

GENDER SPECIFICITY OF THE IMPLEMENTATION OF CATEGORIES OF INFORMATIVENESS AND EXPRESSIVENESS IN NEWS TEXTS

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The article investigates the gender-specific linguistic realisation of the categories of informativeness and expressiveness within English-language news discourse. The object of the study is news texts on gender-neutral topics published in leading British newspapers, specifically The Guardian and The Observer, covering the period from 2022 to 2025. The objective of the research is to identify and systematise the linguostylistic features of text generation determined by the author's gender within the contemporary media landscape of the United Kingdom.

The study establishes that the category of informativeness in masculine and feminine discourses is realised through fundamentally different structural and semantic models. Male authors predominantly adhere to the “truncated scheme” of news texts proposed by T. van Dijk, in which information blocks (Headline, Introduction, Main Event, Consequences) are arranged in a rigid, logical sequence. Masculine writing is characterised by an orientation toward globalisation, abstraction, and the use of precise information (dates, figures, and references to official figures). In contrast, texts by female authors exhibit structural variability: the “Background” and “History” blocks are frequently omitted or integrated into other parts of the text, shifting the focus from a dry statement of facts to an emotional intention.

Special attention is paid to the category of expressiveness. It was found that female journalists actively employ the “presence effect” strategy, engaging readers through detailed descriptions of eyewitnesses' internal states, direct speech, and first-person narratives. Expressiveness in feminine texts is based on anthropocentric associations, empathy, and the use of evaluative adjectives in the superlative degree. Conversely, male authors demonstrate a higher level of linguocreative competence, utilising a broader arsenal of stylistic devices (metaphors, antitheses, chains of rhetorical questions) to rationalise the emotional background and emphasise the participants' traits, such as courage and self-sacrifice.

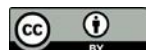
The research shows that gender differentiation shapes the architecture of news: while men act as “analytical globalists,” viewing problems on a national or global scale, women emerge as “empathetic chroniclers,” projecting events onto the level of a micro-society or an individual. It is substantiated that such differences are determined by psychological peculiarities of perception and types of associative thinking (anthropocentric in women versus artefact-based in men). The results of the study deepen understanding of the role of gender in modern communicative linguistics and open the way for further comparative studies of news discourse across different linguistic cultures.

Keywords: gender linguistics, news discourse, text generation, categories of informativeness and expressiveness, British press.

Жмаєва Наталія. Гендерна зумовленість новинного текстопородження

Стаття присвячена дослідженню гендерної специфіки мовної реалізації категорій інформативності та експресивності в англomовному новинному дискурсі на матеріалі британських виданнях The Guardian та The Observer за період 2022–2025 років. Мета роботи полягає у виявленні та систематизації лінгвостилістичних особливостей текстопородження, зумовлених статтю автора, у межах сучасного медійного простору Великої Британії.

Категорія інформативності в маскулінному та фемінному дискурсах реалізується через принципово різні структурно-семантичні моделі. Автори-чоловіки переважно дотримуються «усіченої схеми» новинного тексту за Т. ван Дейком, де інформаційні блоки (Заголовок, Вступ, Головна подія,



Наслідки) розташовані в жорсткій логічній послідовності. Для маскулінного письма характерна орієнтація на глобалізацію, абстрагування та оперування прецизійною інформацією (дати, цифри, посилання на офіційних осіб). Натомість тексти авторок відзначаються структурною варіативністю: блоки «Гло» та «Історія» часто опускаються або інтегруються в інші частини тексту, що зміщує акцент із сухої констатації фактів на емоційну інтенцію.

Жінки-журналістки активно використовують стратегію «ефекту присутності», залучаючи читача до співпереживання через детальні описи внутрішнього стану свідків подій, використання прямої мови та розповіді від першої особи. Експресивність у фемінних текстах базується на антропоцентричних асоціаціях, емпатії та використанні оцінних прикметників у найвищому ступені порівняння. У свою чергу, автори-чоловіки демонструють вищий рівень лінгвокреативної компетенції, залучаючи ширший арсенал стилістичних засобів (метафори, антитези, ланцюги риторичних запитань) для раціоналізації емоційного фону та підкреслення таких рис, як мужність і самовідданість учасників подій.

Доведено, що гендерна диференціація зумовлює відмінності в архітектоніці новин: якщо чоловіки виступають у ролі «аналітиків-глобалістів», що розглядають проблему в масштабах нації чи людства, то жінки постають «емпатичними хронікерами», які проеціюють події на рівень мікросоціуму чи окремої особистості. Обґрунтовано, що такі відмінності детерміновані психологічними особливостями сприйняття дійсності та типом асоціативного мислення (антропоцентричне у жінок проти артефактного у чоловіків). Результати дослідження поглиблюють розуміння ролі гендерного чинника в сучасній комунікативній лінгвістиці та відкривають перспективи для подальших порівняльних студій новинного дискурсу в різних лінгвокультурах.

Ключові слова: гендерна лінгвістика, новинний дискурс, текстопородження, категорія інформативності, категорія експресивності, британська преса.

Problem statement and its relation to important scientific and practical tasks.

At the end of the 20th century, fundamental philosophical questions – the problem of human essence, its meaning and purpose, the space and time of human existence – took on a gender dimension, the specifics of which, on the one hand, were reflected in gender studies, which are widely developing in many countries, and on the other hand, became the result of the intensive development of feminist practices. All gender issues are historically linked to the gradual recognition by culture, and then by science, of the multiplicity of individual differences that do not fit into the usual dichotomous schemes. It is the extremely complex and interesting intertwining of cultural, psychological and social aspects that makes gender such an interesting subject of study for a wide variety of disciplines.

Analysis of recent research and publications. The introduction of gender as a category of analysis into the research apparatus of linguistics has opened up new perspectives for understanding various aspects of language. In Western Europe and the United States, fundamental research into the role of gender in language has been conducted for more than two decades. In Ukrainian science in general (especially in the field of political and legal sciences) and in linguistics in particular, the development of issues related to the sociocultural concept of gender

has been rather sporadic. Still, there is every reason to discuss the emergence of gender studies as an independent direction in domestic linguistics. Noteworthy is the collective monograph «Гендерна лінгвістика в Україні: історія, теоретичні засади, дискурсивна практика» (Gender Linguistics in Ukraine: History, Theoretical Foundations, Discursive Practice) [1] the monograph «Гендер: мова, свідомість, комунікація» (Gender: language, consciousness, communication) [2], which cover a wide range of gender studies issues, from the historical preconditions for its emergence and emergence as a separate discipline to its current state of development. There has been an expansion of the boundaries of gender studies and an enrichment of their theoretical and empirical base.

Gender studies are currently among the most important areas of global linguistics. This research is being conducted on both linguistic and communicative material. Systematic descriptions of the speech behaviour of national linguistic and cultural communities, and of the communicative behaviour of professional and age groups, are being carried out. In recent decades, gender studies in foreign and domestic linguistics have focused on the characteristics of participants' communicative behaviour across various types of discourse, generating a representative body of work that addresses various aspects of the relationship between language and

gender. These include studies of the characteristics of police officers' communicative behaviour (men and women) [3], the communicative strategies of male and female populations on the Internet [4], the thematic specificity of everyday discourse among white middle-class representatives [5], and so on.

Domestic linguistics studies gender markers in speech based on literary discourse (dissertations «Лінгвістичні прояви гендерних характеристик англомовних художніх текстів (на матеріалі американської прози ХХ сторіччя)» (Linguistic manifestations of gender characteristics in English-language literary texts (based on 20th-century American prose)) [6], Гендерний аспект невластенопрямого мовлення в англомовному художньому дискурсі (на матеріалі жіночої прози першої половини ХХ століття) (The gender aspect of indirect speech in English-language literary discourse (based on female prose from the first half of the 20th century)) [7], Лінгвістична структура та гендерні особливості звертань в українській та французьких мовах (The linguistic structure and gender characteristics of forms of address in Ukrainian and French) [8]). Research into the gender specificity of mass media discourse is limited to the study of gender stereotypes in «Гендерні ресурси українських мас-медіа: ціна і якість: практичний посібник для журналістів та працівників ЗМІ» (Gender stereotypes in contemporary Ukrainian mass media discourse) [9]. The peculiarities of the creation of gender-neutral news texts by male and female authors in the British press have not been examined before, which underscores the study's relevance. The relevance of the work is also determined by the importance of studying the gender specificity of news text generation, which influences the worldview and value system of modern people and shapes their informational picture of the world, as well as the need to identify the sociocultural factors that influence the speech and thought activity of authors, representatives of the English-speaking linguistic culture.

The object of the study is English-language news discourse on gender-neutral topics. The study examines the gender specificity of the manifestation of the categories of informativeness and expressiveness in English-language news texts. The objective of the article is to determine the gender specificity of the realisa-

tion of the categories of informativeness and expressiveness in news texts in the British press.

The research material consists of news texts on gender-neutral topics written by three female authors and three male authors, selected from the British newspapers *The Guardian* and *The Observer* for the period 2022–2025.

Presentation of the main research material. The steady growth of information flows produced and transmitted daily through mass media channels already exceeds the corresponding text mass of previous years many times over. This fact is a consequence of the rapid development and improvement of methods of mass dissemination of information and the emergence of new digital media technologies. News reports are of paramount importance in the entire volume of media discourse texts. It is the news that forms the basis of the entire media flow and shapes the content and structure of the modern information space. This type of text most fully and concisely presents the main features and characteristics of this sphere of language use, allowing us to consider it a basic text of mass information in the mass media system in general and in the quality press in particular.

The concept of quality press can be defined by contrasting it with the mass press. The basis for dividing British print publications into two groups is the differences in the social and material status of readers, their education and professional affiliation. The audience of the quality press belongs to the upper and middle classes; these are people who run the country or serve those who run it with their professional skills. The quality press is distinguished by its format (the print edition is approximately twice the size of the mass-market edition), content (it contains serious information about events, analytical and editorial articles), and linguistic features. The news text in the publications that are the subject of this study is a standard model that meets the basic requirements of quality journalism.

The main feature of news reports in the British press is their objective presentation of information, consistent with the news producer's goal of neutrality. News texts aim to inform the audience about socially significant events and facts. Objectivity in the presentation of information is achieved through several layers in the text: segments of speech by the journalist and the correspondent, statements by interviewees,

quotes from participants in the event, and experts, all of which emphasise the reliability of the information conveyed. Thus, a news text is a kind of ‘synthesis’ or ‘fusion’ of many separate texts.

News texts are informational messages with the potential to convince readers of the reliability of the information provided. Unlike analytical articles, they appear to be more concise and less prone to axiological (evaluative) subjective factors. News texts most fully realise one of the main functions of mass communication – informative, as well as the function of persuasion through awareness.

However, news texts are not devoid of expressiveness, which stems from their pragmatic orientation: to create a certain emphasis on one or another aspect of the information and to use it as a means of persuasion. This perspective is based on the view of news texts as a special way of generating and interpreting texts, where textual activity is understood as a virtually uninterrupted socio-psychological process that embodies the content and structure of these actions.

The identification of gender parameters (content-structural specificity, stylistically neutral/marked vocabulary, concretisation/generalisation of information, etc.) of a news text is facilitated by the categories of informativeness and expressiveness.

The gender specificity of news texts on gender-neutral topics manifests itself at the content-structural and stylistic levels, reflected in the selection of aspects of the events described, the structuring of informative blocks, and the linguistic means used to describe them.

In terms of content, the male authors cover political, legal, economic, and scientific issues related to natural disasters on an emergency scale; political issues predominate in ‘male’ texts: (*state of emergency, anarchy, foreign donors, anti-corruption campaigners* etc.), economic, legal and scientific terms: *frozen funds, to issue contracts, contractors, subcontractors, fraud, criminal proceeding, looting, lawlessness, inquest, hearing, coroner, to preside, ground-penetrating radar, electromagnetic waves, underground structures* etc.

The female authors mainly cover personal and social issues. However, the levelling of masculine and feminine differences is evident in the fact that, alongside the social aspects of

an event, female journalists often cover the economic, legal and political consequences of the issue, but within the context of a particular social group, community, city or individual: “*Brown calls for aid ‘shock’fund, Millions pledged for tsunami go unpaid*”; “*Computer models predict direction of molten lava flows*”, “*Laughing stock of Katrina makes disaster his business*” etc.. While men perceive and assess the situation as a whole, they are more interested in the big picture, which does not require detailed consideration.

The specificity of psychological perception of reality by women and men is determined by the peculiarities of gender identification formation in children: in girls, gender identification occurs against the background of an inseparable connection with the mother, identification with her, and awareness of the importance of interpersonal relationships; in boys, gender identification is associated with contrasting themselves with their mother and separation, which underlie the formation of independence.

The content of the event coverage is determined by the psychological characteristics that shape how men and women perceive reality. The study showed that female authors tend to provide detailed information, while men tend to present information in a more generalised way.

Male authors are entirely focused on the main event, do not distract from it, and do not extrapolate its possible consequences to a specific person/social group. Thus, they extrapolate the problem in a generalised way, directing it to a wide range of potential recipients, without developing it or adding details.

Female authors begin their texts with introductory sentences that gradually introduce information. By revealing the message’s content and adding details in subsequent sentences, female authors project the consequences of the event onto a specific social group, demonstrating their concern and trying not only to state the problem but also to assess it. At the end, the female authors often cite the opinion of a specific person, summarising their text with the conclusions of an expert in the field:

During the early stages of the pandemic, Transport for Wales (TfW) decided to try something new. In May 2020 it launched fflecsi, an app-based service that allows people to book a shuttle minibus from “floating bus stops” near their homes directly to their destination.

Available in 11 locations across Wales, the service was an immediate hit: in five weeks passenger numbers grew 150%, and in its first 12 months it served 50,000 trips. Best of all, 9% of its riders were people who hadn't previously used public transport. As one passenger said: "This is too good to be true. This is Pembrokeshire, we don't get transport like this."

Gender-specific features of the linguistic realisation of the 'informativeness' category are manifested in the structuring of informative blocks in news texts written by female authors. During the study of the material, it was found that authors mostly adhere to the truncated news text scheme developed by T. van Dijk [10]: *Headline, Introduction, Main event, Comments, History, Reaction, Consequences, Background/Circumstances*, i.e. they have informative blocks at their disposal in a rigid logical sequence. As the 'masculine' news text unfolds, the reader receives information about the main event, its background and causes, consequences, circumstances and broader context, arranged in a logical sequence.

The articles by female authors often lack the *Background/Circumstances* and *History* blocks, and there is individual variation in the informative blocks, with their merging. The selective variability of content blocks in 'feminine' texts is explained by their greater informational significance for the author and the realisation of the communicative intention of emotional influence on the reader, appealing to sympathy and participation, which is an important task for female authors, unlike male authors.

The gender specificity of the linguistic realisation of the category of expressiveness is manifested in the peculiarities of the actualisation of emotionality, evaluativeness and imagery. Male emotionality is manifested in emotive nominations of the problem and its political and economic consequences for the nation. In contrast, female emotionality lies in the innate ability to sympathise, show empathy for the participants in the event, notice and decipher. The expressiveness of the news text is also created by a positive/negative assessment of various aspects of the event (its consequences and context, participants and their actions, etc.). The female authors mainly express their assessment of the event using the suffix of the highest degree of adjectives: *the costliest insured natural disaster in the world, the strongest hurricane, one of the*

deadliest storm seasons in the southern United States, etc. and evaluative adjectives: *awesome hurricane, devastating earth quake, catastrophic flood etc.*

The emotional involvement of the female authors in the situation described explains the reiteration of information about the various consequences of the natural disaster, and its visualisation through quotations from eyewitnesses who give detailed descriptions of their feelings and experiences. In contrast, the male author mainly quotes officials who state dates, names, and figures (precise information):

"It is good that the uncertainty over who will host Cop29 is over. It means that plans can now be made coming out of Cop28, for the key years of 2024 and 2025 when new climate targets have to be tabled by all countries," said Kaveh Guilanpour, the vice-president of the Center for Climate and Energy Solutions.

Toponyms also ensure the predominance of factual information in news texts by male authors, as the names of international and foreign organisations, communities, and institutions increase the reader's trust in the information.

The gender specificity of female authors' imagery is determined by the peculiarities of associative thinking, which is based on anthropocentric entities in women and artefactual entities in men. Thus, the authors compare cities destroyed by an earthquake, with concrete school roofs collapsing on children, to gravestones: *(the concrete slab roofs of schools across Kashmir and North West Frontier province fell like tombstones, crushing children at their desks)*, the city where the natural disaster occurred – a place cursed by God *(It looks like God has cursed this place)*, ruins left over from destroyed villages – with archaeological excavations *(The remains are just visible in the snow, like the site of an archaeological dig)*.

For the female authors, the flooded city is associated with a sick old person left to die alone *(Like a sickly old patient left out to die, (he (coastal town...))*, the resort destroyed by a tornado is compared to a ghost *(But the place, once the epitome of packaged fun, still feels much like a ghost, with windowless high-rises and empty streets)*.

The male authors' news texts are distinguished by their methods of quotation, in particular by their quoting eyewitnesses to unpleasant situations or natural disasters who emotionally

describe their physical and mental state, the extent of the damage, and the depth of their grief and loss. Quotations of this kind help the author to create a sense of presence in the informational text, which means including direct speech-narrative in the message, appealing not so much to the readers' minds as to their feelings. The first- or third-person narrative conveys the eyewitness's inner state, as well as the quotations that belong to him. The addressee/reader perceives the event as an observer. The 'presence effect' should be understood as the reader's impression after reading the article that he was present at the scene of the events, witnessed what was happening:

"Things are very difficult right now," said Steve Garidis, the Bicycle Association's executive director. "Since May 2021 sales have been tracking at below pre-Covid levels, and if you take out the 2020 mega boom in cycling and sales, we're now doing worse than we were before Covid hit.

The female authors achieve the effect of presence by providing detailed descriptions of the locations where the events take place. Such detailed descriptions make readers feel like direct participants in the events, attract their attention, and thus increase the emotional impact of the informative component of the message:

Children of all ages hang out at the seating area. One group of teenagers from a local school call the sunny bench between two planters their "chill spot". One family sits out on a shady seat with the baby on warm evenings. People eat their lunch on the benches. Chosen and installed by the local community, the planters are a tiny but thrilling example of what can be done with a quietly radical policy that is being tried by a few councils.

In the following example, the narrative is told in the first person singular, i.e. by the author herself. The dynamic description of events in which she was directly involved brings the author closer to the reader, adds subjectivity to the message, and establishes a connection between the reader and the author:

Walking on a busy London street recently, I heard a shout. "Don't hit me," a cyclist screamed, as a Land Rover driver reversed into his path. Next, it was my turn to jump out of the way. The driver lurched forward, veering unexpectedly in my direction just as I was crossing a sidestreet.

Describing the problem of greening in the city, the female narrator draws on her own

experience, recounting events in the first person singular and plural, allowing the reader to glimpse into her private world and creating an intimate connection with the potential reader:

That's how I got involved, hoping to add a bit of greenery to my own neighbourhood in Newham, where I've lived for a number of years. A group of us put in an application and were given a £5,000 grant for five chunky planters in an area where there was previously just concrete.

Another difference in women's speech is the shift in the distribution of informative and expressive blocks within the news text. This 'mixture' allows information to be conveyed to the listener as effectively as possible by simultaneously activating both the cognitive and emotional spheres.

Instead, the male narrators, quoting eyewitnesses to the problems (mostly male), emphasise their courage, dedication in fighting the elements, and resilience in overcoming its consequences, i.e. masculine psychological traits:

Another former IPCC lead author, Prof Piers Forster, from the University of Leeds, said: "I have tried to change the way I communicate to make it more personal and emotional. Extreme impacts are bad now and going to get a whole lot worse. But then you need to give people hope, and ourselves, as scientists hope. We can slow the rate of warming immediately if we act now."

Linguistic and stylistic analysis of news texts shows that men exhibit a higher level of linguistic creativity, reflected in the use of a broader, more diverse 'arsenal' of stylistic devices that are linguistic manifestations of expressiveness. In male authors' texts, the most common techniques are metaphor, epithet, parallel constructions, comparison, antithesis, anaphora, and rhetorical questions; in female authors' texts, the most common are epithet, parallelism, comparison, and anaphora. A widely used stylistic device in male speech is the rhetorical question. Men use whole chains of rhetorical questions to highlight information that needs to be highlighted and to emphasise the expressiveness of their attitude to the problem.

Conclusions and prospects for further research. As a result of linguistic and stylistic analysis of news texts, clear gender-specific features were identified in the implementation of the categories of informativeness and expressiveness. It was found that male authors

predominantly adhere to the classic ‘truncated scheme’ of news texts, as described by T. van Dijk, with building blocks arranged in a rigid, logical sequence (Headline – Introduction – Main event – Consequences). In contrast, female texts are characterised by variability: the ‘Background’ and ‘History’ blocks are often omitted or merged, reflecting an intention to have an emotional impact on the reader rather than a dry statement of facts.

Gender differentiation can be traced in the choice of objects described and the level of detail: masculine discourse tends towards globalisation and abstraction. Authors focus on the political, economic and scientific aspects of events on a pandemic scale, using precise information (dates, figures) and references to official figures. Feminine discourse is characterised by anthropocentrism and a micro-scale perspective. Female authors tend to go into detail, projecting global problems onto the level of an individual or social group. Information is presented gradually, with an emphasis on social consequences and empathy.

Differences in the tools used to create an emotional background have been identified: female texts use the ‘presence effect’ strategy, which

is achieved by quoting eyewitnesses (descriptions of feelings, grief, loss), using first-person narratives, and employing evaluative adjectives and the highest degree suffixes. Male texts demonstrate a higher level of linguistic creativity in the use of stylistic devices. The arsenal of male authors is broader (metaphor, antithesis, rhetorical questions), while that of female authors is more limited (epithet, parallelism).

The type of associative thinking determines the gender specificity of imagery: in women, it is based on anthropocentric entities, while in men, it is based on artefacts. Male emotionality is rationalised (assessed through courage and resilience), while female emotionality is based on empathy and the visualisation of participants’ inner states during events.

Thus, the gender factor proves to be decisive in the process of transforming objective information into a newspaper narrative, where men act as ‘analytical globalists’ and women as ‘empathetic chroniclers,’ which directly influences the architectonics and stylistic content of the news text.

We see further prospects for research in a comparative study of gender specificity in news discourse in different linguistic cultures.

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