліктерін анықтауға бағытталған. Мақалада американдық және ресейлік БАҚ-тың медиа мәтіндеріндегі гендерлік сананы зерттеу нәтижелері келтірілген. Авторлар ерлер мен әйелдердің публицистикалық сөйлеуінің стилистикалық, лексикалық ерекшеліктерін ғана емес, сонымен қатар ерлер мен әйелдер авторларының ақпарат беруінің айрықша белгілерін де атап өтті.

Тірек сөздер: гендерлік сана, медиа мәтіндер, сәйкестілік, еркек, әйел, тұлға, тіл, медиа

ЯЗЫКОВАЯ РЕПРЕЗЕНТАЦИЯ ГЕНДЕРНОГО СОЗНАНИЯ В АНГЛОЯЗЫЧНЫХ И РУССКОЯЗЫЧНЫХ МЕДИАТЕКСТАХ

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Аннотация. В данной статье рассматривается понятие гендерного сознания, его генезис и трактовка. Генезис становления идентичности, его сознания прошел долгий путь, начиная свое развитие еще с первобытнообщинного строя. Борьба за власть, за доминирование в обществе, исторические события, а также многие другие факторы создали условия для формирования современного гендерного сознания, в котором главенствующую роль занимает мужчина. Несмотря на традиционные представления о мужчинах и женщинах, мы являемся свидетелями расцвета женского самосознания, становления и прогрессорства. Антропоцентрическая парадигма исследует ключевые понятия, связанные с человеком, мышлением и речью. В рамках данной

парадигмы возникает множество новых направлений, которые исследуют взаимодействие гендера с другими аспектами науки, языка, человека в целом: гендерная лингвистика, феминистская критика, гендерная политика, социолингвистика и другие. Одним из важнейших вопросов, рассматриваемых учеными, является понятие гендерной идентичности. Гендерная идентичность нового поколения представляет собой развитую, культурную, социальную личность, все менее зависящую от пола человека. Данная идентичность обладает таким гендерным сознанием, которое расширяет возможности человека вне зависимости от его пола. Научная значимость исследования заключается в изучении языковой репрезентации гендерных взаимоотношений полов в СМИ. Практическая значимость работы направлена на выявление языковых особенностей медиатекстов. В статье представлены результаты исследования гендерного сознания в медиатекстах американских и российских СМИ. Авторами отмечены не только стилистические, лексические особенности мужской и женской публицистической речи, но и продемонстрированы отличительные черты передачи информации авторами-мужчинами и авторами-женщинами.

Ключевые слова: гендерное сознание, медиатексты, идентичность, мужчина, женщина, личность, язык, медиа

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