

The Influence of Literature and Mass Media on Woman Image Formation



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ABSTRACT: This article analyzes the image of a woman, her place in society, and society's attitude towards women in the literature of different periods. In particular, different categories of women in the literature are discussed in detail in this article.

KEY WORDS: image of a woman, literature, ideal young ladies

INTRODUCTION

Since prehistoric times, a woman has become an object of "masculine art", she was an inspiration for creation. Classical works, whether novels, sculptures, paintings or melody, everywhere for the creation of masterpieces, the woman served as a muse, as an inspiration.

For a long time, literature remained masculine, because they wrote about women, trying to convey their image, to preserve the value that the man saw in the woman. The woman was and still is a subject of worship. But the interesting fact is that the image of a woman is often alienation from the woman herself. Otto Weininger wrote that the image of a woman in art is more beautiful than a woman herself, because an object of adoration and admiration is needed for creation.

THE MAIN RESULTS AND FINDINGS

Analyzing the works in Russian classical literature and studying the image of women in these works, one can trace the trends inherent in different eras in literature. Until the 18th century, the woman's ideal was a healthy, full of beauty. In the 19th century, she was replaced by a pale, dreamy, sad woman of romanticism with a French book in her hands, with a sad thought in her eyes. In order to look like a fashionable girl, they have starved to be thin, for months they did not go out in the sun. There were tears and fainting on trend. Real life, like health, childbirth, motherhood, seemed "vulgar", "unworthy" of the true romantic girl.

The literary works also say noble noblewomen, brave girls who are ready to give their lives for the sake of their people. In this era, women were characterized by sacrifice, lust was evaluated very negatively, so many heroines of the novels either endured an unloved husband, devoting themselves to household and children, or committed suicide, in case of adultery. We can even see this sacrifice in the protest action of the wives of the Decembrists, when they, leaving their relatives and children, went to their husbands to share with them all the Siberian exile.

Among other things, the 19th century is a time of flirting, a time of considerable freedom for secular women and men. Marriage is not a shrine, loyalty is not regarded as the virtue of a spouse. Every woman should have had her boyfriend or lover. Thus, the image of bright, ideal young ladies was replaced by images of cheating girls and prostitutes. The literature began to write about women who had connections on the side, debauchery and infidelity were the main theme of many works. In the literature of this era, the woman was described as a slave life or a toy in the hands of a man (male lust).

In the second half of the 19th century, many intellectuals appeared, and after the reforms of Alexander 2, the process of emancipation began.

At the beginning of the 20th century, an image of chastity, a dreamy woman, appeared in literature. A female type appears in 2 images: bourgeois - loving luxury, a communist - a responsible worker, an activist. Preference was given to the second type. This woman has no time for love experiences, all her love is communism.

After the events of the October Revolution 1917, this image was replaced by a rosy-cheeked, busty woman, radiating health. She is distinguished by activity, speaks with fiery speech, and helps to set up a plant. The First and the Second World War open a new truth and a new woman who can not only wait for the sweetheart from the war, but also fight. The works are written about brave and strong women who master the male profession. With the advent of television, many of these works were filmed and the double effect went. Each work, composition, and films dictated to what kind of woman is in demand today, what qualities she should have, many of them sang about sacrifice, a heavy female share, which kept women in such a vulnerable position and forced to endure inequality and injustice.

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After the sexual revolution in literary circles, an attractive, sexy woman who is good at housekeeping and satisfies her husband (man!) In all respects becomes an actual way. She should always look good, should cook and bake, her house should be always clean and comfortable. A number of books on home economics and motherhood are specially published for her. Not a word about intellectuality (note!). In some publications, it was even said that she did not need to be an intellectual because her opinion still does not interest her husband. Hence, all the pessimism about politics and affairs in society. Her task was to manage the household, raise children and satisfy her husband's desires. Novels with such content were a guide for women, like a reference book, which contains instructions on what they need to be. A specially films had the necessary effect on the consciousness of society and contributed to the consolidation of ideas about gender inequality as the norm.

After World War II, the image of a woman as a keeper of the hearth is actualized again. All films pop up with the idea of an obedient woman, a loving mother and a faithful spouse. Images of couples attached to each other are returned again.

It should be noted that before the beginning of the 20th century literature and literary works served as instructions for gender-related behaviors, dictated what a woman should be, what her responsibilities were, and everywhere the topic of obligation. Society all the times imposed certain clichés on a woman, and she always had to conform to these ideals and stereotypes. And in the future, these clichés helped to fix films that depicted a stereotypical woman.

Children's literature with its gender-imbalanced illustrations, on girls and boys from an early age imposed a certain type of gender behavior. For example, the boy's leisure time was illustrated as playing football or reading books, while the girl's leisure time included household help.

In the 20th century, literary works were replaced by magazines that were designed for a specific audience (male / female). In magazines designed for a male audience, the business sphere was highlighted in dilution with naked female bodies. The image of a woman acquires a vulgarized, sexualized context; the bodily, intimate sphere conquers the mass press, while the business press ignores the woman. Typology of images of women in this period is represented by a narrow range of gender models, including "beautiful woman, woman-lover", "housewife", "rich woman" - all these images are distinguished by subordination to a man, dependence, dependence on sexuality. Magazines designed specifically for the female audience are also covered by several components of the image of a woman: a beautiful woman, a woman-mother, a woman-spouse, a woman - sexual partner etc.

After analyzing the topics of articles in such publications, we can make a definite conclusion. The most popular image is a beautiful woman, that is, the woman's sexual orientation is cultivated. Hence the blind pursuit of fashion in relation to everything: make-up, hairstyles and styles of dressing. As well as an emphasis on slim and sexy body. The result: the actualization of sports halls, shaping studios, and so on. A beautiful woman is also a female buyer, for whom almost the entire beauty industry is designed.

Woman-sexual partner is no less popular in this kind of publications. The whole topic revolves around the sexuality of a woman. The impossibility of loneliness for a woman is cultivated, thereby imposing the idea of men as a necessary element in the image of a woman. There have even been hints about the inferiority of women without men.

Woman-spouse in popularity among readers is inferior to the above images. This image is a set of obligations, including caring for a husband, to be a faithful spouse, seeking to preserve the marriage (marriage is viewed as something tenuous, and this already creates not the most positive impression). This image, very often, is considered in tandem with the image of a woman-mother, also not the most popular image. These two images in the mix become even more complicated and multi-component, as there are more added, much more complex functions associated with childcare, upbringing and health.

The **mistress-woman** is a less active image, and this is less popular. This image is inherent in cooking and cleaning. Today, this image is no longer the benchmark of a new woman.

A **woman-worker** is an image reanimated in the sense that it was popular when the state needed them, in their work. Further, this image was biased by the image of a beautiful woman. Today, this image appeared behind us in the image of a business lady.

The first decade of the XXI century. it is marked by tangible changes in all spheres of the social life of any society: political, economic, and social transformations have affected every social group. The mass media, being a reflection of the processes that took place, formed the main strategies of gender representations and, in accordance with them, created media images that are relevant to the current agenda.

Reflection on new trends in the 21st century was the appearance of new female images demanded by modernity. Today, the most popular female images are a woman politician, a businesswoman, a woman performer, a career woman, a woman leader, a creative woman (also an intellectual), as well as such classical images as a female companion, a woman mother, an attractive woman have not lost their relevance. But today they are viewed from a different angle, in accordance with the requirement of time.

By virtue of their profession, a **woman-politician** is a participant in public space, which has made this type one of the most popular images of gender-based mass media research, since it takes into account the role of image-makers who, based on the requirements of the audience, create an image of "Iron lady "(M.Tetcher, C.Rice)," anti-female " image (A.Merkel), and

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sometimes the image of a sex symbol (A.Kabaeva). This image is also not exempt from certain clichés, such as, “politics deprives women of femininity,” “it’s impossible to be mother, spouse and politician at the same time”, “in politics, women’s qualities make it difficult to make a rational decision” and so on. But the most rigid rule in this area is that a woman does not have the right to make a mistake, any mistake by a politician woman will be regarded as a purely female mistake, not an error in politics.

The business area is not very friendly towards the **businesswoman**. There are a number of formalities for her, a female entrepreneur should be attractive and feminine, use make-up and accessories, wear a feminine hairstyle and high-heeled shoes. But at the same time she is not obliged to attract male attention.

A **woman-implementer**, occupying a leading position in state and public institutions, whose duties include managing a large number of cases, a special image that shows a woman as an effective person. The value of social and political activities is not important to her, she is eager to apply her professional skills and gain professional knowledge. She is important the result of her work.

A **career woman** and a **woman-leader** differ in goals that they set for themselves. While the careerist is interested in moving up the career ladder, the woman leader leads the masses, promotes certain ideas, acquires followers regardless of the level at which this process takes place.

A **woman-companion** and a **family-oriented woman** are two very similar images with similar goals and values that concern the care of children and the family. A distinctive feature is the decorativeness of a female companion, which is a beautiful addition to a successful man, while the function of a family-oriented woman includes the biological function of childbearing, raising children and maintaining a family.

The image of an **attractive woman** is the most dangerous, as the awareness of the fact that a beautiful woman in life achieves everything because of a sweet face, but intellectual skills are out of the question and this idea rooted in the mass-media.

The **creative woman** is a new image in the classification, although this type existed at all times, only in the conditions of modernity the right attention was paid to this image. This image is a woman who has dedicated herself to art - music, visual arts, theater, cinema, these are heroines, exclusively dedicated to their work. The main criterion by which we attribute heroines to this type is the ability to create or implement a creative and imaginative product.

In the modern era, a special role in the formation of gender concepts, attitudes toward women, is played by advertisements, TV shows, films and TV shows. According to sociologists, a significant part of advertising content (47%) represents an incomplete family, most often it is a “single mother”. The full one-child family in the advertising plots takes the second place (27%). A family with two children - the third place (12%). A single-child family representing a father with a child — 10.6%. Thus, according to the results of the advertising video, the family, as the highest value of the society, is presented as either incomplete or one-child, formed as a result of divorce or extra-marital birth. These data makes family institute not popular and unclaimed.

In addition, the mass-media traced the cultivation of the image of a woman as a sexual object. Through advertising, the image of a woman became more independent, active, moving away from the habitual role of the wife, the mother, who demonstrates on the non-verbal level arrogance in behavior (while one can feel in the subtext the dislike she feels towards a man).

The trends in the positioning of women on television form the following picture. Images of business and sexually attractive women have a positive image, “housewives” occupy an intermediate position, and the mother is often negatively positioned. In this regard, the girl formed the relevant beliefs: it is not prestigious to be a mother; sexual attractiveness and appearance are the most important traits for a woman with which success comes easily; Intellect and professional success go hand in hand with contempt for men and lack of personal happiness.

We also note that at present the image of a woman is being shaped by a number of trends. The lack of a uniform system of values in gender issues both among the society due to the low gender culture and within the media. There is a conflict between the values of journalists and editors, which lies in the struggle between different traditions and cultures - the Soviet, post-Soviet, modern pro-Western.

The low level of enlightenment of the majority of media workers in terms of gender design opportunities, low level of self-awareness in issues related to the relaying of models of gender identity. An increase in the number of women actively engaged in political, economic, social activities, seeking independence, material independence, and publicly ready to defend their own rights and guidelines. Facing the problem of conflict of gender models - for example, a successful business woman and at the same time wife, a happy mother, journalists were often not ready to adequately perceive this state of affairs.

Having reviewed the most common images of women, we came to a number of significant conclusions. A common feature that unites all women who become heroes of press materials, the so-called "dominant" type - the image of a successful woman. As a heroine, modern newspapers more often choose women with a predominantly masculine or androgynous identity.

The heroines of publications in the business press are more likely to show signs of masculine identity, while in the mass press more attention is given to women with androgynous and feminine identity. At the same time, the family and personal spheres are not defined as an area where a woman can fully realize herself: without success in her career, a woman often feels

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unsuccessful. The Russian society is ready to accept a woman as a leader, a high-level executive, but not as the creator of her business, the initiator of global change.

Continuing to manipulate the ideas of men and women about the models of correct / incorrect, successful / unsuccessful masculinity and femininity, the mass media inflict tremendous harm on their audience, forcing them to follow prescribed behaviors, often to the detriment of themselves. It depends on the media what kind of "role models" readers get, so with the wrong gender policy many problems can form in the very notions of "man" and "woman".

One of the dangers of neglecting or one-sided attitude to the gender issue is the creation of simple patterns of behavior, adopted for men and for women, beyond which they face social condemnation.

In the modern world, the nature of the gender values of a society often becomes one of the defining vectors of its development, a concentration of democratic principles and freedoms. The participation of all members of society in social life on equal terms, in an atmosphere of tolerance, mutual respect and acceptance is the key to the harmonious development of society.

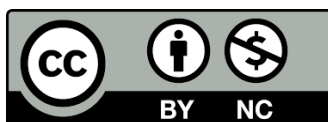
We also should highlight that politics often uses the mass-media to introduce a certain ideology and certain norms of gender behavior to society.

CONCLUSION

Thus, a comprehensive study of the components of the image of a woman allows you to construct a portrait of a modern woman through the eyes of female media. This is a sexy woman who pays a lot of attention to her appearance, is idle (most often), follows fashion, is good at marriage and is ready to be a good wife and mother if necessary. The image is generally positive, but the absence of such elements as diligence, patriotism, striving for intellectual and cultural development in its structure, which is essential for an adequate world construction, cannot be assessed optimistically. There is also some simplicity in the image and superficiality, there is a lack of depth, a serious attitude to their role in life.

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