Evaluation of psychological and pedagogical strategies for creating gender motivation in modern glossy magazines as an "Overton Window" in an electronic and digital society

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Abstract. The authors consider modern glossy magazines as a tool for constructing and transforming gender attitudes in the context of psychological and pedagogical strategies for constructing gender in the conditions of an electronic-digital society and the specifics of communication in a pandemic situation of self-isolation, when information from the Internet has a dominant influence on modern people. A special aspect belongs to the analysis of the "Overton window" mechanism in preserving and / or transforming established gender roles in the modern electronic information society. Magazine discourse at the beginning of the 21st century acts as a powerful tool for influencing the recipient in a situation where digital communication and electronic advertising discourse prevail. The authors analyze the phenomenon of creating motivation for predictable gender behaviour, which is influenced by electronic glossy magazine discourse, considered from the perspective of psycholinguistics. The authors define this type of discourse as a special type of discursive process that acts as an explicit tool of globalization. The authors use the author's synergetic approach based on the methods of linguistics, pedagogy, psychology and economic management as a methodology. The authors emphasize the novelty of this discourse in the context of its influence on the formation and transformation of the modern language personality in the context of gender stereotypes. The relevance of the research is emphasized by the fact that glossy mass-media discourse is the latest in terms of the chronology of the historical process. It actualizes the poly-ethno-socio-cultural and educational space of the beginning of the XXI century, demonstrates the processes of transformation of gender attitudes in the context of unification and globalization in the value orientations of the "philosophy of glamour".

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1 Background

The modern digital era of self-isolation and increased consumption has actualized the discourse of glossy magazines as a type of media discourse, combining various types of publications with a focus on different strata of society (for example, youth, thematic, women's, men's, professional, etc.), so the term discourse of glossy magazines is a generic concept in relation to the type of discourse we study. Researchers refer to this type of discourse as glossy magazine discourse ("GMD") [1; 2]. Our observations on the development of gloss allowed us to conclude that the masculine-oriented GMD is secondary to the feminine GMD. However, the male GMD develops more actively and evolves in the content-semantic context (inventory, or more broadly – logos-thesaurus-inventory enrichment). Unfortunately, women's glossy magazines mostly remained within the original inventory scheme: following fashion and style trends as a dominant lifestyle [2]. Women's magazines focus on the production of social stereotypes of femininity, focusing the audience's attention on the familiar areas of women's attention: fashion, style and lifestyle, psychology of gender relations, denying the very possibility of a different philosophical and ideological position in contrast to men's gloss [3]. At the same time, motivations are created to preserve the usual gender roles in society, consolidating Patriarchal behavior [4]. However, masculine traits have become more advanced in the female GMD. To motivate a person means to touch on the basic interests for him, to create new opportunities for him, to designate a chance for realization during life. The essence of the process of gender motivation in GMD to form the motivating forces of gender-based behavior.

The complexity of the topic under consideration is that the GMD contains segments of advertising discourse and PR discourse. We conceptualize the General and the particular in character podcast advertising and PR discourse through integral and differential features of these two "discursive superstrates", which complement each other, revealing the psychological and educational strategies underlying the discourse of the substrate media discourse, which teaches new attitudes to gender in the context of globalization, instilling new models of gender behavior, but it is being realized in the form of gaming entertainment-information of a subtype of GMD.

Systematic training in new gender roles within the framework of the GMD is based on the use of gender-based advertising and PR-discourse in their mutually dependent movement towards each other. At the same time, the interpenetrating nature of the GMD is a characteristic feature of the modern gender-oriented gloss, taking into account the genre-forming components that serve as a reference point for the gender ideal in modern society. The very interaction of the three leading discursive podcasts (media, advertising, and PR) generates a synergistic effect of a complex powerful psychological influence on the gloss audience, creating a recommended trend in society of gender behavior of a certain glossy ideal. This glossy ideal is consistent with the patterns of gender behavior produced in gender-oriented literature [4], reinforcing new gender attitudes in modern society that are becoming role models in the youth audience. Therefore, we consider the functioning of the gender-oriented GMD as a dynamic discursive process that plays an active role as a transformer and catalyst for transformation in the socio-cultural and educational space of Russia in the XXI century.

2 Materials and methods

Modern GMD emphasizes the representation of the "lifestyle" concept sphere in the context of media. We consider the gender accents that are shifted in it in a "glossy" context. Based

on this, we use such clarifying constructions as the media concept sphere "lifestyle", gloss in the naive picture of the world, and the English-language interspersed "lifestyle".

The material for this article is articles in the magazines "Cosmopolitan" (multilingual women's magazine published in 34 countries), "Lisa" (Russia), "Home hearth" (Russia, Kazakhstan), "Ana men Bala" ("Mother and child", in Kazakh), "Season" (Kazakhstan), "Young and daring" (Kazakhstan), "Maxim" (multilingual magazine, variants Russia and Kazakhstan), "Esquire" (multilingual magazine, variants Russia and Kazakhstan"), "DM-magazine.kz"," Men's Health "(multilingual magazine, variants Russia and Kazakhstan), "Medved" (Russia), GQ (multilingual magazine, variants Russia and Kazakhstan).

The thesaurus of masculine and feminine GMD contains permanently multiplying signs of gender behavior as features of a beautiful and successful life, which are produced in men's and women's glossy magazines, creating new stereotypes of gender behavior. Subjects of gender propaganda are: 1) editorial staff; 2) journalists; 3) personalities and celebrities; 4) advertisers.

The purpose of our research is to analyze psychological and educational strategies for the transformation of gender attitudes of the modern personality in modern glossy magazines that act as Windows of discourse or "Windows of Overton".

As part of our research, we used both General scientific methods, as well as methods of linguistics, psychology, and sociology, namely:

1) a General scientific method of observation that appeals to the direct perception and generalization of the analyzed phenomenon, allowing you to consider it from different angles.

2) General scientific method of comparison, which focuses on the features of different fragments of knowledge, with the identification of the nature of semantic representations.

3) the method of contextual analysis with a focus on determining the role of language and semantic environment in the formation of the meaning of gender in GMD.

4) a semantic-cognitive method that allows you to discover the specifics of operating with symbols in GMD, understanding gender, yourself in gender, yourself in the world around you, and the world itself as such.

5) the method of discursive analysis, which reveals the relationship between the content of the gender sign and its socio-cultural and ideological-political context, with the definition of priorities in the new reality of social communication, where the social status of communication participants plays an important role, taking into account extralinguistic factors;

6) a linguo-Rhetorical method aimed at identifying hidden ideologies and new mythologies of gender in GMD, new socio-cultural values in mass - media gender glossy discourse.

7) the method of linguoculturological analysis with a focus on culturally significant elements of GMD: borrowings, foreign language inclusions, metaphors, specifically oriented lexemes and text fragments.

The very theoretical and methodological significance of our work consists in developing the functional of gloss as a social phenomenon that serves as a linguocognitive mechanism for transforming modern society in its gender paradigm with a clear structuring of the selection of language tools for psychological and educational construction of gender in the most common type of mass media discourse-the discourse of glossy magazines, which is correlated with the discursively constructed cultural and symbolic types of masculinity and femininity in their ideological invariants of modern culture.

3 Results

We think that the transformation of modern gender roles in society is due to the aggressive impact of propaganda in the mass media discourse of gloss and advertising [5].

We consider them as multi-language magazines focused on different countries, and the ethno-national version of this type of magazine considers the country where it will be distributed. This aspect imposes an additional burden on the presentation of ethno-cultural gaps, as well as on the presentation of General materials distributed regardless of the orientation of the recipient country, from the point of view of translation theory [6].

Modification of the modern ideal of gender, which modern glossy magazines manifest in the public consciousness, pursues specific goals from the position of the producer of GMD: introduction into the public consciousness of the targeted cohort group of new ideological foundations of modern gender policy, behavioral features of a glamorous lifestyle with the commercialization of the results of the material attributes of gloss.

From the point of view of the recipient of GMD: introduction to the elite class of modern society through understanding the propagandized life values of high society, materially expressed features of the lifestyle to increase the social status of the recipient, understanding the recommended language behavior for entering the class of glossy culture and higher layers of modern society.

Let's consider the goals of the producer of GMD in the context of masculinity and femininity:

1) Convergence of behavioral and language strategies in the expression of external masculinity and internal femininity in men and, respectively, external femininity and internal masculinity in women. This strategy is implemented through categories on psychology, General psychology, historical and cultural excursions, stories about celebrities of the past and present, etc. The verbal space is supported by a photo gallery of the fashion world, explanatory drawings, photos, etc. For example: tender men, tenderness of men, courage of modern women," male " professions of women, etc. One of the external factors is a change in preferences in the color of fashion (pink in the clothes of modern men), the introduction of new standards in women's and men's fashion (pronounced masculinity and gender impersonality and shapelessness of women's clothing; the introduction of skirts and dresses in men's fashion, accentuated silhouette in men's fashion, etc.).

2) Expansion of motivation for the purchasing behavioral range among recipients of GMD, because of which there is a transformation of socio-cultural matrices in the everyday behavior of recipients of GMD [7]. Here there is a development meet the needs of the collective producer advertised psycho-behavioral strategies in collective recipient as the genre a segment mass of the recipient GMD [8; 9]. The pragmatics of GMD goes through meeting the activity and communication needs of producers and receiving feedback from recipients to adjust further verbal and paraverbal strategies of GMD subjects, constructing a predictable psychological and linguistic reaction in a generalized recipient of GMD by "throwing" provocative content in glossy magazines. Feedback on calculating the effectiveness of published information is provided through readers ' comments in social networks, in comments in electronic versions of glossy magazines [10], which allows marketers to more accurately calculate the effect of creating motivation in cohort groups [11] – recipients of GMD .

The "Overton window" itself represents the concept of having a framework for the acceptable range of opinions in public statements in the context of public morality [12].
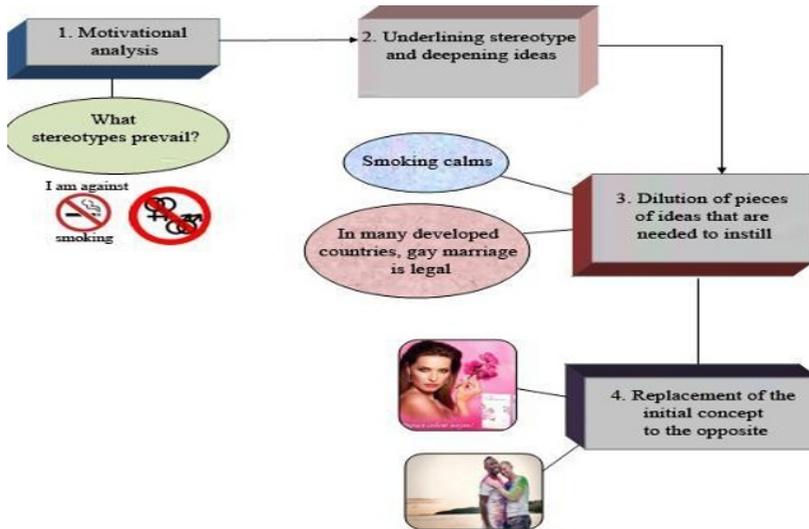
Fig. 1. Manipulative "steps" in the "Overton window" in GMD.

Fashion, in our opinion, serves as an "Overton window" in the construction of a new standard of masculinity, which acts as a manifestation of the soft features of the Anima of the inner space of a man in external behavior. The features of the new gender include: 1) acceptance and verbal expression of their own emotionality in men; 2) attention to refinement in clothing and appearance care in men; 3) changes in sexual and matrimonial behavior; 4) promotion of asexuality and asceticism in clothing and everyday behavior in women; 5) advertising restraint in verbal behavior in women, etc. These bifurcation points of gender construction are supported by" Overton Windows " in advertising.

For example, an ad for the anti-inflammatory gel-spray "Geksoral", in which the famous Russian pop singer Philipp Kirkorov appears as the Snow Queen from the fairy tale "the snow Queen" by G. H. Andersen. And the external attributes of the image of F.Kirkorov completely refers us to the image of the Snow Queen from the Soviet cartoon "the snow Queen". However, if in the cartoon the snow Queen appears as a cold, reserved, detached woman, then in the advertising image of the bearded "Snow Queen" F. Kirkorov on the contrary is smiling, emotional, expressive, which enhances the laughing aspect, acting as a joke, bypassing the prohibitive cordons of formed gender stereotypes of behavior in recipients 35-50 years old.

Fig. 2. Transformation of the image of the Snow Queen as a reflection of the transformation of gender attitudes.

"Overton's window" changed not only the image of the Snow Queen (from a female image to a male one), but also the plot of the fairy tale "the snow Queen", where the main character appears evil, intact, emotionless in contrast to the hero F.Kirkorov, who empathizes, sympathizes and helps. This commercial caused a pronounced negative reaction in the older segment of society [13], which was a predicted cognitive distortion in the collective recipient, who formed stereotypes of femininity and masculinity.

This reaction, in our opinion, reflects the step-by-step strategy of the "Overton window" as a transformation of the gender category in various strata of society.
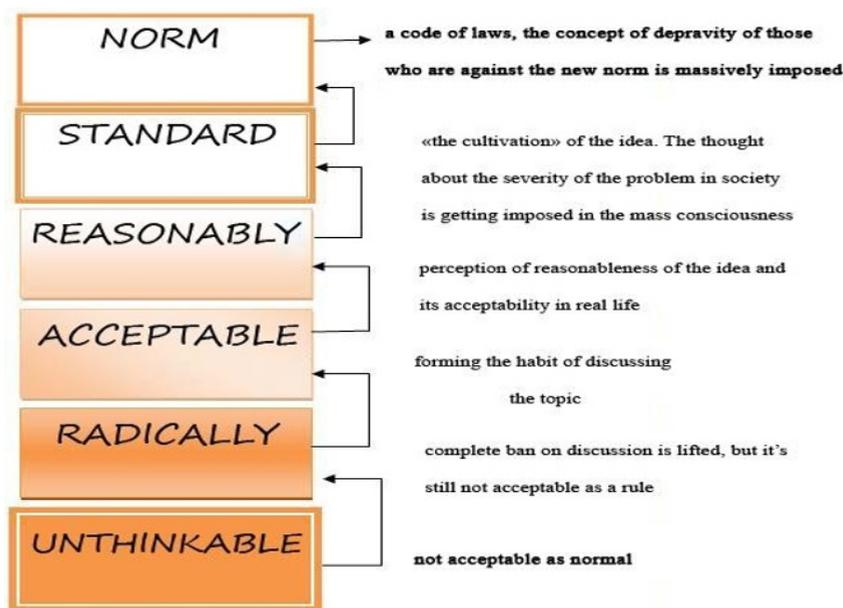
Fig. 3. Stages of gender transformation by the "Overton window".

Criticism of this advertising and accusations of promoting bisexuality and homosexuality comes from the first step of the "Overton window" about the inadmissibility of gender behavior in Russian society from the point of view of the norm. The scandalous nature of this ad provided hundreds of thousands of views in various age strata of Russian society, where this ad was evaluated in different ways: from unacceptable (in older age groups) to acceptable in the middle age group and normal in the younger age group (among teenagers and young people).

Femininity / masculinity act as socio-historical constructs in the cultural discourse as a whole, in which each individual is characterized by a clear segregation in a bipolar world: either masculinity or femininity, but not the combined possession of these characteristics simultaneously. The very possibility of the combined possession of masculinity/ femininity by one member of the community was perceived as an anomaly within the stable tradition of gender.

The secondary analysis of scientific research on the issue of gender in glossy magazines in various aspects allowed us to identify the priority characteristics and essential features of modern GMD at different levels of parameterization of the discursive process.

We define the first level as **the level of logos-thesaurus-inventory parameters**. It contains the following characteristics:

1. publication of magazines in the franchise system as linguo-country-oriented multilingual versions of publications of Western culture, which is a progressive

transformation of the national mentality and the historically established linguistic picture of the world of the recipient's linguistic personality with the introduction of elements of an alien ethno-cultural mental space;

2. Constructing a secondary creative self-actualization of the collective producer of the GMD as a kind of collective corporate language personality, acting as a professionally-oriented language personality of a glossy magazine journalist, which is characterized by the priority of the reproductive and constructive register of speech-thinking activity;

3. the presence of gender orientation in GMD, expressed in the presence of the binary opposition "male/ female" as primary and secondary discursive practices of masculinity and femininity, which have content-semantic features in the expression of gender;

4. The policy position in sequence and expressed in GMD of conceptosphere "lifestyle" in the context of "glamour", "the style glossy", verbal and para-verbal behavior sociocultural collective linguistic personality of the recipient as a cohort group companies has been part of a glossy discourse of the ensemble.

The second **level of the GMD** contains **characteristics of pathos-verbal-eloquent parameters** of the discursive gloss process:

1. the Presence of hypertextuality as a characteristic of the GMD media discourse with maximum emphasis within the mass media on the colorfulness and affectation of the images used, the inclusion of elements of other representative human systems in perception (for example, the kineso-tactylity level is enhanced when using different paper textures and print quality (embossing, roughness, smoothness, paper density, impregnation with perfumed odors, etc.);

2. Using the techniques of interactivity as a quality strategy for the implementation of the communicative impact cohort a group of audience through the publication of readers ' comments, letters of reviews, photos from the competition, etc.;

3. The use of language games and precedent in the design of the headlines, attracting the attention of the reader, including the latest in projected producent ethno-socio-cultural context, influencing the motivational level of the psyche of the recipient as a potential consumer promoted in GMD lifestyle through products and services.

The third level includes **ethos-motivational-dispositive parameters** of GMD:

1. Taking into account the entropy of globalization in the conditions of electronic and information development of modern society and accelerating the change of value priorities in different strata of society due to the change of generations;

2. The ideological socio-cultural conditionality of the mission GMD, realized through the introduction of a new social consciousness ethical principles, moral and cultural position of philosophy gloss in everyday life, society, the proclamation of the Renaissance philosophy of Epicureanism and hedonism;

3. Progressive use of models of new gender ideals based on the worldview paradigm of gloss as tools for influencing the collective language personality, followed by the formation of the functional personality of gloss with the leveling of personality traits in the electronic information society of the XXI century.

The empirical material of GMD demonstrates the relevance of chain and parallel intra-text communication in the formation of new gender models in glossy magazines. At the linguistic level, the imperishable values of human society are revealed through the interpretation of the concepts of love, success, happiness, health, satisfaction with life, travel, successful career, psychological balance, etc. The presentation of these concepts reflects the ethno-cultural specifics of the franchise publication invariant.

Thus, the modern GMD promotes strategies for deconstructing traditional norms of gender stereotypes in society, which can lead to ethno-linguistic and socio-cultural conflicts in Patriarchal societies such as Russia and Kazakhstan.

The verbal-paraverbal behavior of the professional language personality of the GMD is set by the owners of the publication and advertisers, who are on a single ideological and socio-cultural platform [2; 4; 10; 14], which are United in ideologically verified blocks-priorities within the boundaries of the General semiotic space of the GMD [15; 16].

Based on this, the assessment of the phenomenon of GZHD as a kind of holographic structure of society goes along the edges of the gloss representation, depending on the specification: economic [11; 14], socio-cultural [1; 4; 7], psychological [15], linguistic [17; 18], sociological [5; 12].

The entire GMD is aimed at achieving strategic psycholinguistic peaks in the communicative space of the gloss: reformatting eidic signals visual-figurative thinking, verbal-non-verbal nature of effective impulses of the impact on conscious-subconscious features internal picture of the world recipient for programming the desired socio-economic behavior of the recipient (e.g., the purchase of any attribute glossy/ glamorous lifestyle, the capture of consumer loan and/or mortgage, implementation of savings strategies for the acquisition of large purchases/ goals, payment for training, recreation, treatment, etc.) [9; 12; 18].

The content of GMD itself serves as a socio-cultural marker of success and a reference point for border groups of society that are striving to move to higher strata of society [8; 15]. However, for less affluent cohort groups, GMD becomes a source for activating hidden psychopathologies, borderline States of the psyche, depressions, frustrations due to awareness of the gap between the real state of things in one's own social group and the desired way of life, which can provoke antisocial behaviors (adaptability, prostitution, fraud, deception, various crimes) [20].

Potential recipients of GMD are the following strata of society: 1) elite groups of society according to various characteristics (rich people, bankers, oligarchs, Industrialists, media personalities, scientists, representatives of the "intellectual elite", show business stars, sports stars, movies, etc.), 2) gloss engines (journalists and near-journalism circles), 3) the middle class of society, 4) border groups of society (including young people) who seek to improve their social status [14; 15].

In this case, the irrepressible aggressive presentation of a glamorous star lifestyle can act as a potential danger to society, preserving its socio-economic and political security, provoking the so-called social schizophrenia among people with unstable psyche [19; 20].

In this regard, experts talk about the strengthening of the marketing information war using gender [5; 8; 9; 12], this, on the one hand, increases sales of goods and services, but on the other hand, transforms gender in the direction of moving away from the traditional binary model [16; 17; 18]. The impact is enhanced with the use of visual-imaginative thinking strategies and the actualization of infantile strategies in recipients of GMD [2; 3; 15; 20].

The analysis of empirical material in advertising of women's and men's glossy magazines of the XXI century allowed researchers to draw a conclusion about the specifics of the tools of strategies and tactics, manipulative techniques of GMD on the collective recipient in the context of functioning at all levels of different types of thinking [1; 3; 18].

LR the specificity of the speech-thinking process of a journalist as a professional language personality in this type of mass media is expressed in the formation of an invariant core and variable components of gender-ideal models in the discourse of the Russian gloss [11].

Globalization actualizes GMD as a powerful discursive process [2], in which the usual strict gender roles are transformed into blurred and borderline ones with a variable representation of gender [7; 18; 20]. We believe that in order to preserve man as a species, it is impossible to destroy the biological binary construction of gender, since the pursuit of

profit blurs the boundaries of humanity, reducing the General biological laws of preserving species diversity.

4 Conclusion

Our assessment of the psychological, pedagogical, and linguo-psychological parameters of the discourse of glossy magazines allowed us to draw the following conclusions:

1. GMD acts as a detailed discursive process that actualizes new global trends in the socio-cultural educational space of the recipient countries of the world gloss with stimulation of the transformation of the concept of traditional gender in the spirit of cultural values of the philosophy of hedonism and gloss.

2. the Transformation of gender stereotypes and the expansion of the range of gender roles is directly dependent on the producers of GMD, focused on increasing the purchasing power of the collective recipient.

3. the Introduction of modifications of the gender ideal in modern society, implemented in the GMD, transforms the conceptual picture of the world, devaluing man as a species in the planetary biocenesis.

4. Expanding the range of gender roles has a transformative effect on the functioning of discourse ensembles within glossy magazines.

5. the media concept "lifestyle" itself, represented in GMD, is a globalizing megaconcept in the conditions of modern electronic and digital society.

6. the short-Term strategy of getting maximum profit transforms GMD from an infotainment discourse into a potentially dangerous discourse in terms of preserving the human psyche.

7. The organic combination of masculine and feminine discursive practices in the GMD sound structures the discourse of ensembles in the male and female versions of GMD.

Acknowledgments

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