

Psychological Aspects of the Study of Gender Sphere of Concept in the Media

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Abstract: The changes that have affected all spheres of society have also affected the existing stereotypes of gender behaviour, so the issue of the place and role of men and women in society focuses on research on the aspirations, interests and preferences of both sexes. Gender issues are studied in an interdisciplinary aspect, so recently there have been many studies in which the subject of discussion concerns different fields of science - psychology, philosophy, linguistics, journalism, sociology, political science and many others. To study the gender sphere of concept of contemporary periodicals for women and men, the following scientific methods are considered: descriptive method, analysis, content analysis, questionnaire, comparative method and induction. However, an attempt has been made to analyze different approaches to the study of concepts (in particular, gender). There are many different definitions of the concept, which indicates the complexity and ambiguity of the “concept” meaning, but there is a limit to the scientific description and understanding of the concept. The gender sphere of concept is a system of interactions of maximum concepts of man and woman, as well as their derivatives, which are called gender and social roles in society performed by man and woman. Concepts, sphere of concept include gender features, which allow a gender approach to study the gender sphere of concept of contemporary periodicals for women and men. The study of the gender sphere of concept within the framework of contemporary gender-labelled publications allows to identify and correlate metagender and gender concepts that appear in society.

Keywords: *Sphere of society, stereotypes of gender behaviour, gender sphere of concept of contemporary periodicals, gender identity, for women and men, scientific research methods.*

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1. Introduction

Gender studies have a significant practical aspect. In terms of application, gender theory advocates for change, transformation in the position and status of both sexes, setting real goals for the creation of a society of gender equality. Gender theory must also answer the questions of what transformations are necessary for the establishment of justice and humanism in the relationship between women and men. Contemporary societies need as much as possible to deconstruct the assessments and established approaches to power and property, ideology and culture, the content of their functioning in terms of different "woman" and "man" vision, their understanding of justice, humanism, equality, overcoming the priority of man position. The expansion of the circle of supporters of gender transformation is becoming a characteristic feature of modernity (Chornodon, Gryshkova, Myronova, Ivanytska, Semen, & Demchenko, 2021; Chornodon, Lesiuk, Bailema, Lanchukovska, Golubovska, & Khapina, 2021; Chornodon, Verbytska, Haladzhun, Ivanytska, & Mudrokha, 2021; Redchuk et al., 2020).

Gender research is the opposite of the human sciences in general, analyzing systems of special knowledge that do not notice the specifics of the position of women and take as a norm the position and status of contemporary man. The gender approach transforms the system of generally accepted knowledge, pointing to the absurdity of current and future man domination as the norm, and as the norm - woman hidden subordination. It emphasizes that this state is reproduced by the concentration of power and property in men and the lack of it in women. It emphasizes the revision of the applied methodology of social and socio-humanitarian sciences and the need to create new methods and new approaches. Only men's knowledge and politics, as well as knowledge about and for men, cannot claim the truth. Individuals, regardless of their gender, must know and transform the world.

Today, systematic scientific knowledge on gender issues is clearly outlined, aimed at understanding the subjects - men and women, their roles, characteristics and relationships.

In the work of Sydorenko (2012) "Gender resources of contemporary mass media: a textbook" considered the issue of gender as a cultural phenomenon, history of domestic publications for women, gender orientation of Ukrainian media, manifestations of gender stereotypes in journalistic and advertising activities. In particular, violated gender initiatives are found in research. This is especially noticeable in the field of philosophy, sociology, psychology, philology, journalism. For example, in literary studies such topics as: gender dimensions of creativity of Ukrainian writers became

significant (in particular Bilosorochka, 2018; Nechui-Levytsky 1977); the type of emancipated woman personality (in Russian and Ukrainian prose 60-70 years of the XIX century.), interpretation of gender stereotypes in literary texts, the concept of “woman” and stereotypes about her socio-cultural role (such as in a German everyday anecdote, in Ukrainian folk proverbs and sayings), feminine-centric view of socio-political manifestations in contemporary poetry, etc. (Sydorenko et al., 2012, p. 40).

In Ukrainian journalism, the peculiarities of the gender factor in the press are studied by Sydorenko et al. (2012) etc. With regard to research on the topic in foreign journalism, it is worth noting Russian scientists Azhgikhina (2002), Kirilina (2001) and others. Issues of gender roles and stereotypes in the media were raised in the works of Azhgikhina (2002), Bendas (2000) and other scholars.

The subject of attention in gender studies became the issues of differences, similarities and peculiarities of interpretation of males and females in the materials of mass media. Simultaneously with the increase in the number of scientific papers on the causes of gender differences in language, in particular texts (media materials), studies began to appear, the main focus of which is on the analysis of multiple linguistic means of gender expression in different cultures. It is important for gender research to make a clear distinction between the concepts of “sex” as a biological category and gender, which is understood as the relationship of belonging; expectations and knowledge associated in society with “femininity” and “masculinity”. The sociocultural nature of gender as a social sex is that it is an ideological constructor that accumulates an idea of what it means to be a man or a woman in a culture. That is, gender is a concept that is traditionally rooted in living conditions, norms, customs of a certain culture (Sydorenko et al., 2012, p. 50).

Signs of the gender factor are that in many fields of knowledge, such as gender psychology, social psychology, sociology, discourse theory and communication, there will be a place to study it.

At the present stage of development of society, the gender direction of research is quite relevant. The changes that have affected all spheres of society have also affected the existing stereotypes of gender behavior, so the issue of the place and role of men and women in society focuses on research on the aspirations, interests and preferences of both sexes. It is quite natural that researchers of various scientific spheres are acutely faced with the problem of studying the gender situation in contemporary Ukrainian society. Gender issues are studied in an interdisciplinary aspect, so recently there have been many studies in which the subject of discussion concerns

different fields of science - philosophy, linguistics, journalism, sociology, political science and many others. The study of images of women and men acquires a stable tradition, as evidenced by the established in scientific discourse terms feminine, masculine (Gerasymova et al., 2019; Nerubasska & Maksymchuk, 2020; Nerubasska et al., 2020; Palamarchuk, 2020; Sheremet et al., 2019) and others.

Regarding the study of concepts, sphere of concept and in particular gender conceptology, the candidate's dissertations are defended, which relate to the study of the problem, in particular the following works: Bondarenko (2005) "Concepts of" man "and" woman "in the Ukrainian and English language pictures of the world", Minaeva (2007) "Gender conceptualism: linguistic representation of the concepts" Home "and" Love "in women's poetry", Masimova (2005) "The concept of man and the world in journalism and art of Umberto Eco". The most thorough is the doctoral dissertation of Vasylyk (2010) "Contemporary worldview journalism of literary and artistic publications in the context of the history of Ukrainian journalism: the sphere of concept of national identity".

Let's consider some Western European studies of gender in media and beyond. Those studies were not taken into account or were ignored in post-Soviet works. Thus, in certain works based on deconstruction, differences, double-writing of gender studies and the phenomenon of complementarity of sexes it is proposed not only to institutionalize the social sphere, but also the medical and metaphysical gender concepts, directed to improve life (mostly of women) (Chuikova, 2019). In this case, it is believed that the marginalized and analytically (according to Freud) overestimated gender discourse corresponds to rhizomatic stylistics of postmodernism - up to the archetypal concept of "castrated Other". The latter requires the so-called "double" (not unitary) protocols in solving cultural, social and biomedical issues of the female gender.

Postmodern interpretation of the natural and previously created, deconstruction of traditional and new, changing, evoked the phenomenon of the "new feminist reading" (Hare-Mustin & Marecek, 2018). The main narratives of such reading (and the writing as well, we suspect) includes struggle with the motives of antifeminism, a paternalistic and masculine approach to interpretation of social phenomena. It is the feminist criticism that reveals relativity or deceitfulness of such narratives. Feminist criticism, as well as media, and creativity is asymmetric and subjective, presenting the world in a new sense (asymmetric, uncertain, non-equivalent) despite masculine certainty, symmetry and regularity.

However, the main achievement of feminist (or gender) narratology in the context of postmodern deconstruction, scholars see the ability to test mental, social, cultural and biological differences between sexes. Feminist deconstructive discourse can detect alternative values, assets and social guidelines. The latter will become a stimulus for culture, which is “treading in place” (Hare-Mustin & Marecek, 2018). It turns out that direct observation and positivism do not allow to understand the true nature of the male and female. Nature that defines the culture as well. Now we understand the complementary nature of the opposite of the feminine and masculine gender, but their antithetics and mutual exclusion is known from ancient times.

Gender as a subject of discourse and discussions began in Western European science and media much earlier than in post-Soviet countries and reached the end of the postmodern stench era (the 1980s). At that time, the struggle of deconstruction with traditional constructivism was considered the main instrument of an alternative description of the gender psychology and the struggle against so-called classical “alpha-guidance” (Hare-Mustin & Marecek, 1988). Such theories in their joint generalization prove that in fact, the difference between the genders is minimal and culturally conventional, and in the epoch of postmodernism, the contrast and juxtaposition are levelled.

Levelling of such contradictions only strengthened the movement for women’s rights and announced a postmodernist discourse as the territory of total equal rights, which began to spread in the world even among nations with expressive and ancient patriarchal traditions (Rosenbury, 2019). This accelerated the collapse of stereotypical social and media attitudes and the value of an autonomous female and male beta-beginning.

However, if antithetic gender attitudes continue to “live” in media discourse, then only exclusively due to external amplification, for the sake of compliance with affective and hedonistic saturation of gender (predominantly masculine) oriented media (Greyson et al., 2010).

Actually, stereotypes as social phenomena are paid less attention in western postmodern scientific discourse than in the post-Soviet. In general, it is believed that postmodernism weakens all stereotypes deconstructing them (Darmanto & Delliana, 2017). As a result, in postmodern narratives, even primary sexual characters are often ignored, and the notion of “gender” almost completely displaces the concept of “sex”.

Journalism, corrupted by stereotypes of instinctive origin, is considered to be competitive, “yellow goods” for emotionally or sexually oriented (dependent) consumers (Berghel 2018). Unfortunately, such

product is well sold at the present universal market of the post-truth, where everything is a commodity.

The era of hedonism in post-totalitarian societies with unstable democracies deformed journalistic standards towards serving pleasures for so much that the search for gender stereotypes and gender analysis can be applied to all media, where there are hidden advertisements or affective approximation (Greyson et al., 2010). In this regard, gender (mainly - feminine) stereotypes are not different from stereotypes of other hedonistic spheres - sports, gambling business, drugs, food, etc.

Consequently, for the post-Soviet countries, which have not yet completely passed the deconstructive postmodernism school, and therefore did not get rid of the dominance of masculinity in the subject, problems and specific constructive content, especially it is important to pay attention to sensitive journalism, to which belong not only socially sensitive, children's, inclusive contents, but also gender sensitive contents (Geertsema-Sligh et al., 2020).

2. Research of gender sphere of concept of contemporary periodicals

Exploring the gender sphere of concept of contemporary periodicals in Ukraine (in particular, men's and women's), it is advisable to refer to the basic terminological conceptions. Let's find out the meaning of the term concept, which we will use to understand the concepts of "woman" and "man". The stated term concept is actively used in the humanities: philosophy, psychology, linguoculturology, cognitive linguistics. But it is known that the concept is still at the intersection of different scientific disciplines, so in contemporary linguistics there is no single definition of this term. Researchers identify two main approaches that focus on such aspects of this phenomenon as: cognitive linguistics and linguocultural.

Well-known representatives of the cognitive linguistics approach to the study of the concept are Babushkin (1996) and others.

Vasylyk (2010) emphasizes that a concept is both a word and its meaning, its "external and internal form", a concept; cognitive structure "captured by a language sign". Palchevska (2016) defines the concept "as a set of knowledge of all units of operational consciousness: images, concepts, ideas about the object. The theory of the concept was thoroughly developed by Stepanov (1997). He noted that the Latin conceptus translates as a conception, but considers the concept and conception in different terms: the first is inherent mainly in culturology, the second - logic and philosophy. According to the scientist, the concept provides a wide range of thinking, associations, while the conception is a stable terminological unit. Yu.

Stepanov (1997) gives the following definition: “Concept - the main link of culture in the mental world of man”, Vasylyk (2010, p. 18).

Vezhbytska (2001) defines the concept as a formulation, mental image, general opinion, conception. According to Yasinovska (2011), the term concept is broader than the term conception, because it genetically accumulates a general spiritual experience, has more detailed semantic parameters. Koltsova (1999) is also convinced that the concept is broader in content than the conception, because it is conceptual. Vasylyk convincingly proves that “the allocation of the concept as a mental education, marked by linguistic and cultural specifics, is a logical stage in the formation of anthropocentric paradigm of humanities knowledge”, presents the concept as a whole “mental-psychonetic complex”, which is the unity of knowledge, ideas, manifestations of the archetypal-subconscious, fixed on a certain knowledge (Vasylyk, 2010, p. 29).

Well-known representatives of the linguocultural approach to the study of the concept are Likhachev (1997), Maslova (2010) and others.

The concept in the linguocultural dimension has a rather complex structure. According to V. Maslova (2010), “each concept as a complex mental complex includes, in addition to semantic content, also the assessment of a person’s attitude to a particular reflected object...”, Vasylyk (2010, p. 20).

Returning to the original sources, it is known that the beginnings of understanding the concept were laid by linguists, The concept is a mental formation, which replaces us in the process of thought indefinite plurality of objects of the same kind, Vasylyk (2010, p. 17).

Academician Likhachev (1997) believes: “Aspects of the analysis of the meaning of the concept, introduced by S. Askoldov, can significantly expand the scope of research in the direction of historical and cultural consideration of the problem”. He supports his views and develops the basic provisions, in particular, expands the idea of the concept, introducing into scientific circulation the meaning of sphere of concept, referring to the concepts phrases, which along with the word can embody no less broad semantic universals and detail them in different contexts.

However, it should be noted that the original meaning of the word concept (from Latin) - thought, conception. In Dzingarelli’s Dictionary of the Italian Language, the concept is also presented as an opinion, an idea, a judgment; in English dictionaries it means “an idea underlying a number of things”, “common judgment, point of view”; in contemporary French, “concept” is understood as an abstract, generalized representation of an object.

From the standpoint of philosophy “concept” - formulation, mental image, general opinion, conception. “Philosophical encyclopedic dictionary” gives the following understanding: “In contemporary philosophy, the concept is understood as a conception - an idea that contains a certain approach to reality. Deployment of the content of the concept in the system of judgments forms the conceptual foundation, Vasylyk (2010, p. 15).

Thus, the concept is a general scientific term that can be used in different sciences, in different approaches and systems of knowledge, such as general scientific methods of analysis or synthesis, inherent in a variety of scientific research. Concepts - a kind of signs, codes, with which you can read the media text.

Stepanov (1997) emphasizes that the concept is like a “bunch of culture in the human mind” and becomes a way of constructing thought, through which culture is part of the “mental world of man”. According to the scientist, “concepts are the facts of culture”, and similar to them makes them a range of understandings, conceptions, views, covering the content of concepts from ancient to contemporary. The concept is perceived as “the subject of emotions, likes, dislikes, and sometimes clashes”. The concept, according to Likhachev (1997), is a substitute for the meaning that provides communication and, moreover, closely “related to national, cultural, professional, age experience of man”. The content of the concept can be revealed from the “original form (etymology)”, “compressed to the main features of the content of history”, to contemporary associations and assessments (Vasylyk, 2010, p. 35).

There are many types of concepts, in particular, together with micro- and macrogroup, individual, real, potential, universal, national concepts. V. Ivashchenko also singles out gender, which include the concepts of “man” and “woman”, which are the basic concepts of culture and cover not only “descriptive-qualifying”, but also “sensory-volitional” and “figurative-empirical” features (Vasylyk, 2010, p. 31).

“The concepts of man and woman are to be described first of all - as they are presented in different cultures”, while, as noted by Kondratieva (2011), “the object of study is mainly the concept of a woman, which is marked, different from the norm, the standard of which is a man.

The gender concept is also seen as “a semantic formation that, as a result of combining vocabulary with ethnocultural worldview and gives an idea of typically man and woman images.

Media gender sphere of concept is a system of gender images and symbols formed under the influence of public views on the role of men and women in society, which after appearing in the media defines and

consolidates in the public consciousness and in the minds of individuals gender roles of both sexes, their significance, gender identity.

3. Scientific methods of research of gender sphere of concept of contemporary periodicals for women and men

To study the gender sphere of concept of contemporary periodicals for women and men, we consider such scientific methods as: analysis, content analysis, questionnaires, comparative method and induction. However, we will try to analyze different approaches to the study of concepts (in particular, gender). The concepts are an important link in the structure of the representation of knowledge acquired by man in the reflection of reality and encoded by language.

The characteristics of scientific research methods, currently used in linguistics, practical psychology, marketing, etc., are appropriate to use in the field of social communications, set out in the textbook "Methods of scientific research in journalism" (Rizun, 2008). The authors provide definitions of methodology, research methods in formation, journalism, such as: descriptive, analysis of documentary information, traditional and new methods of text analysis (content analysis, content monitoring), observation (classification, requirements for observers, scientific observation, and psychodiagnostics), survey, experiment. Attention is also paid to the problem of measurements in the humanities, pre-processing of observation and survey results, basic statistical conceptions, forecasting, evaluation of the effectiveness of advertising and PR companies.

The work of Ivanov and Kostenko (2003) "Content analysis: methodology and methods of research of Mass Communication Tools (MCT)" is devoted to the research of the method of content analysis. The scientist comprehensively considered the theoretical problems of this method, demonstrated its possibilities by examples. Of interest are mathematical techniques that increase the reliability of sociological research through content analysis. In particular, the author pays attention to the document as an object of analysis, the conception of the document, its classification, the general principles of document analysis and classical methods of analysis. The study describes the history of the content analysis method, the essence and possibilities of the method (principles and conditions of content analysis and requirements, goals and objectives of such research), general characteristics of content analysis research (object and subject of research), procedure and practice of content analysis application.

The most widely used method in scientific research is the method of analysis. The term analysis is of Greek origin and means decomposition, dismemberment. Thus, the analysis is a method of scientific research, which involves the imaginary division of the subject of study into its constituent elements in order to study its structure, features, properties, relationships. The analysis makes it possible to identify the main essential elements of the subject of study (Rizun, 2008, 34). That is, to identify the essential elements of the conceptual gender content of contemporary periodicals for women and men.

Analysis as a logical operation, as a rule, is the first stage of research, when there is a transition from an undivided description of the subject to the identification of the structure, composition, properties of connections. At the same time, it is necessary to remember that dismemberment of a subject should have a reasonable limit on which we pass to research of a subject of other character on the essence and properties. In journalism, like in other sciences, analysis is present in almost any research, because without it, it is impossible to go deeply into the study of an object or phenomenon. Analyzing the materials of the media, it is worth considering the level of reliability of information, the objectivity of the media, efficiency, accuracy, efficiency of information, the reaction of the audience (Rizun, 2008, p. 38).

Induction translated from Latin means guidance. According to this method of scientific research, the researcher goes from the singular to the general; from the study of individual elements of a certain class of subjects is a general conclusion about knowledge. That is, revealing similar features in many or all subjects of a certain class of subjects, the general conclusion becomes that the revealed features are inherent in all subject of this class. Characterizing induction, Bendas (2000, p. 65) wrote: "Great discoveries, leaps of scientific thought forward are created by induction, a risky but truly creative method".

If the general conclusion about a class of subjects is made on the basis of studying of all subjects of this class is a complete induction which gives reliable conclusions. Complete induction has the disadvantage that it does not actually provide new knowledge, but only confirms the correctness of the conclusions made at the stages of incomplete or popular induction, while requiring much more time, effort and material resources. More productive is scientific induction, which, including the conclusions of complete induction also provides additional substantive justification for its truth. If the regularly detected properties of objects of a certain class are transferred to the whole class - this is a popular induction, which gives fairly reliable conclusions, but there may be exceptions. For example, in order to

make a sufficiently accurate conclusion about the thematic orientation of a printed publication, it is enough to analyze a certain number of issues, which will give a practically reliable true result (Rizun, 2008, p. 47). If only part of the subjects of this class is studied, it is an incomplete induction, and the conclusions obtained with its help are believable, suggest the possibility of error. Despite the possibility of error, when used correctly, incomplete induction can give adequate results and is used in science where the use of complete or popular induction is impossible or impractical due to the significant complexity of implementation (Rizun, 2008, p. 58).

According to the types of causation, there are five methods of scientific induction: the method of unique similarity (if two or more cases of the studied phenomenon have only one common feature, and all other features are different, but this feature is the cause of this phenomenon); the method of a single difference (if the cases in which the phenomenon occurs or does not occur, are distinguished by only one feature, and all others are the same, then this feature is the cause of this phenomenon); combined method of similarity and difference (is a combination of the two previous methods); the method of accompanying changes (if the occurrence or change of one phenomenon is causally related to the change of another); residual method (if the cause of the studied phenomenon is not a single feature, except one, and this feature is the cause of this phenomenon). These methods of scientific induction are most often used not separately, but several at once, proving and confirming each other (Rizun, 2008, p. 76).

For example, by examining the influence of a particular media on public opinion, causal relationships can be identified by induction methods of single difference and the residual method by examining certain actions of people with similar socio-psychological characteristics before receiving certain information from a given media and after receiving this information. If, for example, a column about men appeared in one of the women's magazines, and one of the men saw it, he liked it and he changed his opinion about this publication, and those who did not see it did not change their opinion, it means that it is the appearance this rubric, most likely, became the reason of change of sympathies at the person who saw it. For example, the effectiveness of the appearance in the media of a particular heading can be investigated using the inductive method of accompanying changes. For example, if a certain issue of a magazine has a large circulation, and its only difference from other issues is the presence of a horoscope from a leading astrologer - then it is through him that some readers buy this magazine.

Questionnaire – an effective method of obtaining data on the state of public opinion, public practice through correspondence (written) surveys,

through closed, open, semi-closed or mixed questionnaires. Sociological research data is often used in contemporary journalistic texts. There are some mandatory rules to follow when publishing this information. It is necessary to indicate the organization that conducted the study, the time of the survey, the number of respondents to determine the readership.

When preparing a questionnaire, the following sequence of actions should be followed: clearly state the purpose of the study and the information to be obtained, as well as to determine which questions should be asked and in what form. Determine the number and composition of respondents (select a sample). If the problems that affect all social strata are studied, then the optimal number of respondents is 1-1.5 of the total population. If the survey is conducted among individual groups, the number of respondents can reach 10% of the accounting staff of such a group. Develop a survey tool (questionnaires). Questions should be formulated concisely, clearly and unambiguously, avoiding different interpretations, avoiding direct questions, especially if they relate to the privacy of respondents, their self-esteem and the like. To make the information more objective, it is necessary to enter in the questionnaires test questions that relate to the same topic, but formulated differently. This allows you to get indirect confirmation of the answer to the main question. Conducting sounding (if necessary) and basic questionnaires. As a rule, it is advisable to conduct surveys anonymously (that is, so that the respondent does not indicate his last name). This increases the reliability of the information received. Then processing of completed questionnaires, interpretation of data, and preparation of conclusions come. Development of recommendations for overcoming unwanted processes (if the survey revealed the presence of such processes or a tendency to their occurrence) is the next step. Forecasting the possible consequences of the implementation of the developed recommendations, implementation of the developed recommendations (application of specific measures), periodic questionnaires to check the correctness of the measures taken and track the results are final steps when planning a questionnaire (Rizun, 2008, p. 71).

Questionnaire survey for the purposes of journalism, as a rule, ends with the stage of processing completed questionnaires, interpretation of data, preparation of conclusions or development of recommendations to overcome undesirable processes and predict the possible consequences of implementing the developed recommendations.

Content analysis is a method of collecting quantitative data about the studied phenomenon or process contained in documents (Rizun, 2008, p.

34). In our case, the document means the print media, namely contemporary women's and men's periodicals.

With the help of content analysis, one can: conduct a comparative analysis, if you consider the texts created by different sources; analyze the dynamics of a particular phenomenon, if we consider a time-ordered set of texts from one source.

Sometimes content analysis is divided into qualitative and quantitative. The basis of quantitative content analysis is the frequency of appearance in documents of certain content characteristics. For qualitative content analysis, the very fact of the presence or absence of one or more content characteristics in the text is interesting. Qualitative content analysis can take place at any stage of quantitative content analysis - then experts are invited to evaluate the results (Rizun, 2008, p. 35).

The main stages of content analysis in the general case are: formulation of the purpose and program of the study; determination of the sample (representative part of the texts, sufficient for the analysis of the whole array of researched publications); determination of a single semantic interpretation of key research concepts; determination of units of analysis; drawing up a working document; drawing up an estimate of the study; computer data processing; presentation of research results, (Rizun, 2008, p. 35).

Content analysis of the press requires a relatively large amount of time and money, so you can use the method of rapid analysis. It is based on the quantitative calculation of the content elements of the text (fact, conflict, argument, topic, generalization), as well as accounting for the qualitative characteristics of publications (relevance, informativeness, evidence, constructiveness). As with content analysis, these characteristics of the text are coded, denoted by a certain number and then when reading the text they are recorded (Rizun, 2008, p. 38).

Content analysis can be used: as the main method aimed at obtaining important information about the phenomenon under study; as one of the methods in combination with others; as an auxiliary method or procedure for processing data obtained in other studies. Content analysis does not cross out the need for ordinary, meaningful analysis of documents. These methods complement each other, their combination deepens the understanding of the content of any text, as content analysis makes it possible to find what may fall out of sight in the traditional study of documents.

At the beginning of the XX century in the studies that preceded the formation of gender science, used such general scientific research methods as analysis, synthesis, induction, deduction, experiment, observation, etc.

Methods of analysis (dismemberment of the whole into parts) and synthesis (study of the relationship, the unity of the whole formed from certain parts) are the basis of any study in general and gender in particular.

Induction as a method of ascent from the concrete to the general made it possible to analyze popular expressions about men and women. However, the reliability of the results based on the opinions of the subjects, as a rule, was low.

Deduction as a research method helps to study parts of the whole. In general psychology, the patterns established by it were applied taking into account the sex of the subjects. However, there was a danger that some specific traits (including women) would not be taken into account, as it was assumed that all subjects were similar to each other, i.e. their behavior and psychological characteristics can be explained by general patterns. This method was especially popular with French researchers.

The experimental method consists in the organization of a formal research process, during which the experimenter in controlled conditions makes systematic observations of the reactions of the subjects to changing factors. It is used to study gender differences in the cognitive sphere.

The method of observation involves a direct study of reality. It is aimed at identifying, naming, comparing, describing and classifying individual phenomena and their totality, as well as purposeful, organized, in some way fixed perception of the studied object. The subject of observation is aspects of the mental that can be directly studied.

The biographical method, which is actively used by the humanities, has been used to analyze prominent historical figures, but its application to women is limited because there are not many famous historical figures, the historical roles of men and women are unevenly highlighted and the differences between famous and unknown women and famous and unknown men are not the same, because it is harder for a woman to become popular than for a man.

Since gender is not a purely psychological category, and gender research is interdisciplinary in nature, gender psychology uses the methods of various sciences, primarily sociological, pedagogical, linguistic, psychological, and socio-psychological.

Sociological methods - scientific approaches and research techniques that allow to explain social phenomena, collect and summarize information about them, predict their development and manage them. Among the main

sociological methods used in gender studies are questionnaires, expert surveys, document analysis, etc.

Pedagogical methods are used in research of real experience of the organization of educational process, features of socialization of the person. Traditional pedagogical methods are observation, study of experience, primary sources, analysis of school documentation, student creativity, as well as conversations, pedagogical experiment.

Linguistic methods help to solve research problems related to speech, word and text. Psycholinguistic methods used in gender psychology (semantic differential, semantic integral, semantic analysis of words and texts), aimed at studying gender messages of a gender nature, features of mechanisms of speech generation and perception, functions of language activity in society, research of connection between language messages and gender characteristics of participants in communication, analysis of language development in connection with the general development of personality.

Currently, in gender practice, use the whole range of psychological methods that allow you to explore the psychological characteristics of the individual: observation, experiment, questionnaires, interviews, testing, modeling, etc.

Methods of psychological self-diagnosis include: gender aspect of one's own socio-psychological portrait, gender biography as a variant of biographical method aimed at reconstruction of individual social experience. In the process of writing a gender autobiography, a person can understand the characteristics of their gender identity, as well as ways and means of their formation.

4. Research of gender identity of the person

Studies of gender identity (affiliation) of the individual are conducted using the following socio-psychological methods:

Focus group is a method of interviewing women and men, aimed at obtaining subjective opinions of respondents about their gender image, norms and values that form the basis of its formation, the essence of the concepts of “masculinity”, “femininity” and others;

An in-depth interview conducted to find out the beliefs, motives, attitudes, values, feelings and attitudes of men and women towards their own gender identity, gender image. With its help informal information of qualitative character is received;

Content analysis that allows you to analyze possible topics aimed at the study of gender identity: contemporary woman, contemporary man, the

body in the life of a man, the body in the life of a woman, women and men in the media and real life;

Semantic differential, which is used as a method of constructing individual or group semantic spaces in understanding and loading the personal meaning of the concepts of “feminine” and “masculine”, the categories of “femininity” and “masculinity”;

Testing and surveys are methods presented by the two most famous studies of gender Bem (2004) (gender role, which allows to determine the psychological sex of the individual, to investigate the level of femininity, masculinity and androgyny, as well as undifferentiated gender as a variant of gender identity, and methods of researching gender identity Schneider (2007), created on the principle of direct and chain associative test and aimed at determining the type of gender identity (premature identity, diffuse identity, moratorium, achieved positive identity, pseudo-positive identity);

Projective methods are a special technique of experimental study of those personality traits that are least available for direct observation or interview. The basis of any projective method is the uncertainty of the stimulus material, which gives the subject relative freedom in choosing answers and tactics of behavior.

Drawing tests, the method of incomplete sentences, etc. are widely used. The use of drawing tests to identify personal characteristics of a person is based on the principle of projection, ie on the outwardness of their experiences, ideas, ambitions, etc. When drawing a certain object, a person involuntarily, and sometimes consciously, conveys the attitude to it. Gender psychology uses the whole range of these tests (a picture of a family, a non-existent animal, a self-portrait, etc.).

The method of incomplete sentences has been used in experimental psychological practice for a long time. There are many options. In gender studies, it usually covers incomplete statements that characterize to some extent the system of attitudes of the respondent to the family, members of his or the opposite sex, sexual relations, fears and anxieties, guilt, indicate a person's attitude to the past and future, affect relationships with parents and friends, own life goals, etc.;

Verbal-communicative methods are a group of methods for obtaining and using the necessary information based on oral communication. The main ones are:

– conversation - a method of studying the behavior of the individual in the form of dialogue between two people, in which the researcher discovers the psychological characteristics of the subject;

- survey - a way to purposefully obtain primary information through the answers of the subject to the question;
- questionnaire - verbal-communicative method, in which the means of collecting data from the respondent is a specially designed list of questions - questionnaire;
- interview, which consists in a conversation between a psychologist and a subject according to a pre-designed plan, which can be more or less formalized. In gender psychology, this method is used in the form of an in-depth interview, which is designed to identify hidden (deep) feelings, values and motives of the respondent. This is an informal personal conversation, conducted according to the planned plan and based on motivating respondents to long and prudent judgments about the problem under study (Ageeva, 2004, p. 75).

On the basis of general scientific methods and methods of other sciences the system of the basic methods by means of which gender knowledge is formed is developed:

a) theoretical method, which is the main methodology of the gender approach, as it allows to link the set of acquired knowledge into a conceptual and systemic vision. It provides for the organization and systematization of knowledge about gender on the basis of the principles of logical construction of a holistic concept and determining the place of this knowledge in the system of social sciences. With the help of this method outline the existing problems, specify the subject and purpose of the study, determine the place of gender knowledge in each individual scientific field of the humanities;

b) empirical methods - research methods of psychological work, which involve direct contact of the researcher with the object of study. The main empirical methods include observation, experiment, conversation, survey, psychological testing, and modeling;

c) socio-psychological method aimed at studying socially constructed woman and man roles, relationships and identity, gender, psychological characteristics, etc.;

d) a method of mathematical statistics, which involves quantitative analysis of empirical data. The specificity of statistical processing of the results of psychological research, including gender, is that the analyzed database is characterized by a large number of indicators of different types, their high variability due to the influence of uncontrolled random phenomena, the need to take into account objective and subjective factors, the complexity of correlations between variables;

e) complex method - a methodological way of research in which the object of research (gender characteristics of the individual, group, society) is considered as a set of components to be studied using appropriate methods (Ageeva, 2004, p. 90).

Consider the main methods by which gender knowledge is formed. In particular, a detailed description of these methods is made in the work "Basic theories of gender" edited by Ageeva (2004). The theoretical method is the main one in the methodology, which connects the set of knowledge acquired by all methods into a conceptual vision of the problem. The theoretical method involves the organization of knowledge about gender on the principles of logical construction of a holistic concept and determining the place of this knowledge in the system of social sciences as a whole or within individual social sciences or humanities. Systematization of gender knowledge, the logic of their organization and integration are based on the need to identify trends, directions of development, the system of connections. Theoretical construction of gender can be successful only in the context of studying the whole society, its structure and order, formation and development. Now, in fact, knowledge about the transformed social space is being formed anew. At the same time, in the absence of knowledge about gender in the system of this knowledge, it is impossible to answer many questions. Non-involvement of gender approaches inhibits the development of certain branches of social sciences, which, in turn, hinders the use of scientific tools in practice for real practical transformations.

The theoretical method in gender research allows to determine the range of existing problems and to clarify the subject of study, to determine the appropriate place of gender knowledge in the contemporary humanities as a whole. Its application shows the need to rethink the gender-neutral, pseudo-objectivist vision in the social sciences and humanities, to refute the claims of feminism and female studies as a result of so-called women's science, to identify objective processes in the social nature of human existence, its understanding by scientific thought, to raise the issue of gender in a broad perspective of social problems and interpret them in scientific categories.

In general, theorized thinking, as a result of a theoretical approach to gender, involves a comprehensive analysis of the phenomenon and trends in its development. The theoretical method of studying gender makes it possible to learn about trends and generalize the factors of the social movement, to prevent and overcome conflicts and patterns of the widest range - from contemporary to archaic, which today determine the line of progress.

The historical-genetic method is a procedurally dynamic approach to gender. An illustration of its application is, for example, the recent gender history. The main subject of her research is the history of gender relations and life experiences of women and men. The strategy of this way is a detailed study and description, in particular, of women's historical experience, which was not recognized by traditional history, which provided coverage of women's historical retrospective, and a new look at the history of entire epochs and countries in general.

The historical genetic method for gender can be regarded as a gender dimension of the historical process, that is, a two-pronged approach to assessing historical events, situations and activities in a certain period of the life of societies and its results, aimed at revealing events and problems from the perspective of participation, interests and needs of both sexes - both women and men.

The historical approach to gender processes contributes to the understanding of many changes and transformations of macrohistorical social life and its connection with a certain national. It reveals the contributions of women and men, the importance of changes in their relationships for a holistic picture of socio-cultural transformations and transformations in their historical dimension. Gender assessment of the historical process expands the perspective of understanding the hierarchy of power, the functioning of property and related historical attributes. Gender history seeks to expand the understanding of social relations in a historical context, complementing the historical approach with a gender component.

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

Sociological methods of studying gender make it possible to determine any gender parameters, to correlate them with other social characteristics. Among the social sciences and humanities, sociology is the most active in studying gender issues. Within its framework, gender sociology has now formed as an independent field. At the junction of gender theory with sociology is the consideration of many problems, including: family relations, employment and professional activity, stratification, political sociology, etc.

The category of "gender" now belongs to the basic sociological concepts. The gender dimension of the social context makes it possible to

describe social structures and practices by sociological methods, to determine the place and role of men and women in them. Sociological methods of gender research are closely related to statistical ones.

Statistical methods of gender analysis include the introduction and application of indicators that reflect the degree of fairness of distribution and use of national goods and services between social groups in the system of general achievements of the country or its individual region, taking into account the gender factor. Gender statistics are collected and summarized by a state body. The more gender parameters are included in the collection of gender statistics, the more optimal is the appropriate understanding of the situation and its changes. Gender statistics requires careful analysis, comparison, comparative comprehensive approach. Otherwise, it is impossible to generalize the holistic gender picture in the country, in the world as a whole. The empirical method is closely related to gender statistics.

An empirical method of gender research should enrich the theory of gender. The empirical method certifies the existence and significance of fact, real events, specific actions, the presence of the manifestation of quantitative and qualitative parameters in the analysis of gender situations. Gender theory interprets them, generalizes them, gives them a scientific interpretation. This method reveals the positive and negative experiences of gender activities. It is the basis for social theories of gender, confirming the correctness or refutation of certain theoretical models or schemes. Its application gives an idea of real historical changes, indicating through certain parameters the direction of gender development, its progressive direction or regressive changes, confirming the correctness of recommendations for gender transformation, specifying gender changes in time and space.

The prognostic method in the study of gender is due to the need to answer questions that would determine the prospects for gender development in view of the gender situation in the country as a whole. In the new conditions of the transition period of our society, the prognostic function of gender knowledge is growing. It can be noted that gender theory only forms a paradigm within which visions and interpretations of existing gender relations are possible. Advanced knowledge of gender, as components of the forecast of social development, will lead to a rethinking of the content of many key categories: social culture, the subject of political power, the optimality and effectiveness of management and organization, social policy, etc. Advanced knowledge of gender, as components of the forecast of social development, will lead to a rethinking of the content of many key categories: social culture, the subject of political power, the

optimality and effectiveness of management and organization, social policy, etc.

All these methods play a role in the knowledge and creation of theoretical constructions of gender. However, it is impossible to formulate social problems without their overall holistic vision, ie without a comprehensive method of analysis. The problem of equality between women and men needs such a comprehensive approach.

The comprehensive approach to the problem of equality between men and women - the use of the whole set of different methods and means in organizing (reorganizing), improving and evaluating decision-making processes by individuals, first of all, are involved in the implementation of policies in order to incorporate the issue of equality between women and men in all areas of society and at all levels of their management.

The comprehensive approach is due to the public need to find a solution to the problem of equality between women and men. In 1986, the Resolution on the work of the UN Commission on the Status of Women was adopted, according to which it was decided to include promising strategies in all programs of socio-economic development. In particular, the Council of Europe has set up a Group of Experts on the comprehensive approach to gender equality, which has developed the conceptual framework for such the comprehensive approach, its methodology and methods.

The comprehensive approach is a new fundamental strategy for achieving gender equality used in the social and political life of countries. In contrast to the traditional approach to policies aimed at equality between women and men, focused on solving a specific societal problem caused by gender inequality, the starting point for the comprehensive approach is the whole society. Political actions in this direction are organized as a process of taking into account socio-gender differences in such a way that their equality becomes real. The subjects of implementing the comprehensive approach to achieving the goal of gender equality can be politicians, government agencies, NGOs, scientists and research institutes, lobby groups, the media, international institutions, etc.

A comprehensive vision of the gender fabric of society requires a logical understanding of it as a whole in all systems of relationship and interaction of man and woman and the scientific definition of trends in change, development, transformation.

Accordingly, the comprehensive approach in real practice is to organize, improve, refine and evaluate decision-making processes to incorporate equality between women and men in all sectors and at all levels with the help of policy actors.

Gender, as a multifaceted phenomenon, needs new methodologies and techniques. In fact, he himself is a methodology for understanding man and his worldview. Gender theories and relevant gender strategies are based on the fact that the interests and experience of women, as well as men, become a mandatory criterion in the development of general concepts of social development, their implementation, implementation of programs in political, economic, social, cultural and other areas so that women and men can benefit equally, and inequality has been overcome. In this sense, gender theory is a special theoretical direction in the social sciences, focused on the formation and establishment of a policy of equal, regardless of gender, opportunities for human self-realization in various fields of social practice. The introduction of gender approaches is a matter of social justice, they are necessary to ensure equal and sustainable human development by taking the most effective and efficient measures.

Thus, the range of methods of gender research is constantly replenished, but the gender conceptual sphere, as well as the theory of gender in general, requires further systematization of the methodological apparatus and development of reliable means of measuring gender specificity, including in the media and all important areas of its development.

5. Conclusions

At the present stage of development of society, the gender direction of research is quite relevant. The changes that have affected all spheres of society have also affected the existing stereotypes of gender behavior, so the issue of the place and role of men and women in society focuses on research on the aspirations, interests and preferences of both sexes. It is quite natural that researchers of various scientific spheres are acutely faced with the problem of studying the gender situation in contemporary Ukrainian society. Gender issues are studied in an interdisciplinary aspect, so recently there have been many studies in which the subject of discussion concerns different fields of science - philosophy, linguistics, journalism, sociology, political science and many others. The study of images of women and men acquires a stable tradition, as evidenced by the established in scientific discourse terms femininity, feminine, masculinative, masculine.

Sydorenko et al. (2012) and others study the peculiarities of the gender factor in the press of Ukrainian journalism.. With regard to research on the topic in foreign journalism, it is worth noting Russian scientists Azhikhina (2002), Kirilina (2001) and others. Theoretical aspects of the problem are considered in the works of Melnyk (2004), and others. Issues of

gender roles and stereotypes in the media were raised in the works of Azhgikhina (2002), Bendas (2000) and other scholars.

Regarding the study of concepts, conceptsphere and in particular gender conceptology, Bondarenko (1996), Vasylyk (2010) and others were concerned with the study of this problem. But research of the gender sphere of concept in the field of media, in particular in contemporary gender-marked periodicals, is absent, so there is a need to supplement Ukrainian journalism with this topic.

To study the gender sphere of concept of contemporary periodicals for women and men, the following scientific methods are considered: descriptive method, analysis, content analysis, questionnaire, comparative method and induction. However, an attempt was made to analyze different approaches to the study of concepts (in particular, gender).

There are many different definitions of the concept, which indicates the complexity and ambiguity of the concept, but there is a limit to the scientific description and understanding of the concept.

The concept is not every conception, but the most important for a particular society and individual. The concept must be meaningful and conscious, i.e. expressed in language. The concept is the basic structural and semantic unit of the sphere of concept in society. It was found that the concepts within the sphere of concept have complex hierarchical, generic, oppositional, systemic relations. The result of intensive interaction of concepts is their ratio, which leads to a bilateral exchange of features, and to the formation of new concepts, i.e. the expansion of the sphere of concept. The features of the concept are determined through a set of linguistic factors, including gender. Thus, the concept includes a gender aspect, which actualizes the consideration of how a person is defined in his gender characteristics.

The gender sphere of concept is a system of interactions of maximum concepts of man and woman, as well as their derivatives, which are called gender and social roles in society performed by man and woman.

Concept, sphere of concept include gender features, which allows a gender approach to study the gender sphere of concept of contemporary periodicals for women and men. The study of gender sphere of concept within contemporary gender-labeled publications allows to identify and correlate metagender and gender concepts that appear in society.

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