



UDC 811.111:81'42

[https://doi.org/10.52058/2786-6165-2026-5\(47\)-192-204](https://doi.org/10.52058/2786-6165-2026-5(47)-192-204)

**Kryvoruchko Tetiana Vasyliivna** PhD in Philology, Associate Professor, Associate Professor of the Department of the English Language and Applied Linguistics, Ivan Franko Zhytomyr State University, Zhytomyr, <https://orcid.org/0000-0001-7473-518X>

## GENDER ASPECTS IN THE CONTEXT OF MEDIA DISCOURSE

**Abstract.** Language is a crucial instrument of society, since communication ensures the effective functioning and development of social structures. Therefore, the relationship between language and society has become one of the key areas of sociolinguistic research.

Another important aspect of social interaction is gender, which significantly influences communication patterns, linguistic behavior, and the formation of cultural norms.

The article examines gender features in the context of modern media discourse and analyzes the relationship between language, gender, and mass media. Particular attention is paid to the representation of gender stereotypes in English-language media discourse and to the ways they are reproduced through journalism, advertising, television, cinema, and digital media. The study highlights the role of gender as a sociocultural factor that shapes linguistic practices, communication strategies, and public perceptions of masculinity and femininity.

The paper explores the development of gender-inclusive language and analyzes the transformation of linguistic norms under the influence of feminist and sociolinguistic approaches. It is emphasized that media not only reflect social tendencies but also actively participate in constructing gender roles and behavioral models. The study demonstrates that media discourse often reproduces stereotypical portrayals of women and men, where men are associated with authority and activity, while women are more frequently connected with emotional or domestic roles.

The article also investigates gender differences in communication styles, including variations in politeness, formality, lexical choice, and sentence structure. Special attention is devoted to advertising discourse and linguistic strategies aimed at different gender groups. The research confirms that gender stereotypes in media discourse influence public consciousness, cultural values, and social behavior.



The findings may be useful for further studies in sociolinguistics, gender linguistics, media communication, translation studies, and intercultural communication.

**Keywords:** gender, media discourse, gender stereotypes, gender linguistics, mass media, gender-inclusive language, communication, advertising, sociolinguistics.

**Криворучко Тетяна Василівна** кандидат філологічних наук, доцент, доцент кафедри англійської мови та прикладної лінгвістики, Житомирський державний університет імені Івана Франка, м. Житомир, <https://orcid.org/0000-0001-7473-518X>

## ГЕНДЕРНІ ОСОБЛИВОСТІ В КОНТЕКСТІ МЕДІА ДИСКУРСУ

**Анотація.** У статті досліджено гендерні особливості в контексті сучасного медіадискурсу та проаналізовано взаємозв'язок мови, гендеру й засобів масової інформації. Розглянуто роль гендеру як соціокультурного чинника, що впливає на мовні практики, комунікативну поведінку, формування суспільних норм та мовних моделей у сучасному інформаційному просторі. Особливу увагу приділено аналізу гендерних стереотипів у сучасному англійськомовному медіапросторі, а також способам їх репрезентації через засоби масової інформації, рекламу, телебачення, кіноіндустрію, соціальні мережі та цифрові медіа.

У роботі висвітлено особливості функціонування гендерно маркованої та гендерно-інклюзивної мови, а також окреслено основні тенденції розвитку гендерної лінгвістики у сучасному суспільстві. Проаналізовано вплив феміністичних і соціолінгвістичних підходів на трансформацію мовних норм, зокрема на використання нейтральних мовних форм, фемінітивів та інклюзивної лексики. Зазначено, що мова медіа не лише відображає суспільні процеси, а й активно формує уявлення про гендерні ролі, соціальні статуси та моделі поведінки чоловіків і жінок. Доведено, що медіа є одним із ключових механізмів поширення як традиційних, так і новітніх уявлень про гендер у сучасному суспільстві.

У статті розглянуто особливості репрезентації жінок і чоловіків у масмедіа, а також проблему недостатнього представництва жінок у політичному, професійному та експертному дискурсах. Проаналізовано мовні особливості реклами та комунікативні стратегії, орієнтовані на різні гендерні групи, а також вплив гендерних стереотипів на маркетингові підходи та споживчу поведінку аудиторії. Окрему увагу приділено дослідженню відмінностей між чоловічими та жіночими мовними стилями,



особливостям використання формальної та неформальної лексики, а також впливу соціального статусу й культурних очікувань на мовну поведінку представників різних гендерів.

Визначено, що сучасний медіадискурс часто відтворює традиційні гендерні моделі та стереотипи, хоча водночас простежуються тенденції до посилення гендерної рівності, переосмислення усталених соціальних ролей та формування більш інклюзивного мовного середовища. Наголошено, що гендерні стереотипи у медіа можуть мати негативний вплив на суспільну свідомість, самооцінку, професійні амбіції та соціальну поведінку людей. Водночас сучасні зміни у сфері медіакомунікації сприяють поступовій трансформації гендерних уявлень і розширенню репрезентації різних соціальних груп у медіапросторі.

Підкреслено, що вивчення гендерних аспектів медіадискурсу є важливим для розуміння механізмів формування суспільної думки, мовної поведінки та культурних норм. Отримані результати можуть бути використані у подальших дослідженнях гендерної лінгвістики, медіакомунікації, соціолінгвістики, міжкультурної комунікації та перекладознавства.

**Ключові слова:** гендер, медіадискурс, гендерні стереотипи, гендерна лінгвістика, засоби масової інформації, гендерно-інклюзивна мова, реклама, комунікація, соціолінгвістика, масмедіа.

**Problem statement.** Language is a vital tool in society, for without proper communication, the very phenomenon of a society—united by certain sociocultural criteria and motivations—would be impossible. It is precisely communication that ensures the proper functioning of society and helps civilizations develop and flourish. Therefore, it can be confidently stated that there is a close connection between linguistics and society, which is confirmed by the existence of sociolinguistics—a branch of linguistics that studies the function of language in society, examines issues related to the social nature of language, and also addresses other questions falling within the scope of this scientific field.

Another important aspect of society is the concept of gender. Research into the various interrelationships and mutual influences of language and gender has been conducted since the 20th century, but today the issues of gender and linguistics remain relevant and, like all aspects of society, shift over time in their focus regarding research and analysis within their respective fields. The academic field of gender theory research plays a significant role in the lives of contemporary scholars who have dedicated themselves to studying these issues.

Gender is a key factor in the functioning of society: its impact on society is reflected not only in the biological and social differences between men and women, but also in how society interacts with individuals based on their gender



and sex. Gender also influences the social norms and expectations that people face depending on their gender. In the context of the modern social environment, the concept of gender and its manifestations tend to transform and change. Therefore, the relationship between gender and language is also subject to transformation depending on changes and trends in a given society. And these societal trends, in turn, can be observed through an analysis of various media in a given language, since it is the media that largely reflects generally accepted trends regarding various issues within a particular society.

An analysis of the impact of gender on linguistics and language as a means of communication in society is a crucial issue that has been the focus of various studies and academic works on the subject. Due to the close connection between these two academic fields, it is possible to investigate how gender and linguistics influence each other, as well as to examine changes in the research methods used in these areas of study.

**The relevance of this topic** lies in gender, which has a significant impact on language and determines not only different behaviors between people of different genders but also different linguistic patterns, which is an important phenomenon in translation.

**The object** of the study is gender as a factor in linguistic changes in certain linguistic features of English-language media discourse.

**The subject** of the study is linguistic features in the context of gender within English-language media.

One of the most important functions of the media is to provide information to a specific audience—usually a broad segment of a country’s population. It is well known that words and language, especially in the media, have a significant influence on public opinion. Regardless of whether society is aware of the influence of these phenomena and institutions or not, the use of unbiased and inclusive terms leads to greater tolerance and acceptance of minority groups in attitudes and actions.

Official language usage rules have a long tradition of strict prescriptivism—that is, the attempt to define and control the precise use of grammatical forms and words—which can extend to the imposition of archaic language in progressive social and cultural spheres. In the modern context of editing, this practice is increasingly being replaced by descriptivist values, which aim to describe language as it is used and to account for the natural, ongoing changes and evolution of the English language.

One area of public life that has come under close scrutiny is the intersection of gender and linguistics. Although the legitimacy of these linguistic norms is now being questioned by researchers, the masculine forms of pronouns and nouns have a long history of use in modern literary English and in journalism. The use of



masculine forms by default to refer to subjects of unknown gender or mixed-gender groups was prescribed by grammarians as early as in the oldest grammar manuals.

However, with growing opposition to this grammatical form from feminist and linguistic groups in the 1980s, variants of gender-inclusive language began to emerge as a way to counterbalance this linguistic asymmetry.

Sexism tends to affect both genders, and although most instances of sexism in the language used by individuals and institutions are primarily directed against women, stereotypes about both genders are harmful. The binary “male-female” system implied in phrases like “both genders” tacitly excludes those who do not identify with either.

To address these issues, gender-inclusive language recommends using feminine forms or gender-neutral word forms to reduce gender stereotypes, avoid perpetuating discrimination, and be inclusive of people of all genders and sexual orientations.

We often talk about “the media” as some kind of amorphous social institution that is imposed on us. To a certain extent, this applies to all institutions, and the media is no exception. But on the other hand, this perspective overlooks the real people and social processes that constitute one of the most significant factors shaping our worldview and outlook on life. That is why it is important to pay attention to who exactly creates the media content we all consume. Perhaps this is no longer surprising, but, especially behind the scenes, most cultural gatekeepers, producers, directors, and screenwriters are men. This creates a distortion of reality when it comes to whose stories are told and become part of the culture.

A study conducted by sociologist Stacey Smith analyzed 11,927 speaking roles in prime-time television programs aired in the spring of 2012, children’s television programs aired in 2011, and family films (rated G, PG, or PG-13) released between 2006 and 2011. Smith’s team focused on the professions, clothing, body size, and body shapes of female characters, as well as how often they spoke and how many lines they had. Their analysis showed that from 1998 to 2012, women held only 18% of key positions in film production. The study also found similar results for prime-time television. Although progress has begun, it has been very slow. Another study of G-rated films from 1990 to 2005 showed that only 28% of speaking characters (both animated and live-action) were women, while more than four out of five speakers were men [5].

A significant part of children’s socialization occurs indirectly, through observation in real life and through the media. Television, movies, video games, social media, and other forms play a role in selecting, constructing, and representing “reality.”



At the same time, the media generally emphasize and reinforce the values and images of those who create media content and control the means of distribution. Thus, the media play a major role in shaping social norms and public opinion, as various forms of media are present almost everywhere in modern culture. In addition, owners of media outlets also take commercial considerations into account. As a result, other people's perspectives and experiences are often overlooked or portrayed in a negative light.

The lack of representation of women has a twofold effect: the underrepresentation of women in public life leads society to perpetuate the belief that there are far more men than women in the world and in positions of power, and it also leads society to believe that men are the cultural norm. In general, the media continues to portray women and men in stereotypical ways that limit our perceptions of human capabilities and behavior. Men are typically portrayed as active, adventurous, strong, and largely emotionless. Women are often portrayed as typically young, thin, passive, dependent, and frequently incompetent or silent [1].

The vast majority of media consumed in the United States portray women from a male perspective. In order to create a form of media that is universal, understandable, and acceptable to a diverse audience, authors very often use stereotypes that permeate public life and evoke certain associations. But stereotypes are not accurate, and sometimes are not even approximate reflections of reality.

Concepts such as “feminine speech” and “masculine speech” imply differences between how men and women speak, often linked to stereotypes. When people of either gender are in a social interaction, men and women often demonstrate different communication styles. Women, in particular, tend to use implicit language, especially when expressing their desires or affections. This tendency aligns with what linguists have found: women often use subtle communication strategies to convey their thoughts [2].

Previous studies have shown that women tend to be more polite and formal in most conversations, whereas men's speech exhibits a lower level of formality. Currently, the choice of linguistic forms by men and women in the context of social interaction also varies. In addition to word choice, differences in pronunciation and sentence structure are also noted. Researchers cite several possible factors that may lead to such differences in conversational styles between people of different genders. One such factor cited by scientists is social status. Women tend to be more deeply and clearly aware of their status in society than men. They tend to use a more formal style of communication than is necessary. It is the belief that language can help determine class and status within a group that leads to the choice of standard forms. Today, the choice of linguistic forms by



men and women is also diverse. In addition to word choice, pronunciation and sentence structure are also highlighted.

In most cultures, women are regarded as moral and role models who can serve as a good reflection of cultural and traditional values for the next generation. As a result, girls have to work harder than boys on language practice and their speaking styles during childhood to ensure their speech is flawless, and young women go to great lengths to meet the many standard behavioral expectations for women in their society. In a hierarchical environment, women always have a weaker voice compared to men, who are considered more important, powerful, and persuasive. Women must show respect and politeness toward men and the people around them.

Another difference between the speech styles of people of different genders is the use of colloquial forms. These linguistic structures convey an implicit image associated with masculinity, strength, and toughness. In the context of using these forms, women's attitudes toward men's positions are highlighted in a positive light.

The language of advertising has many distinctive features, some of which are highlighted as important points to consider. While most researchers focus on the visual aspects of gender, some linguists draw attention to the linguistic strategies used in advertising targeted at specific consumer groups.

Images, colors, and other visual elements that influence consumer psychology are crucial components of any advertising campaign. However, they are only effective when backed up by words. Brand names, banners, and—especially—the benefits and features a product offers its users are always of great interest to most consumers. To target a specific group of buyers, manufacturers pay close attention not only to design but also to how to make their “goals” visible and clear, in order to show consumers what they need or what they can get when they purchase these items. Researchers have noted that in advertisements targeting female shoppers, the most common words in clothing ads are positive adjectives such as “new,” “beautiful,” “soft,” “warm,” and “loose.” The use of “appealing” adjectives (such as “eye-catching,” “cute,” “delicate,” etc.) was also observed in cosmetics advertising. Since every sentence in advertising language must convey or emphasize specific information, it must be effective in achieving the goals set by the brand [4].

Researchers argue that the media symbolically erases and demeans women and their interests—meaning that the media ridicules and trivializes women.

The “Global Media Monitoring” project provides some useful data on this topic. A recent study showed that women account for only 24% of the people heard, read, or seen in newspaper, television, and radio news, while men account for 76% of news subjects. This figure has risen from 17% of women as news



subjects and 83% of men as news subjects in 1995. The study also found that women most often appear as news sources in stories about science and health (35%), and least often in stories about politics and government (16%). Women's role in news stories most often involves sharing personal experiences (38%), and least often involves serving as experts (19%). In 16% of the analyzed stories, women were portrayed as victims, while men were portrayed as victims in only 8% of the stories. Women were more often identified by their marital status (19%) than men (5%), and were also more frequently shown in newspaper photographs (30%) than men (23%). The study found that only 10% of the materials were dedicated to women, and only 4% of the materials challenged gender stereotypes [31].

By creating gender-specific advertisements and products, companies adapt to a changing market to increase the impact of their marketing campaigns. Despite the practical importance of gender in determining consumer behavior, there is a lack of research on gender differences. Using gender as a market segmentation strategy has the following advantages: it is easy to identify, gender segments are accessible (since most media outlets provide this information), gender segments are measurable, and gender segments are large enough to be profitable. There are also few meta-analyses that provide comprehensive, generalized information on the importance of gender differences in advertising, which would allow for a new understanding of marketing challenges. Researchers have found evidence of some clear differences between men and women that must be taken into account when developing marketing campaigns. The general conclusion is that men and women have different perspectives on advertising, and it can be assumed that men and women derive different meanings from the advertisements they see. As a result of these differences, men are often described as more analytical and logical in their orientation and processing of information, while women are characterized as more subjective, emotional, interpretive, and evaluative. In addition, women are more sensitive to inconsistencies in marketing messages and are more likely to react to advertisements that contradict their experience with the product. Gender differences are also observed in groups of people with special educational needs [7].

Gender stereotypes are flexible and respond quickly to changes in the social environment: societal beliefs about masculine and feminine traits have shifted over the decades, reflecting changes in women's participation in the workforce and higher education. Perceptions of gender equality in competence and intelligence began to rise sharply, and stereotypical views of women have undergone significant changes: perceptions of women's competence and intelligence have surpassed those of men, while perceptions regarding communication seem to have shifted toward greater polarization regarding what is considered typical



for women. Other aspects, such as the perception of certain activities as more typical of men, remained stable.

Despite these fairly significant changes, gender representation in the media is often skewed toward men and is marked by pronounced gender stereotypes. Globally, men are predominantly featured in the news, particularly when it comes to representation as experts, where women remain underrepresented (24%), despite an increase in coverage over the past five years. A lack of women's representation has also been documented in many regional and national contexts. In several studies, experts have concluded that men generally tend to receive a much higher percentage of representation in the media than women [3].

Several studies analyzing television programming have also shown that portrayals of men and women very often conform to gender stereotypes. Girls are often depicted as being more concerned with their appearance, as well as being judged primarily on their looks. The same emphasis on visual aesthetics was observed in sports news coverage, which differed sharply by gender and tended to focus on female athletes' appearances, using overly simplistic descriptions (compared to the technical terms used in coverage of male athletes). Furthermore, coverage of female athletes was more likely in sports considered feminine or gender-appropriate. Similarly, women in video games are underrepresented and appear less frequently as playable characters, and are often portrayed through sets of stereotypes and tropes that depict women as those who need to be rescued, love interests, or cute and innocent characters.

In advertising, gender stereotypes are also frequently used as a primary technique to create credibility, but their use can have negative effects on product marketing. Representation in advertising clearly illustrates gender stereotypes. For example, men are depicted in professional roles more often than women, while women are depicted in non-professional, domestic roles, especially in countries with high levels of gender inequality. A recent analysis of print advertising confirmed that some stereotypes are still prevalent and, in some cases, are even resurging. For example, the portrayal of women as the queen of the home. Studies have also shown that the trend of depicting women in professional, competent roles and positions has increased somewhat in recent years. Public support, combined with market logic, appears to be successfully promoting more progressive portrayals in this area [2].

It has been found that both distorted representation and the presence of stereotypes lead to a number of negative consequences. It has been established that gender-unequal representation stifles political and career ambitions and contributes to organizational discrimination. Intensive use of the media can contribute to the spread of gender stereotypes and, as it turns out, is associated with strong endorsement of traditional gender roles and norms, which can have



various negative health consequences for entire groups of people. Adherence to and internalization of traditional gender roles among women are associated with more pronounced symptoms of depression and anxiety, a higher likelihood of developing eating disorders, as well as lower self-esteem and executive functioning. Among men, adherence to traditional masculine norms is also associated with negative mental health consequences, such as depression, psychological stress, and substance abuse, as well as an increase in risky behavior and a tendency toward domestic violence [7].

Another very important issue is the study of gender stereotypes in the media, particularly in films, television shows, and series. This is because not only the mass media but also various fictional media influence the formation of public opinion regarding different gender groups.

Studying gender stereotypes in the language of the mass media is an important step toward understanding the impact of language on the formation of gender perceptions and cultural norms. This helps reveal how linguistic structures contribute to either reinforcing or dismantling stereotypes about men and women.

Researchers often argue that stereotypes are highly persistent; they tend to become deeply ingrained in public perceptions and thinking, which is reinforced by cognitive biases. However, the persistence of stereotypes is not only a result of the inflexibility of human beliefs but also a consequence of the social roles performed by women and men. Thus, the persistence of traditional gender stereotypes is fueled by a skewed gender distribution of social roles. While there has been recent progress toward gender equality in employment, and the clear separation of women and men in long-established gender roles has weakened, some researchers have begun to question whether attitudes toward these stereotypes have changed alongside shifts in public opinion regarding them.

Gender stereotypes can manifest themselves even in the choice of linguistic expressions used in written and spoken communication. Researchers have found that categorical terms used to refer to a particular population group automatically trigger associative characteristics stereotypically linked to that group, even in individuals who do not endorse these associative stereotypes and are supposedly considered unbiased. This phenomenon also applies to cases where the categorical term refers to gender [1].

Language stereotypes can be identified using gender dictionaries—pre-compiled lists of words that describe the social traits and behaviors that distinguish men from women. Historically, gender dictionaries have been compiled based on self-reports of various characteristics using questionnaires distributed to college students to measure their concept of self and assess feminine and masculine characteristics. The Personality Attributes Questionnaire (PAQ) and Bem's Gender Role Inventory (BSRI) were among the most well-known



representative questionnaires in early research. The items selected for the BSRI and PAQ typically associate women with more communicative attributes and men with more aggressive ones, which aligns very well with society's traditional notions of gender stereotypes. Other studies have generalized these terms into expressive and instrumental traits.

As a result of combining these terms, and based on previous research, generalized lists of masculine and feminine characteristics were compiled, in particular through the analysis and documentation of gendered language in job advertisements [4].

These gender questionnaires have traditionally been used to measure gender role self-perception—that is, whether people consider themselves masculine or feminine. Among them, the BSRI is considered the gold standard for assessing gender roles and has been used in thousands of studies over the more than 40 years since its development. However, in recent years, the perceptions captured by the BSRI have been less supported by women. The researchers analyzed a large collection of studies using the BSRI and observed how respondents' answers have changed over a long period of time. Women's ratings of femininity have declined significantly over the years, suggesting that societal gender norms may require an update to masculine and feminine stereotypical characteristics.

There are few tools or algorithms available to determine whether a given text perpetuates contemporary gender stereotypes. One class of tools, for example, is used to identify gender-biased language in job postings. These tools operate using pre-compiled lists of gender-biased words, gathered from previous psychological studies, that may influence job applicants' decisions, and calculate the gender bias of a job posting based on the frequency of these words. Although the detection of gender stereotypes in natural language remains an under-researched area, the community is strongly focused on issues of fairness and bias in these text analysis models. A large number of projects focus on identifying and eliminating biases in algorithms, such as in word embedding, since word embedding involves sorting words into vectors based on their meaning and semantics. However, neural network systems that analyze text or images may exhibit a certain degree of bias in their analysis results, as neural networks are trained solely on the data fed into them and lack the level of understanding that a human possesses, even when analyzing the same material. Such biases can be mitigated by creating an expanded dataset that accounts for gender bias in the original training dataset, or by adding constraints during model training to ensure gender-neutral prediction [2].

To detect gender stereotypes in articles, for instance, two approaches can be applied: a traditional lexicographical method that operates on individual words,



and an end-to-end method that operates directly on text paragraphs. Both approaches are data-driven and employ neural network learning models.

Both the lexical and end-to-end approaches require datasets that illustrate gender stereotypes at the word or paragraph level. Currently, there are no such databases that reflect contemporary perspectives on gender stereotypes in the English language. Therefore, these types of databases are often created by researchers using crowdsourcing techniques. Crowdsourcing in this context involves creating the required database of gender-stereotypical expressions and sentences using proposed expressions and words that can be provided by anyone interested. This method can help researchers create datasets that reflect current language use with minimal bias and can be easily scaled as additional resources become available. Of course, such a method can result in a database that needs to be filtered for compliance with the criteria required for the study and for obtaining proper results. There are also cases where, to collect the data needed for training neural networks, researchers use large arrays of existing text samples to reflect typical language use. Additionally, researchers can utilize volunteer labeling of selected text samples through the crowdsourcing method. Such techniques help researchers collect, sort, label, and expand their databases to further improve existing machine learning models and train new ones. These methodologies provide a wide scope of data libraries that can be used in subsequent research [4].

Researchers often argue that stereotypes are highly persistent; they tend to become deeply ingrained in public perceptions and thinking, a phenomenon reinforced by cognitive biases. However, the persistence of stereotypes is not only a result of the inflexibility of human beliefs but also a consequence of the social roles performed by women and men. Thus, the persistence of traditional gender stereotypes is fueled by a skewed gender distribution of social roles. While there has been recent progress toward gender equality in employment, and the clear separation of women and men in long-established gender roles has weakened, some researchers have begun to question whether attitudes toward these stereotypes have changed alongside shifts in public opinion regarding them.

It is important to note that gender-based occupational segregation has not disappeared, although it has decreased significantly compared to previous decades. Despite the increase in the number of women in the labor market, they are still largely concentrated in occupations that require communicative rather than executive skills. For example, the three most common occupations for women in the U.S. involve caring for others (elementary and secondary school teacher, nurse, secretary, and administrative assistant), while men are more likely to work in professions that require agency (for example, in senior management positions, construction, or engineering). Sociological studies show that women are underrepresented in professions that are highly competitive, inflexible, and



require a high level of physical skills, while they are overrepresented in professions that emphasize social contribution and require interpersonal communication skills. Furthermore, although men's domestic and family responsibilities have increased, women continue to perform a disproportionately large share of housework, have more childcare responsibilities, and are still expected to do so.

Thus, it is impossible to say with certainty whether traditional gender stereotypes will continue to dominate contemporary perceptions of women and men. The results of relevant studies are quite contradictory.

**References:**

1. L. Ayu Saraswati, Barbara L. Shaw, Heather Rellihan, Introduction to Women's, Gender and Sexuality Studies, 2025, Oxford University Press.
2. Buonanno M. Gender and Media Studies: Progress and Challenge in a Vibrant Research Field // *Anàlisi: Quaderns de Comunicació i Cultura*. — 2014. — № 50. — P. 5–25.
3. Gill R. Gender and the Media. — Cambridge : Polity Press, 2007. — 304 p.
4. Global media monitoring project (GMMP) 2015, Toronto: World Association for Christian Communication, URL: [https://whomakesthenews.org/wp-content/uploads/whomakes-the-news/Imported/reports\\_2015/regional/Europe.pdf](https://whomakesthenews.org/wp-content/uploads/whomakes-the-news/Imported/reports_2015/regional/Europe.pdf).
5. Harvey A. Feminist Media Studies. — Cambridge : Polity Press, 2020. — 224 p.
6. Harp D., Loke J., Bachmann I. (eds.). Feminist Approaches to Media Theory and Research. — Cham : Springer, 2018. — 337 p.
7. Karen Beckwith, A Common Language of Gender, 2007, Cambridge University Press.

**Література:**

1. L. Ayu Saraswati, Barbara L. Shaw, Heather Rellihan, Introduction to Women's, Gender and Sexuality Studies, 2025, Oxford University Press.
2. Buonanno M. Gender and Media Studies: Progress and Challenge in a Vibrant Research Field // *Anàlisi: Quaderns de Comunicació i Cultura*. — 2014. — № 50. — P. 5–25.
3. Gill R. Gender and the Media. — Cambridge : Polity Press, 2007. — 304 p.
4. Global media monitoring project (GMMP) 2015, Toronto: World Association for Christian Communication, URL: [https://whomakesthenews.org/wp-content/uploads/whomakes-the-news/Imported/reports\\_2015/regional/Europe.pdf](https://whomakesthenews.org/wp-content/uploads/whomakes-the-news/Imported/reports_2015/regional/Europe.pdf).
5. Harvey A. Feminist Media Studies. — Cambridge : Polity Press, 2020. — 224 p.
6. Harp D., Loke J., Bachmann I. (eds.). Feminist Approaches to Media Theory and Research. — Cham : Springer, 2018. — 337 p.
7. Karen Beckwith, A Common Language of Gender, 2007, Cambridge University Press.

*Дата першого надходження статті до видання: 15.05.2026*

*Дата прийняття статті до друку після рецензування: 29.05.2026*