

Despite the obvious advantages of digital technologies in the process of forming the foreign language competence of future police officers, their use is associated with a number of disadvantages that must be taken into account in the scientific and practical context. Thus, excessive dependence on electronic resources can form a superficial perception of information. Secondly, the use of digital platforms requires advanced information literacy skills, and their absence can make it difficult for students to actively participate in the educational process [3]. An urgent problem today is information overload, which complicates the selection of really useful materials and requires additional efforts to select and adapt them.

Digital technologies expand the possibilities of learning, making it more flexible, accessible and interesting. However, it is important to remember that technology is only a tool. Only their competent use and digital discipline allows future employees of the Department of Internal Affairs not only to master a foreign language, but also to develop the skills necessary for successful service in the context of globalization and international cooperation.

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## **DIACHRONIC ANALYSIS OF THE VERBALIZATION OF FEMININE STEREOTYPES IN RUSSIAN AND ENGLISH-LANGUAGE WOMEN'S MAGAZINES**

**Диахрония в вербализации феминитивных стереотипов  
в русско- и англоязычных женских журналах**

Media play a crucial role in shaping public perceptions of gender roles and identities. Feminine stereotypes continue to influence societal attitudes. Women's magazines serve as powerful instruments of cultural transmission, reflecting and reproducing gender norms

while simultaneously constructing new models of femininity in different historical and cultural contexts.

The aim of this research is to trace the diachronic evolution of feminine stereotypes in Russian and English-language women's magazines from the 1920s to 2024 and to identify the socio-cultural factors shaping their transformation.

The study employs comparative, historical-retrospective, and content analysis methods, grounded in the theoretical frameworks of media representation (Hall), stereotype theory (Lippmann, Yadov), and cognitive approaches to gender construction. Both textual and visual components were analyzed to identify patterns of verbalization and representation of femininity.

In the 1920s and 1930s, early Soviet magazines (*Rabotnitsa*, *Kommunistka*) portrayed the dominant image of the «female worker» – an active builder of socialism. In Western publications (*Vogue*, *The Ladies' Home Journal*), the prevailing ideal remained the homemaker and mother, although the notion of the «New Woman» – independent and fashion-conscious – began to emerge.

By the 1950s to 1980s, the representation of Soviet women shifted from emancipation to domesticity, emphasizing motherhood and family responsibilities. Western media, influenced by the feminist movement, increasingly portrayed women as autonomous individuals seeking professional fulfillment, while still constrained by beauty standards and consumerist ideals.

In the 1990s and 2000s, post-Soviet magazines adopted Western glossy aesthetics, combining the narratives of success and beauty. The ideal woman became both career-oriented and fashion-focused. Meanwhile, Anglo-American magazines started integrating topics of body positivity and self-acceptance, though the cult of youth and slimness persisted.

In the 2010s to 2024, both Russian and English-language women's magazines were influenced by the fourth wave of feminism, social media, and growing awareness of gender inequality. In the English-speaking context, women's magazines began to address intersectionality, body positivity, gender-based violence, and women's political activism, promoting diversity and rejecting unrealistic beauty standards. In Russian-language media, feminist ideas also became more visible, yet they often coexisted with conservative values. While topics of self-development and women's success gained prominence, many publications continued to emphasize beauty, relationships, and dependence on male approval.

The diachronic analysis demonstrates that feminine stereotypes have evolved alongside major social, political, and cultural transformations, yet their core elements have remained strikingly persistent. While Western media have moved toward more inclusive and feminist narratives, Russian-language magazines still reflect a tension between modern aspirations and traditional gender norms.

The results contribute to the broader understanding of gender dynamics in media discourse and may serve as a foundation for developing gender-sensitive media policies and educational initiatives promoting equality and dismantling bias.