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Gender Sphere of Concepts in the Postmodern Periodicals for Women and Men in Ukraine

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Abstract: The use of gender in print media is poorly understood both at the level of the post-Soviet (postcolonial in nature) journalism studies and in the general context of social research. A similar situation is observed with regard to the study of the gender sphere of concepts, and at the postmodern stage of development of periodicals. Postmodern convergence of methodology and research objects of the humanities will make it necessary to study social and mass media phenomena from the point of view of linguistics, sociology and journalism. This makes it relevant to study media issues of gender through links with language (cognitive linguistics). The purpose of the work is to clarify the gender sphere of concepts in the study of Ukrainian periodicals for women and men. The article implements a combination of concrete-historical, structural-typological, system-functional methods. Descriptive and comparative methods, typology, modeling methods are used at different stages of work. The study used the method of content analysis to study the gender content of modern gender-labeled magazines. The article proves that the gender sphere of concepts is based on the basic gender macroconcepts “woman” and “man”. They are used in the periodicals under study in various proportions, depending on what roles are played by a woman or a man in society. It is from the balance, thoughtfulness, responsible selection of gender characteristics that are presented in gender-labeled periodicals that modern and future gender images are formed, the idea of ideal women and men, their needs, opportunities, responsibilities in the family, at work, and in general in all spheres of life.

Keywords: *printed mass media, social research, journalistic periodicals, magazines for women, magazines for men.*

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Introduction

The main thesis that connects the subject of research with postmodernist discourse is the statement of F. Jameson (1991, p. 43): "Postmodern thinking is characterized by the impossibility of presenting a holistic view of the world as such, because it is always limited to the image formed in the past or spread now". F. Jameson identified 5 categories that make up a complex of interpretive operations in the process of cognition: history, text, narration, totality and representation. These categories are thoroughly present in the gender-oriented periodicals of Ukraine in the XXI century as a mean of bringing the media closer to a certain segment of the audience.

The article is based on a postmodernist approach, namely the analysis of critical discourse as a conceptual basis for the study of gender stereotypes in the media, Sriwimon & Zilli (2017). The meaning of "concept" is considered as a cognitive sociolinguistic education, in the center of which lies a stereotypical representation (in our case, about gender), and on the periphery - additional denotative, connotative and associative meanings, serve as anchor markers in journal periodicals. The use of critical discourse analysis "can help increase the ability to describe texts and more thoroughly convince the reader of the statements received about how gender stereotypes in politics are reproduced and formed through the language used in the media," Sriwimon & Zilli (2017).

On the other hand, the argument for the study of gender stereotypes in the present postmodernist journal periodicals is a kind of game and manipulation of such stereotypes in order to bring the media product to an overly segmented audience. In our case - men and women with different preferences. Note that the term "modern" we use to mean "present" and not "modern". T. Bogt, T. Engels and others studied the sexual attitudes of young people in the perception of the media (television, Internet, press, music styles, etc.) and concluded that in postmodern society stereotypical perception of gender and gender is between two polar attitudes: "views of men as sexual and cruel, and women as sexual objects", (Ter Bogt et al., 2010). These theoretical framework observations enhance the relevance of this study.

The main vector of understanding the gender specifics of the concepts of "woman" and "man" is the awareness of their social essence. It is through the concretization of the characteristics of gender concepts that describe the social spheres of human life, it becomes possible to analyze the print media of Ukraine, in particular publications for women and men. Such

an analysis will hypothetically be important for world science in connection with the lack of study of post-Soviet gender-oriented periodicals and for elucidating the nature of Postmodern tendencies in countries that are being rebuilt to a democratic system.

The relevance of the topic of the work is also due to the search for new concepts and the use of new approaches to the study of the gender sphere of concepts of postmodern periodicals for women and men in Ukraine. The study of the gender sphere of concepts is relevant, since it allows us to identify new trends and features of modern gender images. Taking into account the special features of gender-marked periodicals in general and the practical absence of comprehensive scientific research of the gender conceptual sphere, in particular, there is a need to supplement Ukrainian journalism with this particular topic.

This study is a step in highlighting the gender sphere of concepts of postmodern periodicals for women and men in Ukraine as an integral part of the global information space.

The purpose of the work is to clarify the gender sphere of concepts in the plane of the study of modern periodicals for women and men (using the example of such publications: magazines for women: regional ("Vinnichanka", "Happy"); all-Ukrainian ("Woman", "Women's magazine", "NATALI ", " Mini ", " Cosmopolitan "); magazines for men: regional (" Major ", " Svoy "), all-Ukrainian (" Men's Health ", " EGO ", " Esquire "). This list of magazines was formed based on their popularity (selected the most popular in Ukraine) and segment affiliation (magazines for men and magazines for women). The ratio of the studied magazines is 7: 3. This disproportion is due to the larger female audience of magazine periodicals and its greater segmentation.

The selection criteria for the study were follows:

1. The popularity of selected magazines was determined by ranking (decreasing circulation from high to low). The most widely circulated publications in Ukraine were taken for research.
2. Gender orientation was determined by studying the concepts and intention of the publication and its editorial policy. These parameters can be directly specified in the slogan of the magazine, such as *"Men's Health - a men's magazine about a healthy lifestyle"*; or hint at gender orientation in the title or slogan: *"Edinstvennaya" is the inspiration of every day. Always relevant, useful, interesting information about fashion, beauty, travel and leisure, health and love.*

A combination of concrete-historical, structural-typological, system-functional methods is realized. At different stages of work descriptive and comparative methods, a method of typology, modeling method were applied. Also, the methodological support of the study is based on the application of general scientific methods of analysis, synthesis and generalization. The study used the method of content analysis to study the gender content of modern gender-labeled magazines, which made it possible to quantify and explore the features of the gender sphere of concepts on the pages of periodicals for women and men.

The gender sphere of concepts and the postmodernism trends in press as a subject of scientific research

Theoretical aspects of the study of the gender conceptual sphere in the plane of media and Postmodern tendencies in journalism are considered both separately and in an appropriate intersection of problems.

The postmodernism trends in journalism mainly lie in the fact that there appear many new types of it (intra-professional, para-professional, blogging and citizen journalism). It is because of rapid development of communication and information technologies providing access to data and their publication in the media (Darmanto & Delliana, 2017). At the same time, as the authors note, evolution is not always an improvement and complications: postmodernism levels out modernism, which has produced universal and centralized approaches to all human aspects. In this regard, the development of gender journalism can be interesting as a platform for competing stereotypes and gender attitudes with postmodernist denial of a gender role as such.

Today, there are many works on philosophical understanding of journalism (its different types) and gender in the context of the postmodernism. Questions arise so sharply and categorically that scientists debate whether classical journalism exists in postmodernism at all and whether there will be a "postmodernist turn in journalism" (Wahl-Jorgensen, 2017). In terms of conceptual and metaphorical comprehension of postmodernism, the key oppositions acted as an extraordinary resource for creativity: life - death, masculine - feminine; earthly - heavenly. Instead, this categoricalness is "disappearing" in the postmodernist society and culture. It is no longer metaphor that dominates here but metonymy, which brings together antithetical concepts (Bogaerts, & Carpentier, 2013). Modern mass media is not aimed at finding the true fact but at meeting the needs of consumers, which makes such journalism "dangerous to society".

Scholars claim that, on the one hand, journalism has a clear and sustainable history of professionalization and deontology. In recent centuries leading journalism experts have been declaring consistent canons, especially in news journalism. On the other hand, there are contradictions between consensual self-presentation of journalism in theory and practice of the post-industrial society and entrepreneurship. Deuze and Witschge (2018) suggest considering the transformation of the postmodern journalism through its non-institutional and non-individualistic dialectical consideration. Hypothetically, this will help to deontologically unite various modern journalistic practices.

In terms of gender-sensitive contexts and content of postmodernism, now the opposite phenomena are relevant: the problems of gender equality and gender defamation. Rosenbury (2019) considers postmodernism as the territory of women's law. It must finally address women's discrimination by developing a new understanding of gender. Necessary legal reform of gender, which prevents discrimination and sexism, in the first place in American society as the most concentrated in terms of confronting gender contradictions. The researcher suggests using the term "postmodernist feminist theory of law", which will be filled with new meaning due to a new understanding of gender (without denying the understanding of biological sex), Rosenbury (2019).

Ette (2020) believes that the use of gender motives in journalism is based on journalistic practices viewing certain public platforms as gender-sensitive and manifests itself in linguistic images to communicate preference when one sex is considered the norm and the other the exception". The journalistic expert calls the practice of exaggerating real or perceived gender differences in the context of increasing the significance of "gender mediation".

Such practices contradict the neutrality of news values with respect to the language of expression (content) and reveal significant constructive and at the same time destructive opportunities of mass media broadcasting in terms of increasing gender differences, even those that are obvious and do not require additional emphasis. Gender mediation remains a tool for marketing and segmenting the media audience and covers not only gender but also political, social, sports and security issues.

Gender has become both a marker and a tool for shaping many journalistic issues related to addiction and pleasure. Thus, Greyson et al. (2010) use gender analysis to comprehensively study the role of gender, drugs and sex in pharmaceutical policy. Gender issues are obviously based on the hedonistic nature of post-totalitarian societies, where "sex", "drugs"

and “girls” are contextual synonyms, and, accordingly, generate pathogenic mass media text.

A relative achievement of modern social communication and mass culture is the distinction between the concepts of “sexual role” and “gender”. Scholars believe that over the centuries, the concept of gender has evolved in sexual roles, in which less and less of the biological nature and more social behaviour (Zosuls et al., 2011). It is important to note that the biological role of gender, even if not mentioned, is always implied in the form of a background. Yet, masculinity has always been seen as a more independent and important role, which, to one degree or another, can be performed by both sexes.

Thus, gender is rightly considered an interdisciplinary concept in the postmodernism science. This term originated in the UK, and translated from English "gender" literally means grammatical gender - masculine, feminine, middle. Over time, this concept began to mean the socio-gender characteristics of sex with its inherent characteristics of lifestyle, actions, plans and aspirations, and so on. Gender concerns not only individual individuals - men and women, but also determines the relationship between them as socio-demographic groups and gender relations in the aggregate - how the social roles of women and men are embodied in life, how they are built in public relations.

Gender should be seen in a broad context as a socially modeled system of values, norms and characteristics of female and male behavior, lifestyle and way of thinking, roles and relationships of women and men acquired by them as individuals in the process of socialization, primarily determined by social, political, economic and cultural contexts of life and fixes the perception of women and men depending on their gender. There are many types of concepts, in particular, together with micro- and macro-group, individual, real, potential, universal, national concepts, there are also gender, which include the concepts of "man" and "woman", which are basic concepts of culture and cover not only "descriptive-qualifying", but also "sensory-volitional" and "figurative-empirical" essential features.

The gender concept is also considered as “a semantic formation, which as a result of combining vocabulary meaning with ethnocultural worldview gives an idea of typically male and female images and their use the utilitarian goal. The functioning of all gender concepts in the postmodernism media space (in our study in periodicals for women and men) forms a gender sphere of concepts.

Gender content of modern gender-marked periodicals in Ukraine

Features of gender content of modern publications for women. The main focus is on the study of gender content using the method of content analysis, clarifies the thematic, genre, illustrative content of the most popular modern publications for women and men, the author's composition of magazines, as well as advertising in them. Popular publications among women under forty are the magazines "NATALY", "Mini", "Cosmopolitan". Among young girls, the most relevant is the magazine "Mini". The popularity of magazines was revealed by the method of questionnaires for women of different ages.

Determining the thematic content of these magazines made it possible to find out that in the magazine "NATALY" the highest percentage has the heading "Home / menu" (15.0%), which is designed primarily for women who have enough time to cook and doing home comfort. And in the magazine "NATALY", the highest percentage has a content section "Beauty" (17.1%). That is, the main focus here is on a woman's appearance. The studied magazines are characterized by a considerable amount of advertising materials. In each issue of "NATALY" about 18 of them, and in the edition "Women's magazine" about 30 such publications.

Thus, a woman is often seen in a relationship with a man. We observe the relationship between a woman's spirituality and her relationship with a man.

Thus, the rubrics of researched publications for women are quite different, so we can conclude that most modern women try to express themselves both in professional activities and in relationships with men, to perform different social roles: to combine professional and family life. For a woman as a purposeful person, spiritual development, good appearance and relationships with other people are important.

Modern periodicals for men: gender content. The features of the gender content of modern men's publications (on the example of the magazines "Men's Health", "EGO", "Esquire"), which, according to the results of the survey, are the most popular among men of different ages, have been revealed. And also researched the content of regional publications: "Svoy", "Major".

In particular, it was found that the highest percentages in the following sections (categories) of publications: "Personal Coach" (15.0%) - sports section, designed for men who follow their appearance; "Replica" (16.1%) - the materials of this column are aimed at the inner world of men, current issues of concern to men; "Wild Girls beauty", "Force Major" (17.0%) - materials that reflect a man's relationship with women, "Business" (30%) -

materials that cover a man's professional activity and career; "Your interest" (35.0%) - interesting information for drivers.

Thus, the selected publications for men by audience are all-Ukrainian and regional. Although their content is divided into two groups: intellectual and entertaining. The first group includes the magazines "Esquire" and "Svoy", the second group "Men's Health", "EGO", "Major". Accordingly, the topics of these publications differ in content.

Thus, periodicals for men form the image of a macho man - sexy, handsome and wealthy, who watches his appearance and goes in for sports. He is a career man who dreams of a happy family, but is constantly looking for himself.

Gender issues in modern Ukrainian periodicals for women and men. The focus is on how to address the "gender issue" in Ukraine based on national traditions and world experience. Some positive changes are noticeable in the interpretation of social issues, in particular gender parity (equality), by purely women's publications. Today there are more than a hundred such magazines in Ukraine. But it should be noted that most of them are devoted only to the domestic reflection of life, where much attention is paid to the intimate sphere, secular behavior, various gossips and more. Spiritual and moral problems are less often covered, which significantly affects the formation of women's self-consciousness. This topic is also important for men's publications, namely for determining the place, role and purpose of a man as a professional, careerist, family man, father, son and other conceptual images of men; as well as the relationship between women and men at the household and social levels.

Therefore, the main vector of understanding the gender specifics of the concepts of "man" and "woman" is the awareness of their social essence. It is through the concretization of the characteristics of gender concepts that describe the social spheres of human life, it becomes possible to analyze the printed gender-marked publications of Ukraine.

So, in publications for both men and women, actual problems of different genders are taken into account. Magazines for women have regular sections on fashion, beauty, health, family and relationships with the opposite sex, friendly and psychological advice, ways to implement women in their professional activities. The most frequently mentioned topics in men's publications are sports, health, career, hobbies. The analysis of the rubrics of the researched editions testifies to the breadth and variety of the raised topics.

Gender concepts in modern gender-marked periodicals

The results of content-analytical research of selected journals are presented. The study made it possible to determine what interpretations of the concepts of "woman" and "man" can be found in the pages of modern periodicals for women and men. To analyze in detail the gender sphere of concepts through the prism of species characteristics of concepts.

Coverage of the gender macro concept of "woman" in the pages of modern publications for women and men. The macro concept "woman" can be divided into basic, i.e. most commonly used in the studied journals microconcepts, namely: beloved (26%), mistress (23%), girlfriend (14%), rival (12%), mother (11%), mother-in-law (9%), others (6%). These concepts are analyzed in detail: for example, the concept of "mother" is one of the most used in the pages of the studied publications, more often in women's magazines. The concept of "mother" is used in positive (more) and negative (less) semantic load. In a positive context, the mother is first of all, caring, kind, sweet, who understands everything and forgives a loved one. In a negative context, the concept of "mother" is rarely used, but in several magazines found materials in which it is about the mother of the so-called "cuckoo". That is, a biological mother who leaves her child for other things or interests. The theme of abortion is reflected in the negative attitude of "mother - cuckoo". Thus, the studied concept of "mother" has opposite semantic loads. But still much more often the concept of "mother" depicts a bright, clean, beautiful image of the mother. Mom in periodicals for women and men is often compared to the caretaker and protector.

Thus, the concept of "woman" is reflected in various micro concepts, which give an idea of the image of a modern woman, is highlighted on the pages of gender-marked periodicals.

Definition of the gender macro concept "man" in modern publications for women and men. In the studied publications the macro concept "man" is reflected in the following most commonly used micro concepts: beloved (30%), father (21%), stranger (17%), boss (12%), son (10%), friend (7%), others (4%). These concepts are analyzed in detail: for example, the concept of "beloved" has both positive and negative colors and, accordingly, is used in the gender conceptual relationship "man - woman". The concept of "beloved", of course, is more often used in a positive context. And he is characterized by such qualities as tenderness, kindness, generosity, care. "Beloved is ready for anything"; "Beloved gave the star...". But there are cases when the concept of "beloved" is used in a negative context, namely: "beloved / traitor", "beloved / stingy", "beloved / work". "Betrayal wiped out our family"; "My

beloved is a miser"; "Work number 1, and I..." The concept of "beloved" in relation to work is used not only in a negative way, because it takes too much time - more than a woman, but also in a positive color in the case when the work brings great profits. Thus, to study the gender sphere of concepts, gender micro concepts of the concept of "man" and its derivatives were identified and analyzed. It was found that gender concepts coexist in close interaction, i.e. the concept of "man" is reflected in the concepts of other notions.

Gender concepts: the diversity of gender images, roles and stereotypes. Gender stereotypes, which are implemented in the concepts of minimums and maximums, are used in various spheres of life - including areas of activity that do not seem to be related to the problems of relations between the sexes, because gender is easily identified by the individual; stereotypes about men and women are correlated with his personal experience, and the relationship between the sexes is perceived as the most obvious and, accordingly, legitimate.

Many definitions of the concept of "woman" have been found in the studied journals, but such interpretations do not always have an unambiguous meaning. Therefore, they should be divided into several categories (according to the roles played by women in a given environment):, I. - woman and man, II. - woman and society, III. - woman and spirituality, IV. - woman and family, V. - woman and beauty.

Most of the various definitions occur when considering the ratio of "woman and man" (30%). Next in terms of the number of definitions is the category "woman and society", then "woman and spirituality", almost the same number of definitions in the combinations "woman and family" and "woman and beauty". The relationship of woman with the opposite sex is most often covered in periodicals for women and the concept of "woman" is used in the context of "woman and man". But, at the same time, a large number of definitions of this concept belong to the category of "woman and society", the existing relationship of women with the processes taking place in society.

The concept of a man in different interactions (relationships), in accordance with the roles he plays in society, and therefore highlighted the main commonly used in the study period relations (categories): "man - career", "man and sport", "man and woman", "man and spirituality", "man and family".

The highest percentage in the category "man - career" (28%). The coverage of the concept of "man" in the pages of the studied publications confirms the courage and strength of the male sex, both in terms of internal

features and external features. Often the concept of "man" is associated with a person who manifests himself in a career; in the relationship of man and woman ("man conquers the female heart"). In some magazines, representatives of the stronger sex appear not only in positive images, but also in negative ones, portraying a man as cunning, impolite, tyrannical and cruel. And yet, most often the concept of "man" means an activist, an athlete, with his own hobby and internal ramrod. It is worth noting that a frequently used concept for men is the concept of "woman" and is mentioned in the context of "man - woman", their family and career relationships, as well as in the aspect of general hobbies and leisure.

So, the images of women and men in selected publications today are mainly multifaceted, complex, which are not limited to a short list of character traits attributed to a particular stereotype. Such socially significant psychological characteristics as confidence, ambition, professionalism, determination, intellect, independence, courage, agility, intellectuality, mental capacity, competence, etc. in modern periodicals are found in the image of both women and men.

Discussion

The article proves the validity and effectiveness of the majority of Postmodern trends in the coverage and segmented use of the gender sphere of concepts in the Ukrainian market of periodicals.

Ukrainian gender-marked periodicals partially contradict the basic provisions of journalistic ethics and are a commodity for gender-oriented consumers. Berghel (2018a; 2018b) uses the term "adversarial journalism" in relation to the genesis of such misinformative postmodernist trends in the field of social communications. Thus, he objectifies the dissonance between the postmodern phenomenon of post-truth and the basic principles of classical journalism, Berghel, (2018a; 2018b). He believes there is "competitive" rather than objective journalism, which requires pseudo-opposition to form a certain market for the consumption of information and advertised goods and services.

The article proves that the gender dichotomy, which is based on the spirit-body opposition and popular in the "patriarchal" concepts of femininity and masculinity, needs a conceptual reconstruction. In the context of the postmodernism, body and corporeality act as the basis for the beauty categories, which apply to both male and female gender in the mass dimension. According to Vlasova and Makieshyna (2018), the postmodern views the body as a source of charm and disgust, destruction and recovery. However, with the growth of the visualization factor and the changing status

of “high” culture, one can observe a “turn” in the status of mass culture: today both the first and the second have many common discourses, narratives and intertexts.

From the results of the study, it becomes clear: an important problem of the postmodern society, where journalism is still dominated by men, is teaching students and future journalists to correctly understand and cover issues of gender and inequality. Social surveys of young people indicate that good journalism is always gender sensitive. However, both school and university education fail to teach pupils and students about the nature of gender, its equality and the ethics of building a gender-sensitive discourse (domestic or professional), (Geertsema-Sligh et al., 2020).

It has now been proven that broad social and educational projects are not yet able to equalize gender defamation in countries of young democracies and sustained patriarchal traditions. In Egypt, they organized the Women’s Voices project for women journalists. It included series of training sessions, in-depth interviews and social measurements of sustainability markers of journalistic materials. Unfortunately, this initiative has had only local and short-term effects. El-Ibiary (2020). This indicates the existence of negative stereotypes and attitudes towards the predominantly female gender, even among professional journalists. At the same time, such projects can still achieve many small goals: the development of interpersonal and professional skills of women journalists; the improvement of gender-responsive reporting; the use of the latest technologies; the coverage of activities and the development of local societies, as noted by El-Ibiary (2020). It can be assumed that in countries where (unlike Egypt) patriarchal traditions are weaker, projects with gender-sensitive journalism have a greater effect.

Bronzino and Kurmeleva (2017) prove that, although gender inequality is the most discussed issue in the life, science and journalism of the post-Soviet states, the postmodernist movements for equality of gender rights cannot “overcome” the stereotypical perception of sexes and gender in the modern Ukrainian and Russian society.

The article highlights the expediency of voluntary use of ethical norms in gender-sensitive journalistic materials, as it is carried out in advertising content. Avoiding gender stereotypes promotes greater trust of clients (readers), as well as a new creative approach to presenting the images of men and women in public communications (Frunza et al., 2016). However, gender opposition in magazine periodicals remains the main tool for the development and maintenance of gender segments of the magazine periodicals market in Ukraine.

The article confirms that the image of the body, primarily of women, has become the object of consumption in mass journalism and advertising. It is now closely correlated with family images, markers of self-identity and self-image (Jung & Lennon, 2003). Thus, the meaning of cosiness, comfort, family and home are closely linked to feminist images, which have proved to be effective and tenacious.

Besides, *the scientific novelty* of the work lies in the fact that for *the first time*: the gender-thematic content of publications for women and men in Ukraine has been determined; elucidation of the features of the gender content of modern publications for women and men; a comparative analysis of the gender content of modern gender-marked periodicals was carried out; highlighted the gender sphere of concepts in the pages of modern publications for women and men; *improved*: issues of gender roles and stereotypes; theoretical and methodological aspects of the study of the gender sphere of concepts *were further developed*.

In the Ukrainian mass media, the concept is a multidimensional complex represented in the language, which has a certain ethnocultural specificity. The concept has an unstable structure, which is reflected in the model of the concept developed by us, in which we highlight the core and applications of the concept, the possible movement of features in the relevant semantic directions from and to the core. The unstable (mobile) structure of the concept is also characteristic of its core: during historical development, the core may change, but the semantic meaning is not lost, but only replaced by synonyms or verbal innovations relevant to today.

It is found that the concepts within the sphere of concepts have complex hierarchical, genus-species, oppositional, systemic relations. The result of intensive interaction of concepts is their relationship, which leads to a bilateral exchange of features, and to the formation of new concepts, i.e. the expansion of the sphere of concepts. 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 its gender characteristics. Gender features of concepts are an attempt to know the world through the prism of a woman's / man's worldview. Gender signs relate not only to individuals - men and women, but also determines the relationship between them and gender relations in total, that is, the implementation of the social roles of women and men, the peculiarities of their relationships in public relations.

Conclusions

The findings indicate that, in the postmodernist society, all concepts can be divided into macro and micro concepts, or in other words, maximum concepts and minimum concepts. The basis of the gender sphere of concepts consists of two concepts on which gender relations in society are concentrated - "man" and "woman", which we refer to as macro concepts or maximum concepts.

Concept, sphere of concepts include gender features, which allows a gender approach to the study of gender content of modern periodicals for women and men. Conceptual analysis of modern gender-marked publications within the gender sphere of concepts allows to identify and correlate meta gender and gender concepts that appear in society.

Popular publications among women under forty are the magazines "NATALY", "Women's Magazine", "Cosmopolitan", "Mini". Among older women, the magazine "Woman" remains interesting. Among young girls, the most relevant is the magazine "Mini". We also consider it important to research regional publications for women, in particular, among them "Vinnychanka", "HAPPY".

The study of gender content of modern publications for women was conducted on the example of two different types of magazines, in particular, the first type includes magazines "Woman" and "Vinnychanka", the second type - "NATALY" and "Women's Magazine". The publication of the same type, first of all, differ from each other, as the data of the conducted research show, but radically different journals by type: direction, topic, audience of readers. Although similar in genre content, information genres prevail in all magazines. But in publications of type I there is a considerable amount of materials of artistic and journalistic genres, and in publications of type II - materials of analytical genres.

In the pages of "Women" and "Vinnychanka" a woman mainly acts as a mother, guardian of the home, and often a woman is considered in a relationship with a man. We observe the relationship of a woman's spirituality with her relationship with a man, without which it is impossible to procreate, and hence the realization of the spiritual purpose of a woman as a mother.

On the pages of the magazines "NATALY" and "Women's Magazine" most often a woman also appears in a relationship with a man. A lot of material is devoted to the issue of a woman's career growth and her role in society. Also a considerable part of publications is devoted to appearance of the woman. Thus, most modern women try to express

themselves both in their careers and in relationships with the opposite sex, to perform various social roles. That is to combine professional and family life. Enrich yourself spiritually and develop as a purposeful person, as well as keep fit and take care of your appearance. It is such a well-rounded woman appears in the pages of modern periodicals for women.

The peculiarities of the gender content of modern publications for men (on the example of "Men's Health", "EGO", "Esquire"), as well as the content of regional publications, among which we single out the magazines "Svoy" and "Major").

Comparing the gender content of modern men's publications, it should be noted that sports as a leading topic on the pages of men's publications is identified in the magazines "EGO" and "Men's Health". Periodicals for men form the image of a macho man - sexy, handsome and wealthy, who monitors his appearance and goes in for sports, but the age category of publications for men is quite diverse - most often men from 20 to 40 years. The magazines "Esquire" and "Svoy" are designed not only for young people, but also for the older (mature) age category of men, which have primarily intellectual content. Information from various spheres of life can be obtained not only by men but also by women. Examining the men's magazine "Esquire", we can conclude that the publication has an intellectual content and individual character. It forms a man as a versatile person. This is almost the only men's magazine that covers women in their materials on a par with men. A striking example of regional periodicals is the magazine "Svoy", which has established itself in the Vinnytsia mass media market and has found its reader. The magazine differs from well-known men's publications. On its pages there are no erotic materials, candid women's photos. "Svoy" was created to inform about the admiration of the modern courageous man.

Common in publications for both men and women is the problem of urgent problems of different sexes. In magazines for women, there are permanent sections on fashion, beauty, health, family and relationships with the opposite sex, as well as friendly and psychological advice, ways of realizing a woman as a person in professional activity. The most frequently mentioned topics in men's publications are sports, health, career, hobbies. Thus, the rubrics of the researched publications and the topics raised on their pages are quite wide and varied.

The issues of gender roles and stereotypes were revealed, it was found that on the pages of modern, including gender-marked publications, a whole range of gender relationships, roles and stereotypes in gender images are presented, which constitute the information field of the modern

Ukrainian media gender sphere of concepts. The axis of this field is the ratio of concepts "man - woman", i.e. the interaction of basic gender concepts and their derivatives by age and ranking of social roles, the main components of which are "husband - wife", "mother - father", "grandmother - grandfather", "son - daughter", etc.

The model of gender relations in the media is reflected mainly in the stereotypical images of men and women. Analysis of the gender roles of women and men allows a deeper understanding of the concepts of "woman", "husband", their varieties - "mother", "wife", "daughter", "father", "son", etc.

Gender stereotypes, which are implemented in concepts-minimums and maximums, are used in various spheres of life - including spheres of activity, as if not related to the problems of relationships between the sexes - because sex is easily identified by an individual; stereotypical ideas about men and women correlate with his personal experience, and the relationship between the sexes is perceived as the most obvious, and, accordingly, legitimate.

In general, the analysis of maximum and minimum concepts of gender significance and their characteristics was carried out in the context of gender stereotypes that are formed and function in society, systematizing the actual existing representations.

The peculiarities of the use of gender concepts in modern periodicals for women and men are determined. The most commonly used derivatives of these macro concepts, i.e. their micro concepts, have been identified and analyzed in detail. It has been found that publications for women and men are full of different gender concepts used in different contexts.

The macro concept "woman" can be divided into basic, i.e. most commonly used in the studied journals micro concepts, namely: beloved (26%), mistress (23%), girlfriend (14%), rival (12%), mother (11%), mother-in-law (9%), others (6%). This concept is most fully manifested in the ratios of I. - woman and man (30%), II. - woman and society (24%), III. - woman and spirituality (20%), IV. - woman and family (14%), V. - woman and beauty (12%).

In the studied publications, the macro concept "man" is reflected in the following most commonly used micro concepts: beloved (30%), father (21%), stranger (17%), boss (12%), son (10%), friend (7%), others (4%). The concept of a man in different interactions (ratios) is considered in detail, and therefore we will single out the main relations most often used in the studied periodical (categories): and woman "(19%)," man and spirituality "(16%)," man and family "(14%).

Thus, the coverage of the gender concept of "man" on the pages of publications for men and women is different. For example, in women's publications, a man is most often described in relationships with women, only then, as a professional in his field, almost no attention is paid to the appearance of a man. That is, the inner essence of a man is important for a woman (according to magazines). As for the concept of "man" on the pages of editions for men, it is the appearance that most of the publications are devoted to. Also important for men is proper nutrition, career development, success, status in society. And the coverage of the gender concept of "woman" in gender-marked periodicals confirms the view that most modern women try to express themselves both in work and in relationships with man, performing various social roles. They combine professional and family life. It is important for the spiritual development of a woman as a purposeful person, trying to keep fit and take care of her appearance. The image of a well-rounded woman is the main one on the pages of modern periodicals for women, as evidenced by the analysis of their content. It is worth noting that in men's magazines the concept of "woman" is no less important, and it is implemented in the context of "man - woman", namely in terms of work, hobbies, leisure, relationships. The concepts of "woman" and "man" coexist in close unity "man - woman". Relationships with the opposite sex are a topical issue for both women's and men's publications.

It is possible to single out the concept of "family", which is used in the context of the concept-maxima "man" and "woman", and unites these concepts into a single whole and complements them with various relationships. The synonym for the concept of "family" is "household". This unifying concept is also often covered in the pages of modern periodicals for women and men. And is reflected in the gender relationship "man - woman", which in turn is divided into the following main gender categorical relations (categories) with minimum concepts: "wife - husband", "mother - child" ("mother - daughter", "mother - son"), "woman - mother-in-law", "husband - wife", "father - child" ("father - son", "father - daughter"), "son - mother", "son-in-law - mother-in-law" and others. Schematically, this can be represented as follows: "family" → "husband - wife" → "wife - husband" (or "mother - son", "father - daughter" ...).

Conceptual perception and interpretation of the concepts "woman" and "man", which is covered on the pages of Postmodernist gender-marked periodicals in Ukraine, requires determining the manysidedness of gender interpretations, comprehending the metaphorical perception of these images and their role and purpose in society.

The diversity of gender images in modern periodicals for women and men in Ukraine is highlighted on the basis of gender concepts. To study the gender sphere of concepts, the main gender concepts and their derivatives, as well as the relationship between them, have been identified. It was found that gender concepts coexist in close interaction with each other, i.e. the concept of "woman" is reflected in the concept of "man" and vice versa it is covered in such categorical relations as: "woman - man", "man - woman", which in turn is divided into different categories: "wife - husband", "mother - child" ("mother - daughter", "mother - son"), "woman - mother-in-law", "girl - boyfriend", "girlfriend - friend", "boss - subordinate", "subordinate - boss", "husband - wife", "father - child" ("father - son", "father - daughter"), "son - mother", "son-in-law - mother-in-law", "boyfriend - girlfriend", "friend - girlfriend", "boss - subordinate". And these relationships can be used in the studied publications with different semantic load, i.e. in different contexts, both positive and negative. This means performing various interpersonal functions, and sometimes social roles. That is, gender-marked periodicals are not limited to covering only positive images of women and men.

At the base of the gender sphere of concepts are the basic gender macro concepts "woman" and "man", which are used in the studied periodicals in different proportions depending on what roles are played by women or men in society. It is from the balanced, thoughtfulness, responsible selection of gender characteristics presented in gender-marked periodicals that modern and future gender images are formed, ideas about ideal women and men, their needs, opportunities, responsibilities in the family, at work, and in general in all spheres of life.

The presented developments and conclusions of the research can be used in the study of the history of Ukrainian journalism, for the organization of textbooks on this topic, for the preparation of special courses and seminars, in further research on gender issues.

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