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LANGUAGE REPRESENTATION OF WOMEN'S APPEARANCE IN MEDIA DISCOURSE

МОВНА РЕПРЕЗЕНТАЦІЯ ЗОВНІШНОСТІ ЖІНОК У МЕДІЙНОМУ ДИСКУРСІ

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The portrayal of women in the media has always been a topic of debate. However, an overlooked issue is the use of specific terms to classify women based on their physical appearance. This article highlights the problematic nature of using certain lexemes in media discourse to categorize women based on their physical appearance. The language used in media discourse reflects and reinforces societal norms and values, and therefore plays a significant role in shaping our perceptions of gender roles and expectations.

The use of objectifying and stereotypical language to describe women not only perpetuates gender-based violence and discrimination, but also reinforces the idea that women's worth is based solely on their physical appearance, perpetuating unrealistic beauty standards that can have damaging effects on women's self-esteem and mental health.

By calling attention to the harmful language used in media discourse, the article aims to encourage a more nuanced and respectful portrayal of women, one that values them for who they are as individuals, rather than their outer features. This requires media outlets to be mindful of the language they use when describing women and to avoid perpetuating harmful stereotypes and objectifying language that reinforces damaging gender norms.

The article highlights the importance of language in shaping our perceptions of gender and calls for a more inclusive and respectful portrayal of women in media discourse. By challenging harmful lexemes and promoting more nuanced language use, we can help create a society that values women for their individuality and achievements, rather than their physical appearance.

The article summarizes that the choice of particular words to refer to women reflects the cultural and social norms of a community. The group of terms that indicate physical characteristics illustrates how women are frequently evaluated and grouped based on their age, body weight, and looks. This strengthens the societal pressure for women to fit into a restricted model of attractiveness, which sustains damaging body image standards.

Key words: media discourse, gender, designation, female, appearance, gender stereotype.

Зображення жінок у засобах масової інформації завжди було предметом дискусій. Однак поза увагою залишається використання окремих лексичних одиниць для позначення жінок за їхнім зовнішнім виглядом. Ця стаття присвячена проблематиці використання низки лексем у медійному дискурсі для позначення жінок за їхнім зовнішнім виглядом. Мова, яка використовується в медійному дискурсі, відображає та закріплює суспільні норми та цінності, а отже, відіграє значну роль у формуванні наших уявлень про ґендерні ролі та очікування.

Використання стереотипної та упредметненої мови для опису жінок не лише закріплює ґендерне насильство та дискримінацію, але й посилює уявлення про те, що цінність жінки визначається виключно її зовнішнім виглядом, підтримуючи нереалістичні стандарти краси, які можуть мати руйнівний вплив на самооцінку та психічне здоров'я жінок.

Привертаючи увагу до використання ґендерно-упередженої лексики в медійному дискурсі, ця стаття має на меті спонукати до більш виваженого та шанобливого зображення жінок, яке б враховувало їхні особистісні якості, а не зовнішні ознаки. Це вимагає від ЗМІ бути свідомими щодо мови, яку вони використовують, описуючи жінок, і уникати закріплення шкідливих стереотипів та об'єктивації мови, яка посилює деструктивні ґендерні норми.

Стаття акцентує увагу на важливості мови у формуванні нашого сприйняття ґендеру та закликає до більш інклюзивного та шанобливого зображення жінок у медіа-дискурсі. Викриваючи використання некоректних лексем і заохочуючи до більш зваженого використання мови, ми можемо допомогти створити суспільство, яке цінує жінок за їхню індивідуальність і досягнення, а не за їхній зовнішній вигляд.

Стаття підводить до висновку, що вибір певних слів на позначення жінок відображає культурні та соціальні норми спільноти. Група термінів, які вказують на фізичні характеристики, демонструє, як жінок часто оцінюють і групують на основі їхнього віку, маси тіла та зовнішності. Це посилює суспільний тиск на жінок, які повинні відповідати обмеженій моделі привабливості, що підтримує ґендерно-упереджені стандарти зображення жіночого тіла.

Ключові слова: медіа-дискурс, ґендер, номінація, жінка, зовнішність, ґендерний стереотип.

Introduction. Language plays a significant role in shaping our perceptions of the world and the people around us. It reflects and reinforces societal attitudes towards different social groups, including women. Women have long been objectified and stereotyped based on their physical appearance, age, and sexuality, among other things [5]. This objectification is reflected in the language we use to describe them, which often reinforces negative and limiting stereotypes.

The interrelation between mass media discourse and gender is a crucial area of study within media studies and linguistics. Mass media, including television, film, newspapers, and social media, play a significant role in shaping and reinforcing societal norms and values, including gender roles and expectations. These media platforms can influence how people perceive and understand gender, as well as how they construct their own gender identities via language [6].

The representation of gender in media discourse is often influenced by dominant cultural beliefs and societal power structures. Media representations of men and women tend to reinforce traditional gender roles, with men often portrayed as powerful, assertive, and in control, while women are depicted as passive, emotional, and dependent. This can have significant implications for gender equality, as media representations can impact public attitudes towards gender and perpetuate harmful stereotypes. As such, it is essential to critically examine the role of mass media discourse in shaping gender norms and to promote more equitable representations of gender in media content.

Topicality. The issue of gender-based language has gained increasing attention in recent years, as more people become aware of the damaging effects of gendered language on women's self-esteem and social status. This article contributes to this conversation by examining the ways in which women are objectified and stereotyped through language, and how this contributes to their marginalization in society.

The **aim** of this article is to explore the linguistic subgroup of designations denoting physical features, aesthetic features, and sensual-sexual characteristics of women, with a particular focus on how these designations contribute to the objectification and stereotyping of women in media discourse.

The **methodology** for this article involves conducting a comprehensive analysis of the different lexemes used in media discourse to describe women based on their physical appearance. Specifically, the study focuses on the nominations of women according to their age, built, and aesthetic and sensual characteristics.

To collect the data for this study, a systematic search of media sources, including online newspapers and magazines has been conducted. The search has been performed using a combination of keywords related to physical appearance and gender, such as "woman", "girl", "lady", "attractiveness", "appearance" and "sexuality".

Once the data has been collected, the content analysis to identify patterns and themes in the use of lexemes to describe women based on their physical appearance has been performed. We have used a coding scheme to categorize the lexemes according to their subgroups, as well as their connotations and associations with gender stereotypes and objectification.

Finally, the conclusions based have been drawn on the analysis of the data, highlighting the problematic nature of using lexemes that categorize women based on their physical appearance and reinforcing harmful gender stereotypes.

Discussion. The media is often described as a reflection of contemporary society, playing a significant role in shaping our lives and shaping our views. The influence of media on society is multifaceted and can be seen in many different ways. The linguistic portrayal of men and women in media discourse has been a highly debated topic among linguists. S. Gamble states that verbal styles of gender expression and communication reflect both our personal identities as male or female and our cultural perspectives on gender and gendered interactions [2].

According to J.T. Wood, media is one of the most widespread and potent factors that shape our perceptions of men and women. It permeates our daily lives, and its messages infiltrate our consciousness constantly. Media of all types project images of gender,

many of which promote unrealistic, narrow, and stereotypical perceptions. There are three primary ways in which media portrays gender. Firstly, women are often underrepresented, which inaccurately suggests that men are the norm, and women are either insignificant or invisible. Secondly, men and women are frequently portrayed in stereotypical ways that reinforce and sustain socially accepted views of gender. Lastly, depictions of relationships between men and women tend to emphasize traditional roles and normalize violence against women [7, p. 31].

J. Changorok and A. Kiprotich A believe that from a communication perspective, gender stereotypes continue to play a significant role in shaping the roles and positions that individuals occupy in society. These stereotypes often portray women as weak and easily dominated by physically strong and emotionally restrained men who provide for their families. It is important to note that gender stereotypes are not limited to binary gender roles and intersect with other factors such as race, age, nationality, social class, and education level. Therefore, understanding and challenging gender stereotypes is crucial in creating more inclusive and equitable communication practices [1, p. 71].

The impact of media on women cannot be ignored, as it often portrays them as sexual objects in popular culture, which can have a detrimental effect on society. Women are frequently represented in sexualized ways that create a standard for the ideal female image, leading to comparisons by women themselves and others. Such portrayals can have a negative impact on women's mental and sexual development. Research suggests that the sexualized images of women in media act as models of femininity for young girls who are still developing their sense of self. This can lead to future problems in their psychological development, including lower self-esteem, negative mood, and depressive symptoms. Therefore, it is important to address and raise awareness about the negative impact of sexualized representations of women in media.

The analysis of the research material enables presenting designations that are used to describe women classified into group based on physical, aesthetic, and sensual/sexual characteristics. The first group of designations denoting physical features characterizing female appearance includes the nominations designating a woman according to:

• age: ***bread and butter miss*** – "a young girl" [4]; ***birdie*** – "a young woman" [4]; ***chick*** – "a young woman" [4]; ***ingénue*** – "a naïve girl or young woman" [4]; ***rosebud*** – "a pretty young woman" [4]; ***peach*** – "an attractive young woman" [4];

beldame – "an old woman" [4]; ***crone*** – "a withered old woman" [4], for example:

*"An exhilarating encounter with studly wizard Howl (Christian Bale) brings Sophie to the attention of the menacing Witch of the Waste (Lauren Bacall), who jealously transforms the girl into a **crone**"* [3].

• built: ***sylph*** – "a slender graceful woman" [4]; ***Amazon*** – "a tall, strong, often masculine woman" [4]; ***larger woman*** – "very tall or very fat woman" [4]; ***fussock*** – "a fat unwieldy woman" [4], for instance:

*"Thousands of verified five-star reviewers raved about how complementary this swimsuit is on **larger women**"* [3].

The group of designations denoting aesthetic features characterizing a person according to the presence/absence of beauty includes the following lexemes:

a) aesthetic feature "attractiveness":

beauty – "one that is beautiful, especially a beautiful woman" [4]; ***belle*** – "a popular, attractive girl or woman, especially the most attractive one of a group" [4]; ***fair*** – "*Archaic*. A beautiful or beloved woman" [4]; ***lovely*** – "a beautiful person, especially a woman" [4]; ***nymph*** – "1. Greek *Mythology & Roman Mythology*. Any of numerous minor deities represented as beautiful maidens inhabiting and sometimes personifying features of nature such as trees, waters, and mountains. 2. A girl, especially a beautiful one" [4]; ***doll*** – "1. A child's usually small toy representing a human being. 2. A pretty child. 3. Slang. a. An attractive person. b. A woman; ***cutie*** – an attractive person, esp. a pretty one" [4]; ***scorcher*** – "a very attractive girl or woman" [4]; ***Venus*** – "a beautiful or attractive woman" [4], for example:

*"The party's second biggest **belle** of the evening was Marion Cotillard. Clutching her best actress trophy for "La Vie en Rose," she swept into the bash, rushing past reporters and bear-hugging her family and friends inside the party"* [3].

b) aesthetic feature "unattractiveness":

boot – "an unattractive woman" [4]; ***frump*** – "a dowdy, unattractive girl or woman" [4]; ***gorgon*** – "an ugly, repulsive woman" [4]; **hag** – "an ugly, slatternly, or evil – looking old woman" [4]; ***pig – face*** – "a dirty, unattractive woman" [4], for instance:

*"As for Coolidge, any movie that makes this sexy and inspired comic performer into an unfunny **frump** has clearly gone out of its way to misuse its resources"* [3].

The group of designations denoting sensual – sexual characteristics is actualized by nominations that include assessment of a person's sexuality or

objectifying perception of a person as a potential sexual partner including the following sets of lexemes:

• sexually attractive woman:

hottie – "a woman reputed to be highly sexed" [4]; *siren* – "a woman regarded as seductive and beautiful" [4]; *vamp* – "a woman who uses her charm to seduce and exploit men" [4]; *foxy lady* – "sexually attractive woman" [4]; *juicy tomato* – "sexually attractive woman" [4], for example:

"We've all seen the ads many times over: a guy with a certain glint in his eye as he looks at his foxy lady, the couple lounging in their beachfront bathtubs, the man preparing to loft a football through a tire swing — all waiting, and pharmaceutically ready, for the right moment to arise" [3].

• a sexually demanding woman, a prostitute:

ball – breaker – "a sexually demanding woman; a woman who destroys men's self – confidence" [4]; *ball – buster* – "a sexually demanding woman; a woman who destroys men's self – confidence" [4]; *broad* – "a woman, a prostitute" [4]; *chippy* – "a female prostitute" [4]; *courtesan* – "a prostitute with a courtly, wealthy or upper – class clientele" [4]; *doxy* – "a floozy; a prostitute; a mistress" [4]; *harlot* – "a prostitute or promiscuous woman" [4], for instance:

"Prominent cultural anthropologist Roland Girtler also doesn't understand the excitement, noting that throughout history, courtesans and highborn ladies of dubious repute were always welcome at balls" [3].

• a flirtatious woman:

fizgig – "a giddy, flirtatious young woman" [4]; *flirt* – "a person who behaves amorously without serious intent" [4]; *frippet* – "a frivolous or showy young woman" [4]; *gold – digger* – "a woman who flirts with a man solely with intent to extract money from him" [4], for example:

"Jolie: "Because she's a really – she's a gold digger and she's a really bad woman. She represents everything that is wrong with women" [3].

• a promiscuous woman:

giglet – "a wanton woman" [4]; *minx* – "a pert girl; a wanton young woman" [4]; *scrubber* – "a sexually promiscuous girl or woman" [4]; *totty* – "a girl, a woman, a promiscuous woman" [4], for example:

"During "Wannabe," the redheaded minx "pointed at Posh's tummy" and announced, "She's pregnant" [3].

Thus, the research material analyzes the designations used to describe women based on physical, aesthetic, and sensual/sexual characteristics. The designations for physical features include terms denoting age and built. Aesthetic features are categorized into attractiveness and unattractiveness. The group of designations for sensual/sexual characteristics include terms for sexually attractive, demanding, flirtatious, and promiscuous women.

The analysis presented in the research material shows that women are often categorized and described based on physical, aesthetic, and sensual/sexual characteristics in language. These designations can reinforce gender stereotypes and objectify women, reducing them to their physical appearance and sexual appeal. The use of these types of language can perpetuate harmful societal attitudes towards women and contribute to their marginalization and oppression via language means.

Conclusions. The use of certain lexemes to describe women reflects the cultural and social values of a society. The subgroup of designations denoting physical features reveals how women are often judged and categorized based on their age, weight, and appearance. This reinforces the societal expectation for women to conform to a narrow standard of beauty, perpetuating harmful body image ideals.

The aesthetic feature subgroup demonstrates how women are frequently objectified and valued solely for their physical attractiveness. This objectification not only reduces women to their physical appearance but also reinforces gender-based power dynamics that prioritize male desires and objectify women.

The subgroup of designations denoting sensual-sexual characteristics reflects the societal double standards and stereotypes surrounding women's sexuality. Women are often labeled and stigmatized for expressing their sexuality, while men are praised for doing the same. These designations contribute to the perpetuation of rape culture and the marginalization of women in society.

In conclusion, the linguistic patterns discussed in this article have a profound impact on how women are perceived and treated in society. By objectifying and stereotyping women through language, society reinforces negative gender-based power dynamics and limits women's opportunities. It is crucial to recognize and address these issues by promoting more inclusive and equitable language that reflects the diversity and complexity of women's experiences. This can lead to a more equitable and just society that values and respects women's agency and contributions.

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СЕМАНТИЧНА ДЕРИВАЦІЯ ЯК ДЖЕРЕЛО ПОПОВНЕННЯ МОЛОДІЖНОГО СЛЕНГУ СУЧАСНОЇ НІМЕЦЬКОЇ МОВИ

SEMANTIC DERIVATION AS A SOURCE OF COMPLEMENTING THE YOUTH SLANG OF THE MODERN GERMAN LANGUAGE

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Статтю присвячено вивченню явища семантичної деривації в сучасній німецькій мові. Семантична деривація розглядається як джерело поповнення словникового складу молодіжного сленгу. Дослідження проводиться з урахуванням здобутків сучасної неології. У статті окреслюються проблемні питання неології та виявляються джерела семантичної деривації в молодіжному сленгу, визначаються основні типи семантичних дериватів з урахуванням їхньої семантики та структури, з'ясовуються основні механізми творення семантичних дериватів, аналізується функціональний аспект одиниць дослідження у молодіжному сленгу. Виділяються семантичні, структурні та функ-ціональні ознаки новітніх лексем. Встановлюється аналогія перенесення, мотиваційні семи та їх місце в структурі загального та спеціального значення. Визначається роль семантичної деривації як ефективного засобу увираз-нення молодіжного сленгу сучасної німецької мови; з'ясовується активність неологізмів за морфологічною ознакою та аналізуються способи творення нових слів.

Автор дійшов висновку, що процеси семантичної деривації в молодіжному сленгу сучасної німецької мови діють досить активно. Основним ресурсом поповнення молодіжного сленгу сучасної німецької мови є загальновживана лексика. У результаті семантичної деривації відбувається розширення смислового обсягу слова, літературного стандарту за рахунок появи в ньому розмовного лексико-семантичного варіанта. Семантичні деривати, взаємоді-ючи в конкретному контексті, формують сукупне предметне значення з емотивно-оцінним наміром, репрезентуючи тим самим виразніше молодіжну мову. Особливо продуктивно відбуваються процеси розширення семантичного обсягу мовних одиниць переважно на основі різних видів метафори, дещо менше – метонімії. Жаргонне переосмис-лення майже завжди супроводжується експресивною й образною оцінкою, тому більшість жаргонних метонімічних перенесень поєднують перенесення за суміжністю та за схожістю. Семантична деривація впливає в цілому на весь лексико-семантичний ярус мови, робить його динамічним, здатним швидко реагувати на зміни в екстралінгвальній дійсності, відображаючи їх.

Ключові слова: німецька мова, семантична деривація, сленг, семантика, звуження значення, розширення значення.

The article is devoted to the study of the phenomenon of semantic derivation in the modern German language. Seman-tic derivation is considered as a source of replenishing the vocabulary of youth slang. The research is conducted taking into account the achievements of modern neology. The article outlines problematic issues of neology and reveals the sources of semantic derivation in youth slang, defines the main types of semantic derivatives taking into account their