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## THE PERCEPTION OF GENDER IMAGE THROUGH LINGUISTIC EXPRESSIONS IN ENGLISH, LITHUANIAN AND UKRAINIAN MEDIA TEXTS

### **Abstract**

The popularity of gender role representation in media has increased over the past centuries. The fact of this is that culture and in particular the media shape concepts of men's and women's roles. Thus, **the purpose** is to study the linguistic features of languages to identify how women and men are portrayed in English, Lithuanian, and Ukrainian media texts. The media use various linguistic tools to represent gender roles to attract attention, change readers' views, and challenge or reinforce stereotypes about gender roles. This research analyses numerous linguistic techniques in order to determine how gender roles are represented across different media sources. This purpose will be achieved by completing the tasks: to explore the notion of gender roles and the issue of gender stereotyping; to identify the linguistic features of media texts; to analyse the portrayals of gender roles through the identified linguistic features in media texts across different languages.

KEY WORDS: gender roles, language, media, lexical and grammatical features.

### **Anotacija**

Lyčių vaidmenų vaizdavimo žiniasklaidoje populiarumas per pastaruosius šimtmečius padidėjo. Kultūra, o ypač žiniasklaida, formuoja vyrų ir moterų vaidmenų sąvokas. Šio *tyrimo tikslas* – tirti kalbines ypatybes, siekiant nustatyti, kaip moterys ir vyrai vaizduojami anglų, lietuvių ir ukrainiečių žiniasklaidos tekstuose. Žiniasklaida vartoja įvairias kalbines priemones, siekdama pavaizduoti lyčių vaidmenis, pritraukti dėmesį, pakeisti skaitytojų nuomonę, paneigti arba sustiprinti stereotipus apie lyčių vaidmenis. Siekiant tai nustatyti, tyrime analizuojami įvairūs kalbiniai metodai. Šis tikslas bus pasiektas atliekant šias užduotis: išnagrinėti lyčių vaidmenų sąvoką ir lyčių stereotipų problemą; nustatyti žiniasklaidos tekstų kalbines ypatybes; analizuoti lyčių vaidmenų vaizdavimą, remiantis nustatytomis kalbinėmis ypatybėmis, žiniasklaidos tekstuose skirtingomis kalbomis.

PAGRINDINIAI ŽODŽIAI: lyčių vaidmenys, kalba, medijos, leksiniai ir gramatiniai ypatumai.

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Words serve as tools of thought, upholding existing conditions or fostering new ways of thinking. Crystal explains that words are employed in various manners, including technical and figurative uses, and their meanings can extend in various directions (Crystal, 2005, p. 1). Transitioning from the individual power of words to the broader concept of language, we see an even more expansive influence. As stated by Lakoff the use of language captures both our attitudes and the specific meanings of words (Lakoff, 1973, p. 45). Lucy writes the way languages depict reality can significantly influence how we think and understand the world (Lucy, 2005, p. 299). While all humans have the innate ability to

use language, the specific languages they speak differ significantly in structure, meaning individuals use distinct languages with unique characteristics rather than a generic “language-in-general” (Lucy, 2005, p. 299). Hence, Sirbu points out that language is a tool that conveys traditions and values associated with group identity (Sirbu, 2015, p. 405). As stated by Coates, recently sociolinguists have turned their attention to gender, which is linked to changes in the position of women in contemporary society (Coates, 2013, p. 4). Based on USAID the expectations and roles for men and women in society, including how they interact with each other, are shaped by social norms and cultural values (gender) rather than by biological (sex) differences (USAID, 2007, p. 1). Moreover, according to Wood, an important aspect is that one of the most influential tools in society regarding the perception of gender roles is the media (Wood, 1994, p. 31). Nowadays, social networks play a significant role in the life of a modern, progressive and highly consuming society. Gauntlett argues that media shapes the perceptions of how to live, look, behave, and interact with others, even when we consume this content with a sense of irony, it inevitably influences people in some way (Gauntlett, 2008, p. 3). Furthermore, the influence of media is manifested in the ability of the audience to interpret media texts and determine their popularity (Gauntlett, 2008, p. 27). Consequently, Wood elucidates that both women and men can be represented in stereotypical ways, where the role of women as primary caregivers and men as breadwinners (Wood, 1994, p. 35). EIGE defines stereotypes as generalised beliefs about people within a society (EIGE, 2019, p. 19). Therefore, Anigbogu defines that the language of the media has a significant impact on how women and men are perceived since linguistic tools encourage critical thinking, reveal different perspectives of possibilities and display different shades of views and judgments (Anigbogu, 2015, p. 25). What is more, the detection of cultural stereotypes can be supplied through the structure of language. Coates argues that the structure of the language is divided into lexical and grammatical (Coates, 2013, p. 10). Van Valin and LaPolla explain that grammatical structure focuses on syntax (the arrangement of words in sentences) and semantics, which interprets meanings from these arrangements (Van Valin & LaPolla, 1997, p. 1). It can specifically examine how these elements reflect or influence societal norms, including gender roles, showing how language mirrors, changes or perpetuates societal views on gender.

**The purpose** of the article is to study the linguistic features in order to identify how women and men are portrayed in English, Lithuanian and Ukrainian media texts. This purpose will be achieved by completing the following **tasks**: to explore the notion of gender roles and the issue of gender stereotyping; to identify the linguistic features of media texts; and to analyse the portrayals of

gender roles through the identified linguistic features in media texts across different languages.

**The object** of the research is the use of language in media texts as a tool for constructing and reflecting images of gender roles. Consequently, the use of public online media containing gendered descriptions will be one of the resources used during the research. **The methodology** of the research – the examples are analysed from linguistic expressions, namely lexical and grammatical features. The article analyses selected examples from media texts regarding the representation of gender roles with a detailed explanation of each linguistic instrument, its intentions and its impact on the reader.

**The motivation of the research** is that at the turn of the twenty-first century, computerisation and digitalisation transformed traditional media into new media, greatly expanded public access to information, and profoundly influenced societal perceptions and gender role portrayals, highlighting the crucial role of language in shaping these narratives. Language is a journalist's most vital tool, and exceptional journalists stand out by using language creatively and stylishly. Therefore, mass media communicates messages and symbols widely, serving to entertain, inform, and instil societal values, beliefs, and behaviours. Thus, the media use various linguistic tools to enhance the perception of gender images such as adjectives, adverbs, nouns, metaphors, idioms, rhetorical devices, verbs and verb phrases. The theoretical background for the research primarily revolved around the notion of gender roles and their constructors, namely language and media. The discourse of gender roles and the sociolinguistic lens on roles and identities. Overall, the portrayal of gender roles in the media is a multifaceted phenomenon, since the language of the media can shape and create certain images of both men and women, so research in this area is important and valuable.

**The materials of the research** – The study is based on the analysis of the representation of gender roles published in media through linguistic expressions across different online sources. For this purpose, media texts will be used as data sources. For the analysis of English data, the following sources were used: The Conversation and Forbes; for the analysis of Lithuanian data – Delfi, and LRT. lt.; and for the analysis of Ukrainian data – Економічна Правда, УП. Життя, ЗМІСТ, and ТСН.

**Linguistic Peculiarities in the Portrayal of Gender Roles.** *Steadiness in Leadership* – Historically, the woman's role is to be a hearth keeper, and the man's role is to be a breadwinner, consequently, it is purported that women possess a gentle disposition due to their responsibilities. Wood argues for the stereotype, which has existed for a long time that most women are depicted as attractive, slender, passive, and mainly focused on relationships and household chores

(Wood, 1994, p. 32). Meanwhile, men are portrayed as authoritative, driven, engaging in significant business transactions, and thrilling exploits (Wood, 1994, pp. 31–32). Due to past norms, women today face many difficulties in achieving their goals. This idea is expressed through different linguistic elements:

Idioms “<...> women leaders *are taking big steps* to show that we’re here and *we mean business*” (Lardi, 2022, Forbes), represent the significant efforts of women to achieve significant change. It points to the proactive and quite serious steps that women have taken in not only occupying positions but also showing that they are determined and able to make meaningful and substantive change. The metaphor “<...> *to grow fins and teeth* to be a leader <...>” (Lardi, 2022, Forbes), suggests that for women to assume leadership positions, they must develop qualities that are often not traditionally associated with femininity such as agility, manoeuvrability (“fins”), and assertiveness or toughness (“teeth”). One more example of the use of the metaphor is: “<...> when we can show our vulnerability and empathy and not have *to suit up in armor* to lead” (Lardi, 2022, Forbes). These approaches highlight the complexity and tactical nature of professional development, where women’s success depends not only on their actual skills and achievements but also requires the ability to adapt their visible personality to match the implicit criteria valued by those in power.

Lithuanian media expand this discourse by providing stereotypes and expectations regarding their work experiences and the gender-sensitive workplace:

The use of the adverbial modifier contains an implicit criticism of the inequalities that exist in the professional environment “<...> kad norint būti pastebėti tenka stengtis *dvigubai*, nei toje pačioje pozicijoje tektų vyrui”<sup>1</sup> (Stasinienė, 2023, LRT.lt.). In this case, “*dvigubai*” functions as an adverbial modifier by providing a quantitative measure of the effort required and setting up a direct comparison, which emphasises the point being made about gender disparities in effort and recognition. The use of the metaphor “<...> moterų tiesiog atsiduria už verslo pasaulyje sukurto „*burbulo*“ ribų <...>”<sup>2</sup> (Širvinskienė, 2022, Delfi). That way author highlights a significant barrier in women’s representation and advancement; this phenomenon effectively marginalizes women, depriving them of crucial opportunities, knowledge, contacts, and ultimately, funding necessary for professional growth and leadership roles. Moreover, the use of the metaphor “*Taip pat veika vadinašis tunelio sindromas <...>*”<sup>3</sup> (Karaliūnaitė, 2021, Delfi), encapsulates the

<sup>1</sup> “<...> that in order to be noticed, one has to try twice as hard as a man would in the same position.”

<sup>2</sup> “<...> women simply find themselves outside the boundaries of the “bubble” created in the business world <...>.”

<sup>3</sup> “The so-called tunnel syndrome also operates <...>.”

constrained opportunities for women, suggesting an almost predetermined path for men towards leadership, while women face a ‘tunnel’ with limited exits to leadership roles. What is more, women are shown to be empathic, which is most often confused with a weak character. This is revealed by the adjectives “<...> o *išlavinta empatija, rūpestingumas, draugiškumas* darbo vietoje gali būti painiojami su silpnumu, minkštu charakteriu <...>”<sup>4</sup> (Stasinienė, 2023, LRT.lt.) However, this commendation shifts into a negative implication. This contrast reveals how societal biases can misinterpret or undervalue these feminine-coded traits, erroneously associating them with a lack of leadership capability or strength.

Ukrainian media also pay a lot of attention to the difficulties that women’s roles have faced and continue to face in occupying senior positions:

The use of the metaphor “Життя — це біг із перешкодами”<sup>5</sup> provides the image of race to portray women’s lives as a journey of constant effort and the need to overcome various difficulties (Світлана Павелецька, 2022, Економічна Правда). This choice effectively emphasises that women’s lives involve endurance, resilience, and the ability to persevere despite adversity. Moreover, due to the strong influence of social standards, women did not consider themselves as leaders. This idea is reflected through the rhetorical question “Чи думала, що жінка могла б впоратися з цією посадою краще? Ні”<sup>6</sup> (Світлана Павелецька, 2022, Економічна Правда). It implies that it is posed not to elicit an actual response but to make a point – suggesting scepticism or disbelief in a woman’s ability to perform better in a specific role. The immediate negative response “Ні,” reinforces the rhetorical intent by providing a predetermined negative conclusion, emphasising a societal bias against the idea of women excelling in certain professional capacities. This is a figure of speech that helps to effectively bring out deep-seated gender stereotypes because it frames the language of the question in a way that commemorates the challenge of getting past predefined ideas of gender roles at work. The pervasive influence of societal perceptions and biases in creating obstacles for women’s career progression is encapsulated through the idiom, “Стереотипи створюють так звану “скляну стелю” для жінок в управлінні”<sup>7</sup> (Світлана Куценко, 2019, Економічна Правда). It identifies barriers that usually hold women back from advancing into their careers and achieving the senior levels, thus allowing people to con-

<sup>4</sup> “<...> and well-developed empathy, caring, friendliness in the workplace can be mistaken for weakness, a soft character <...>.”

<sup>5</sup> “Life is a race with obstacles.”

<sup>6</sup> “Did I think a woman could handle this position better? No.”

<sup>7</sup> “Stereotypes create the so-called ‘glass ceiling’ for women in management.”

centrate on society's perceptions and prejudices that tend to underline all this. The portrayal of women in professional environments subjects them to unfair critiques of being overly emotional as expressed by epithets, carrying negative connotations “<...> жінки часто вважаються ірраціональними, емоційними, такими, що більше покладаються на інтуїцію, ніж на аналіз <...>”<sup>8</sup> (Світлана Куденко, 2019, Економічна Правда). It modifies the noun “жінки” and it manifests the stereotype that women are guided more by emotions, a notion that unjustly questions their leadership capabilities.

The depiction of men in leadership is becoming less visible and seems to be outcompeted by the enshrinement of the issues and victories of women in rising through the ranks of organisational leadership. Nevertheless, the portrayal of men in media highlights that they were always endowed with the traits historically deemed crucial for successful entrepreneurship, which ensured their dominance in top-level jobs:

The emphasis on the adverbial modifier “<...> masculine leadership is *typically* more assertive <...>” (Grossman, 2023, Forbes). It modifies the adjective phrase “more assertive” and the broader predicate concerning “masculine leadership.” It implies a common occurrence, indicating that the assertiveness attributed to masculine leadership is seen as a usual trait. The epithet “<...> the *traditional* paradigm of leadership, which traces its roots to a time when men dominated the corporate world” (Grossman, 2023, Forbes), describes the noun “paradigm,” and it portrays men as natural leaders throughout history and indicates that it is not a new concept. This choice semantically conveys the notion that the conventional understanding or model of leadership is grounded in historical practices or beliefs from a period when men were predominantly in control of the corporate sector. In addition, men are also presented as influential individuals through the epithet “male leaders are in a *powerful* position to affect change” (King, 2024, Forbes). This epithet describes the noun “position,” indicating a high degree of influence or effectiveness, implying that men have an ethical and social duty to use their influential position not only for personal or organisational gain but also for the wider good of society, including addressing social injustice and contributing to the common good. Furthermore, the representation of men is influenced by a complex interplay of societal expectations and individual agency. This idea is displayed through the epithet “men, on the other hand, may internalise the masculine “*agentic*” stereotype <...>” (Netchaeva, 2022, The Conversation). It describes a stereotype and imbues it with a metaphorical quality. Describing a stereotype as “agentic” metaphorically attributes humanlike qualities of inde-

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<sup>8</sup> “<...> are often considered irrational, emotional, those who rely more on intuition than on analysis <...>.”

pendence and assertiveness to the stereotype itself. Indeed, a stereotype of an abstract character may have the trait of action or initiative. Thus, it suggests that social norms of masculinity and 'agentic' characteristics influence men's identity and behaviour in many ways, but it also recognises that men's experiences and responses to such stereotypes are varied and variable.

The media in Lithuania also emphasises that there are still many stereotypes in society regarding leadership positions and that the men's role is the main and leading one:

The metaphor "nors gyvename interneto amžiuje, užuosti pirmsiščio laužo dūmus tenka iki šiol"<sup>9</sup> (Gutauskaitė-Bubnelienė, 2022, LRT.lt). The metaphor here contrasts the advanced, digital-focused and modern life and the persistent relevance of a more stereotypical lens. It emphasises the idea that no matter how much society progresses, there are aspects of gender roles and experiences that remain. Continuing the idea that most of the leaders are men, the Lithuanian author uses a rhetorical question "*ir ar Lietuvoje dar galus stereotipas, kad vyrai – geresni lyderiai?*"<sup>10</sup> (Karaliūnaitė, 2021, Delfi). It is meant to provoke thought and discussion on the effectiveness of policy interventions in gender equality issues in leadership positions and to challenge the enduring stereotype of male superiority in leadership roles within Lithuania and possibly beyond. Additionally, the epithet "geresni" indicates that senior positions are more male-dominated. Another example that the senior position is more occupied by men is expressed through the predictive question "*Ar vyrai vadovai taps retenybe?*"<sup>11</sup> (Gutauskaitė-Bubnelienė, 2022, LRT.lt) It indicates that the sentence is a question, suggesting inquiry about the future trend regarding male leadership, highlighting that now leadership positions are still more in men's hands. Moreover, in leadership, men have the opportunity to move up the career ladder faster than women do. This is presented through the adverb "<...> kai jau ir žemesnėse pozicijose dažniau vadovais yra skiriami vyrai, o tuomet natūraliai – jiems kilti yra lengviau <...>"<sup>12</sup> (Karaliūnaitė, 2021, Delfi). This highlights the comparative ease with which men can advance to leadership positions with fewer obstacles, thereby highlighting an aspect of gender inequality in professional advancement.

Ukrainian media authors provide additional facts about men's role in leadership by showing that men have more privileges:

<sup>9</sup> "Even though we live in the age of the internet, there still is a smell of the smoke of the primordial bonfire."

<sup>10</sup> "And will the stereotype that men are the best leaders disappear in Lithuania?"

<sup>11</sup> "Will male managers become a rarity?"

<sup>12</sup> "<...> when men are more often appointed as managers in lower positions, it is naturally easier for them to rise <...>."



Men's role is one where wages are higher is reflected through the adverbial modifier “<...> рівень заробітної плати жінок значно нижчий, ніж у чоловіків <...>”<sup>13</sup> (Марковська (Булейко), 2022, УП. Життя) that modifies the adjective “нижчий”. This use underlines the nature of the disparity, reinforcing the perception that men are valued highly within the professional domain. Additionally, the use of the adjective “<...> якщо тобі не пощастило народитися чоловіком <...> які максимально наблизитимуть тебе до образу “ідеального” керівника”<sup>14</sup> (Павелецька, 2022, Економічна Правда). This use highlights ingrained social notions of the “ideal leader”, which requires certain qualities men are likelier to possess. The focus on this particular adjective tends to perpetuate traditional expectations of leadership in terms of gender, which may contribute to limiting different forms of leadership and individuals who may not meet these expectations.

Nowadays there is women's progress in senior positions, but stereotypes frequently act as a significant obstacle to the progression of women into leadership roles. Although challenges persist in women's ascension to leadership positions, there is progress in the increased representation of women in such roles, coupled with their positive impact on organisational dynamics.

The active role of women in leadership is vividly depicted through their ability to lead and inspire with profound knowledge and quiet confidence. It is expressed through participles used as verbs “<...> *leading* and *inspiring* others with deep knowledge, experience, and a quiet confidence <...>” (Lardi, 2022, Forbes). These are present participles used as verbs here, functioning to describe the continuous actions of the women and highlighting the active women's role, which makes a huge contribution to the development and positive influence. The idea conveyed is that the acknowledgement and empowerment of a woman's inherent leadership qualities catalyse a significant transformation, rendering an indomitable force within the sphere of influence. The adverb “*when* a female leader unleashes her value, she is unstoppable <...>” (Panel, 2021, Forbes). These constructions effectively convey the transformation from potentiality to realised power and impact, highlighting the profound impact of women's leadership and the recognition and use of its inherent value. Additionally, it can be analysed grammatically where “*when* a female leader unleashes her value” is the adverbial clause that modifies the main clause “she is unstoppable”, describing them as being powerful and incapable of being hindered. Moreover, the use of the verb, “<...> companies with more women on their boards *outperform* those

<sup>13</sup> “<...> women's wages are significantly lower than men's <...>.”

<sup>14</sup> “<...> if you were unlucky enough to be born a man <...> that will bring you as close as possible to the image of an ‘ideal’ leader <...>.”

without <...>” (Amar, 2023, Forbes). This underlines the positive impact of women in leadership on organisational achievement, suggesting that inclusivity at the executive level is not just a matter of equity but also correlates with enhanced performance outcomes. Previously, there was noticeable negativity in women’s emotions and behaviour, but some companies, according to other media creators, believe that women’s emotions can bring good results. This idea is displayed in “Soft skills and emotional intelligence may be a competitive advantage for women <...>” (Amar, 2023, Forbes). It employs a modal verb “may” to indicate possibility or potentiality, suggesting that soft skills and emotional intelligence could serve as beneficial assets in the competitive landscape for women. The use of the compound verbal phrase acknowledge the changing dynamics of what is valued in leadership and professional competencies is “I *admire* and *value* emotional strength in women leaders” (Lardi, 2022, Forbes). This phrase combines two actions, emphasizing respect and appreciation for the feminine qualities mentioned.

Lithuanian media note the presence of women in leadership positions, as well as the advantages of their role as leaders.

Media in Lithuania also indicates better progress of companies if leadership positions are occupied not only by men but also by women, as indicated in “Organizacijos, kurios turi daugiau moterų vadovaujančiuose lygmenyse, pasižymi geresniais rezultatais <...>”<sup>15</sup> (Karaliūnaitė, 2021, Delfi). To reflect this idea used the instrumental predicate “geresniais rezultatais” to describe the women’s outcomes or results; “geresniais” is the instrumental plural form of “geresnis,” modifying “rezultatais,” the instrumental plural form of “rezultatas,” indicating many quality outcomes by women. Furthermore, women’s role as a leader in various fields is increasingly being noticed “<...> konferencijoje oficialiai buvo pristatyta naujoji pirmenybių vadovė”<sup>16</sup> (LRT.lt., 2021). Here “buvo pristatyta” is a passive voice verb phrase, indicating that the action was done to the subject rather than by the subject, “pirmenybių vadovė” is a compound noun phrase, where “pirmenybių” is a genitive plural noun, and “vadovė” is a nominative singular noun. Furthermore, the Lithuanian language has another grammar, and in this case to specify that the leader is a woman, the ending is “-ė.” This not only points to an increase in women’s leadership but also illustrates how language structures can reflect and reinforce gender identities within professional contexts. In addition, women are presented as workaholics with the usage of the

<sup>15</sup> “Organisations with more women at senior levels have better results <...>.”

<sup>16</sup> “<...> The new head of the championships was officially introduced at the conference”  
Passive voice verb phrase “was introduced”; compound noun “head of the championships”.

complex noun phrase “darbas man yra *gyvenimo būdas*”<sup>17</sup> (Širvinskienė, 2022, Delfi). This complex noun phrase is composed of the head noun “būdas” and the modifier “gyvenimo,” which is a genitive noun modifying the head noun. It provides information about the subject (darbas) through the link verb “yra” in the nominative case because it refers back to the subject, elaborating on what “darbas” represents to the speaker. The choice of structure and elements emphasizes the significance and value the woman place at work.

Ukrainian media also note the increased visibility of women in leadership positions, their success and significance.

The use of the verbal phrase “Все більше українок реалізуються у сферах, які раніше традиційно вважали “чоловічими” <...>”<sup>18</sup> (Економічна Правда, 2024), where “реалізуються” is the verb, and “у сферах” specifies the areas or fields in which this realisation or achievement is taking place. This linguistic choice not only reports on this societal change but also emphasises the active role of women in their own professional development and the broader movement toward equality in the workplace. In circumstances where cultural tradition normally regulates the behaviour and gender roles within society, open women’s identification becomes a proclamation of resistance to the superimposed norms. Therefore, the self-confidence of women is not only a trait but a transformative force that changes the stereotypes. This is vividly encapsulated in the statement by the verb phrase, which has a positive connotation “Я ніколи не приховувала, що я жінка”<sup>19</sup> (Павелецька, 2022, Економічна Правда). This form of expression, especially the double negation with “ніколи не” (never not), is potent in Ukrainian and is often used to make definitive statements about personal principles or actions. This underlines a woman’s self-confidence and determination to work and achieve her place and rights, regardless of societal norms and principles of the male-dominated sphere. For specifics, the Ukrainian media provides clear examples of women leaders. One example is a woman who manages an entire department, where her female and male colleagues value her as a specialist. It is mirrored through the conjunction used here to mean introducing the description of how she is characterised “<...> її характеризують як цілеспрямовану, енергійну й мультизадачну членкиню команди <...>”<sup>20</sup> (Економічна Правда, 2024). It displays the evolving societal attitudes towards women’s roles in leadership, emphasising that women’s contributions are being acknowledged and celebrated for their intrinsic value and effectiveness.

<sup>17</sup> “Work is a way of life for me.”

<sup>18</sup> “More and more Ukrainian women are realising themselves in areas that were previously traditionally considered ‘male’ <...>.”

<sup>19</sup> “I have never hidden the fact that I am a woman.”

<sup>20</sup> “<...> she is described as a motivated, energetic and multi-tasking team member <...>.”

Overall, English, Lithuanian, and Ukrainian media reveal a common narrative thread highlighting the evolving representation of women's roles in senior positions; it also reveals certain cultural nuances in how these themes are articulated. In all three languages, there is widespread attention to the challenges women face in the shift towards recognition of their leadership abilities. Nevertheless, the depiction of men in leadership is unshakable because social norms that date back to the early times are very well ensconced. What is more, since men tend to occupy leadership positions and the media do not pay much attention to their roles, fewer examples are used for the analysis.

### Achieving Work-Life Balance

Regarding work-life balance, gender stereotypes are among the most common in this context. Nayak and Pandey provide insight that work-life balance refers to a harmonious state where the responsibilities of one's job and personal life are equally balanced (Nayak & Pandey, 2015, p. 182). Today mothers are portrayed as highly capable and multifaceted individuals whose inclusion in the workforce brings significant benefits, as evidenced by their ability to juggle multiple roles (Sevy, 2023, Forbes).

The ability to multitask as a characteristic of a woman is expressed through the conjunction "<...> neuroscientist *and* mother, Elizabeth Amory Meyer <...>," which links two nouns, indicating that Elizabeth holds both roles simultaneously and she feels a sense of belonging to multiple identities. The present tense verb "Working with moms globally, I've seen so many advantages (much of it backed by research) that they *bring* to a company <...>," describes what these moms do with the advantages. Thus, the media author contributes to a full understanding of the ongoing benefits that working with mothers globally offers to companies, as observed and supported by research. Moreover, women are represented as individuals who have many benefits. It is reflected through the use of the prepositional phrase "<...> *including but not limited* to diverse perspectives, loyalty, empathy, mentorship, leadership, problem-solving, adaptability and the promotion of work-life balance", provides a list. It highlights that working mothers are multifaceted individuals with a wide range of positive qualities which are crucial to personal and organisational growth. Thus, women's role as mothers is portrayed as valuable within work through the correlative conjunction "<...> incorporating more mothers into your team helps *both* businesses and society thrive." It is used here to highlight that the two elements following it are equally affected, emphasising that adding more mothers to teams is beneficial not just internally (to businesses) but also externally (to society). This sentence effectively

advocates for the inclusion of mothers in the workforce by highlighting the broad advantages such inclusion can bring.

A Lithuanian media author gives an example of a woman who successfully copes with the role of a mother and a successful businesswoman, and with this example motivates other women to achieve harmony (Delfi, 2022).

A woman manages to maintain a balance between career and motherhood, as shown by the positive connotation “<...> *gyvena tobulą gyvenimą* – gausi šeima, sėkmingas verslas ir populiarumas socialiniuose tinkluose”<sup>21</sup>, where “gyvena” is the main verb, and “tobulą gyvenimą” is the object that completes the meaning of the verb. This encompasses both the action and what the action is impacting descriptively and cohesively, neatly capturing the complete idea conveyed by the verb and its associated elements. It describes that this woman lives a perfect life. The dash leads to a list that enumerates the specific aspects that make life perfect: a family, a successful business, and popularity on social networks. The use of the subject modifier “*Keturių vaikų mama* Rasa Stasionienė stebina ne tik išvaizda: ilsėtis nuo mamos pareigų ir darbų – ne man”<sup>22</sup> functions as a noun phrase that modifies or identifies the subject in a sentence. This construction combines multiple elements (a numeral and a noun in a genitive construction) to modify the main noun “mama.” It describes the woman as a multifaceted woman whose identity and worth are tied not only to how she looks but more significantly to her dynamic role in managing her responsibilities and her active engagement in life’s duties. This portrayal challenges traditional stereotypes and emphasises a modern view of women as capable of handling multiple demanding roles effectively and impressively. The use of the infinitive verb “<...> kai labai nori, galima spėti viską: *būti* gera mama, sėkminga verslininke ir tuo pačiu nepamiršti savęs”<sup>23</sup>, acts as the linking verb for the descriptive list of woman’s achievements. It portrays a woman as a highly capable individual who can balance multiple significant life roles. The modal verb “<...> o jei jau labai reikia pabūti su savimi ar pailsėti nuo mamos pareigų, tai *galia* padaryti kol vaikai yra mokykloje <...>”<sup>24</sup> shows the ability that a woman knows how to maintain balance; she manages to be productive and remains happy.

<sup>21</sup> “<...> lives a perfect life – a large family, a successful business and popularity on social networks.”

<sup>22</sup> “Rasa Stasionienė, a mother of four, is surprising in more ways than just her looks: taking a break from her duties and chores is not for me.”

<sup>23</sup> “<...> when you really want to, you can do everything: be a good mother, a successful entrepreneur, and at the same time not forget yourself.”

<sup>24</sup> “<...> and if I really need to be with myself or take a break from being a mother, I can do that while the children are at school <...>.”

Ukrainian media also pay attention to women who can find harmony between being mothers and being successful workers.

The verb phrase “<...> вона встигає поєднувати роботу, материнство <...>”<sup>25</sup> (Ягольник, 2021, ЗМІСТ). In this case, “встигає” is the finite verb showing ongoing action and state, and “поєднувати” is the infinitive that describes the specific nature of the action within that state. These verbs convey a sense of active, constant effort and achievement and are central to the message of effective work–life balance. This illustrates a dynamic yet balanced lifestyle in which a woman not only manages to fulfil her responsibilities but also does so in a way that integrates important life roles smoothly and continuously. Women also are represented as hardworking, goal-oriented, and proactive as shown by the verbal phrase “балансувати між роботою та особистим життям – тяжкий труд”<sup>26</sup> (Магда, 2024, ЗМІСТ) acting as the subject of the sentence, and “**тяжкий труд**” is a **predicate** describing this subject. The choice indicates that the task of combining the two duties remains an arduous task, but women are trying to achieve it. Moreover, the use of the infinitive form of the verb “впоратись з цим їй допомогли навички тайм-менеджменту”<sup>27</sup>, which indicates the achieved result (Магда, 2024, ЗМІСТ). This highlights the desired result achieved in balance thanks to the mother’s persistence and ambition, but also the difficult path that was along the way to this achievement.

Consequently, as more and more women entered the world of work, difficulties arose in the harmony between work and family, each pulling on the other. Bianchi adds that even though women are doing less housework nowadays and men are contributing more than before, women continue to undertake double the amount of housework compared to men (Bianchi, 2006, p. 19–20).

It is noticeable that society accepts their role in career development, but also expects women to provide the same quality care and manage children and the home as if they were not working. It is expressed through the adverb “<...> managing their homes, spouses and kids *simultaneously*” (Kolade, 2022, Forbes). This author’s choice highlights the multitasking demands on women, encapsulating the challenge of juggling multiple roles and constructs the idea that women put too much pressure on themselves and it should not be so. To show that the women’s role involves juggling many tasks at the same time, which leads to an imbalance in life, the media begins to compare women and men to increase the visibility of women’s valuable contributions and at the same time the complexity that exists. It is shown through modality “<...> working moms, *more*

<sup>25</sup> “<...> she manages to combine work and motherhood <...>.”

<sup>26</sup> “balancing work and personal life is hard work.”

<sup>27</sup> “<...> time management skills helped her cope with this.”

likely than dads assume more responsibilities at home” (Kolade, 2022, Forbes). This choice compares working mothers to fathers who take on more responsibilities at home, indicating that this trend is more pronounced among mothers than among fathers. Furthermore, the role of women in work is also subject to the risk of being “punished” for maternal responsibilities, as presented in “<...> another result of the *motherhood penalty* is a widening of the age gap,” through collocation which consists of adjective and noun (Gassam Asare, 2020, Forbes). These nouns are combined to form a new term with a specific meaning that communicates a complex concept succinctly by linking two ideas – being a mother and facing penalties. It reflects discrimination against working mothers, implying that motherhood moves toward professional costs.

Additionally, Lithuanian media draws attention to the fact that women face challenges in both professional and domestic spheres due to societal expectations and norms.

This is represented through the rhetorical question “darbo ir šeimos vaidmenų konfliktas Lietuvoje – didžiausi iššūkiai tik moterims?”<sup>28</sup> (Stelmokienė, 2023, LRT.lt). It is used to increase the emotional intensity of a discourse, connecting more deeply with the audience’s feelings and attitudes. The use of rhetorical questions is intended to suggest that these issues fall unfairly or disproportionately on women, rather than directly asking whether this is the case, implying that the answer is obvious. What is more, the portrayal often oscillates between progressive inclusivity and entrenched stereotypes that paint them as less qualified or inherently less capable in certain domains. It is presented through a quote by the idiom “<...> ne visada pavyksta išvengti vadinamojo “mansplaining” epizodų, kai vyrai stengiasi išaiškinti dalykus, kuriuose moteris ir taip nardo it žuvis *vandenyje*”<sup>29</sup> (LRT.lt, 2023). It emphasises women’s competence, making men’s attempts to explain seem condescending and unnecessary. It also subtly criticises the notion that women may lack knowledge or need unsolicited advice, which is the essence of what ‘mansplaining’ often implies. Consequently, the author pays attention to the fact that women may experience higher levels of fatigue after work, due to additional responsibilities or different work conditions. This idea is reflected through the comparative adjective “dažniausiai problemos kyla dėl po darbo jaučiamo nuovargio ir jų pasireiškimas *dažnesnis* būtent moterų grupėje”<sup>30</sup> and by the adverb “būtent” (Stelmokienė, 2023, LRT.lt). It provides that these issues are not only common but also particularly prevalent in

<sup>28</sup> “Conflict between work and family roles in Lithuania – the biggest challenges for women only?”

<sup>29</sup> “<...> it is not always possible to avoid episodes of ‘mansplaining’, where men try to clarify things in which the woman is already diving like a fish in water.”

<sup>30</sup> “The problems are mostly due to post-work fatigue and are more common in the female group” Adverb “common”.

the group of women, suggesting a gender-related pattern in the manifestation of work-related fatigue.

The Ukrainian media enriches this analysis by highlighting that there is too much pressure and issues on women and it should not be so (Магда, 2024, ЗМІСТ).

Ukrainian media also indicates the issue that despite professional engagements women are expected to manage the entirety of home duties. It is reflected through the negative connotation of the collocation “більшість українських жінок працюють <...> в сім’ях саме вони відповідають за весь спектр хатньої праці <...>”<sup>31</sup>. It implies that women are responsible for all types of housework without sharing the load. Furthermore, it can be perceived negatively because it underscores the disproportionate burden placed on women in household duties. The pervasive barriers women face in advancing their careers can often be attributed to their overwhelming family responsibilities and the prevailing biases among employers, it is reflected through the use of the metaphor “<...> феномен ‘скляної стелі’ <...> є наслідком відповідальності жінки за весь спектр сімейних обов’язків і упередження самих роботодавців”<sup>32</sup>. This expression metaphorically describes an invisible barrier that prevents women, from rising above a certain level in a hierarchy despite qualifications or achievements because of the extensive family duties that women often bear and the intrinsic biases from employers. Moreover, women may face difficult decisions when choosing a job, balancing economic gain and practical convenience within their broader expected life roles. It highlights by comparative adjectives “Жінки можуть обирати роботу, яка менш оплачувана, але зручніша з точки зору поєднання цих двох іпостасей”<sup>33</sup>. This use highlights the fact that since household responsibilities fall primarily on women, they may have to choose a lower-paying career that allows them to be more involved in the family.

As stated earlier, according to outdated norms, the man’s role is to be the breadwinner for the family, which means that the main task in life is work, but over time, the media note a noticeable involvement and conscious interest of men in household duties.

The increasing involvement of men in childcare and housework represents a significant shift in family dynamics and social norms. The modal verb “Men say they are spending more time on household chores, and *would like to do* more,”

<sup>31</sup> “The majority of Ukrainian women work <...> in families, they are responsible for the entire spectrum of domestic work <...>..

<sup>32</sup> “<...> the phenomenon of the ‘glass ceiling’ <...> is a consequence of women’s responsibility for the entire range of family responsibilities and the prejudice of employers themselves.

<sup>33</sup> “Women can choose jobs that are less well paid but more convenient in terms of combining these two roles.”



indicates an ongoing action (Van Den Berg, 2023, The Conversation) combined with an infinitive phrase “like to do” where “like” is the main verb and “to do” is the infinitive. It expresses that men are not only participating but also increasing their share of household duties and emphasising their desire. The men’s role in family and fatherhood is portrayed not simply as the role of “breadwinner”, but as a valuable figure in raising children through the complex noun phrase “<...> the value of a father is more than a *straight-jacketed notion* of only providing financial support for the family” (Dr. Shaheena Janjuha-Jivraj, 2023, Forbes). The complexity is seen through the dual simultaneous literal and metaphorical meanings and the function of the phrase in the critical stance towards traditional values. This use serves to broaden the understanding of fatherhood by contrasting the limited view of a ‘straitjacket’ with a richer, broader assessment of the father’s role. The modal verb combined with the verb phrase in the future continuous tense “Kristo Kaarmann dominated headlines recently as he announced he *would be taking* a four-month paternity leave”, implies a planned and definite action in the near future, emphasising deliberation and commitment (Dr. Shaheena Janjuha-Jivraj, 2023, Forbes). This adds a formal and reflective dimension to the decision, suggesting it is a considered choice, potentially influencing norms and expectations about fatherhood and caregiving.

Lithuanian media point to the self-conscious desire of men to equally distribute responsibilities at home in order to achieve harmony both in their careers and in the family (LRT.lt, 2020).

The men aspire to be more engaged, active, and present fathers. It is reflected through the verb phrase “<...> aktyvesnį vyro vaidmenį šeimoje ir palaiko visus vyrus, kurie *nenori būti* tik „popieriniai“ ar „savaitgaliniai“ tėčiai”<sup>34</sup>. This verb phrase emphasizes the agency of the men in defining their roles within the family. It shows that these individuals are actively choosing to reject the minimal involvement often culturally assigned to fathers and instead are seeking a deeper engagement with their family lives. Moreover, the author notes that men’s participation in household responsibilities and raising children should be the norm and not a reason for condemnation or manifestation of “unmasculinity”. It is expressed by the verb phrase “vyras, besirūpinantis vaikais, *nėra ir neturi būti* tabu ar nevyriškumo požymis”<sup>35</sup>. The use of the conjunctions “ir” (and) along with the complex verb structures (“nėra”, “neturi būti”) provides a strong normative statement about gender roles and societal expectations. The use of the modal

<sup>34</sup> “<...> a more active role for men in the family and supports all men who don’t want to be just “paper” or “weekend” dads.”

<sup>35</sup> “a man taking care of children is not, and should not be, taboo or a sign of unmanliness.”

verb “*tètis gali pasirūpinti taip pat gerai kaip mama*”<sup>36</sup>. This verb indicates the capability of the men. It emphasizes that the father’s caregiving is on par with the mother’s and they can make the same good progress in caregiving. It challenges any traditional gender roles that might suggest otherwise.

Ukrainian media also note the greater involvement of working dads in family responsibilities and pay attention to skills which fathers have (Летова, 2019, ТСН).

The use of the verb in the past tense “<...> чоловіки, ті, які зважилися на сім’ю, стали кращими чоловіками й батьками”<sup>37</sup> where verb “зважилися” indicates the action taken by the men and prepositional phrase “на сім’ю”, indicates what the men decided upon, showing their commitment. The structure enhances the message by clearly linking the decision for the family with positive changes in character and role fulfilment. This effectively communicates a transformational narrative that sees commitment to family as a catalyst for men’s personal growth. The author notes that the modern father has many skills not only in work but also in raising children and household responsibilities. This idea is expressed by the verb phrases “сучасний батько непогано розбирається в дитячих хворобах, відвозить і забирає дітей зі школи, допомагає з домашнім завданням, ходить на курси майбутніх батьків, присутній на пологах і допомагає доглядати за немовлям”<sup>38</sup>. The sentence is structured with several verb phrases describing different actions, highlighting the diverse and active role of a modern father. One more example of the use of the verbs “Чоловіки успішно експериментують на кухні, пилюються, роблять закупи в супермаркеті, орієнтуються в цінах і ведуть сімейний бюджет”<sup>39</sup> describe various activities, showing a diverse range of domestic capabilities. This sentence uses a simple but effective structure to present men actively and competently performing various household tasks. The present tense throughout the text suggests that these actions are regular and ongoing, which helps to shape a narrative that challenges traditional gender roles by emphasising men’s competence in areas traditionally dominated by women.

The stereotype that men feel more fulfilled when they achieve more at work, even at the cost of neglecting family is refuted by Blithe’s research, which notes that men desire more time for their families and hobbies but often feel obliged to forego these interests, at least partially, to achieve success in their careers

<sup>36</sup> “Dad can take care of you as well as Mum.”

<sup>37</sup> “<...> men, those who decided to have a family, became better husbands and fathers.”

<sup>38</sup> “The modern father is well versed in childhood illnesses, takes children to and from school, helps with homework, attends courses for future parents, attends childbirth and helps to care for the baby.” (“is well versed” in Ukrainian serves as the verb, but in English it serves as the adjective).

<sup>39</sup> “Men successfully experiment in the kitchen, vacuum, shop in the supermarket, navigate prices and manage the family budget.”

(Blithe, 2015, 6). Hence, on the one hand, the media shows a shift in the men's role in the balance between life and work, on the other hand, a slow process in the development of balance is visible because men face various difficulties in achieving this.

The quantifier “but *many* barriers stood in their way, including societal norms and financial constraints” (Van Den Berg, 2023, The Conversation). It highlights the complicated issues like social aspects or social-cultural expectations about men's roles and economic aspects or economic limitations that have played their part in hindering the process of attaining equality at the workplace and at home, emphasising the fact that there are many difficulties. The use of the nouns “but many barriers stood in their way, including societal *norms* and financial *constraints*” (Van Den Berg, 2023, The Conversation). This helps to concretise the types of barriers, making the problems more understandable and comparable, suggesting they are both socially and economically rooted. As noted by the media, one of the strongest social stereotypes influencing the role of a man is the ingrained role of a man as a “breadwinner”. It is reflected by the noun “Men need better access to flexible work options, parental leave, and other family-friendly measures to reduce the pressures associated with being the sole or primary breadwinner” (Wheeler, 2024, Forbes). It refers to the men who earn money to support the family. This highlights the traditional expectation placed on men to be the main or only provider.

In addition, Lithuanian media writer notes that the current situation with achieving work-life balance is influenced by the established stereotype that the main man's role is to be the financial breadwinner of the family (LRT.lt, 2020).

The use of the noun “<...> vyrai jaučia didesnę *grėsmę* savo karjerai, jei aktyviau įsitrauks į šeiminių gyvenimą”<sup>40</sup>. This highlights men's concerns about the impact of their family involvement on their professional lives. Moreover, it points to a social problem that men may feel forced to choose between career success and active participation in the family. One more example of the use of the adverbial modifier “šeima, laisvalaikis bei galimybė derinti darbą ir asmeninį gyvenimą moterims yra svarbesni nei karjera, o vyrams – *atvirkščiai*”<sup>41</sup> indicating that the opposite situation applies to men. It emphasises a traditional division in gender roles where men are viewed as primarily career-focused. Consequently, men are presented as caught between evolving social expectations that encourage active parenting and traditional norms that support prioritisation. This idea is

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<sup>40</sup> “<...> men feel a greater threat to their career if they become more actively involved in family life.”

<sup>41</sup> “family, leisure and work-life balance are more important to women than careers, and vice versa for men.”

reflected through the adjective “vyrai nerodė ryškaus pritarimo ir *ankstyvam* įsitraukimui į vaikų priežiūrą, dėl kurio reikėtų daryti karjeros pertrauką”<sup>42</sup>, which emphasises the complex interplay between career ambitions and parental responsibilities for men, thereby enriching the discussion on gender roles and societal expectations. Moreover, it subtly critiques existing norms that often suggest that fathers should prioritise careers over early and intensive parenting.

Thus, on the one hand, the media portrays the man as a father who increasingly contributes to the upbringing of children and shares household responsibilities, thereby violating long-established norms according to which the main role of a man in the family is that of financial provider. However, complete equality of roles has not been achieved, and the media draws attention to persistent stereotypes that complicate the path to equality (Коваленко, 2023, ЗМІСТ). The idea that the role of men is subject to pressure in achieving work-life balance.

The use of the epithet “тиск відповідати стереотипам “сильного” чоловіка може ускладнювати вираження власних емоцій <...>”<sup>43</sup> within quotation marks, enhancing the focus on the specific stereotype which directly modifies the noun “чоловіка”. This reflects on the societal constraints imposed on men regarding being a “strong” man. It emphasises traditional expectations of masculinity, which leads to situations where men may feel forced to suppress their emotions in order to meet expectations. Moreover, the noun is used here “також є засудження знайомих, що прибирати чи готувати їжу – не чоловіче діло”<sup>44</sup> to reflect the idea that men are under great pressure to divide responsibilities between men and women. It not only communicates the existence of gender-based stereotypes but also emphasises the social repercussions for men who do not adhere to these norms, highlighting the restrictive and often judgmental nature of societal expectations regarding masculinity. Furthermore, the author uses a direct phrase from a person in order to emphasise the relevance of the issue. The image of men is constrained by societal expectations that narrowly define masculinity. This is expressed through the use of the rhetorical question “як часто вас намагалися присоромити за недостатньо “чоловіче” хобі?”<sup>45</sup> It implicitly encourages the reader to consider the absurdity or unfairness of these societal expectations. The use of rhetoric in the discourse emphasises

<sup>42</sup> “men did not show strong support for early involvement in childcare, which would require a career break.”

<sup>43</sup> “the pressure to conform to stereotypes of a ‘strong’ man can make it difficult to express one’s own emotions <...>.”

<sup>44</sup> “there is also the condemnation of acquaintances that cleaning or preparing food is not a man’s job.”

<sup>45</sup> “How often have people tried to shame you for not being a ‘manly’ enough hobby?”

the pressures faced by men who do not conform to traditional gender norms, stimulating a wider discussion about acceptance and the diversity of self-interest.

Thus, the media shows that women manage to live in a work-life balance, just like some men. Despite this fact, women still bear most of the household responsibilities, and men do not fully participate in household chores, despite the existing desire, since outdated stereotypes continue to dominate society, where the role of women is to take care of the family heart, and men are financially secure. Overall, despite the progress made, a full equal distribution of responsibilities has not yet been achieved, as this takes time.

Since the research focused on the current situation (2019–2024), we can observe that today there have been changes in the domestic sphere and work. The **results** obtained from the conducted analysis show that the roles of men and women depicted in media texts do not fully correspond to traditional gender roles, which explains the need to achieve a work-life balance. The role of women in the family has changed with a new perspective that includes other roles outside the family such as work. What is more, the role of men in the family has also changed slightly, where men are involved in family responsibilities. Although some progress, there are still various difficulties along the way, such as references to past concepts of gender roles. Transitioning to the role of women in leadership is portrayed better than ever, citing examples of many successful women in leadership positions. Moreover, the opinion is being formed that women are wonderful leaders who can both lead a team and innovate. Despite this, the role is fraught with issues, such as the lack of full recognition or the stereotypical idea that women do not have leadership qualities. Meanwhile, ideas about men's roles in leadership differ from those of women. Men are portrayed as natural-born leaders, possessing qualities such as assertiveness and determination. Thus, a smooth transition to equality of roles can be observed.

In this work, CDA is an important part of this as it helps to observe how language is used to shape ideas. For a more detailed analysis of the image of gender roles, three languages were selected, namely English, Lithuanian and Ukrainian. The aim was not to compare the differences but rather to investigate how gender roles are portrayed in different sources. Nevertheless, it is important to note that no major differences were found in the portrayal of gender roles. Different media sources contribute to the broader movement towards gender equality by highlighting and criticizing difficulties, not only reflecting the views of society but also shaping them towards more equitable norms. This work has shown that media authors use a wide range of linguistic elements to express a variety of views and beliefs, shaping or modifying the views of their readers as well as encouraging critical thinking. Stylistic devices like idioms, metaphors and

rhetorical devices give texture, tone, and more profound meaning. For instance “the glass ceiling” compares two unrelated things to highlight a particular quality or aspect, as well as phrases with meanings not deducible from the individual words “are taking big steps”. It can be concluded that media authors use stylistic and lexical elements more often than grammatical ones. These techniques make the text more expressive and emotionally rich and help the author create a unique style and “voice”, effectively conveying the message to the target audience. Grammatical techniques are also important for structure and clarity but are less flexible and often less noticeable. The continued use of different devices in media content reflects and perpetuates the established norms.

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## **Sandra Degtiar, Vladyslava Bezushko, Tatiana Ostakhova**

### LYČIŲ ĮVAIZDŽIO SUVOKIMAS KALBINĖMIS PRIEMONĖMIS ANGLŲ, LIETUVIŲ IR UKRAINIEČIŲ MEDIJŲ TEKSTUOSE

#### Santrauka

Žiniasklaida šiais laikais vaidina svarbų vaidmenį visuomenėje ir užima didžiąją mūsų laiko dalį. Šiame straipsnyje kalbama apie tai, kokios kalbinės technikos, susijusios su lyčių vaidmenimis, naudojamos įvairiose žiniasklaidos priemonėse ir ką jos bando pasiekti šiomis priemonėmis. Kalba atspindi ir kartu formuoja įvairias realijas. Svarbu suprasti, kokią kalbą žiniasklaida vartoja vaizduodama lyčių vaidmenis ir kaip lyčių vaidmenys vaizduojami.

Siekiant supaprastinti šį platų tyrimo procesą ir sumažinti apdorojamų duomenų kiekį, analizei buvo pasirinktos dvi sritys – lyderystė ir darbo bei asmeninio gyvenimo pusiausvyra. Pagrindinė priemonė buvo kritinė diskurso analizė, suteikianti priemones ir metodus, leidžiančius analizuoti, kaip kalba veikia platesniuose socialiniuose ir galios kontekstuose, įskaitant, bet neapsiribojant, lyties ir seksualumo klausimus. Išnagrinėta 120 gramatinių ir leksinių lyčių vaidmenų vaizdavimo žiniasklaidos tekstuose pavyzdžių. Nustatyta, kad dominuoja leksinės – stilistinės ir retorinės – priemonės. Vaidmenų vaizdavimo priemonių skirtumą tarp anglų, lietuvių ir ukrainiečių kalbų nepastebėta.