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## ОСОБЕННОСТИ ОБРАЗА МУЖЧИНЫ И ЖЕНЩИНЫ У ЛЮДЕЙ РАЗНЫХ ПОЛОВ И ВОЗРАСТОВ

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### **Аннотация**

Статья посвящена исследованию особенностей восприятия образа мужчины и женщины представителями разного пола, возраста, состоящими и не состоящими в браке. Для этого в нашей работе был использован метод психосемантического дифференциала. В результате чего нами было выделено несколько факторов, влияющих на представление о мужчине и женщине: пол, возраст, семейное положение.

**Ключевые слова:** психосемантика, психосемантический подход, образ женщины, образ мужчины.

## MEN AND WOMEN IMAGE'S PECULARITIES IN PEOPLE OF DIFFERENT GENDERS AND AGES PERSPECTIVE

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## ABSTRACT

The article is devoted to the study of the peculiarities of perception of the image of a man and a woman by representatives of different genders, ages, married and unmarried. For this purpose, the psychosemantic differential method was used in our work. As a result, we have identified several factors that affect the idea of a man and a woman: gender, age, marital status.

**Keywords:** psychosemantics, psychosemantic approach, image of a woman, image of a man.

**"Relevance" ("Introduction")**

The question of finding the essence, the quintessence of meanings is reflected in one of the most unique scientific directions of our time – "psychosemantics". As noted by the well-known researcher V.F. Petrenko, "The psychosemantic approach to personality is still new, but the path he opens to the study of personality through the analysis of its individual consciousness is promising and has broad possibilities for the operationalization of semantic units of the analysis of personality structure."<sup>1</sup> So, through the prism of the meaning of the word, we can turn to the consciousness of an individual, consider and analyze his specific view of the world in the context of comparison with general views, and identify certain trends and patterns of worldview on a particular concept of a person as a whole.

The question of the psychosemantic features of the meaning of language and its reflection in the context of human consciousness is becoming increasingly popular among modern researchers, which proves its importance in modern psychological science. So, in this article we consider the idea of the concept of "man" and "woman" of people of different genders, different age groups, with different family status.

The main provisions of psychosemantics are presented, first of all, by the research of psychologists of Moscow State University (V.F. Petrenko, E.Y. Artemyeva, A.G. Shmelev, V.V. Stoln, O.V. Mitina, A.A. Nistratov, V.I. Pokhilko).

Psychosemantics explores issues concerning the subjective sphere of personality, its individual consciousness. According to researchers P.N. Ermakova and V.A. Labunskaya, "three aspects of psychosemantics have a direct or indirect relation to the problem of meaning and meaning formation."<sup>2</sup>

First, we note that the processes taking place in a person's consciousness, such as: communicative action, the process of functioning of a verbal image (symbol), etc., depend on the individual significance of a person's perception of "the world, other people, himself." "The subject classifies, evaluates, scales, makes judgments about the similarity and difference of objects."<sup>1</sup> The meanings that acquire a semantic value for a person in his consciousness are, therefore, stimulators of classifications.

Secondly, psychosemantics presents a sufficiently convincing version of the genesis of subjective meaning, reflects a kind of interiorization of objective meanings, their "dropping" of the sign form, the transition into "living" meanings. The genetic sequence of meaning formation looks

<sup>1</sup> Petrenko V. F. Osnovi psihosemantiki [Fundamentals of psychosemantics] Moscow, Aksmo Publ., 2010, 387 p.

<sup>2</sup> Psychologiya lichnosti. Uchebnoe posobie [Psychology of personality. Study guide] edited by prof. P. N. Ermakov, prof. V. A. Labunskaya. Moscow, Aksmo Publ., 2007, 653 p.

like "presences – formed traces fixed in modal properties (the layer of the perceptual world), meanings – traces within the semantic layer and personal meanings – components of the image of the world, elements of the core structures of subjective experience."<sup>3</sup>

Thirdly, psychosemantics attracts by the theoretical and practical significance of the classification of the meanings formed. Having created the "conceptual framework of the psychology of subjective semantics"<sup>3</sup>, representatives of this direction classified the meanings forming the semantic layer of subjective experience on the basis of their contribution to the integral meaning of the subject. "We call a partial modal meaning a trace of interaction with an object represented in a given modality. The integral trace formed in the semantic layer after the synthesis of modal meanings will be called the full meaning."

The psychosemantic approach to personality research implements the paradigm of the "subjective" approach to understanding the other. Meaningful interpretation of the allocated structures (factors) requires to see the world "through the eyes of the subject", to feel his ways of understanding the world.

#### **"The purpose of the study"**

The purpose of our research was to study the peculiarities of perception of the image of men and women in people of different genders, different age groups, with different family status.

Additionally, such a factor as the characteristics of the parental family (the presence or absence of a father and the quality of relationships with parents in the context of "closeness-alienation") was studied.

#### **"Materials and methods of research"**

In this article, we have experimentally identified the features of the influence of such factors as gender, age and family status on a person's ideas about a man and a woman (whether a person is married or not). We have studied how people of different generations in modern conditions (a rapidly changing system of values and social stereotypes) can characterize two everyday concepts – "man" and "woman".

Let's say that we always draw ideas from literary classics that a woman is often a "fragile", "tender", "vulnerable" creature. We read that a girl gets "married", what means she stands behind her husband, submits to him. Let us recall here one of the F.M. Dostoevsky quotes, the psychologist of the human soul: "The life of every woman, no matter what she preaches, is an eternal search for someone to obey." While the "man" is perceived by the female representatives as a "defender", a "reliable shoulder": "Being a man means being responsible" (Antoine de Saint-Exupery). Do these categories and social attitudes work in everyday life?

In order to check how much these images coincide with the ideas of modern men and women, we need, first of all, to turn to the age classification.

In accordance with E. Erickson's classification of age periods, youth (as the sixth stage of the human life cycle) begins at 20 and ends at 24. The main tasks of this age are the search for a life partner, the desire for close cooperation with others: can I completely give myself to another person? Confident in his identity, a young man shows psychological intimacy, warmth, understanding, trust. A person who is not sure of his identity avoids close relationships, his relationships with others become faceless and stereotypical, he comes to isolation. By accepting intimacy as opposed to isolation, a person finds love.

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<sup>3</sup> Artemyeva E.Y. Osnovi psihologii subyektivnoy semantiki [Fundamentals of psychology of subjective semantics] edited by Khanina I. B. Moscow, Nauka, Smysl Publ., 1999, 350 p.

The next stage in E. Erickson's classification is maturity (from 25 to 50 years). This stage of life is connected with the solution of the contradiction between the ability to develop and personal stagnation: what can I offer to future generations? Rising above the level of identity, paying more attention to the needs and problems of other people, a person positively solves his development task. Failures in resolving previous conflicts often lead to self-absorption: excessive concern for their health, the desire to satisfy their needs, to protect their peace. In this case, personal devastation occurs. In the confrontation of creativity and stagnation, a positive quality should be born – care.<sup>4</sup>

So, based on the age classification of the researcher, we can distinguish three age groups for which the image of "men" and "women" is relevant in the context of solving their life tasks: 20-25 years, 25-35 years, 35-45 years.

We divided the entire sample of our study into these three age groups, taking into account gender (men and women) and marital status (married or not).

To study the representation of the image of a man and a woman, we turned to the method of psychosemantic differential.

40 personality characteristics with different poles (positive and negative) were identified, respondents assessed these characteristics in the context of the image of a man or woman from 0 to 3 points.

#### "Results and their discussion"

We will present the results of the analysis of the characteristics of the image of a woman through the eyes of men.

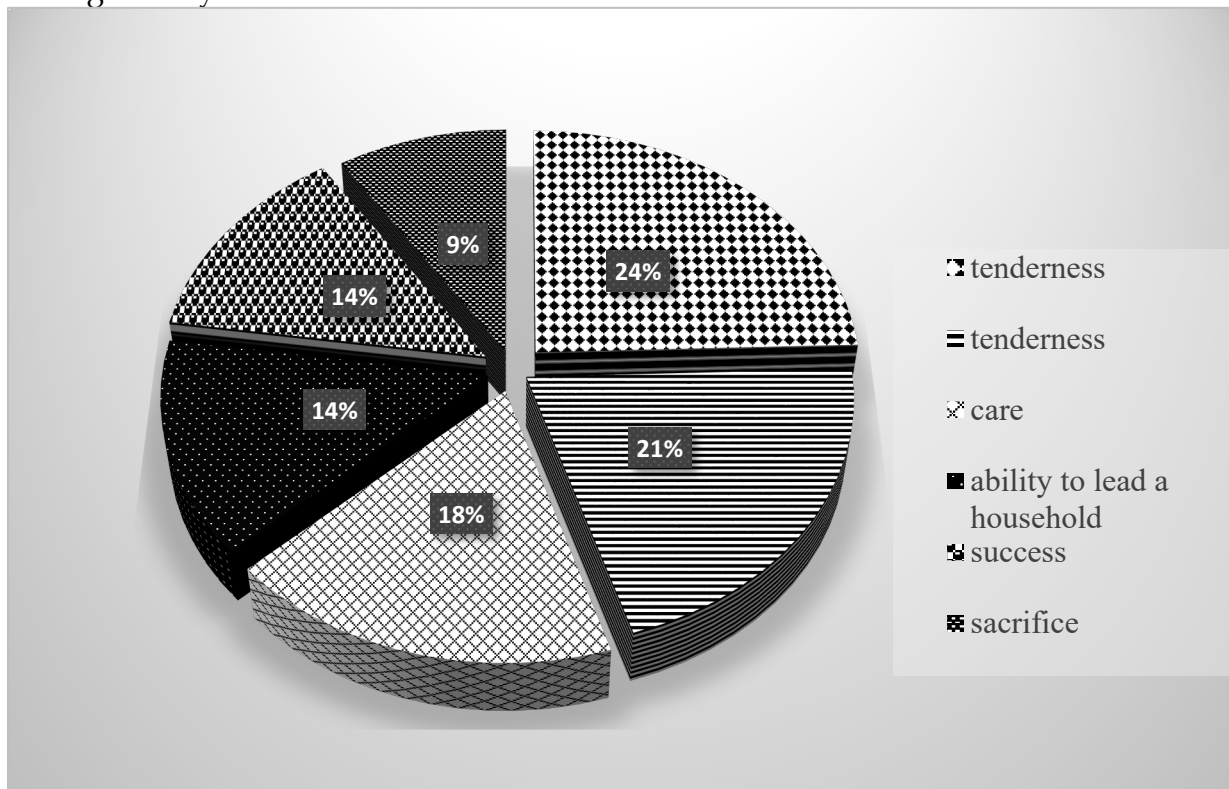


Fig. 1. Distribution of men of different age groups by dominant characteristics in the image of a woman

<sup>4</sup> Erickson E. *Detstvo i obshestvo* [Childhood and society] Saint Petersburg, LENATO, Publ., 2011, 592 p.

Among the priority characteristics in the image of a woman, men of all age groups most often singled out tenderness (24%), sincerity (21%), care (18%), ability to lead a household and success (14% each), sacrifice (9%).

Let's highlight the dominant features characteristic of the image of a woman (from the point of view of male representatives) single men in the stage of youth (according to E. Erickson) from 20 to 25 years. In the idea of a woman, such qualities as sincerity, perseverance, understanding, tenderness and vivacity of nature are most often found in their assessments. Such qualities as economic efficiency and success of a woman are not fundamental, they are rated lower by men of this age group.

It should be noted that men at this age, in whose life there was no father, distinguish among other important qualities in a woman reliability and sacrifice of character, give higher ratings to these characteristics in the image of a woman. Further, we point out that the male representatives (20-25 years old) who are married, emphasize the economic efficiency and reliability of the partner among the listed qualities.

Men of the following age group (from 25 to 35 years) most often note in a woman such qualities as sincerity, understanding, talkativeness and vivacity. I would like to draw attention to the fact that men in any age category have not designated the "brightness" of a representative of the opposite sex as the key or most important quality in the image of a woman. What can be said is that when choosing a life partner, men do not rely on the external spectacularity of a partner, or simply feel insecure against the background of a bright woman.

In choosing the fundamental qualities in the image of a woman, men of the third age category (from 35 to 45 years) emphasized the following characteristics: decency, reliability and ability to lead a household. It should be noted that men who are married to a greater extent indicate that a woman should not be demanding and whimsical.

So, in the course of the study of the representation of the image of a woman (from the point of view of males of all age groups), we established the following range of signs, most often found in the subjects: tenderness, sincerity, care, ability to lead a household, success, sacrifice.

Further, we will highlight the dominant features characteristic of the image of men (from the female representatives point of view).

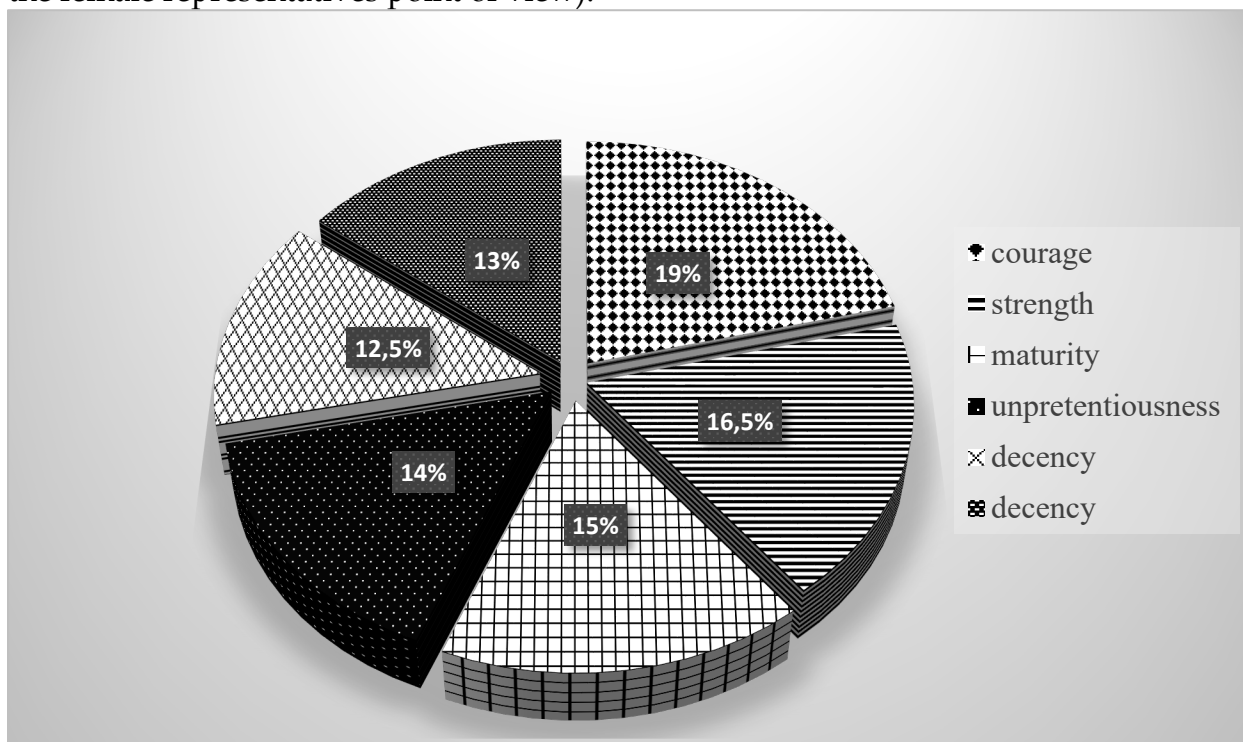


Fig. 2. Distribution of women of different age groups by dominant characteristics in the image of a man

The majority of women, regardless of age, prioritized such qualities of the husband's personality as courage (19%), strength (16.5%), maturity (15%), unpretentiousness (14%), exclusivity (13%), decency (12.5%).

Unmarried women at the stage of youth (according to E. Erickson) from 20 to 25 years old have the following trends in the idea of a man - the dominance of such qualities as: courage, strength, frivolity, arrogance, negligence and selfishness. Note that women at this age, in whose life there was no father, most often distinguish among other qualities in a man such as: devotion and tenderness. Further, we will point out that the female representatives (20-25 years old) who are married, emphasize in a number of the listed qualities on the ability to lead a household of the companion.

Women of the following age group (from 25 to 35 years) most often note in a man such qualities as: sincerity, understanding, talkativeness and vivacity. I would like to draw attention to the fact that women of any age category have not designated the "brightness" of a representative of the opposite sex as the key or most important quality.

In choosing the fundamental qualities in the image of a man, women of the third age category (from 35 to 45 years) emphasized the following: strength, unpretentiousness, ability to lead a household and sincerity.

So, during the study of the image of a man (from the point of view of female representatives of all age groups), we established the following range of signs, most often found in the subjects: courage, strength, maturity, unpretentiousness, decency and exclusivity of a partner in a woman's life.

### "Summarize" ("Conclusion")

In our study on the specifics of a person's perception of the image of a man and a woman, the following factors were identified that affect the perception of these images: gender, age, marital

status and relationships with their own parents. Experimentally, we were able to make sure that there are differences in the image of men and women among representatives of different generations, with different marital status in modern conditions.

We have identified the dominant characteristics in the perception of the image of a woman from the point of view of a man: tenderness, sincerity, care, ability to lead a household, success, sacrifice.

The priority characteristics in the image of a man in the vision of women are courage, strength, maturity, unpretentiousness, decency and exclusivity of a partner in a woman's life.

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