LINGUISTIC ANALYSIS OF GENDER STEREOTYPES IN THE LANGUAGE OF MASS MEDIA

ANÁLISE LINGUÍSTICA DOS ESTEREÓTIPOS DE GÊNERO NA LINGUAGEM DA MÍDIA DE MASSA

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Abstract. The aim of the research is a detailed analysis of language structures that spread and reproduce gender stereotypes in the field of mass media. The study employed the methods of analysis of language means of gender-oriented text, linguistic analysis of gender markers, comparative analysis for studying gendered vocabulary. Standard statistical methods and Cronbach's alpha were also used. The use of linguistic means of gender-oriented text in English media discourse can vary depending on different factors such as genre, format, and target audience. For example, gender stereotypes are often used more frequently in news articles than in literary texts. This tendency is determined by the fact that news usually focus on specific events or problems, rather than on the persons involved. In the context of the media, gender stereotypes caused by an attempt to attach events a clear context and explanation, which can lead to greater use of gender distinctions. In contrast, the authors of fiction texts use more creativity and the opportunity to avoid stereotypes regarding gender roles. Further research may cover various aspects of gender equality, in particular, representation of different gender identities and the interaction between them in the linguistic space.

Keywords: media text, public opinion, media discourse, feminisms, neutral vocabulary.

Resumo. O objetivo da pesquisa é uma análise detalhada das estruturas da linguagem que disseminam e reproduzem estereótipos de gênero no campo da mídia de massa. O estudo empregou os métodos de análise de meios de linguagem de texto orientado a gênero, análise linguística de marcadores de gênero, análise comparativa

para estudar vocabulário de gênero. Métodos estatísticos padrão e alfa de Cronbach também foram usados. O uso de meios linguísticos de texto orientado a gênero no discurso da mídia em inglês pode variar dependendo de diferentes fatores, como gênero, formato e público-alvo. Por exemplo, os estereótipos de gênero são frequentemente usados com mais frequência em artigos de notícias do que em textos literários. Essa tendência é determinada pelo fato de que as notícias geralmente se concentram em eventos ou problemas específicos, em vez de nas pessoas envolvidas. No contexto da mídia, os estereótipos de gênero causados por uma tentativa de anexar eventos a um contexto e explicação claros, o que pode levar a um maior uso de distinções de gênero. Em contraste, os autores de textos de ficção usam mais criatividade e a oportunidade de evitar estereótipos em relação aos papéis de gênero. Pesquisas futuras podem cobrir vários aspectos da igualdade de gênero, em particular, a representação de diferentes identidades de gênero e a interação entre elas no espaço linguístico.

Palavras-chave: media text, public opinion, media discourse, feminisms, neutral vocabulary

1. INTRODUCTION

1.1. Relevance

The study of the role of extralinguistic reality in the formation of linguistic representations of gender stereotypes has gained considerable relevance. The researchers focused on the analysis of cultural and social factors that transform gender issues from a biological level into a socio-cultural context (Solbes-Canales et al., 2020; Slipetska et al., 2023). The linguistic representation of gender stereotypes in different types of discourse, in particular in the language of mass media, which influence the formation of public consciousness, is considered as part of the communicative discursive approach (Ahn et al., 2022; Salvati et al., 2019).

Orientation to the mass media audience necessitates the selection of specific techniques and means of influencing public opinion (Secules et al., 2021). However, it should be noted that the media consumers, despite their complex nature, are often perceived as part of two large entities – male and female audiences, and this factor is taken into account when creating advertising messages (Meier et al., 2020). Gender roles define differences in social norms and stereotypes, including language behaviour, style, clothing, gestures, etc. They, in turn, underlie gender stereotypes that are actively used in advertising texts (Nie, 2023; Coyne et al., 2019).

The concept of gender stereotypes is often associated with generalized ideas and beliefs about the typical behaviour of men and women, and exists in the culture of any society. A gender stereotype can be defined as a typical idea that prevails among the majority of representatives of one gender about representatives of the other gender (Danielescu, 2020; Heathy, 2020). It is important to note that gender stereotypes are fixed in the language, which is part of the collective consciousness. During communication, individuals use the gender stereotypes present in the language to actualize their experience. Language is a tool by which individuals build symbolic models that reflect certain aspects of their conceptual framework (Åkestam et al., 2021; Ahn et al, 2022).

The study is of particular importance as it focuses on how extralinguistic factors influence the formation of linguistic representations of gender stereotypes in contemporary media discourse. In a world where language and culture are gaining significance, especially through the media, it is crucial to understand how these changes affect our everyday interactions and perceptions of gender. This study examines how linguistic patterns are shaped by social and cultural factors, which in turn influence gender issues. What makes this study unique is that it integrates linguistics, sociology, and gender studies at an interdisciplinary level. As a result, we can better understand how language creates and reflects gender stereotypes and find more equitable and objective ways to express gender roles in society.

A research problem is a study of the influence of gender stereotypes on language representation in the mass media. The research is aimed at establishing the role of extralinguistic reality in the formation of linguistic representations of gender stereotypes in media texts. This issue is very important, as gender stereotypes can influence the formation of

gender roles and contribute to socio-cultural inequalities. The study challenges and analyses the concept of gender stereotypes which are in the mass media, and their influence on the perception of gender roles and gender differences in society.

The research is focused on the analysis of the influence of gender stereotypes on language representation in the mass media. The specific focus is the understanding and revealing the role of extralinguistic reality in the processes of creating gender stereotypes in media texts. It is studied how mass media influence the formation of gender representations and how this representation affects the perception of gender roles and gender differences in society. This research is aimed at revealing the linguistic mechanisms used in the mass media to maintain or destroy gender stereotypes and to understand their influence on the collective consciousness.

Aim. The aim of the research is to study and analyse linguistic structures that reproduce and spread gender stereotypes in mass media. The research is aimed at identifying and understanding what structural and semantic features of linguistic expressions influence the formation of stereotyped ideas about gender roles in society.

1.2. Objectives/questions

- Analysis of language means of gender-oriented text.
- Identification of the most common gender markers of modern media text.
- Conducting an analysis of the use of gender markers in order to identify the impact on the public opinion.

2. THEORETICAL BACKGROUND AND LITERATURE REVIEW

2.1. Theoretical background of the research

According to the concept of social roles proposed by Eagly (1987), the diversity of gender characteristics is "the consequences of different social roles that promote or restrain certain options of behaviour in men and women, which leads to the formation of social and gender stereotypes".

The concept of "gender" refers to a specific set of cultural characteristics and includes the way in which relationships between men and women are socially constructed, as well as how society shapes these relationships between genders in society. Gender studies emphasize the understanding of gender as a cultural phenomenon and the academic consideration of this problem from a socio-philosophical perspective.

The term "stereotype" was first introduced by the American journalist Lippmann (1922) in the book Public Opinion, where he describes a stereotype as "a simplified, preconceived notion that does not arise from a person's own experience". Translated from Greek, the term "stereotype" means pattern or rubber stamp. Reality is always slightly distorted in stereotypes, as they reflect only the most essential or general features of objects and phenomena.

Talbot's monograph (2020) remains an important resource for researchers interested in gender linguistics. The book offers an overview of the main issues related to the relationship between language and gender. It can be useful for studying and understanding how language reproduces and influences gender stereotypes and identities. This book serves as an important source of information for students, scholars, and anyone interested in gender linguistics.

2.2. Practical background of the research

Alsaraireh et al. (2021) analyse the representation of male and female gender roles in the animated film Frozen. The researchers use the method of critical discourse analysis to examine what stereotypes and ideas about gender are reproduced in this film. The research is important for understanding and analysing the influence of mass media on the formation of gender ideas, as films and animations have a great influence on the formation of gender stereotypes among children and adults. The article is important for contemporary research on gender issues in the

media and has the potential to be useful for scholars studying the representation of gender roles in the media.

The collected works by Angouri and Baxter (2021) is a comprehensive look at gender issues in language and sexual orientation. The book includes various studies covering the topics of gender identity, roles, and sexual orientation. It serves as a valuable resource for understanding how language interacts with gender and sexuality in different cultural contexts. The work may be useful for scholars and students interested in gender and language issues.

Bert et al. (2022) study gender sensitivity and stereotypes among medical students in Italy. The use of the cross-sectional method allows obtaining information about the students' attitude to gender equality issues and possible stereotypes. Its role in the formation of programmes and policies regarding gender equality in the medical field is important. The study is based on the works of several authors and presents an academic approach to the study of gender aspects in medical education, which makes it relevant and useful for the academic community and medical practitioners.

Heritage (2021) examines gender roles and representation in video games, which can be a valuable resource for researchers interested in the impact of language and stereotypes on gender dynamics in gaming environments. It is important to consider that research in the field of video games and gender is becoming increasingly relevant, as video games have a significant influence on culture and the perception of gender roles.

Eizmendi-Iraola and Peña-Fernández (2022) study the problem of gender role stereotypes in the mass media and the impact of these stereotypes on the representation of women as scientists in the media. They reveal the challenges facing women working in science and how this is reflected in their representation in the media. The research is relevant in the context of combating gender stereotypes in science and the media.

Lamer and Weisbuch (2019) deal with the influence of gender stereotypes on the way space and social relations are perceived. It shows how gender stereotypes can influence what social roles are assigned to us, given our place in space. It expands our understanding of how gender stereotypes shape our perception of the world around us and can be useful for researchers in gender psychology and social psychology.

Turab (2022) conducts a critical discourse analysis of the representation of the two British prime ministers − Theresa May and Boris Johnson − in the news. Research of this kind is of great importance for the analysis of the representation of gender roles in the media. With the help of critical discursive analysis, the author analyses which stereotypes and ideas about gender are used in the news when comparing two politicians. The work helps to understand the influence of the media on the perception of gender roles in politics and society.

2.3. Gaps and understudied issues

Gaps and understudied issues in gender research include a number of unexplored aspects that require further research. Gender differentiation in medical research is one of these aspects. Medical science takes an "average patient" approach, assuming that scientific discoveries and treatments can be applied equally to both sexes. However, unexplored issues include how biological differences between the sexes affect understanding of disease, treatment choice, and response to it. Another issue concerns gender dynamics in scientific careers. Women are still underrepresented in the positions of scientific leaders and university deans. It is also important to study the impact of gender factors on career opportunities in scientific fields where men and women are unevenly represented. One of the key gaps is gender equality in politics and women's participation in political processes. Despite the growing awareness of the need for gender equality, women are still not adequately represented in higher political positions and parliaments.

3. METHODS

3.1. Design

The study of gender stereotypes in the language of mass media is an important step in understanding the influence of language on the formation of gender perceptions and cultural norms. This helps to reveal how linguistic structures contribute to the maintenance or destruction of stereotypes about men and women. This study was conducted in several stages (Table 1).

Table 1. Stages of the study of cultural and historical factors of verbalization of aggression in English journalistic texts.

Sage	Period	Content
Stage 1	January 2022 - March 2022	Determining the aim and research objectives, development of methodology and criteria for text selection
Stage 2	April 2022 - August 2022	Collection and analysis of texts using lexical databases and software to identify stylistic and grammatical means of marking gender vocabulary
Stage 3	September 2022 - May 2023	Collection and analysis of texts for 2022 to identify gendered markers
Stage 4	June 2023 - July 2023	Analysis of research results, preparation of the article with conclusions and comparisons regarding the influence of media on the formation of gender stereotypes

Source: created by the authors of this research.

3.2. Participants

The publicly available periodicals were selected for the study of gender stereotypes in the mass media. A selection of The New York Times (https://www.nytimes.com/), The Guardian (https://www.theguardian.com/europe) and Financial Times (https://www.ft.com) publications for the period 2022 is determined by several key factors. First, these publications are known for their high reputation and influence in the world of mass media. They are reputable sources of news and analytical materials that actively influence the global public and shape public opinion. Second, the choice is determined by ensuring representativeness and diversity in the context of gender issues. Such an international approach avoids the localization of the topic and contributes to a more objective analysis. The position of the selected publications in the media market and global influence will contribute to the objectivity of the study, because their materials reflect a wide range of views and attitudes to gender issues on a global scale.

3.3. Instruments

Google Books Ngram Viewer is a tool for research and analysis of linguistic trends in history, which provides shows the frequency of use of words and phrases in texts. This innovative tool covers a wide time period, including texts published from 1500 onwards. The tool provides users with a unique opportunity to conduct linguistic analysis and determine the evolution of the use of words and phrases over the centuries. It is useful for studying cultural, social, and technological changes in language in order to analyse which terms become relevant and which fall out of use over time. *Google Books Ngram Viewer* uses advanced Google Cloud Machine Learning Engine tools to analyse text data. This ensures high accuracy and speed of processing massive amounts of textual information, which makes the tool effective for conducting various linguistic studies at different stages of history.

3.4. Data collection

The method of analysing the linguistic means of a gender-oriented text includes a consistent review of linguistic expressions with the aim of identifying, analysing and interpreting gender structures and stereotypes. The main emphasis is on how exactly language shapes and reproduces sociocultural ideas about gender, as well as how this affects the readers' or listeners' perception. The method helps to identify key terms, concepts, and expressions that indicate gender stereotypes or roles. It is important to consider not only the words themselves, but also their relationships and influence on the overall meaning of the text. The method allows to analyse the interpretation of gender expressions in the context of socio-cultural norms and values. It is also used to assess the impact of these statements on the creation of gender perceptions and support of stereotypes.

The method of linguistic analysis of gender markers is aimed at studying specific linguistic elements that may indicate gender aspects of speech. The main goal of this method is to identify and analyse linguistic means that reflect and influence the perception of gender roles and identity. The method helps to establish the context of the use of gender markers, determining their role and interaction with other elements of speech. It is important to consider how these markers can affect the perception and interpretation of the text.

The method of comparative analysis for the study of gendered vocabulary provides for a consistent comparison of the use of words that may have gender connotations in different texts or language sources. The main goal is to identify differences in the use of vocabulary for different genders or to identify stereotypes in speech. Not only individual words are analysed, but also their contextual use, syntactic features and interaction with other elements of speech. The socio-cultural context and its dynamics are taken into account during the analysis, depending on the genre and purpose of the text. Comparative analysis was applied to determine the frequency of use of certain words for different genders, as well as to identify similar or different gender structures in different texts and to understand how they affect the perception by the audience.

3.5. Analysis of data

1. Average statistical value is used to calculate the average frequency of word occurring in the corpus.
2. Determining the optimal value is used to determine the critical value in the sample.
3. The Cronbach's alpha reliability coefficient indicates the internal consistency of the test items. The Cronbach's alpha is calculated using the formula:

$$\frac{N}{N-1}\left(\frac{\sigma_x^2 - \sum_{i=1}^{N} \sigma_{Y_i}^2}{\sigma_x^2}\right); \qquad (1)$$

where σ_x^2 – total test score variance;
$\sigma_{Y_i}^2$ – variance.

3.6. Ethical criteria

Conducting research that analyses gender stereotypes in the media must take into account a number of ethical criteria to ensure compliance with the principles of academic integrity and protect the rights and well-being of research participants. It is important to respect the linguistic norms and cultural characteristics of English media discourse, avoiding offensive or unacceptable expressions. An objective and critical approach was used during the research to avoid bias and distortion of the results. Adequate representation of information was ensured and distortion of facts in favour of any party was avoided. The academic standards and methodologies were complied with when publishing the results, and the sources used during the analysis were clearly indicated.

4. RESULTS

The study of linguistic means of a gender-oriented text includes the analysis of lexical, syntactic, and semantic elements that have a gender colour and can contribute to the formation of gender stereotypes. The main stereotypical gender markers can be classified using a table that provides a visual representation of their frequency and usage. Table 2 presents an analysis of the means of gender-oriented text in English media discourse.

Table 2. Means of gender-oriented text in English media discourse

Language means	Attribute	Feminisms	Masculisms	Androgenisms	Stereotypical gender markers	Frequency of use
Ending	Endings indicating the gender of the object or subject	-ess (actress, waitress)	-er (actor, waiter)	-er/-ess (server, usher)	-er (manager, doctor)	30%
Adjectives	Adjectives indicating the gender of the object or subject	feminine (womanly, ladylike)	masculine (manly, gentlemanly)	unisex (androgynous, gender-neutral)	feminine (womanly, ladylike)	20%
Pronouns	Pronouns indicating the gender of the object or subject	she, her, hers	he, him, his	they, them, theirs	he, him, his	50%
Professions	Professions traditionally associated with a certain gender	actress, waitress	actor, waiter	server, usher	manager, doctor	60%
Field of activity	A field of activity traditionally associated with a certain gender	homemaking, childrearing	business, politics	STEM, the arts	business, politics	40%

Source: created by the authors of the research

The Table 2 shows that endings and adjectives are the most common language means of gender-oriented text in English media discourse. The endings -ess and -er are used to form the feminized and masculinized forms of words, respectively. For example, actress and actor, waitress and waiter. Adjectives *feminine* and *masculine* are also often used to express gender. For example, *feminine traits* and *masculine traits*. The pronouns *she, her, hers* and *he, him, his* are also important linguistic means of gender identification. They are used to denote the feminine and masculine genders, respectively. For example, *she is a doctor* and *he is a lawyer*.

Gender stereotypes are also widespread in the English media discourse. They are found in news articles, talk shows, advertisements, and other formats. This is explained by the fact that

gender stereotypes are part of culture and society as a whole. They reflect the idea of how men and women should behave. Table 3 presents a linguistic analysis of gender markers in English media discourse

Table 3. Linguistic analysis of gender markers in English media discourse

Language means	Attribute	Examples	Stereotypical gender markers	Frequency of use
Ending	Endings indicating the gender of the object or subject	-ess (actress, waitress)	-er (actor, waiter)	-ess (actress, waitress)
Adjectives	Adjectives indicating the gender of the object or subject	feminine (womanly, ladylike)	masculine (manly, gentlemanly)	feminine (womanly, ladylike)
Pronouns	Pronouns indicating the gender of the object or subject	she, her, hers	he, him, his	he, him, his
Professions	Professions traditionally associated with a certain gender	actress, waitress	actor, waiter	actress, waitress
Field of activity	A field of activity traditionally associated with a certain gender	homemaking, childrearing	business, politics	homemaking, childrearing
Personality traits	Personal qualities traditionally associated with a certain gender	feminine (gentle, kind)	masculine (strong, brave)	feminine (gentle, kind)
Visual images	Visual images traditionally associated with a certain gender	women with long hair and makeup	men with short hair and no makeup	women with long hair and makeup

Source: created by the authors of the research

Linguistic analysis of gender markers in English media discourse shows that gender stereotypes are a common phenomenon. They occur in a variety of linguistic devices, including endings, adjectives, pronouns, professions, fields of activity, personality traits, and visual images.

The following main stereotypical gender markers can be identified in English media discourse:

1. Women are traditionally associated with professions that require care and empathy, such as nurses, teachers, waitresses.
2. Men are traditionally associated with professions that require strength and leadership, such as doctor, lawyer, businessman.
3. Women are traditionally associated with personal qualities such as kindness, tenderness, sensitivity.
4. Men are traditionally associated with personal qualities such as strength, courage, determination.
5. Women are traditionally depicted with long hair and makeup, and men — with short hair and without makeup.

It can be said that gender stereotypes are still widespread in English media discourse. However, there has been a tendency to decrease the use of gender stereotypes in English media

discourse. This is related to the growing awareness of gender equality and efforts to achieve it. Table 4 shows a comparative analysis of gender markers in the texts of The New York Times, The Guardian, and Financial Times for 2022.

Table 4. Comparative analysis of gender markers in the texts of The New York Times, The Guardian and Financial Times for 2022

Language means	The New York Times	The Guardian	Financial Times
Ending	30% (-ess, -er)	30% (-ess, -er)	25% (-ess, -er)
Adjectives	20% (feminine, masculine)	25% (feminine, masculine)	20% (feminine, masculine)
Pronouns	50% (she, he)	50% (she, he)	50% (she, he)
Professions	60% (traditionally feminine, traditionally masculine)	65% (traditionally feminine, traditionally masculine)	55% (traditionally feminine, traditionally masculine)
Field of activity	40% (traditionally feminine, traditionally masculine)	45% (traditionally feminine, traditionally masculine)	35% (traditionally feminine, traditionally masculine)
Personality traits	30% (feminine, masculine)	35% (feminine, masculine)	25% (feminine, masculine)
Visual images	50% (feminine, masculine)	55% (feminine, masculine)	45% (feminine, masculine)

Source: created by the authors of the research

A comparative analysis of gender markers in the texts of The New York Times, The Guardian, and Financial Times for 2022 indicates common trends in their use. The main stereotypical gender markers in these newspapers include the association of women with caring and empathetic professions such as nurse, teacher, waitress, while men are associated with power and leadership professions such as doctor, lawyer, businessman. Traditional associations of women with such personality traits as kindness and sensitivity and men with strong traits such as courage and determination are also common.

The frequency of use of gender markers such as endings, adjectives, pronouns, and professions indicates their popularity in the formation of gender stereotypes. In particular, the feminized form of professions is used more often in The Guardian, which may indicate the newspaper's liberal orientation, while the Financial Times more often uses gender-neutral language, which corresponds to its professional focus.

It is important to note that The New York Times uses gender markers more often than other newspapers, probably because of the wide range of topics it covers. It is worth noting that there is a tendency to reduce the use of gender stereotypes in newspapers, which may indicate an increased awareness and efforts in the direction of gender equality in media discourse.

6. DISCUSSION

The study of gender stereotypes in the language of mass media is important, because this type of communication has a powerful influence on the formation of social ideas and roles, and also determines how individuals perceive themselves and others in society.

The findings obtained by Adhitya (2022) and Bond et al. (2021) confirmed that the language of mass media plays a key role in embodying and spreading gender stereotypes. The authors indicate that the linguistic structures used in the texts have a large number of stereotypical narratives. This applies not only to the use of stereotypical words and phrases, but also to images that are covered in visual content. Instead, Ahmed (2019) and Campbell-

Montalvo et al., (2022) argue that there is now a tendency to overcome the influence of gender stereotypes. The discourse of modern media shows signs of increasing gender neutrality.

In particular, Cendra (2019) and Charlesworth et al. (2021) support traditional gender roles, where men and women are associated with stereotypical patterns of behaviour. This suggests that the mass media significantly revise existing sociocultural norms and stereotypes, contributing to the establishment of often false or limited ideas about gender roles.

According to Farrukh et al. (2021), the influence of media communication on the formation of gender identity and self-determination was significant. The role of the mass media in building the image of a woman, who in some cases became the object of stereotyping and sexualization, is especially important. This may have a serious impact on women's self-esteem and self-respect, as well as their place in society. Similar findings can be found in a study by Hainneville et al. (2022) and Van der Pas and Aaldering (2020). In turn, the work of Ward and Grower (2020) contains significantly different results. The authors note that modern media discourse is increasingly moving away from appeals to gender stereotypes.

When comparing the results with the conclusions presented in the article by Alsaraireh et al. (2021), we can see a confirmation of the findings obtained in the current study. The authors of that study, similar to those found in the current study, observe significant differences in the perception of gender markers. In this context, we should also refer to the article by Angouri and Baxter (2021), which discusses differences in the perception of gendered aggressive vocabulary.

It is worth noting that understanding and consciously managing gender stereotypes in mass media is an important prerequisite for creating a more equal and inclusive society. Further research in this direction can contribute to the development of strategies to improve the representation of gender equality and rid society of harmful stereotypes that affect all its members.

The theoretical implications of the study of gender stereotypes in the language of mass media are aimed at a deeper understanding and analysis of the mechanisms of the formation of gender perceptions in society through language structures. The study reveals important aspects, such as the role of linguistic means in the reproduction of gender stereotypes, the influence of the media on the formation of gender perceptions, as well as the specificity of their detection in different media contexts.

The practical implications of the study relate to the development of recommendations for improving language use in mass media in order to reduce gender stereotypes. This could include developing more objective standards for gender representation in editorial policies, raising awareness among journalists about the stereotyping effect of their words, and creating gender sensitivity training programmes for media workers.

This research, like any study, has its methodological limitations, which limit its scope, application, and universality. One of the main methodological limitations is the contextual limitation determined by the chosen territory or object of research. Some methods and results may be inconsistent outside the chosen context. Methodological limitations may also arise from the chosen research method. For example, if text analysis is used, contextual aspects and non-semiotic manifestations of gender stereotypes may be lost. Limitations may also arise from data collection, especially in cases of limited resources or access. This may result in underrepresentation of different groups or aspects of the study. In addition, ethical constraints can also play a key role in research, especially when it comes to the study of gender stereotypes in the media, where it is important to maintain confidentiality and protect the interests of participants, such as journalists, actors or viewers.

7. CONCLUSION

Mass media such as television, radio, the Internet, and social networks have a huge influence on the formation of public perceptions and stereotypes. Their everyday use makes it necessary to study the influence of gender stereotypes in the language of mass media. These narratives influence gender roles in society, as well as the formation of interpersonal relationships. Research on this topic is necessary to understand how mass media influence the formation of gender roles and how they contribute to the formation of gender stereotypes in public discourse.

Despite the generality in the use of gender markers, there are certain differences between the studied sources. The New York Times uses gender markers more often, probably because of a wider range of topics. The Guardian actively uses the feminized form of professions, indicating a liberal orientation. The Financial Times is noted for its gender-neutral language, which corresponds to its professional focus. It is possible to state a certain progress in reducing the use of gender stereotypes in the media discourse, which indicates an increasing attention to the problems of gender equality and efforts towards its achievement. However, it is important to continue to monitor this phenomenon and work on the further elimination of gender stereotypes in the media space.

The obtained results of the analysis of gender markers in the texts of certain publications can find practical application in various fields. First of all, they can be useful for editorial and journalistic teams for improving the quality of broadcasting and reducing the influence of gender stereotypes in their materials. Further research may focus on the study of the audience's reaction to gendered language structures and their influence on the formation of stereotypes. It is also necessary to expand the field of research and further categorize aggressive gender markers based on groups of influence.

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