

The theme of the graduate qualification work: "Gender Stereotypes in the Youth Press Based on Modern English".

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The relevance of the research is determined by the the importance of studying the means of language expression of gender relations that have emerged as a result of serious changes in the definition of the social roles of women and men in modern society.

In the XXI century, the issue of gender representation at different language levels is of great interest and actualizes the development of methods for modeling language concepts and methods for studying gender in linguistics.

The purpose of the work is to identify and investigate gender stereotypes in the language of the English youth press based on the concepts of "Woman" and "Man".

The objectives of the research:

1. To analyze the development of gender linguistics in the context of the general development of Language Sciences.
2. To highlight the features and main trends in the development of the modern youth press.
3. To identify gender stereotypes and explore media opportunities in gender discourse.
4. To determine the meaning of stereotypes in the conceptualization of masculinity and femininity as cultural categories. To assess the significance of gender stereotyping and figurative thinking mechanisms in the processes of language construction of gender.

5. To analyze the linguistic representation of the concepts "Woman" and "Man" in the English-language youth press.

The theoretical and practical relevance of the research lies in the possibility of using its results in works on cultural linguistics and gender linguistics, as well as in interdisciplinary works. The results of the research expand the idea of language as a kind of means of constructing social reality and reveal the issue of gender stereotypes. The practical relevance of the research is that its results can be used by the media for writing gender neutral texts and can be included in courses of cultural linguistics and gender linguistics.

The results of the research were tested at the annual regional scientific and practical conferences of young scientists, postgraduates and students of PSU "Young Science - 2020" and are reflected in the publication: "Gender Stereotypes in English-language Youth Media" // Young science-2020, Pyatigorsk: PSU, 2020.

Future references. The study of the linguistic representation of the concepts "Woman" and «Man", which have an important role in the language picture of the world, allows us to explore their positions in society and change the existing stereotyped attitudes. The prospect of further research, in our opinion, consists in a broader analysis of the concepts "Woman" and «Man" to identify gender stereotypes, as well as in conducting a comparative analysis on the material of several languages.