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## Лексический аспект женского образа в экономике (на материале англоязычных журналов)

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Цель данной статьи состоит в изучении и анализе лексических средств, используемых в современных англоязычных журналах для формирования образа женщины в экономической сфере. Выявленные лексические особенности указывают на профессиональные качества и соответствующий статус женщины, а также влияние социальных и культурных факторов на восприятие женщины в бизнесе и экономике. Проведен подсчет частотных лексических средств, вскрывающих как негативное, так и положительное отношение к женскому образу в данной сфере. Исследование проведено на материале аутентичных журналов: “Entrepreneur”, “The Guardian”, “BBC”.

**Ключевые слова:** образ, женщина, экономика, лексические средства, англоязычные журналы.

В последние десятилетия роль женщины в экономике претерпела значительные изменения. Это связано с процессами глобализации, развитием технологий и обновлением социальных норм. Если ранее женщина воспринималась преимущественно в традиционных ролях, то сегодня ее вклад в различные сферы жизни становится все более заметным. Произошедшие изменения находят свое отражение не только в общественном сознании, но и в языковых средствах, используемых в речи.

Отметим, что понятие «образ» многогранно. Ю. В. Белоусова определяет образ как конструкт сознания, манифестированный индивидом в современной жизни [1].

О. С. Ахманова в «Словаре лингвистических терминов» определяет образ как «созданное средствами двуплановое изображение, основанное на выражении одного предмета через другой» [2].

Вопрос репрезентации образа женщины в экономической сфере довольно сложный, поскольку восприятие женщин в экономике связано с рядом исторических, культурных и социальных факторов. Исторически сложилось так, что многие общества были патриархальными, где мужчины занимали доминирующее положение во всех сферах жизни, включая экономику. Роль женщины часто ограничивалась домашними обязанностями и воспитанием детей, что создавало стереотип о том, что они менее компетентны в управлении бизнесом или экономическими процессами. Помимо этого,

культурные представления также играют свою роль. К примеру, во многих культурах считается, что мужчина должен быть сильным лидером, способным принимать решения быстро и решительно, тогда как женщина должна быть мягкой, заботливой и эмоциональной. Несомненно, эти стереотипы влияют на восприятие способностей женщин в профессиональной среде и могут привести к дискриминации женщин при приеме на работу или продвижении по службе.

В современных англоязычных журналах образ женщины претерпевает значительные изменения и выходит далеко за пределы привычных стереотипов. Вместо традиционного восприятия женщин исключительно как жертв дискриминации, современный экономический дискурс фокусируется на сильных, независимых участницах экономической жизни. Нами были выделены и проанализированы лексемы, используемые в статьях журналов для презентации женского образа. Впоследствии отобранные единицы мы распределили на следующие лексические группы: синонимы, антонимы, фразеологизмы, неологизмы.

Синонимы играют существенную роль в характеристиках женщин, как успешных лидеров и предпринимателей. Использование синонимов акцентирует их способности и сильные стороны:

- 1) Fearless, brave, courage, fortitude, grit, confidence, strength – подчеркивают решимость женщины, проявляемых ею в ситуациях неопределенности; способность противостоять традиционным стереотипам и выйти за границы установленных рамок.

E.g. *But more women are becoming **fearless** and empowered [4].*

E.g. *“Even when you don’t have all the right answers, even if you don’t know what to do in the beginning, to be successful at anything, we have to have the **courage** to commit and the **fortitude** to continue,” Valentino says [17].*

E.g. *“**Grit** is what got me started,” Valentino explains, “but financial acumen is what got me to continue” [17].*

E.g. *Moments like that could have shaken her **confidence** – but instead, Edgren leaned in [11].*

E.g. *As a woman business owner in a traditionally male-dominated industry, Ross has found her identity to be a **strength** [14].*

- 2) Hard-working, multitasking, efficient, busy, capable, brilliant, dynamic, smart – подчеркивают образ успешной женщины в экономике, способной эффективно решать несколько задач одновременно и достигать максимальных результатов.

E.g. *Moms are patient and **hard-working**. We, women, are expecting it from ourselves [23].*

E.g. *What if I told you that there's a huge pool of potential employees who have mastered **multitasking**, are remarkably resilient, emotionally intelligent and well-trained [23].*

E.g. *My youngest has slept on his office floor to get through **busy** periods, and my oldest became a 30 Under 30 honoree by overcoming countless hurdles [25].*

E.g. *I've found that women often hesitate to put themselves forward unless they meet every qualification. As a sponsor, part of my role is to give them that nudge and remind them that they are more than **capable** [10].*

E.g. *I've coached dozens of female executives who were **brilliant** at what they did [6].*

E.g. *But that's because you haven't met Trina Bediako and sisters Erin Tolefree and Cara Hughes – the **dynamic** women responsible for supplying McDonald's with everything from burger buns to the syrups that flavor cult favorite menu items like the Shamrock Shake [9].*

E.g. *So, we figured that since we were **smart**, experienced entrepreneurs, we were the one in a million, and that we would, of course, be able to make it [15].*

3) Determination, perseverance, resilience – подчеркивают твердость характера и решимость женщин в достижении поставленных целей.

E.g. *Her experience and her **determination** offer a valuable lesson: **Resilience** isn't merely about enduring difficulty but being open to changing your perspective on what truly matters most [27].*

E.g. *For me, that role involves carrying forward the legacy my mother started – one of strength, **perseverance** and boundless possibility [10].*

4) Dependable, loyal – способствуют формированию положительного восприятия женщин как надежных партнеров, сотрудников и руководителей.

E.g. *"Having been a female homeowner myself and dealing with some unreliable, undependable contractors, I felt like I could be that **dependable** contractor," she says [14].*

E.g. *Women offered high flexibility are far more productive and **loyal** – 66 % say they'd stay with a flexible employer three plus years, compared with just 19 % when flexibility is absent [23].*

5) Professionalism, skill, expertise, knowledge, intelligent – подчеркивают высокую квалификацию, экспертность и глубокие профессиональные знания женщин в экономической сфере.

E.g. **Professionalism** sets you apart – clients prioritize expertise, communication and reliability over anything else [13].

E.g. Initially, I focused on projects within my **skill** set, but as I gained experience, I expanded into more technical services like electrical fixture installations and advanced mounting – tasks often assumed to be dominated by men [13].

E.g. When they realized they could package their **expertise** into a personal brand, monetize it and create the flexibility they craved, it opened up a whole new world of possibilities [6].

E.g. You can take that **knowledge**, package it and teach others how to do what you've already done [6].

E.g. Mothers are disciplined, emotionally **intelligent** and deeply committed [23].

6) Thriving, successful, flourishing – подчеркивают образ женщины, преуспевающей и добивающейся значительных успехов в своей сфере.

E.g. After walking away from a CEO role in manufacturing, Becky Edgren launched a PuroClean franchise with no industry experience and turned it into a **thriving** family business [11].

E.g. Although Valentino had considered being the first in her family to attend college, she read a book that said she didn't have to pursue an expensive education to be **successful** – and make a lot of money [17].

E.g. Sagström has led Skona from a two-person operation to a **flourishing** business with 100+ B2B clients and over 80% female leadership [24].

Далее рассмотрим антонимы:

1) Business owner/ work for somebody – выявляют основные черты успешного женского предпринимательства.

E.g. “Once you've been a **business owner**, it's really hard to go back and **work for somebody**,” Edgren tells Entrepreneur [11].

2) Risk-averse/diverse – раскрывают черты женщины-предпринимателя, такие как осмотрительность и готовность к риску.

E.g. Why **Diverse** Leadership Is a Competitive Advantage – and How Women Can Lead the Shift [19]. But Ross knew herself well: “I was too **risk-averse** to start something from the ground up,” she says [14].

3) Traditional/innovative – предоставляют динамику перехода от прежних ограничений к новым возможностям.

E.g. *Not by mimicking the **traditional** leadership model, but by rewriting it [19]. She holds numerous awards, and has been named among the Top Fintech Influencers, Top Women Leaders, Top CEOs, as well as featuring in the Elite League of **Innovative** Entrepreneurs [24].*

Использование фразеологизмов делает текст выразительнее и ярче, создавая яркие образы, запоминающиеся читателям. Они служат мощным инструментом формирования делового образа женщины в экономической сфере:

- 1) Fresh start, from scratch – подразумевают возможность женщин начать новую жизнь, перейти на новую работу или следующую ступень карьерной лестницы.

E.g. *When Becky Edgren left her leadership role in manufacturing, she wasn't looking for **a fresh start**; she was looking to build a generational legacy [11].*

E.g. *We started by putting the needed guardrails in place around our referral program, which dramatically reduced our revenue, and it felt like starting **from scratch** [15].*

- 2) Take the plunge, go the extra mile, work someone's ass off, roll up your sleeves, a long haul – создают многослойный портрет женщины, которая способна на серьезные поступки, готова упорно трудиться и демонстрировать выдающиеся личностные качества:

E.g. *These are the lessons she hopes other aspiring entrepreneurs can learn from before they decide to **take the plunge** into launching their own business [25].*

E.g. *Although her father laid the business' foundation, the world looked different by the time Bediako stepped into her role as CEO, and she knew she had to **go the extra mile** to help the company thrive and keep employees happy [9].*

E.g. *"I realized, at a certain point, I'm still **working my ass off**, and everybody's collecting checks," Lopez says [7].*

E.g. *She listened to their concerns, she **rolled up her sleeves** and helped when they needed her support [16].*

E.g. *"We're here for **the long haul**," she says [5].*

- 3) On the back foot, in deep doo-doo, make ends meet, go it alone, make a name for yourself, come into your own, catch a break – подчеркивают трудности, с которыми сталкиваются женщины в своей профессиональной среде:

E.g. *A woman is put **on her back foot** in these situations and has trouble recovering and appearing confident in her business [3].*

E.g. *Now, at this point, we were **in deep doo-doo**. This period of time was the most stressful in my entire life [15].*

E.g. *They often struggled **to make ends meet**, Twain revealed in the documentary [12].*

E.g. *Entrepreneurship can feel lonely, but you don't have to **go it alone** [26].*

E.g. *But just as Twain was beginning to **make a name for herself**, tragedy struck – a pattern that would sadly repeat later in life [12].*

E.g. *"I think we are just kind **of coming into our own** right now," she says [7].*

E.g. *When someone who hasn't had many opportunities **catches a break**, they tend to work harder than everyone else [7].*

Неологизмы, т.е. новые слова, как нельзя лучше раскрывают образ женщины в экономике. Они укрепляют ее положительный образ в общественном сознании, продвигая идеи равенства возможностей и уважения к женским достижениям:

Female leader, manager, chief, head, boss – подчеркивают высокий статус женщины в профессиональной сфере.

E.g. *As a **female leader**, I very quickly learned that building a personal brand for myself was a necessity [6].*

E.g. *She was recognized as one of Forbes' Top 100 **Managers** in 2023, as well as one of the Top 50 Inspiring Women in Tech, and Best Leaders Under 40 in 2020 [24].*

E.g. *While still serving Generation Teach as a consulting CFO, she is now the **Chief** Financial and Administrative Officer for The Better Angels Society, an organization that supports the completion, broadcast and promotion of documentary films [27].*

E.g. *Marie-Laure Vaes is the **head** of marketing at Wooclap, an educational app aimed at making classes and lectures more engaging and memorable [24].*

E.g. *"And there I was, this tiny Asian girl who tells them I am their **boss**, and it was difficult and scary [16].*

Однако, несмотря на множество примеров подчеркивания успехов женщин в экономике, сохраняется проблема скрытого давления и предвзятых ожиданий, которые ограничивают доступ к профессиональному росту.

1) Shecession, glass ceiling, broken rung, brass ceiling – подчеркивают, что укоренившиеся стереотипы продолжают препятствовать развитию карьеры:

E.g. *While the 1970s marked the start of “mancession” periods in industries like construction, the current “**shecession**” is heavily affecting sectors like hospitality and retail [20].*

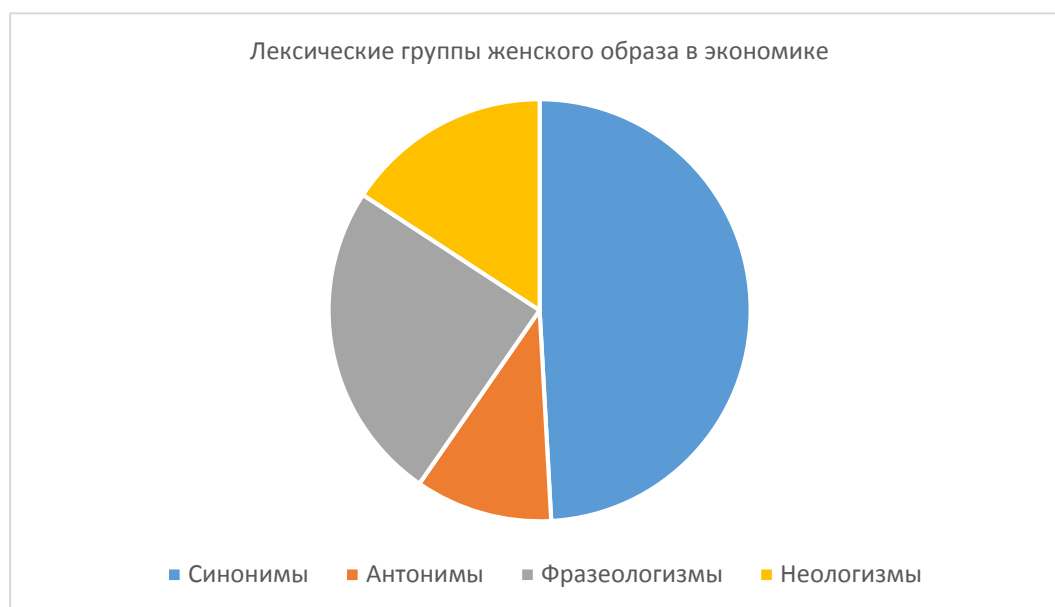
E.g. *Sexism, including women being passed over for top jobs, serves to further reinforce the **glass ceiling** [22].*

E.g. *Although women have made gains in representation at the senior level, advancements are slower at the manager and director levels. “The ‘**broken rung**’ is the biggest barrier to women’s advancement,” said Rachel Thomas, Lean In’s CEO and co-founder“ [8].*

E.g. *Mariette Kalinowski, a former Marine, writes in the New York Times that while the “**brass ceiling**” is cracked, it is not gone because the military culture of hypermasculinity has not yet changed [21].*

Подводя итоги, нами было выявлено, что количественное преимущество среди рассмотренных лексических групп составляют синонимы (28 лексических единиц), фразеологизмы (14 ЛЕ), а неологизмов и антонимов крайне мало (9 и 6 ЛЕ соответственно). Соотношение лексических групп по объему или наполняемости лексическими единицами показано в диаграмме:

Диаграмма



Лексические группы женского образа в экономике.

Таким образом, мы можем сделать вывод о том, что современная языковая картина отражает значительное изменение восприятия женщин в экономической сфере, однако сохраняются проблемы неравенства и дискриминации по отношению к женщинам, которые требуют осмысления и дальнейшего изучения.



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## Lexical aspect of female gender in economy (on the material of English language magazines)

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The purpose of this article is to study and analyze the lexical means used in modern English-language magazines to form the image of a woman in the economic sphere. The identified lexical features indicate the professional qualities and corresponding status of a woman, as well as the influence of social and cultural factors on the perception of a woman in business and economics. A count of frequent lexical means was made, revealing both negative and positive attitudes towards the female image in this sphere. The study was conducted on the material of authentic magazines: "Entrepreneur", "The Guardian", "BBC".

**Keywords:** image, woman, economy, lexical means, English language magazines.