Summary

LANGUAGE AND TEXT OF THE PRINT MEDIA IN THE ASPECT OF GENDER LINGUISTICS (on the basis of men’s and women’s lifestyles magazines)

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Author: Bitar Patricia Eliasovna

Main parts: Contents, Introduction, three Chapters, Conclusion, Bibliography.

Keywords: language, style, lexicon, Mass Media, exposure, discourse, gender, the glossy magazine.

Abstract: The goal of the present work is the consideration of the lexical-stylistic and linguistic characteristics of glossy male and female magazines in the media discourse in the aspect of gender.

To achieve the goal we put forward the following tasks:

1. To consider the formation and features of concept of the mass media language;
2. To explore the linguistic construction of gender in the media discourse;
3. To conduct the research of traditional stereotypes of masculinity and femininity;
4. To identify the structural and compositional organization of a magazine text;
5. To analyze the language and style of women’s magazines;
6. To determine lexical and stylistic features of men's magazines.

In **Chapter I** theoretical preconditions of mass media discourse studying are reviewed.

In **Chapter II** gender- specific magazines about lifestyle as a special kind of media discourse are described.

In **Chapter III** language means of construction of Gender are revealed.