

Abstract
for the dissertation work
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for the degree of Doctor of Philosophy (PhD)
in the educational program 8D02301 - Philology on the topic "Linguistic
representation of gender identity in publicistic discourse (based on the
materials of English and Russian-language media texts)"

The relevance of research. In recent years, new interesting developments, scientific and journalistic articles devoted to the problems of identity, the theory of individual identity have been noted in domestic and foreign science. At the present stage, representatives of various humanities are involved in the study of the essence of the phenomenon of identity, considering it from different points of view. Among the outstanding foreign philosophers, cultural scientists and sociologists dealing with this issue, Radler J., J. Habermas, Hesle V., Giddens E., Sutton F. should be noted. The German philosopher J. Habermas suggests using the term "Self-identity" as a set of personal and social identities. The German tradition of interpreting identity is continued by V. Hesle, considering its universal and normative essence. Great merit in the study of identity belongs to the American psychologist E. Erickson, who considers this phenomenon as an anthropological category, as the inner core of a person around which personality is built.

Research shows that new factors of influence on modern man and his reality play an integral role in shaping his identity. The creation of a new identity takes place through the prism of society in various spheres of human activity, and most importantly in a new format of thinking, which is the object of research in various scientific fields.

One of the urgent issues of scientific research on identity is the gender factor of its formation, how gender relations developing in society are reflected in language, culture and society as a whole. In the thesaurus of terminology of modern gender studies, gender identity is the basic structure of social identity that characterizes an individual in terms of his belonging to a male or female group.

Today, there are various theoretical approaches to the issue of gender identity formation: the psychoanalytic approach, the theory of social learning, the cognitive direction, the socio-psychological approach, which, in turn, emphasizes the versatility of this phenomenon, as well as the lack of a unified understanding of its essence and nature in modern science. Numerous questions about gender, gender identity, its genesis and structural components, and the looming crisis of gender non-binary are becoming the focus of attention of scientists from various fields of science, which creates a platform for further research on gender identity.

The phenomenon of gender identity is also of great interest to linguists, since it is formed in the process of social interaction of the public masses, finding embodiment in various linguistic forms. The study of identity reveals how human thinking is organized and how exactly the verbalization of experience occurs. Joseph J. He calls the phenomenon of identity linguistic, because a person's

perception is determined to a greater extent by what and how a person says about himself or someone else. Based on the analysis of linguistic and speech means, as well as the text as a whole, it is possible to draw a conclusion about how this or that identity is expressed, and what properties it possesses.

The object of study in the dissertation research is the gender identity of a person.

The subject of the study is the verbal ways of representing a person's gender identity in the field of journalistic discourse.

The purpose of the work is to study the nature of gender identity, the mechanisms of its verbal explication through the prism of the worldview of modern man, revealing the transformational processes of its construction in various linguistic and cultural societies.

In accordance with the set goal, the following **tasks** are solved in the dissertation:

- consideration of various approaches to the definition of the concept and nature of identity, as well as the factors of its construction;

- the study of the gender aspect of personal identity in an interdisciplinary scientific paradigm and its role in shaping the gender picture of the world;

- analysis of the process of gender identity stereotyping in journalistic discourse, identification of frequent thematic fields in the media texts of male and female authors;

- identification of associative fields of male/female stimulus words through experimental research in order to determine the gender attributes of representatives of both sexes;

- analysis of lexical means of representing the gender identity of a person based on the material of Russian-language media texts;

- analysis of the lexical means of representing the gender identity of a person based on the material of English-language media texts.

The theoretical and methodological basis of the dissertation research are the following theories and current concepts:

- modern theories regarding various approaches to the study of the phenomenon of identity and its types (L. Morski, L. and J. Skibski, E.V. Kuznetsova);

- philosophical concepts of understanding the phenomenon of identity (R. Descartes, I.G. Fichte, J. Locke, G.V.F. Hegel, etc.);

- psychological concepts of identity (Z. Freud, E. Erickson, J. Marcia, W. James, D. Grazia, K. Hall, A.N. Leontiev, V.V. Bogoslavsky, etc.);

- a number of provisions developed in sociological and anthropological sciences (E. Hall, J. Habermas, E. Durkheim, C. Cooley, I. Hoffman, etc.);

- theories and concepts of gender identity (J. Mani, L. Kolberg, M. Mead, A. Bandura, A.A. Denisova, I.S. Con, S. Egan and D. Perry, I.S. Kletsina, D.D. Isaev, L.N. Ozhigova, etc.);

- a number of provisions developed in sociolinguistic research (para. Eckert, L. Bloomfield, McConnell-Ginnett, A.V. Vishnyakov and D.A. Dmitriev, J. Temirbekova et al.);

- linguistic research dealing with gender issues (A. Vezhbitskaya, J. Lakoff, V.A. Maslova, A.V. Kirilina, M. Bigeldieva, Sh. M. Mazhitaeva, A. Aliakbarova, Z.K. Temirgazina, A.M. Bakhchoyan, G. Shokym, A.M. Elubai, G. Sarseke, M.Y. Gudova, M.M. Aimagambetova, G.T. Zhakupova, G.I. Isina, N.V. Dutova et al.);

- theory of media linguistics (T. G. Dobrosklonskaya), the concept of media text (G.Ya. Solganik);

- research on gender issues in journalistic discourse (N.S. Zhelikhovskaya, Agarwal A., Reji R., Joshi G., Yin Q., Abdullah K., Walker L., Diaz B., V.N. Zelova, S.A. Shatokhina, etc.)

- modern concepts in the field of content analysis methodology (I.A. Pashinyan, I. Dmitriev, V.I. Shalak, etc.).

Research methods. Based on the purpose and objectives of the thesis, the research was conducted using an integrative approach that includes the following methods and techniques: 1) general scientific methods of analysis and synthesis of scientific literature on the research topic; 2) descriptive method: collection, systematization, identification of patterns; 3) systematic method that considers the object of research as an integral set of its components; 4) statistical method; 5) discourse analysis; 6) free interview method; 7) the method of quantitative and qualitative data processing through an associative experiment; 8) the method of content analysis; 9) comparative analysis.

The first chapter of the dissertation uses general scientific methods of analysis and synthesis of scientific literature to compile a theoretical and methodological research base. The systematic method made it possible to study the phenomenon of identity from various points of view within the framework of the modern humanitarian paradigm, to identify its main types, approaches and factors of formation.

In the second chapter, in order to determine the phenomenon of gender identity and its features, research was conducted through an associative experiment involving the use of quantitative and qualitative data processing, the free interview method. Based on the statistical data of the study, the results of the experiment were presented.

In the third chapter of the dissertation research, a discourse analysis of the journalistic text based on the material of the Russian-language and English-language press is carried out. Descriptive and comparative methods of analysis allowed us to identify the features of media texts by male and female authors. The content analysis of the texts helped to identify the frequency of thematic fields among authors of both sexes, as well as to determine the most frequent lexemes used by male and female authors, followed by statistical analysis of the research data.

Statements to be defended:

1. In the modern period, the transformational processes of the world order, the reform of various spheres of public life lead to the construction of a new generation of people, in a new format of thinking, understanding, and awareness of their identity in society, including psychological, social, and cultural dominants, which is the object of research in various scientific fields, giving rise to different

approaches to the study of the phenomenon of identity and its diversity types. The study of the phenomenon of identity from different points of view creates the necessary platform for the study of the gender identity of a person, which is one of its important components.

2. Gender identity is a multicomponent structure of a person's modern social identity, including gender representations, personal self-esteem, and norms of behavior that, taking into account various extralinguistic factors, have a direct impact on the transformation of gender roles and attitudes in specific social conditions of modern society. Gender identity is a kind of integrated artificial model of human behavior, formed in society and based on a cultural component.

3. The modern construction of a person's gender identity takes place through the prism of society, culture, and language in various spheres of human activity, which is reflected in linguistic forms in the discursive space. The ways of representing a person's gender identity in journalistic discourse are characterized by a variety of linguistic resources, the analysis of which makes it possible to reveal the peculiarities of the influence of many factors on the formation of a gender identity and self-awareness in modern society.

4. Through statistical analysis of media texts in the journalistic publications "Аргументы и Факты", "Известия", "The New York Times" and "USA Today" for 2022-2024, the most frequent thematic fields were identified as "Общество/Society" and "Политика/Policy", reflecting the information needs of society. In Russian-speaking and In English-language media texts, there is a certain quantitative differentiation in the preference of male and female authors for specific thematic areas. The difference in gender preferences of representatives of both sexes is explained by "Культура/Culture", "Здоровье/Health", «Образование/Education», and the dominance of specific social norms, patterns, and roles generally accepted in linguistic and cultural societies.

5. The media texts of Russian and American print media are characterized by the peculiarities of the verbal representation of gender identity, determined by the specifics of socio-cultural societies. The difference between linguistic ways of actualizing gender identity at the lexical level lies in the choice of lexemes that fall within the sphere of interests of male and female authors. The differentiation in the frequency of use in media texts by male and female authors of the most commonly used lexemes of the thematic fields "Общество/Society", "Культура/Culture", "Здоровье/Health", "Образование/Education", "Политика/Policy" is explained by the social, cultural, historical aspects of gender functions and roles formed by under the influence of various kinds of extralinguistic factors of a particular society that affect the gender socialization of an individual.

The scientific novelty of the work lies in the study of the phenomenon of gender identity in the framework of linguistic research. Despite the important role of language in the construction and representation of gender identity, it rarely becomes the object of special linguistic research, which explains the lack of knowledge of this phenomenon in the philological sciences. For the first time in Kazakh science, within the boundaries of the modern humanitarian paradigm, the problem of gender identity is analyzed from a discursive perspective based on the

material of Russian-language and English-language publications. The research focuses on verbal means of representing a person's gender identity in journalistic discourse, the analysis of which allows access to mental processes related to self-awareness, as well as to identify the nature of the influence of socio-cultural factors on the transformational processes of a modern gender personality.

The theoretical significance of the dissertation lies in the further development of the theory of identity, in deepening knowledge in terms of linguistic representation of gender. The undertaken research contributes to the theoretical understanding and deeper understanding of the mechanisms of gender identity construction, which directly affect the transformation of external gender roles and attitudes, which is directly reflected in linguistic forms in the discursive space.

The practical significance of the work lies in the use of the results obtained for further gender research and discourse analysis, as well as in the development of university training courses in the linguistics of text and discourse, discursive analysis of media text, and linguoculturology.

The research perspective is related to the fact that the results of the dissertation research can be used for the further development of identity theory, scientific directions and concepts for the study of gender identity, as well as in the development of special courses on gender linguistics, genderology.

The research material was media texts from Russian-language publications such as «Аргументы и Факты», «Известия», as well as media texts from English-language publications «The New York Times» and «USA Today» for the period from 2022 to 2024. The choice of publications is based on the reliability of the sources, the high frequency of publications and the size of the target audience. For our research, we selected socio-political newspapers that widely cover events at home and abroad, are popular among readers, and are also conceptually relevant to the study of gender issues. A total of 1,282 texts were analyzed: 702 of them were in Russian-language editions and 580 in English-language ones.

Approbation of the research results.

Based on the materials of the dissertation research, 11 scientific articles have been published, including 4 articles in publications included in the list of publications recommended by the Committee for Quality Assurance in Science and Higher Education of the EOM of the Republic of Kazakhstan; 1 article in an international peer-reviewed scientific journal included in the Scopus database (81% percentile); 3 in collections of international conferences: "Prospects and key trends of science in the contemporary world" (Madrid, 2022), "Prospects and new trends in the development of foreign language education" (Karaganda, 2023); "Scientific Dialogue: theory and practice" (Moscow, 2025); 3 – in international journals: "European Journal of National History", "International Journal of Experimental Education", "Journal of Infrastructure, Policy and Development".

The structure of the thesis. The dissertation research consists of an introduction, three chapters, a conclusion, and a list of sources used. The qualification work is presented on 184 pages.