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# The Conceptual Framework of Postmodern Gender-Labelled Periodicals in Ukraine

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**Abstract:** The article explains the peculiarities of the conceptual framework in postmodern periodicals for women and men. It shows which interpretations of such concepts as “woman” and “man” can be found in the pages of postmodern gender-labelled periodicals and, thus, analyses the gender-based conceptual framework through the prism of specific characteristics of these concepts. It determines the features of using gender concepts in postmodern periodicals for women and men. Also, it identifies the most frequently used derivatives of these macro concepts, namely, their micro concepts, and analyses them in detail. The article states that the model of gender relations in the media is reflected mainly in stereotypical images of men and women. Gender stereotypes, implemented in the minimum and maximum concepts, are used in various spheres of life. Therefore, they are not related to the relationship between the sexes. The article proves that postmodernist trends in the equalization of rights and attributes of femininity and masculinity, post-gender content and socio-medical issues of gender have almost not affected Ukrainian periodicals. Finally, it analyzes the maximum and minimum concepts of gender and their characteristics in the context of gender stereotypes.

**Keywords:** *gender, concept, postmodernism, conceptual framework, content analysis, paradigm.*

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## 1. Introduction

The relevance of the article lies in the need to find new concepts and apply new approaches to studying the gender-based conceptual framework of postmodern periodicals for women and men in Ukraine. Indeed, one should pay specific attention to the gender-based conceptual framework since it can reveal new trends and features of postmodern gender images. Ukrainian studies on the conceptual framework mainly use a psycholinguistic approach (Sliepina, 2012; Sternin, & Rudakova, 2011). In the early twentieth century, German scholars defined this approach as the selection of typical associations with the key concept (Thumb, & Marbe, 1901). It is essential to reinforce Ukrainian science with the topic of the gender concept, taking into account the special features of gender-labelled periodicals in general and the lack of comprehensive studies on this topic in particular.

The global gender and media-oriented scientific discourse focuses more on the role, place and coverage of women's issues (Nerubasska, & Maksymchuk, 2020; Van Zoonen, 1994; Tuchman et al., 1978; Ross, & Byerly, 2004). This fact can be explained by the popularity of feminist movements and the media's tendency to cover legal and social issues of gender.

Gender relations are indivisible and always mutually determine and subconsciously complement each other. Their content is revealed through the principle of a unity of opposites which are in constant social interaction. This gives rise to concept-making, neomythologization, stereotypization and other phenomena of postmodern journalistic discourse (Chornodon, 2013a; 2013b; 2015; Coats, 1997; Gallagher, 2001; Lindsey, 2005). Gender roles within the regional media of individual countries are mainly analyzed based on TV content (Das, 2010; Desmond, & Danilewicz, 2010). Gender-labelled content is also studied in terms of ethics and social conventionality in the dynamics of recent decades (Gidengil, & Everitt, 2003); as behavioural patterns in music, television, and journal discourse (Brown et al., 2006; Collins et al., 2004).

Postmodernism as a new paradigm of culture has modified gender issues in the world. It is studied as an epoch of post-gender, post-feminism and rejection of gender stereotypes as everyday cultural senses in cultural and media aspects (McRobbie, 2004). The main trends in postmodern coverage of gender issues in media are the crisis of masculinity, the relevance of social gender identity and post-structural and psychoanalytical aspects of

gender (Phillips, 2006). Therefore, the article seeks to find the mentioned trends in the pages of the analyzed publications.

Besides, this article is a step in highlighting the gender-based conceptual framework of Ukrainian postmodern periodicals for women and men as an integral part of Ukrainian society. It **aims** to specify the gender-based conceptual framework in postmodern periodicals for women and men in a psycholinguistic paradigm of research using linguistic, psychological, psycholinguistic and socio-psychological research methods and taking into account postmodern trends. The research is based on women's magazines (regional – “Vinnychanka”, “Shchaslyva”; all-Ukrainian – “Zhinka”, “Zhinochyi zhurnal”, “Natali”, “Cosmopolitan”) and men's magazines (regional – “Mazhor”, “Svii”; all-Ukrainian – “Men's Health”, “EGO”, “Esquire”).

The following **objectives** were formulated to achieve the research aim: to identify the scope of scientific coverage of the gender-based conceptual framework in Ukraine; to specify the features of gender content and conduct a comparative analysis of postmodern periodicals for women; to clarify the peculiarities of gender content and conduct a comparative analysis of postmodern periodicals for men; to justify the issue of gender roles and stereotypes in the periodicals under study; to determine the characteristics of using gender concepts in the pages of postmodern gender-labelled periodicals; to highlight the diversity of gender images in postmodern periodicals for women and men based on gender concepts.

## **2. Studying the gender-based conceptual framework through the prism of specific characteristics of the concepts**

To begin with, both methods and methodology of this research are called to study the gender-based conceptual framework through the prism of specific characteristics of the concepts, taking into account the patterns of postmodern cross-cultural discourse.

The article, first of all, employs linguistic and psycholinguistic methods for objectifying the functioning of gender concepts in postmodern periodicals.

Linguistic methods help to solve research objectives associated with speech, word and text. Psycholinguistic methods of gender psychology (semantic differential, semantic integral, semantic analysis of words and texts) allow one to study gender-related speech messages, specific mechanisms of speech emergence and perception, functions of speech activity in society, links between speech messages and gender properties of

participants in communication and analyze language development in connection with the general development of the individual.

Sociopsychological methods include studying socially constructed roles of women and men, their relationships and identities, gender and psychological characteristics. The use of gender indicators and gender approaches as a means of sociopsychological and sociological analysis broadens subject-specific boundaries of these disciplines and makes them the subject of study within them.

The article realizes a combination of specific historical, structural-and-typological, systemic-and-functional, descriptive and comparative methods, typology and modelling. It also employs the method of content analysis to study the gender content of postmodern gender-labelled periodicals. It must be noted that this method has made it possible to quantitatively identify and describe the characteristics of the gender-based conceptual framework in the pages of postmodern periodicals for women and men.

The conceptual perception and interpretation of the gender concept “woman” highlighted in postmodern gender-labelled periodicals in Ukraine requires that the multifunctionality of gender interpretations should be elaborated and a metaphorical perception of this image and its role and purpose in society – comprehended.

It is vital to analyze the gender-based conceptual framework through the prism of specific characteristics of the concepts. All concepts can be conventionally divided into macro and micro concepts or, in other words, maximum and minimum concepts. The basis of the gender-based conceptual framework includes two concepts on which gender relations in society, namely, “man” and “woman”, are focused. In this article, they are denoted as macro concepts or maximum concepts.

Such terms as “concept” and “conceptual framework” involve such features which allow one to use a gender approach to studying gender content of postmodern periodicals for women and men. A conceptual analysis of postmodern gender-labelled periodicals within the gender-based conceptual framework makes it possible to identify and correlate meta-gender and gender concepts existing in society.

In her research, Vasilik (2010) describes the maximum concept as a full understanding of the meaning of the word which a native speaker usually implies in it. This concept contains encyclopedic information extending the maximum concept due to additional knowledge about the object. At the same time, the minimum concept denotes incomplete knowledge of the meaning of the word that is typical of a native speaker,

who is familiar with it and yet does not usually use in everyday life (Vasilik, 2010).

In this regard, the macro concept “woman” can be conventionally divided into the main micro concepts, which are most frequently used in the periodicals under study. They are as follows: *love/loved*, *mistress*, *mother*, *girlfriend*, *mother-in-law*, *rival* (see Table 1).

**Table 1.** *The macro concept “woman” and its derivative micro concepts*

Source: Authors’ own conception

Micro concept	Number of mentions in periodicals (%)
Love, loved	26
Mistress	23
Girlfriend	14
Rival	12
Mother, mom	11
Mother-in-law	9
Others	6

The micro concept “*love*” is used in the context of “man/woman” and reflects the attitude of men towards women, boys towards girls. In all cases, it is positively described and characterizes a woman in a positive light (*A happy woman is a loved woman*) (Modelnaia vneshnost, 2016). This concept reflects a woman who has the love and affection of her husband (*Everything is at your feet, my love, as am I*) (Modelnaia vneshnost, 2016). Quite often, it can be replaced with such synonyms as *dear*, *sweet*, *the one*, *darling* and is compared to such animals as *kitty* and *bunny*.

The micro concept “*mistress*” is used in a negative light, in particular in the context of the “wife – husband – mistress” relationship. First of all, it is compared with such animals as *snake*, *viper*, *lizard*, *frog*, *wolf*. These nouns characterize a woman as a wicked, mean and sly person (*A snake on a leash*) (Effektno poiavilas, 2016); (*a girlfriend is a viper, and a man is a chameleon*) (Modelnaia vneshnost, 2016).

The micro concept “*girlfriend*” is covered both in positive and negative connotations. Firstly, a girlfriend is a faithful person, who is always ready to help, listen and give advice (*A girlfriend will not leave you in the lurch*) (Zhenshchiny, kotorykh lubiat, 2012).

Secondly, this concept can be depicted in the context of the “fake girlfriend”, who is only taking advantage of her girlfriend (*A wolf in sheep’s clothing*) (Modelnaia vneshnost, 2016). Sometimes, this fake girlfriend only wants to steal her girlfriend’s husband. In this case, she becomes a rival.

The “*rival*” concept is one of the most common macro concepts in the periodicals under study. It is manifested in the gender ratio “woman – man – woman”, in which man is someone women compete for (the main prize) (*Who will get a super prize*) (Zhenshchiny, kotorykh liubiat, 2012); (*Two women and one man*) (Modelnaia vneshnost, 2016).

The micro concept “*mother*” is one of the most common concepts in women’s magazines. It is used in positive (more) and negative (less) contexts. In a positive context, it means a caring, kind and affectionate person who understands and forgives everything, someone really close (*My mom is my best friend*) (Zhenshchiny, kotorykh liubiat, 2012); (*My mom is someone with whom I would even go to space*) (Zhenshchiny, kotorykh liubiat, 2012). In a negative context, however, this concept is used quite rarely. In several magazines, there are materials in which mother implies the so-called “*cuckoo mom*”, that is a biological mother, who leaves her child for other matters or interests (*A cuckoo dropped off her egg and flew away*) (Bez obraz, 2007); (*career ruined her as a mom*) (Zhenshchiny, kotorykh liubiat, 2012). As a negative concept, “*cuckoo mom*” is also related to the topic of abortion (*Killing for a goal*) (Modelnaia vneshnost, 2016). Thus, the “*mother/mom*” concept has different meanings. More often, it shows a bright, pure and beautiful image, which can also be compared to such concepts as “*keeper*” and “*caregiver*”.

The “*mother-in-law*” concept is a pair category of micro concepts, which is one of the most commonly used in both men’s and women’s magazines. For one, this microconcept is not always used in a positive context. It implies the mother of one’s husband. She is often portrayed as too curious, a know-it-all, who constantly wants to help her son and his family and, thus, interferes in the life of his young family. Doing so, she only makes things worse and turns her son into a mama’s boy (*My husband is a mama’s boy*) (Modelnaia vneshnost, 2016); (*The mother of my husband ruined our family*) (Modelnaia vneshnost, 2016). In a positive context, mother-in-law is shown as a friend. This image is positive and helps readers find a common language and even become friends with their mothers-in-law if there are certain problems (*The mother of my husband: friend or foe*) (Modelnaia vneshnost, 2016). Besides, this microconcept is often used in a comic sense and, therefore, more positive than negative. It is relevant for both women’s and men’s magazines (*The mother of my wife has everything under control*) (Bez obraz, 2007); (*Everyone is under my wife’s mother’s thumb*) (Modelnaia vneshnost, 2016).

Spiritual characteristics of women associated with their inner mental life and stereotyped features of female nature allow one to single out “*women’s natural ability to be raised, influenced*” as a conceptual quality (*sugar, honeybunch* – a woman who is completely devoid of any beliefs, values,

orientations and all those qualities constituting the notion of “personality”; she can completely dissolve not only in her man’s affairs but also in his character, habits, preferences). Positive moral and ethical qualities can be characterized by diligence, tactfulness and trustability in the semantic structure of metaphoric feminine gender-specific job titles.

It is also essential to define the main gender concepts and their derivatives, as well as the correlations between them. The study reveals that gender concepts coexist in close interaction with each other, that is, the concept of “woman” is somehow reflected in the concept of “man”. It can be illustrated in a categorical relation “woman – man”, which is divided into different categories: “wife – husband”, “mother – child” (“mother – daughter”, “mother – son”), “woman – mother-in-law”, “girl – boy”, “girlfriend – boyfriend”, “female boss – male employee”, “female employee – male boss”. These interconnections can be used in the periodicals under study with different semantic meanings and connotations (positive and negative) and, thus, perform various interpersonal functions and social roles.

Some researchers believe that one of the components of a man’s role is the norm of success/status. It implies that he is valued as far as he can earn good money and succeed at work. This norm can undermine self-actualization, self-evaluation and parenting. Compensatory, exaggerated and destructive masculinity can act as a result of inability to follow this norm in life. The cruelty of a man’s gender role consists of mental, physical and emotional cruelty. The norm of mental cruelty requires that men should be well-educated, competent and have control. This rule interferes with learning and may result in mistakes and conflicts in relationships with others. The norm of physical cruelty indicates that men must be physically strong, courageous and ready for danger. It can lead to aggression and risky behaviour, which involves abuse of anabolic steroids, alcohol and drugs, physical damage from the lack or misuse of medical care, unsafe driving and irresponsible sexual behaviour.

The norm of emotional cruelty implies that men should not show emotional weakness and must deal with their problems without other help. They tend to receive less emotional support and have fewer close relationships than women due to the so-called ban on emotional expression. The norm of anti-femininity lies in avoiding showing the character traits associated with women. It, too, can hinder the expression of emotions and restrain men from the desired but stereotypical female behaviour, such as tenderness or sympathy. This norm can also negatively affect the equal distribution of home responsibilities. Psychologists used to believe that men

would be more mentally healthy if they showed traditional courage. Today, however, there is a prevailing belief that a man's gender role may a source of anxiety and psychological stress because of its certain dysfunctional and controversial aspects. Postmodern studies show little support for the traditional role of men. Such factors as early socialization, continued support for this traditional role and lack of institutional support for new forms of behaviour aggregate and even prevent fundamental changes in a man's gender roles which are historically established and rather stable.

The periodicals under study show that the macro concept "man" is reflected in the following most frequently used micro concepts: *beloved, father, stranger, boss, son, friend* (see Table 2).

**Table 2.** *The macro concept "man" and its derivative micro concepts*  
 Source: Authors' own conception

<i>Micro concepts</i>	<i>Number of mentions in periodicals (%)</i>
Beloved	30
Father	21
Stranger	17
Supervisor	12
Son	10
Friend	7
Others	4

The microconcept "*beloved*" has positive and negative connotations. It can be used in the gender-based conceptual relation "*man – woman*". This concept is more often used in a positive context. It is characterized by such qualities as tenderness, affection, generosity, care (*My beloved is ready for anything*) (Modelnaia vneshnost, 2016); (*My beloved got the moon for me*) (Modelnaia vneshnost, 2016). However, there are cases when the concept "beloved" is used in a negative context, namely, "beloved – traitor", "beloved – cheapskate", "beloved – work" (*His betrayal has destroyed our family*) (Modelnaia vneshnost, 2016); *My beloved is a cheapskate* (Zhenshchiny, kotorykh liubiat, 2012); (*Work is number one on his priority list, and I ...*) (Zhenshchiny, kotorykh liubiat, 2012). Concerning work, the concept "beloved" can be used positively if this work brings a lot of profits and pleasure (*My beloved workaholic with a thick wallet*) (Modelnaia vneshnost, 2016); (*His work means my money*) (Effektno poiavilas, 2016).

The micro concept “*father*” is most commonly used in the correlation “father – child”. It is reflected in a positive context, being characterized by such features as care, help, attention, sincerity (*Our dad is the best dad in the world*) (Zhenshchiny, kotorykh lubiat, 2012); (*Father’s attention is priceless for a child*) (Zhenshchiny, kotorykh lubiat, 2012). This concept also has a negative connotation (*My father is a traitor*) (Modelnaia vneshnost, 2016); (*He (father) left us when I couldn’t even talk yet*) (Modelnaia vneshnost, 2016).

The micro concept “*stranger*” is mostly positive and used in the context of “woman – man” (*Some stranger from my dreams*) (Modelnaia vneshnost, 2016); (*Some stranger sent me 101 roses*) (Zhenshchiny, kotorykh lubiat, 2012). This concept is exclusively positive in the pages of the periodicals under study (more often for women), implying the word “*wizard*”: *I saw a wizard on my threshold for the first time* (Modelnaia vneshnost, 2016).

The micro concept “*supervisor*” is often replaced by *boss*, *chief* and, sometimes, *senior* (*Yes, boss, I am listening*) (Effektno poiavilas, 2016). This micro concept has both positive and negative meanings. Positively, it is used in the context of a generous employer (*With my salary, I can afford a lot*) (Effektno poiavilas, 2016). Negatively, it means a strict and powerful employer, who controls everything and everyone (*My tyrant boss is my dread*) (Modelnaia vneshnost, 2016). It must be noted that the micro concept “*tyrant*” is not one of the most common used in the periodicals under study. Although, it is sometimes used in the context of “woman – man”, when a man (often husband) treats his wife rather badly (*My lawfully wedded husband is a real tyrant*) (Modelnaia vneshnost, 2016); (*The despot at home*) (Modelnaia vneshnost, 2016).

Accordingly, the micro concept “*tyrant*” is synonymic to “*despot*”. The micro concept “*lawfully wedded husband*” is used in a negative context. Therefore, it should not be attributed to a separate group of most often used microconcepts. Thus, it refers to the micro concept “*beloved*”. At the same time, the micro concept “*supervisor*” can be sometimes used in the role of a lover (*A boss and a lover – two in one*) (Effektno poiavilas, 2016).

The micro concept “*son*” is most often used in the context of “woman – man”, “woman” being “mother” (*Mom is love for life*) (Modelnaia vneshnost, 2016). Also, it can be used in the “mother – son – girlfriend/wife” group. In this case, it is rather negative than positive since the concept “*man*” is used in the sense of “*mama’s boy*” (*Unfortunately, he turned out to be a real mama’s boy*) (Effektno poiavilas, 2016).

The micro concept “*friend*” is one of the most mentioned concepts. It is used within the “man – woman”, “man – man” groups (*My friend is my antibiotic*) (Modelnaia vneshnost, 2016). In the context of “man – woman”, *man* acts in a metaphorical role of a strong shoulder, the so-called “girlfriend” in a man’s body (*My girlfriend is strong, weighing up to 100 kg, and can carry me home if I need*) (Zhenshchiny, kotorykh liubiat, 2012). In the context of “man – man”, the micro concept “friend” means a strong spirit in a strong man’s body, who is always ready to help or join you at the gym or a bar (*A friend in need is a friend indeed*) (Effektno poiavilas, 2016).

### 3. The features of gender socialization of men and women

Typical features of femininity and masculinity are, first of all, socially fixed norms and stereotypes, rather than the result of objective natural differences between genders. In some cases, these features reflect the average differences between men and women. Quite often, they are the result of education, when psychological differences are developed under the pressure of stereotypes imposed on a person by society. It happens that traditional features of femininity and masculinity contradict the true nature of people. Until recently, it was long believed that women were more emotional and men more inclined to logical thinking. Postmodern neurophysiological studies indicate that left (logical) hemisphere of the brain is more developed in women and right (emotional) one in men. Most researchers in the field of differential psychology agree that speech abilities (related to the left hemisphere) are better developed in girls than in boys. However, history shows that most writers at all times and ages were men. Women and men are different, although these differences are not always identical with public stereotypes. Real gender differences are a combination of natural differences and education.

For a long time, it was thought that masculinity and femininity were the opposite poles of one scale, that is, high masculinity was seen as low femininity and vice versa. In postmodern psychological concepts of sex and gender-role behaviour, these properties are considered as constructs relatively independent from each other. A high level of development of both characteristics and a low level of these gender-role manifestations can occur simultaneously. The combination of high-level development of femininity and masculinity in one person (regardless of biological sex) is called androgyny.

In personality psychology, androgyny is considered as a personality characteristic, not related to violations of sexual development, sex and

gender identity. Interestingly, gifted people tend to have a high level of androgyny. Besides, it can make gender roles of men and women less limited and reduce internal conflicts associated with the rejection of their second nature. An androgynous model of gender and sex roles have some advantage over other models. However, it should be somewhat improved.

Gender roles do not originate immediately with the birth of a child. They develop depending on many conditions and factors during human life. The process of developing gender roles, as socially predetermined models of sexual roles and gender-role behaviour, occurs in the context of socialization.

One of its most significant components is gender socialization. It is the acquisition of gender roles, social expectations of these roles, as well as gender development of personality. The latter implies developing psychological characteristics which correspond to gender roles. These roles are closely related to one's awareness of oneself as a representative of a particular gender and standards of behaviour inherent in the representatives of this gender.

Gender socialization has certain features and specific difficulties for men and women. From birth, children enter a social environment which imposes several stereotypes of gender behaviour. From an early age, their parents and tutors would say to them, "It's not good, it's not something a girl (boy) would do"; "Don't cry, boys don't cry!"; "Don't be afraid, girls do not behave like this!". After they first realized themselves as representatives of a certain sex, they start to connect this realization with several features: clothing, rules of conduct, manifestations of feelings or a ban on them (Khamitov, 2000, p. 42).

The models of male and female roles are incorporated in the natural differential psychological differences between genders. The processes of gender socialization of men and women have many differences. The historically established patriarchal stereotypes indicate that women are more oriented towards their family and family values, household management. Men, however, tend to show activity outside their family (professional activity, social activity). Indeed, there is a saying that a family is a second job for a woman, and a job is a second family for a man (Khamitov, 2000, p. 43).

Men's magazines promote the theory of a man's gender role. Women's magazines, however, state that women want to see men more gentle, emotional, spontaneous, capable of unpredictable actions. Such a statement does not correspond to postmodern theories of the article and proves a trivialized stereotype approach. Still, gender concepts are not

separate, which is a common feature of both types of periodicals. The concept “man” is mentioned in the context of “man – woman”, their relationships in various aspects of life.

#### 4. Conclusions

The article clarifies the level of how the gender-based conceptual framework has been scientifically covered. The concept is a multidimensional complex represented in language and containing certain ethnocultural features. In the context of Ukrainian periodicals, it mainly lies in ignoring postmodernist views on gender (postgender) and using the “game of national stereotypes” for the significant purpose. The concept has an unstable structure, which is reflected in the author’s conceptual model. The model singles out the core and additions to the concept, a possible movement of features in the relevant content-related directions from and to the core. An unstable (mobile) structure of the concept is also characteristic of its core. During the historical development, the core may change. At the same time, the semantic value remains and can be replaced with synonyms or neologisms.

The macro concept “woman” can be conventionally divided into the main, that is, the most commonly used micro concepts. They include love/loved (26%), mistress (23%), girlfriend (14%), rival (12%), mother/mom (11%), mother-in-law (9%), others (6%). This concept is most fully manifested in the contexts of “woman – man” (30%), “women – society” (24%), “woman and religion” (20%), “woman – family” (14%), “woman – beauty” (12%).

The macro concept “man” is reflected in the following most frequently used micro concepts: beloved (30%), father (21%), stranger (17%), supervisor (12%), son (10%), friend (7%) others (4%). This concept is shown in the following interactions: “man – career” (28%), “man – sport” (23%), “man – woman” (19%), “man – religion” (16%), “man – family” (14%).

Thus, the coverage of the “man” concept is different in the pages of periodicals for men and women. In woman’s magazines, man is most often described in relationships with women, more rarely as a professional. Almost no attention is paid to man’s look. Thus, man’s inner nature is important for women (based on the materials of the magazines). Men’s magazines, however, devote a significant part of publications on men’s looks. They also cover proper nutrition, career development, success, status in society.

The coverage of the “woman” concept in gender-labelled periodicals indicates that most modern women strive to prove themselves both in career and in relationships with men, performing different social roles. They combine professional and family spheres of life. Spiritual development is also very important to a woman as a purposeful person who tries to keep fit and take care of her appearance. The analysis of postmodern periodicals for women proves that the image of a fully developed woman is a major issue in their pages. The “woman” concept is no less important for men’s magazines. It is implemented through the “man – woman” context in terms of career, hobbies, leisure, relationships. Such concepts as “woman” and “man” coexist in the close unity of “man – woman”. Relationships with the opposite sex is a relevant topic for both women’s and men’s magazines.

The basic gender macro concepts “woman” and “man” operate at the core of the gender-based conceptual framework. They are used in different correlations, depending on the role of women and men in society. It must be noted that a careful and responsible selection of gender characteristics, presented in gender-labelled periodicals, allows one to develop postmodern and future gender images, promote the images of ideal women and men, their needs, opportunities, duties in the family, at work and in all spheres of life, as well as cultivate spiritual and psychological components of society.

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