

УДК 396.1; 159.9.075; 316.7

## **Specifics of the Category of «Gender» in the Modern Krasnoyarsk Culture: Results of the Association Experiment According to the Methodology «Thematic Associations Series»**

**Natalia M. Libakova\***

*Siberian Federal University*

*79 Svobodny, Krasnoyarsk, 660041 Russia<sup>1</sup>*

Received 6.10.2010, received in revised form 13.10.2010, accepted 20.10.2010

---

*At present time, modern cultural researches gain more and more applicative character, as far as the growing interest to the researches of such a phenomenon as culture is caused not so by theoretical demands, as by practical necessity to solve real and objectively existing problems of the modernity. Cultural studies appear as some interactive knowledge at the intersection of different socio-humanitarian disciplines. The given peculiarity of cultural studies turns out to be a sort of advantage, which allows to apply methods and approaches, taken from various disciplines (i.e. sociology, psychology, linguistics and so on), for salvation of research problems. Re-targeting of the cultural studies orientation from theory to practice results in necessity of mastering of new methods and approaches, which allow efficiently solving practical tasks. One of such approaches is the gender approach, which has been widely used in various spheres of the modern socio-humanitarian researches. In the given article, we present the results and interpretations of the results of the association experiment, having been carried out on the theme «the female» and «the male» according to the methodology of A.I. Nazarov and R.V. Sokolov «Thematic Associations Series» among the students of the Siberian Federal University. The experiment has been carried out in order to reveal peculiarities of the gender (social gender), which is being formed by the modern Russian culture.*

*Keywords: «Cultural studies», gender, culture, association experiment, «female», «male».*

*The work is carried out with the financial support of the grant of Krasnoyarsk regional fund for the support of scientific and scientific-and-technological activities.*

---

**Point of view:** the study of gender specifics presupposes to reveal peculiarities of the sense content of the given phenomenon, its unique meaning, having been caused by the peculiarities of a culture, in the given case – of the Russian culture. The category of «gender» is many-sided, and there are a lot of approaches to its content

interpretation. One of the most widely spread points of view is comprehension of gender as of social phenomenon. Within the frames of the given approach, gender is considered as a model of social relations between women and men, which is being built by the main social institutions. The basis of the given gender theory

---

\* Corresponding author E-mail address: trognonulia@gmail.com

<sup>1</sup> © Siberian Federal University. All rights reserved

is the notions of the way, gender is being formed by: firstly, gender is constructed by means of socialization, differentiation of labor, by the system of gender roles, by family, by means of mass media; secondly, gender is formed by the individuals themselves – on the level of their conscious in the process of their gender self-identification, their assimilation of the given social norms and striving to correspond to them (in clothes, looks, manners of behavior and so on.). Most well-known representatives of the given approach are: I. Hoffman, H. Garfinkel, C. West, D. Zimmerman<sup>1</sup>.

Being a specialist in the sphere of cultural studies, native researcher Almira Usmanova follows the western scientists and marks that gender representation in the phenomena of culture, in particular, in the pieces of mass culture is not secondary, but primary in relation to real images of women. It means that images, being fixed in various artifacts of culture, (and, certainly, in fine art), act as a forming beginning, which influences directly on real women, who embody the cultural concept of «woman» in themselves:

«The cultural concept of «woman» is being built from the inside and with the help of images; it is not something preceding, fore-given, existing before its presentation».<sup>2</sup>

This thesis is rather close to many a representative of the post-feminism philosophy, in particular, to Judith Butler, who asserts, that «gender» is «performatory» by its nature: gender identity (or to be more exact, identities) is formed

and self-asserts in the act of presentation of itself, but does not express any inner essence, preceding speech and appearance<sup>3</sup>.

Followers of the post-feminism philosophy point at the fact that real, alive women represent by themselves a result of the impact of numerous female images, existing in the given culture, and not visa versa. This approach is topical for the study of traditional and modern Russian culture.

**Example:** in the given article we present the results and interpretation of the results of the association experiment, which has been carried out according to the methodology of A.I. Nazarov and R.V. Sokolov «Thematic Associations Series» on the theme «the female» and «the male» among 207 students of I – IV courses, studying in the Siberian Federal University on the following specialties and directions: «jurisprudence», «social work» «physical culture and sports», «history», «philosophy», «cultural studies», «economics», «translation and interpretation studies», and «linguistics». Out of 207 respondents there are 104 girls and 103 boys. We underline that sex attribute of the participants is of high significance for the given research and it has been taken into consideration in the course of experimental data processing.

In the given part of the research, we reveal the modern understanding of the conceptual interpretation of the «gender» category in the Krasnoyarsk culture by means of the association experiment. Finally, basing on the results of the carried researches, we have simulated the image of a modern woman, which has been formed out of the notions of «the female» and «the male», presented by the modern Krasnoyarsk students. In the given case, «the male» is considered as the opposition, with which help (by means of understanding of its content and thinking

<sup>1</sup> Garfinkel. Ethno-Methodology Researches. – St. Petersburg: Piter, 2006. – 336p.; C. West, D. Zimmerman. Gender Creation / Chrestomathies of the Feminists' Texts. Translations. Under the editorship of Y. Zdravomyislova, A. Tyomkina. St. Petersburg: Publishing house «Dmitry Bulanin», 2000. P. 193-220; C. West, D. Zimmerman. Gender Creation // Gender Note-Books. Edition I. Works of the St. Petersburg Branch of the Institute of Sociology of RAS. St. Petersburg, 1997. P. 94-124

<sup>2</sup> A. Ustmanova. Gender and Culture in the Paradigm of Cultural Studies // Introduction into the Gender Studies. Part 1: Education guidance. – GRKC, St. Petersburg: Aleteya, 2001. – P. 453

<sup>3</sup> The same reference

from the contrary) we can find out additional characteristics of the female gender.

Within the frames of our cultural study, we have addressed to psychological research methods, which are based on the cultural study approach, having been formed by the American school «Culture-and-Person», which activity is connected to changing of the orientation of cultural studies from evolutionism to cultural pluralism. In 20-30-s of XX century, one could observe a certain changing: scientists' attention was shifted from outer cultural revelations to studying of the individual, of his inner cultural identification (it was mostly because of Z. Freud's conception influence). We can recollect the following representatives of the school «Culture-and-Person»: Franz Boas, Ruth Benedict, Margaret Mead, A. Kardiner, R. Linton, C. Dubois, C. Kluckholm, A. Inkelce, G. Witting, R. Levin – they addressed to studying of linguistic in culture, of interaction of the person and culture, of culture reproduction by the person.

Association experiment is one of the earliest methods of psychological researching; association study was one of the first directions of the experimental science. The method of association experiment was invented by the W. Wundt's school at the end of XIX century. Participants of the experiment were suggested to react to a certain word-stimulus by means of whatever came uppermost, i.e., to present a direct verbal reaction.

The main principle of the W. Wundt's school was the notion of necessity to reveal outwardly one's inner psychological processes with the help of a psychological experiment and this school was taken apart by the succeeding generations of scientists-psychologists. At present time, the activity of the school is considered mainly as a stage of historical development of psychological studies, but up till now the method of association

experiment has remained to be one of the topical and is used in cross-cultural researches as well.

At present time, association experiment is used as by western scientist, so by native ones, and is one of the most frequently used psychological methods, which is applied in various spheres of knowledge: psycho-linguistics, sociology, and also in the sphere of education. For example, we can recollect the Word Association Test, which is used in the system of American education. In the given test, instead of traditional choice of correct answers among the suggested variants, students are asked to call associations, which have been formed in the course of educational process, to the suggested words from the sphere of their curriculum.

The given facts are mentioned in the article of A.I. Nazarov and R.V. Sokolov «Associations and Association Experiment: Different Fates». The authors suggest a definition of association, which explains why association experiment can be used not only in psychological, but also in cultural studies:

«...association is not the primordial and the only mechanism of psychological phenomena formation and functioning, but is one of the final or intermediate forms of these phenomena existence, which has been formed as a part of integral objective activity of the individual. (...) ... association is a consequence, but not the cause of one's accomplishments»<sup>1</sup>. «if association is a result of personal experience, then only to that extent, to which one can conclude about the cause, considering its effect; and we understand the possibilities, or at least, some features of association to penetrate, at least partially, into some features of inner experience, which cannot be found out by any other way, even by the genetic method, which seems to be almighty»<sup>2</sup>.

---

<sup>1</sup> The same. – p. 126.

<sup>2</sup> The same. – p. 127.

A.I. Nazarov and R.V. Sokolov disclose the methodology of association experiment in its every detail. Beside them this problem has been also considered by T.V. Popova in the Education guidance «Association Experiment in Psychology»<sup>1</sup>.

In the basis of association experiment there is a study of the most socially standard words-reactions (words-R) to the given word-stimulus (word-S). Scientists have developed various methods of words-reactions (associations) obtention and variants of directions of the gained results interpretations.

Thus, T.V. Popova singles out two types of the experiment: direct (controlled) and indirect. Direct or controlled experiment requires the respondent to have certain knowledge in the sphere of linguistics, concerning the notions of lexical meaning, synonyms, antonyms, sentences and so on. Indirect experiments do not need any special level of respondent's linguistic education; reactions are less consciously realized in the experiments of the given type.

We are also to mark the research, which has been carried out by Y.N. Karaulov, Y.A. Sorokin, Y.F. Tarasov, N.V. Ufimtseva, and G.A. Cherkasova – these scientists have compiled «The Russian Associations Dictionary», basing on the data, which have been obtained in the result of the association experiment,<sup>2</sup>.

In the given experiment, scientists have involved I-IV years' students, aged from 17 to

25, from various higher schools, and for whom Russian is their native language. Scientists explain their choice of respondents the following way: «firstly, because higher education is of much importance, and secondly, as far as it is necessary to forecast the development of conscious of those Russians, who will determine linguistic, spiritual, and material life of our society in the nearest thirty years»<sup>3</sup>.

We are to underline that fact, that in order to carry out this association experiment, scientists have selected young people out of students, and it corresponds to the studies of western researchers, who point at the fact, that students are the best choice for cultural experimentations, due to their social variety.

Scientists consider 100 people to be an obligatory and sufficient number of respondents for having an authentic experiment. In his article «Association Experiment as a Means of Cross-Cultural Researching of Images of Conscious» A.D. Palkin fixes the results of his dictionary compilation work and also illustrates with a row of examples that one hundred people is quite enough.<sup>4</sup> The authors of the Dictionary also develop new methods of interpretation of the obtained results.

A.V. Kapitonova presents some methods of classification of a large quantity of associations in her article «Free Association Experiment as a Method of Language Conscious Study in Psycholinguistics»<sup>5</sup>.

Beside the mentioned ones, there is one more type of association experiment, which

<sup>1</sup> T.V. Popova Association Experiment in Psychology: Education guidance. – Moscow.: Flinta: MPSI, 2006. – 70 p.

<sup>2</sup> The Russian Associations Dictionary. Association thesaurus of the modern Russian Language / Y.N. Karaulov, Y.A. Sorokin, Y.F. Tarasov, N.V. Ufimtseva, and G.A. Cherkasova. – Moscow: IRL RAS, 1994. – Book 1. Direct Dictionary: from stimulus to reaction. Part I. – Moscow: Pomovskiy and Partners, 1994. – 223 p.; Book 2. Reverse Dictionary: from reaction to stimulus. Part I. – 1994. – 358 p.; Book 3. Direct Dictionary: from stimulus to reaction. Part II. – 1996. – 212 p.; Book 4. Reverse Dictionary: from reaction to stimulus. Part II. – 1996. – 324 p.

<sup>3</sup> The same. Book 1. – p. 5.

<sup>4</sup> A.D. Palkin. Association Experiment as a Means of Cross-Cultural Researching of Images of Conscious // Questions of Psychology. – 2008, №4. – p. 81-89.

<sup>5</sup> A.V. Kapitonova. Free Association Experiment as a Method of Language Conscious Study in Psycholinguistic // Language. Communication. Culture: Tendencies of XXI Century: Materials of the International Conference, Dedicated to 60-th Anniversary of the Foreign Languages Faculty, 5-6-th October 2006. – Krasnoyarsk, KSTTU n.a. V.P. Astafiev, 2007. – p. 156 – 161.

is described in the aforesaid article of A.I. Nazarov and R.V. Sokolov – it is the technique of «Serial Thematic Associations» (STA). In the course of the given experiment, the participants are suggested to give not one word-reaction to one word-stimulus, but a series of such word-reactions and they are given an unlimited time period for that. Thereat, they must fix the time gaps between the appearances of words-reactions. In such a case, the authors take into consideration two levels of the person's experimental knowledge – active and passive. Such a variant of the experiment running is supposed to reveal active knowledge for a short period of time, and long thinking will show the scientists the passive knowledge of the respondent. Thus, the given methodology of the association experiment realization seems to get better results, more complete association rows of the participants.

A.I. Nazarov and R.V. Sokolov suggest the following classification of the obtained associations: 1) associates, which are directly related to the theme or characterize its structural composition; 2) associates, which are also directly related to the theme and characterize its features; 3) associates, which are indirectly related, but are close to the theme, i.e. their connection is easily seen with the help of one or two additional implicit links; 4) also associates which are indirect, but are far from the theme; here, the order of their mediation is higher than in the previous category; 5) associates, which are functionally connected with the theme; characteristics of the theme not by itself, but from the point of view of those qualities, which the theme acquires in the course of interaction with the environment, where the content, denoted by the given theme, exists; 6) irrelevant associations – those ones, which are not connected with the theme at all or appear

occasionally, or indirectly connected with it because of some events of person's life<sup>1</sup>.

For the given research, association experiment is very valuable, because it allows revealing those words and their meanings, which disclose the notion of gender as a cultural phenomenon of the modern culture. Interpretation of the obtained results let us better understand semantic filling of the categories «the female» and «the male», which express gender specifics of the culture.

In the given research, the principle of selection resembles the principle of association experiment running, having been used by the authors of «The Russian Associations Dictionary», when they based on students' responds while compiling their 4-volumed work. There scientists ascertain that students are future creators of our culture, and consequently, our understanding of their notions of culture gives us a key to culture development forecasting in the forthcoming thirty years.

We should explain why the association experiment results, having been fixed in «The Russian Associations Dictionary» of 1994, are not sufficient for the present research work. Firstly, in the given edition there are associations only to the following words: «female (male gender)», «women», «a woman», «to women (dative)», «to a woman (dative)», «by a woman (ablative)», «a woman (accusative case)», «a man», «male (male gender)». Associations to the words «female (neuter gender) », «male (neuter gender) » are absent. Secondly, content of the social gender is not static; it is always caused by the cultural peculiarities, being topical for the given time and the given space.

Moreover, we should consider the problem of correlation of the Krasnoyarsk students' culture and the Russian culture on the whole. It is out of the question that for cultural studies,

<sup>1</sup> A.I. Nazarov and R.V. Sokolov. Association and Association Experiment: Different Fates // Questions of Psychology. – 2007, №4. – P. 125 – 139.

scientists apply general scientific theoretical and practical methods of researching, and the method of extrapolation is, certainly, among them. The question of allowability to extrapolate experimental results, having been gained in the course of work with a certain group, over a wider group of people, over all the class of objects, has been raised simultaneously with the appearance of the first applied cultural researches. Thus, cultural anthropologies B.K. Malinovsky and R. Redcliff-Brown built their theories of the structure and the function in the culture of primitive nations, basing on the results of their field work, which was realized in one – two tribes. But already representative of the succeeding generation of anthropologists E. Evans-Pritchard asserts that while interpreting the results of field observations, it is wrong to extrapolate the knowledge of one tribe over all the other tribes, it is unacceptable to make global conclusions about the primitive society's social system organization only by one or even by two tribes' data.

In the modern cultural studies, scientists strive to achieve maximally possible objectivity in the process of results interpretation, to accuracy and precision in their conclusions: «among the problems of the methodological sphere, we should pay special attention to the malpractice, being widely-spread among the researchers, which is connected to the representativity of exploratory selection – culture is operationalized as its country, and factual data are obtained on the basis of selection of towns' population (being indentified with the country, culture is presented by one or two cities); then on the basis of these materials they extrapolate them over the whole culture ...»<sup>1</sup>.

Consequently, the data, having been acquired in the result of the experiment, which has been carried out among the representatives of the Krasnoyarsk students, studying in one and the same University, can be to some extent rightfully extrapolated over all the Russian culture, but one should run additional studies in other regions of Russia in order to form an integral picture of notions of semantic filling of gender in the Russian culture.

Let us address to the results of association experiment itself, which has been realized on two topics: «the female» and «the male». Among the participants of the experiment there have been representatives as of male, so of female sex (the sex of the respondents has been taken into consideration in the course of the results processing), and they have been suggested to write down associations to the word «female», and then to the word «male».

We should pay attention to the specifics of the answers, given by the girls and the boys: in the girls' answers there are much more associates, while short answers of the boys sometimes extend only to two – three words-reactions to the word-stimulus. Thus, in one of the answering lists of a boy-respondent there is only one phrase, as a reaction to the word-stimulus «female»: «it is everything male, but after deduction of mind and responsibility». In connection with this fact, scientists have paid more attention to the qualitative component, than to the quantitative one in the analysis of the results, while comparing the answers of the boys and the girls.

In the process of respondents' answers processing, it has been found out that, firstly, big variety of words-reactions, and secondly, significant part of associates repeat less than in 10 answering lists – in the range from 1 to 5 circles. And, though there are a large number of associates, nevertheless, they can be divided into the following groups. Taking into account

<sup>1</sup> L.D. Surmanidze. Culture: Modern Empiric-Research Tendencies // Man: Correlation of the National and the Pan-human. Collection of Materials of the International Symposium. (Zugdidi, Georgia, 19–20-th May 2004) Edition 2 / under the editorship of V. V. Partsvaniy. St. Petersburg: the St. Petersburg Philosophic Society, 2004. – P.225-238. – [http://anthropology.ru/ru/texts/surmanidze/mannt\\_24.html](http://anthropology.ru/ru/texts/surmanidze/mannt_24.html)

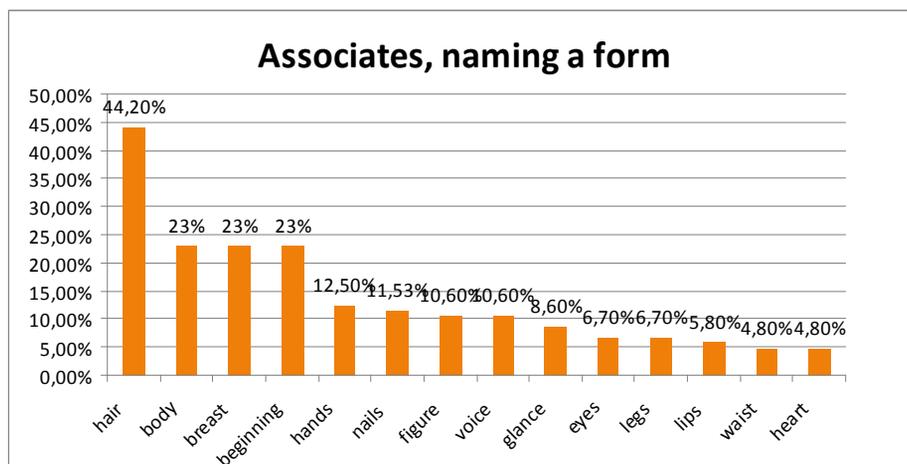


Fig. 1

the associates' classification experience of A.I. Nazarov and R.V. Sokolov, we have got the following groups:

1. Associates, being connected with the form, which symbolizes «the male», «the female»;
2. Associates, being connected with the inner content of «the male», «the female»;
3. Associates, being connected with the functions, being related to the notion of «the male», «the female»;
4. Associates, which are connected with attributes: objects, phenomena being this or that way related to «the male», «the female»;
5. The group of associates, which expresses personal attitude of the respondent;
6. Associates, which represent a concrete naming of images, which embody «the male», «the female».

First of all, we shall consider the spectrum of associations, being connected with a form, which symbolizes «the female», and which has been obtained in the result of the girls' questioning (Fig. 1).

In the diagram, one can see a spectrum of the most popular words-reactions to the word-stimulus «the female», which have been mentioned not less than in 5 answering lists of the respondents. Now, we shall represent a full row of

associates in a text format: Hair (46) – 44.2 %<sup>1</sup>; body (24) – 23 %; breast (24) – 23 %; beginning 24 – 23, %; hands (13) – 12.5 %; nails – (12) 11.53 %; figure (11) – 10.6 %; hair (11) – 10.6 %; glance (9) – 8.6 % eyes (7) – 6.7 %; outlooks (7) – 6.7 % legs – (7) – 6.7 %; lips (6) – 5.8 %; waist( 5) – 4.8 % heart (5) – 4.8 % sex (5) – 4.8 % face (4) – 3.84 %; eye-lashes (3) – 2.88 %; image (2) – 1.92 %; ruddy (2) – 1,92 %; teeth (2) – 1.92 %; belly (2) – 1.92 %; fingers (2) – 1.92 %; brain (2) – 1.92 %; make-up (2) – 1.92 %; appearance (1) – 0.96 %; guise (1) – 0.96 %; profile (1) – 0.96 %; brows (1) – 0.96 %; hormones (1) – 0.96 %; jaw (1) – 0,96 %; cheeks (1) – 0.96 %; skin (1) – 0.96 %; ears (1) – 0.96 %; nose (1) – 0.96 %; organ (1) – 0.96 %; shoulder (1) – 0.96 %; womb (1) – 0.96 %; back (1) – 0.96 %; nature (1) – 0.96 %; nature (1) – 0.96 %; essence (1) – 0.96 %; spirit (1) – 0.96 %.

On the following diagram there are presented data of the most popular words-reactions of the boys-respondents to the word-stimulus «the female» (Fig. 2).

Let us look through all the row of associations in the text format: hair (27) – 26.21 %; breast (23) – 22.33 %; body (8) – 7.76 %; eyes (7) –

<sup>1</sup> In brackets we give the number of answering lists, where the given word-reaction is mentioned; after the hyphen we give the information concerning the word repetition – reactions in the answering lists in percentage.

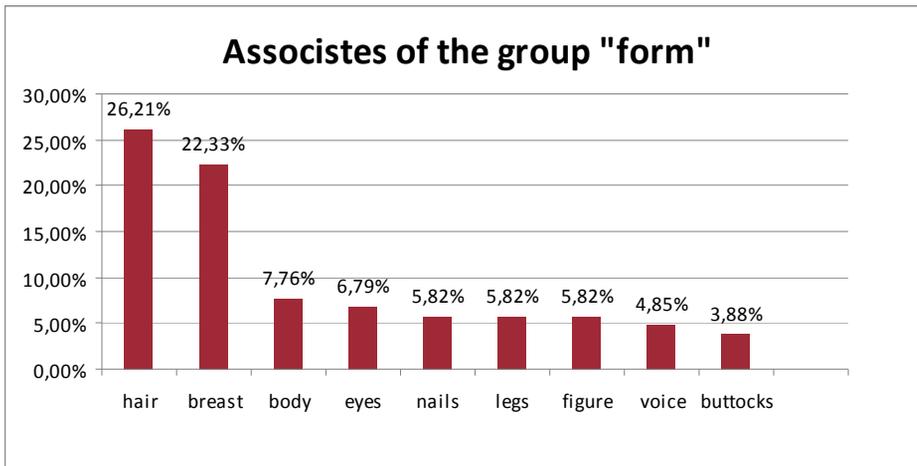


Fig. 2

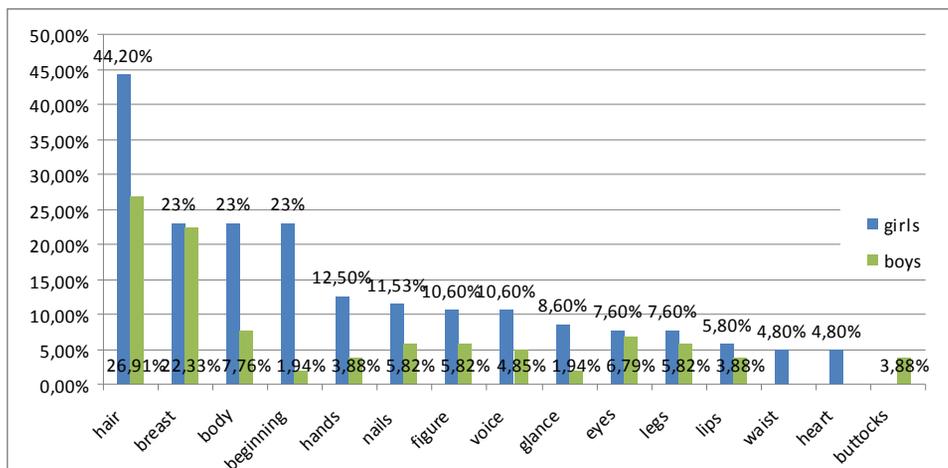


Fig. 3

6.79 % nails (6) – 5.82 %; legs (6) – 5.82 %; figure (6) – 5.82 %; voice (5) – 4.85 %; buttocks<sup>1</sup> (5) – 4.85 %; lips (4) – 3.88 %; hands (4) – 3.88 %; face (2) – 1.94 %; glance (2) – 1.94 %; make-up (2) – 1.94 %; beginning (2) – 1.94 %; sex (2) – 1.94 %; nose (2) – 1.94 %; appearance (1) – 0.97 %; head (1) – 0.97 %; hormones (1) – 0.97 %; nature (1) – 0.97 %; organs (1) – 0.97 %; back (1) – 0.97 %; waist (1) – 0.97 %; guise (1) – 0.97 %.

The next diagram illustrates the comparison between the answers of respondents of both genders (Fig. 3).

<sup>1</sup> We have chosen this very synonym to the words, mentioned by the respondents, because of ethic reasons.

So, in the result of summation of the respondents' answers, pointing at a form, we get the opportunity to see a spectrum of outer features, which are characteristic of representatives of the female gender, and which presence indicates at the person's affiliation to the female gender. One should note that, generally, the answers of the respondents of both genders differ only in insignificant degree. On the whole, on the qualitative level – both boys and girls named one and the same associations, excluding the word «buttocks», which has not been mentioned at all by the respondents of the female gender. Taking into consideration the boys' terseness,

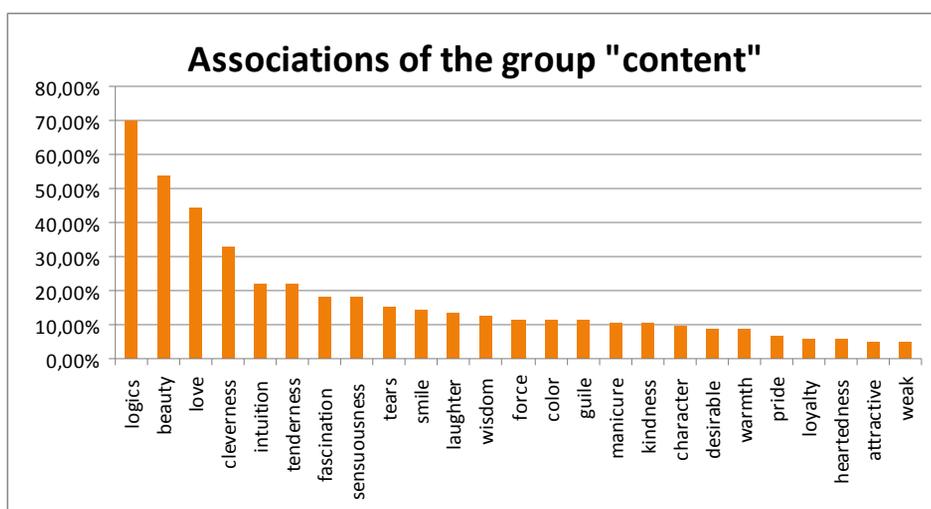


Fig. 4

the figure 3.88 % is rather significant. On the qualitative level, differences between the boys' and girls' answers are not so important. Among the associations on the theme «the male», the responding girls have given the first place to the word «constitution», which is mentioned in 28 answering lists, what makes up 26.92 %. The words «moustache», «beard», and «stubble» are on the second place, and all together the given associations are met in 20 answering lists (19.23 %). In the boys' answering lists the given association is mentioned on the first place.

Thus, we can come to the following conclusion that: visible features of the biological sex are of the primary importance in the question of gender form determination – it is «hair» and «breast» for the female gender (thereat, the association «hair» is on the first place both in the boys' and girls' answering lists), and the words «moustache», «beard», and «stubble» are for the male.

Further, let us consider the group of associations, describing qualitative characteristics of the female gender: features, features of the form, and also personal characteristics, peculiarities of the inner world. There is a great variety of answers among the associations of the

given group; and the following diagram illustrates the most widely spread associations (Fig. 4).

Let us consider all the row of associations in the text format: logics (73) – 70.19 %; beauty (56) – 53.8 %; love (46) – 44.23 %; cleverness (34) – 32.69 %; intuition (23) – 22.11 %; tenderness (23) – 22.11 %; fascination (19) – 18.26 %; sensuousness (19) – 18.26 %; tears (16) – 15.38 %; smile (15) – 14.42 %; laughter (14) – 13.46 %; wisdom (13) – 12.5 %; force (12) – 11.53 %; color (12) – 11.53 %; guile (12) – 11.53 %; manicure (11) – 10.57 %; kindness (11) – 10.57 %; character (10) – 9.61 %; desirable (9) – 8.65 %; warmth (9) – 8.65 %; fondling (8) – 7.69 %; pride (7) – 6.73 %; loyalty (6) – 5.76 %; heartedness (6) – 5.76 %; health (6) – 5.76 %; gracefulness (6) – 5.76 %; soft (6) – 5.76 %; world outlook (5) – 4.80 %; attractiveness (5) – 4.80 %; weakness (5) – 4.80 %; charms (4) – 3.84 %; habits (4) – 3.84 %; fragility (4) – 3.84 %; aroma (4) – 3.84 %; belief (4) – 3.84 %; femininity (4) – 3.84 %; sexuality (3) – 2.9 %; lovely (3) – 2.9 %; hope (3) – 2.9 %; pedicure (3) – 2.9 %; talent (3) – 2.9 %; patience (3) – 2.9 %; self-assurance (2) – 1.92 %; success (2) – 1.92 %; charisma (2) – 1.92 %; cleanness (2) – 1.92 %; experience (2) – 1.92 %; thinking (2) – 1.92 %; simplicity (2) – 1.92 %; vulnerability (2) – 1.92 %;

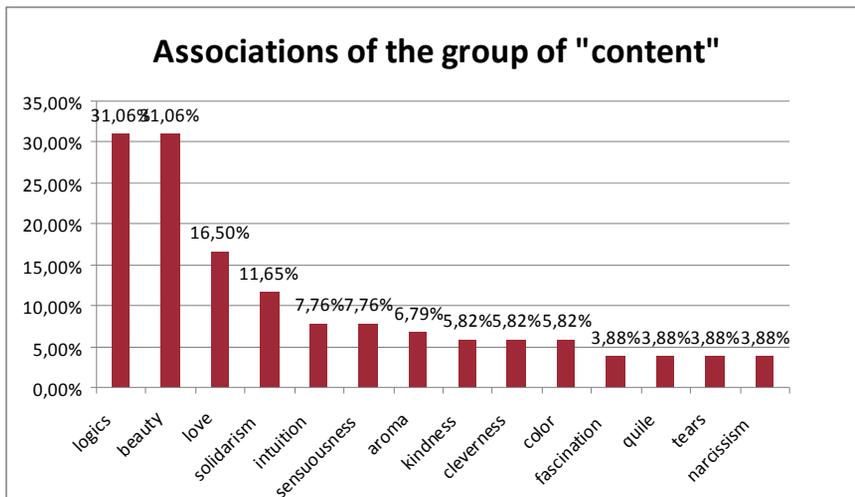


Fig. 5

sentimentality (2) – 1.92 %; modesty (2) – 1.92 %; attentiveness (2) – 1.92 %; dignity (2) – 1.92 %; naked (2) – 1.92 %; mysterious (2) – 1.92 %; manners (2) – 1.92 %; opinion (2) – 1.92 %; moral (2) – 1.92 %; innocence (2) – 1.92 % elegance (2) – 1.92 % braveness (2) – 1.92 %; humble (2) – 1.92 %; solidarity 6 endurance (2) – 1.92 %.

Associations, which are met only in one answering list (what makes up 0.96 %): miniature; youth; manner of walking; proportion; sonsy; variety; plump; stately; curves; taste; age; gracefulness; style; image; glamour; glossiness; accuracy; ambish; excitement; will expression; will; sensibility; endurance; flexibility; benevolence; 90\*60\*90; defenseless; inoffensive; unrest; quickness; confidence; credence; dignified; patrimony; spiritual self-perfection; spirituality; compassion; beneficence; ideas; astonishingness; mercy; impulsivity; individuality; intellect; truth; veracity; lightness; power; courageous; character; naivety; sovereignty; soleness; pleasure; quick-wittedness; spontaneity; temper; guesstimate; bravery; charming; superiority; devotion; pleasant; simplicity; punctuality; independence; light; holiness; will power; fabulousness; fame; sweetness; complexity; mystique; consciousness; heart-quaking; working ability; respect; shyness;

temperament; delicacy; persistence; well-cared; fantasy; enamourment; chic; generosity; curiosity; contradictions.

Negative characteristics are also present in the answering lists, but there are much fewer of them: firstly, there are few of negative associations, and secondly, repetitions of the negative associations are met not more frequently than in five answering lists: hysterics (5) – 4.80 %; egoism (5) – 4.80 %; infidelity (4) – 3.84 %; hatred (3) – 2.88 %; obtrusiveness (3) – 2.88 %; grievance (2) – 1.92 %; alcoholism (2) – 1.92 %; revenge (2) – 1.92 %; disappointment (2) – 1.92 %; vulpinism (2) – 1.92 %; misunderstanding (2) – 1.92 %; nervousness (2) – 1.92 %; bad tricking (2) – 1.92 %; being late (2) – 1.92 %; seduction (2) – 1.92 %; bitchiness (1) – 0.96 %; recklessness (1) – 0.96 %; thoughtlessness (1) – 0.96 %; second (1) – 0.96 %; arrogance (1) – 0.96 %; depression (1) – 0.96 %; misunderstanding (1) – 0.96 %; infighting (1) – 0.96 %; cruelty (1) – 0.96 %; envy (1) – 0.96 %; aloofness (1) – 0.96 %; changeability (1) – 0.96 %; plots (1) – 0.96 %; intrigues (1) – 0.96 %; shortcomings (1) – 0.96 %; flattery (1) – 0.96 %; lie (1) – 0.96 %; insanity (1) – 0.96 %; mistrust (1) – 0.96 %; discontent (1) – 0.96 %; panic (1) – 0.96 %; treachery (1) – 0.96 %; dissolute

(1) – 0.96 %; narcissism (1) – 0.96 %; rudeness (1) – 0.96 %; cynicism (1) – 0.96 %; egoism (1) – 0.96 %; deception (1) – 0.96 %; meanness (1) – 0.96 %. The only exception is association «silliness», which is met in ten answering lists, and that makes up 9.61 % of all the number of answering lists.

Further, we shall consider associations from the group of «content» which have been named by the respondents-boys on the theme «the female» (Fig. 5).

Logics (32) – 31.06 %; beauty (32) – 31.06 %; love (17) – 16.50 %; solidarism (12) – 11.65 %; intuition (8) – 7.76 %; sensuousness (8) – 7.76 %; aroma (7) – 6.79 %; kindness (6) – 5.82 %; cleverness (6) – 5.82 %; color (6) – 5.82 %; fascination (4) – 3.88 %; guile (4) – 3.88 %; tears (4) – 3.88 %; egoism (4) – 3.88 %; chastity (3) – 2.91 %; unpredictability (3) – 2.91 %; femininity (3) – 2.91 %; naivety (3) – 2.91 %; sexuality (3) – 2.91 %; tenderness (3) – 2.91 %; patience (3) – 2.91 %; fondling (2) – 1.94 %; pride (2) – 1.94 %; soul (2) – 1.94 %; flexibility (2) – 1.94 %; thinking (2) – 1.94 %; fineness (2) – 1.94 %; purity (2) – 1.94 %; instincts (1) – 0.97 %; accuracy (1) – 0.97 %; loyalty (1) – 0.97 %; merrily (1) – 0.97 %; attentiveness (1) – 0.97 %; intellect (1) – 0.97 %; spirit (1) – 0.97 %; interest (1) – 0.97 %; the best (1) – 0.97 %; beloved (1) – 0.97 %; lovely (1) – 0.97 %; wisdom (1) – 0.97 %; thought (1) – 0.97 %; soft (1) – 0.97 %; soleness (1) – 0.97 %; inapproachability (1) – 0.97 %; responsibility (1) – 0.97 %; prettiness (1) – 0.97 %; memory (1) – 0.97 %; obsequence (1) – 0.97 %; obedience (1) – 0.97 %; helpfulness (1) – 0.97 %; superiority (1) – 0.97 %; loyalty (1) – 0.97 %; devotion (1) – 0.97 %; diligence (1) – 0.97 %; keenness (1) – 0.97 %; being different (1) – 0.97 %; vulnerability (1) – 0.97 %; shyness (1) – 0.97 %; warm-heartedness (1) – 0.97 %; weakness (1) – 0.97 %; conscious (1) – 0.97 %; calm (1) – 0.97 %; justice (1) – 0.97 %; warmth (1) – 0.97 %; independent

(1) – 0.97 %; freedom (1) – 0.97 %; holiness (1) – 0.97 %; character (1) – 0.97 %; aim consistency (1) – 0.97 %; ambition (1) – 0.97 %; banality (1) – 0.97 %; age (1) – 0.97 %; coquetry (1) – 0.97 %; unexpectedness (1) – 0.97 %.

Just in the same way as it concerns the positive characteristics, one can find much fewer negative characteristics in the answering lists of the boys, than in the answering lists of the girls: hysterics (3) – 2.91 %; infidelity (2) – 1.94 %; sin (1) – 0.97 %; rudeness (1) – 0.97 %; bitchiness (1) – 0.97 %; foolishness (1) – 0.97 %; accessibility (1) – 0.97 %; envy (1) – 0.97 %; rancor (1) – 0.97 %; anger (1) – 0.97 %; pampered (1) – 0.97 %; illogic (1) – 0.97 %; lie (1) – 0.97 %; capricious (1) – 0.97 %; complexes (1) – 0.97 %; laziness (1) – 0.97 %; obtrusiveness (1) – 0.97 %; inadequate (1) – 0.97 %; unreliable (1) – 0.97 %; misunderstanding (1) – 0.97 %; offence (1) – 0.97 %; treachery (1) – 0.97 %; crime (1) – 0.97 %; insanity (1) – 0.97 %. And association «silliness» (13) – 12.62 % turns out to be the most-spread negative association, as well as it is in the answering lists of the girls.

Thus, among all the mentioned associations to the word «female», we can single out inner and outer qualities, being correlated to the female gender. And mainly, they are positive characteristics. It can be observed on the diagram, that the word «logics» is met in the majority of the answering lists (70.19 %); thereat this association is the first one in the answering list, i.e., inner world of the representatives of the female gender is first of all defined by their logics. The word «beauty» is on the second place (53.8 %), it characterizes the appearance. The next association (according to its popularity) is «love» (46) – 44.23 %, the given category is also a rather significant characteristic of the female gender. But, nevertheless, the rational sphere – the sphere of logics predominates over the emotional one.

What concerns the topic «the male», among the girls-respondents from the same group, the word «logics» is met only in 27 answering lists, what makes up 25.96 %; the word «beauty» is mentioned in 7 answering lists, what makes up only 6.73 %, and «love» (16) – 15.38 %.

In the topic «the female», associations «logics» and «beauty» prevail as in the answers of the girls, so in the answering lists of the boys. Both words are met in 32 answering lists (31.06 %). Speaking about the topic «the male», the association «logics» is mentioned in 11 answering lists of the boys (10.67 %), and «beauty» is only in two answering lists (1.94 %). And the same thing, as it is in the answers of the girls, the word «love» is the next association according to its popularity (17) – 16.50 %, and again, its coefficient is almost twice as little as of the word-reaction «logics».

Thus, we can come to the conclusion that the modern students consider categories of «logics» and «beauty» to be predominantly the features of the female gender. «Logics» determines the inner world, wherein rationality prevails over emotionality, and «beauty» is one of the most important outer characteristics.

It is also rather interesting that, a stereotypic female characteristic «weakness» is mentioned in 5 answering lists of the girls, what makes up 4.80 % of the total number of the lists, while the opposite characteristic «force» is met in 12 answering lists (11.53 %). But, nevertheless, considering the topic «the male», association «force» is met in 55 answering lists (52.88 %) of the girls-respondents, and takes the second place according to its popularity after the word «dignity» (65) – 60.57 %. Analogous situation is observed concerning the topic «the male»: the word «dignity» (50) – 48.54 % is on the first place in the answering lists of the boys; then follows association «force» (40) – 38.83 %. In the boys' answers, association «weakness» is mentioned in

only one list, while association «force» is absent at all.

Let us consider the next group of associates, being connected with functions, and which are related with the category «the female». Associations of the given group, which are present in the girls' answering lists, determine the spheres, where the representatives of the female gender can be involved. The denoted spheres can be divided in to two subgroups: 1) social sphere, the sphere of communication and 2) the sphere of economy and family.

Now, we shall address to the associations, denoting the social sphere: work (14) – 13.46 %; rumors (6) – 5.76 %; profession (5) – 4.80 %; creativity (4) – 3.84 %; ballet (3) – 2.88 %; career (3) – 2.88 %; competition (3) – 2.88 %; dance (3) – 2.88 %; business (2) – 1.92 %; cinema (2) – 1.92 %; culture (2) – 1.92 %; fitness (2) – 1.92 %; word (2) – 1.92 %; driving (1) – 0.96 %; business acumen (1) – 0.96 %; achievements (1) – 0.96 %; knowledge (1) – 0.96 %; politics (1) – 0.96 %; football (1) – 0.96 %; freedom (1) – 0.96 %; yoga (1) – 0.96 %; arts (1) – 0.96 %; karma (1) – 0.96 %; sports (1) – 0.96 %; striptease (1) – 0.96 %; power (1) – 0.96 %; influence (1) – 0.96 %; arts (1) – 0.96 %; history (1) – 0.96 %; consultations (1) – 0.96 %; courses (1) – 0.96 %; medicine (1) – 0.96 %; science (1) – 0.96 %; hunting (1) – 0.96 %; communication (1) – 0.96 %; chattering (1) – 0.96 %; talk (2) – 1.92 %; creation (1) – 0.96 %.

The sphere of economy and family: maternity (52) – 50 %; house (20) – 19.23 %; giving birth (11) – 10.57 %; kitchen (11) – 10.57 %; cleaning (7) – 6.73 %; comfort (5) – 4.80 %; laundry (2) – 1.92 %; marriage (3) – 2.88 %.

By means of the above mentioned list of words-reactions, one can see how much more variable associations of the social sphere are than those ones of the sphere of economy and family, thereat, qualitative indicators prove that the meaning of the latter sphere prevails. In the

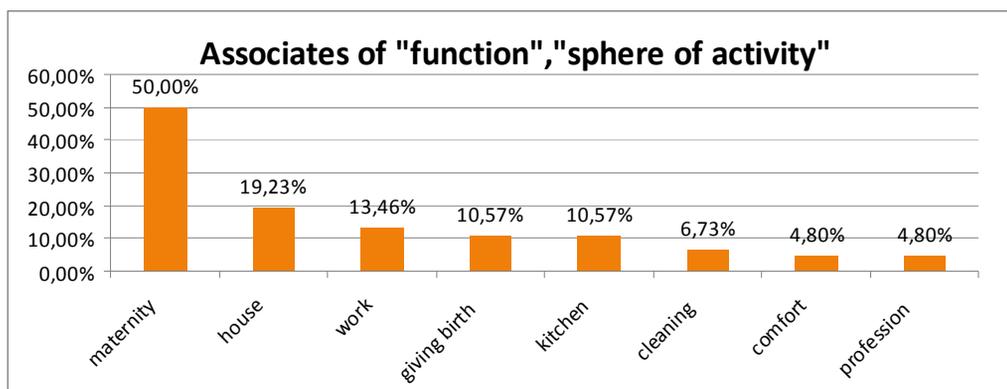


Fig. 6

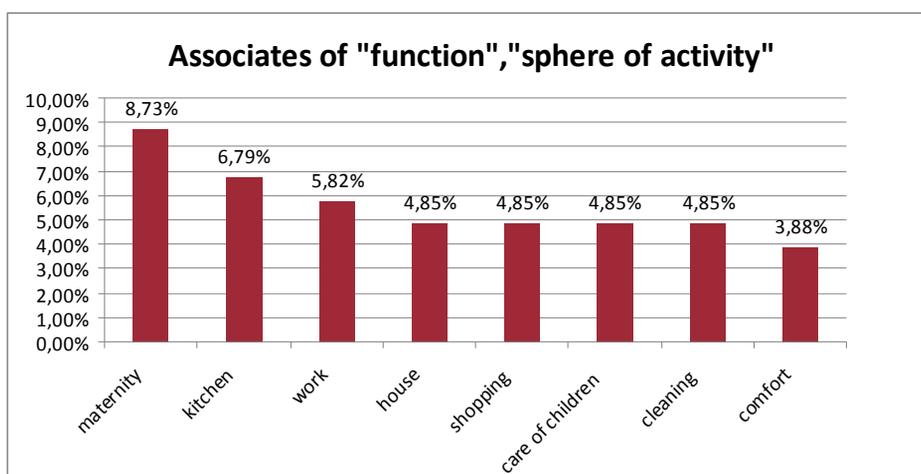


Fig. 7

diagram, there are given comparisons of the main associations (which are mentioned at least in five answering lists) from the both spheres (Fig. 6)

In the answers of the male-gender-respondents there are given words-reactions, which determine the spheres of activity and are connected with the female gender, and they are also subdivided into two groups:

1) the social sphere: work (6) – 5.82 %; shopping (5) – 4.85 %; business (2) – 1.94 %; synchronic swimming (2) – 1.94 %; striptease (2) – 1.94 %; female football (1) – 0.97 %; singing (1) – 0.97 %; ballet (1) – 0.97 %; sports (1) – 0.97 %; photo session (1) – 0.97 %; photos (1) – 0.97 %; surgery (1) – 0.97 %.

2) The sphere of economy and family: maternity (9) – 8.73 %; house (5) – 4.85 %; care about children (5) – 4.85 %; giving birth (2) – 1.94 %; pregnancy (1) – 0.97 %; love to children (1) – 0.97 %; kitchen (7) – 6.79 %; cleaning (5) – 4.85 %; comfort (4) – 3.88 %; cooking (3) – 2.91 %; socks washing (1) – 0.97 % (Fig. 7).

It is seen from the given diagram that as boys, so the girls mention maternity as the primary female function. On the whole, firstly, the group of associations, connected with function, with sphere of activity, is not so large in the answering lists of both boys and girls; secondly, associates, connected with the sphere of economy and family prevail; and thirdly, the leading function is maternity.

In the answering lists of the girls on the theme «male», the first place is shared between two words-reactions «work» (22) – 21.15 % and «business» (22) – 21.15 %, which are in fact synonyms and, consequently, can be summed up – «work, business» (44) – 42.30 %. Further, there goes the association «service in the army» (12) – 11.53 %. From the sphere of economy and family they have mentioned two associations: «tasty cooking» (1) – 0.96 % and «putting out the rubbish» (1) – 0.96 %.

In the answering lists of the boys on the theme «male», the most spread word-reaction is «work» (46) – 44.66 %; then goes «sport» (31) – 30.09 %, and further, with a big gap, the word «army» (6) – 5.82 %, the only mentioned association from the sphere of economy and family is «family continuation», which is met only in two answering lists (1.94 %). Thus, we may fix the following division of the spheres: the social sphere is male; the sphere of economy and family is female.

Further, we shall address to the most numerous group of associations, which is connected to attributes: objects, or phenomena, being this way or another related to «the male», «the female» (Fig. 8).

Let us consider the whole spectrum of associations in the text format:

**Jewelry**<sup>1</sup> (61) – 58.65 %; ring (11) – 10.57 %; ear-rings (9) – 8.65 %; bijouterie (8) – 7.69 %; brilliants (5) – 4.80 % gold (3) – 2.88 %; bracelet (2) – 1.92 %; pearl (2) – 1.92 %; necklace (2) – 1.92 %; beads (1) – 0.96 %; jewels (1) – 0.96 %; sparkles (1) – 0.96 %; body piercing (1) – 0.96 %;

**Clothes** (44) – 42.30 %; dress (33) – 31.73 %; skirt (22) – 21.15 %; fashion (8) – 7.69 %; fur-coat (7) – 6.73 %; suit (4) – 3.84 %; wardrobe (4) – 3.84 %; coat (4) – 3.84 %; jeans (3) – 2.88 %; cardigan (3) – 2.88 %; hat (3) – 2.88 %; blouse

(3) – 2.88 %; trappings (2) – 1.92 %; socks (2) – 1.92 %; scarf (2) – 1.92 %; leather belt (2) – 1.92 %; trousers (2) – 1.92 %; jacket (2) – 1.92 %; burqa (2) – 1.92 %; bathing suit (1) – 0.96 %; parka jacket (1) – 0.96 %; pajamas (1) – 0.96 %; rain-coat (1) – 0.96 %; belt (1) – 0.96 %; shirt (1) – 0.96 %; dressing-gown (1) – 0.96 %.

**Underwear** (32) – 30.76 %; stockings (2) – 1.92 %; bikini (1) – 0.96 %; G-strings (1) – 0.96 %.

**High-heels** (26) – 25 %; shoes (13) – 12.5 %; footwear (10) – 9.61 % high-boots (8) – 7.69 %; sandals (1) – 0.96 %

**Cosmetics** (23) – 22.11 %, lipstick (11) – 10.57 %; nail-polish (7) – 6.73 %; paint (4) – 3.84 %; mascara (4) – 3.84 %; cream (3) – 2.88 %; make-up (3) – 2.88 %; powder (2) – 1.92 %; eye shadows (2) – 1.92 %; shampoo (2) – 1.92 %; shower gel (2) – 1.92 %; beautician (2) – 1.92 %; lip gloss (1) – 0.96 % handbag (24) – 23.07 %; perfume (34) – 32.69 %; perfume extract 23 – 22.11 %; car (21) – 20.19 %; happiness (43) – 41.34 %; **flowers** (13) – 12.5 %; roses (3) – 2.88 %; aster (1) – 0.96 %; lily of the valley (1) – 0.96 %; camomile (1) – 0.96 %; toys (9) – 8.65 %; caprice (8) – 7.69 % telephone (8) – 7.69 %; magazines (6) – 5.76 %; cigarettes (6) – 5.76 %; spectacles (5) – 4.80 %; looking glass (4) – 3.84 %; coffee (4) – 3.84 %; soap-opera (3) – 2.88 %; Cosmopolitan (2) – 1.92 %; whim (2) – 1.92 %; hand watch (2) – 1.92 %; book (2) – 1.92 %; computer (2) – 1.92 %; ice-cream (2) – 1.92 %; chocolates (1) – 0.96 %; comb (1) – 0.96 %; rubber band (1) – 0.96 %; hairdryer (1) – 0.96 %.

Associations of the group «attributes», having been mentioned in the boys' answering lists (Fig. 9).

**Underwear** (27) – 26.21 %; uplift (6) – 5.85 %; G-strings (5) – 4.85 %; panties (4) – 3.88 %; bikini (2) – 1.94 %; tights (2) – 1.94 %; stockings (2) – 1.94 %;

<sup>1</sup> Association, being a generic word to the succeeding group of words, is given in a bold type.

**Clothes** (25) – 24.27 % dress 12 – 11.65 %; skirt 10 – 9.7 % fur-coat (3) – 2.91 %; raggedy (2) – 1.94 %; fashion (2) – 1.94 %; belt (1) – 0.97 %; sweater (1) – 0.97 %; evening dress (1) – 0.97 %; dressing-gown (1) – 0.97 %; parka (1) – 0.97 %; a pile of trappings (1) – 0.97 %; pajamas (1) – 0.97 %; coat (1) – 0.97 %;

**Jewelry** (15) – 14.56 %; ear-rings (3) – 2.91 %; fallalery (2) – 1.94 %; bijouterie (1) – 0.97 %; beads (1) – 0.97 %; rings (1) – 0.97 %;

**Cosmetics** (16) – 15.53 %; perfume extract (8) – 7.76 % lipstick (7) – 6.79 % nail-polish (2) – 1.94 %; razor (2) – 1.94 %; Rexona (2) – 1.94 %; cuticle (1) – 0.97 %; epilator (1) – 0.97 %; mascara (1) – 0.97 %; cream (1) – 0.97 %; Botox (1) – 0.97 %; combs (1) – 0.97 %;

**High-heels** (7) – 6.79 % shoes (5) – 4.85 %; footwear (2) – 1.94 %; stilettos (1) – 0.97 %; car (12) – 11.65 %; little dog 11 – 10.57 %; flowers (5) – 4.85 %; cracknel (1) – 0.96 %; magazine (1) – 0.96 %; glamour (1) – 0.96 %; dairy (1) – 0.96 %; toys (1) – 0.96 %; rug (1) – 0.96 %; panty liners (1) – 0.96 %; presents (1) – 0.96 %.

Thus, on the given above diagrams there are the main, most popular words-reactions of the respondents on the theme «the female», and in the text variant we have presented all the spectrum of the associations. As it is seen in the previous groups of associations, there are no cardinal discrepancies between the answers of the boys and girls; we can observe only some nuances in the domineering associations. Generally, all the mentioned associations point at the attributes, which are mainly connected with the female appearance – it is clothes, underwear, cosmetics, perfume, jewelry, high-heeled footwear, then go the associations pointing at the attributes, being related to leisure such as «soap opera», «magazine», «toys», «small dog».

Among the associations on the topic «the male», in the answering lists of the girls, on the first place according to the number of repetitions

there is the word-reaction «car» (40) – 38.60 %, then goes «smell» (26) – 25.50 %, and then the category «clothes» (24) – 23.07 %, among the men's clothing the most popular word-reaction turns out to be «tie» (18) – 17.30 %; which is met in the lists the same number of times as the word «alcohol» (18) – 17.30 %.

We observe the following situation in the answering lists of the boys: on the first place according to the number of repetitions they use the word-reaction «car» (31) – 30.09 %, what coincides with the answers of the girls. Further, goes «alcohol» (21) – 20.38 %; «clothes» (19) – 18.44 %; and the most spread word in this group is «socks» (15) – 14.56 %. We should also mark one more popular word-reaction – «money», which is met in 18 lists, that makes up 17.47 %.

On the whole, we should again underline that there are no cardinal discrepancies between the answers of the representatives of both genders, as well as in the course of mentioning of the attributes, correlated with appearance and leisure. In the answering lists on the topic «the male», we meet such words as «nail», «axe», but the given associations are mentioned not oftener than in two lists.

One more numerous group of associations is the group of words, expressing personal attitude of the respondent. In the given group, associations are not repeated and often represent integral phrases and sentences. Below, we shall give some examples from the given group of associations from the girls' answering list on the theme «the female»: it is cold; asthma; the Vzletka district; rain; a woman on board the ship is a symbol of great trouble; the women rule the world; beauty is an awful force; Lermontov; it's better to know harsh truth, than sweet lie; Dear friend! Oh, be blessed your Beauty and your Youth.<sup>1</sup>; Nekrasov; A night. A street. A lantern. An apothecary. (A.

<sup>1</sup> Here and farther we have preserved the punctuation of the authors.

Block), A palm, Paris, a lot of pillows; the sun; «you are from Maybelline! »; France; An old fox needs not to be taught new tricks!

Here are associations of the given group from the boys' answering lists: to be in love; anti-car; everything male, minus brains and responsibility; «House 2» (a TV-show\*); a woman in the driver's seat is dangerous; kaif; a loaf (of cabbage\*); the Krasnoyarsk Worker prospect; cultural studies; staircases; for ever; I won't forget; do not let go; German documentary films; a woman in the driver's seat is like a monkey with a grenade; to get dressed for 2,5 hours is a norm; Problems, problems and problems!; Red and shameless; being with you; Sergey Zverev (a famous Russian couturiere\*); she wants only money and a car; Julia; Kate, Katenjka, Katyusha (diminutive-hypocoristic names from Kate\*).

The last group of associations is the group of words-reactions, which represent concrete naming units of images. The given group is not numerous and there are only few repetitions met among the associations.

We can systemize and organize associations-images on the theme «the female», being present in the girls' answering lists, in the following groups:

- Social images: actress (2)<sup>1</sup>; designer (2); shopaholic (2); model (2); business-lady (1); doctor (1); dames (1); Lady Boss (1); cooker (1); secretary (1); cleaner (1); teacher (1); philosopher (1); tsarina (1);
- Family images: mother (30); grand-mother (6); daughter (4); sister (4); wife (3); spouse (1); god-mother (1); aunt (1);
- images, correlated with body: bitch about (7); Barbie (2); Lesbian (2); Bisexuals (1); Vamp (1); randy (1); Homosexual (1); geisha (1); Lolita (1);

- Images, correlated with spirituality: Goddess (1); Aphrodite (1); yin and yang (1); Virgin (1); Virgin Mary (1); Ideal (1); Madonna (1); Muse (1); Stranger (1); Tatyana Larina (the main heroin from "Eugenie Onegin" by A. Pushkin\*) (1).

Associations-images on the theme «the female», which have been mentioned in the boys' answering lists, can also be systemized and divided into groups:

- Social images: doctor (1); physician (1); bus conductor (1); trolley-buss conductor (1); model (1); laundress (1); secretary (1); cleaner (1); teacher (1);
- Family images: mother (15); daughter (2); sister (2); grand-mother (1); grand-daughter (1); granny (1); wife (1); mother of my children (1);
- Images, correlated with body: bitch about (4); lesbian (3); whore (2); Angelina Jolie (1); Barbie (1); witch (1); kitty (1); fox (1); guck (1); crud (1); Pamela Anderson (1); prostitute (1); ladies of the night (1); bitch (1);
- Images, correlated with spirituality are absent in the boys' answering lists.

In the answering lists on the theme «the male» there are also associations, naming images, which also can be divided into groups. Girls' associations:

- Social images: heroes (3); boss (1); sport fans (1); fans (1); compere (1); driver (1); physician (1); head (1); class-mate (1); guard (1); personage (1); president (1); fisherman (1); sanitary technician (1); judger (1); super hero (1); farmer (1); tsar (1); lawyer (1); shaman (1); Caesar (1).
- Family images: father (11); brother (4); grandfather (4); husband (3); son (2);
- Images, correlated with body: homosexuals (1); homophobe (1); metro sexual (1); easy-riders (1); Jared Leto

<sup>1</sup> In brackets we give the number of answering lists, wherein the given association is present.

\* notes of the translator

(2); Shannon Leto (1); Jen Watkins (1); Maxim Ryibak (1);

- Images, correlated with spirituality: Adam (2); Apollo (1); David (1)

Respondents-boys' associations-images on the theme «the male»:

- Social images: tyrant (1); soldier (1); defender (2); FSB director (1); fireman (1); crane man (1); USSR Marshal (1); judge (1); physical trainer (2); miller (1);
- Family images: father (2); son (2); grandfather (1); grandson (1); grand grandfather (1); bachelor (1);
- Images, correlated with body: homosexual (5); alcoholic (2); handsome (1); playboy (1);
- Images, correlated with spirituality: Feb (1)

It is noteworthy, that in the answering lists of the boys on the topic «the female» there are no images correlated with spirituality, and there is only one such image on the topic «the male».

**Conclusions:** finally, we are coming to the following conclusions concerning the notions of «the female» and «the male» in the sphere of the modern students:

1) all the variety of the associations, having been gathered in the result of the association experiment, which has been run according to the methodology «a series of thematic associations», and having been considered in the given part of the research work, is, firstly, this or that way related with images (the sixth group of associations from the classification, being suggested in the present research work) and secondly, all the

associations can be systemized and considered through the interrelation of the material and spiritual. The extreme positions of this image scale are «virgin Maria», «Madonna», as the utmost embodiments of spirituality, and on the other side are «lady of the night», «prostitute», as the images expressing the dominant of the material. The extreme points of such a scale of associations on the theme «the male» are associations «Adam», «Apollo», «Feb», as the expressions of the utmost spirituality, while «playboy», «easy-riders» are the images of the material domination.

2) Results of the comparative analysis of the associations, presented in the answering lists of both genders, show that there are no contradictions between the boys and the girls concerning the notions of the female and the male, there are only insignificant nuances.

3) In the answering lists of both genders there are predominantly associations, correlated with the category of «material». It is typical for associates of all the groups, and especially it is vividly presented in the group of associations, which point at the attributes, being connected with the female gender (similar situation is also observed concerning the attributes, connected with the male gender).

Once again, we shall underline that gender (social phenomenon) is the result of interaction of various cultural and social institutes. Basing on the analysis of the data of the association experiment, having been run among the representatives of the Krasnoyarsk students, we come to the following conclusion: the modern Russian culture forms the gender, which specific feature is the dominant of materiality.

## References

1. S. Bem. Transformation of the Sexual Inequality Debates. // Feminism and Gender Researches. Chrestomathy / under the editorship by V.I. Uspenskaya. Tver: the Tver Center of Female History and Gender Researches, 1999. – 171P.

2. M.L. Butovskaya. Gender in the Modern World: Realities and Perspectives of the Women in the Sphere of Sexual Equality // Personality. Culture. Society. – Edition 1 – 2. – 2008
3. E.M. Viktorov. Sexual, Erotic and Gender Relations in the Modern Society// Questions of Cultural Studies. – №6. – 2008. – P.79 – 84
4. O.A. Voronina, Socio-Cultural Determinants of Development of the Gender Theory in Russia and Abroad // Social Sciences and Modernity, 2000, № 4. P. 4-23.
5. Garfinkel. Ethno-Methodology Researches. – St. Petersburg.: Piter, 2006. – 336p.;
6. John W. Berry, A.F. Purtinga, H. Segall, P.R. Dasen. Cross-Cultural Psychology: Studies and Application. – Publishing house: Humanitarian center, 2007. – P. 313 (560 p.)
7. S.A. Ivanov. Methods of Cultural Studies: Education guidance. – Velikiy Novgorod: NovSU n.a. Yaroslav the Wise, 2002. – P. 64
8. A.V. Kapitonova. Free Association Experiment as a Method of Language Conscious Study in Psycholinguistic // Language. Communication. Culture: Tendencies of XXI Century: Materials of the International Conference, Dedicated to 60-th Anniversary of the Foreign Languages Faculty, 5-6-th October 2006. – Krasnoyarsk, KSTTU n.a. V.P. Astafiev, 2007. – p. 156 – 161.
9. H. Kotthoff. Gender Studies in Applied Linguistics // Gender and Language / the Moscow State Linguistic University; laboratory of gender studies. – Moscow: Languages of Slavonic Culture, 2005. – 563 – 623
10. Cross-Cultural Psychology. Studies and Application / translation from English. Kharkov: Publishing house: Humanitarian center, 2007. – P. 15 (560p.)
11. A.I. Nazarov and R.V. Sokolov. Association and Association Experiment: Different Fates // Questions of Psychology. – 2007, №4. – P. 125 – 139
12. A.D. Palkin. Association Experiment as a Method of Cross-Cultural Study of Images of Conscious // Questions of Psychology. – 2008, №4. – p. 81-89.
13. T.V. Popova. Association Experiment in Psychology: Education guidance. – Moscow: Flinta: MPSI, 2006. – 70 p.
14. Y.M. Reznik. Cultural Studies in the System of Sciences concerning Culture // Fundamental Problems of Cultural Studies: 4-volumed Edition. Volume I: Theory of Culture / executive editor D.L. Spivak. — St. Petersburg: Aleteya, 2008. – 432 p.
15. The Russian Associations Dictionary. Association thesaurus of the modern Russian Language / Y.N. Karaulov, Y.A. Sorokin, Y.F. Tarasov, N.V. Ufimtseva, and G.A. Cherkasova. – Moscow: IRL RAS, 1994. – Book 1. Direct Dictionary: from stimulus to reaction. Part I. – Moscow: Pomovskiy and Partners, 1994. – 223 p.; Book 2. Reverse Dictionary: from reaction to stimulus. Part I. – 1994. – 358 p.; Book 3. Direct Dictionary: from stimulus to reaction. Part II. – 1996. – 212 p.; Book 4. Reverse Dictionary: from reaction to stimulus. Part II. – 1996. – 324 p.
16. L.D. Surmanidze. Culture: Modern Empiric-Research Tendencies // Man: Correlation of the National and the Pan-human. Collection of Materials of the International Symposium. (Zugdidi, Georgia, 19–20-th May 2004) Edition 2 / under the editorship of V. V. Partsvaniy. St. Petersburg: the St. Petersburg Philosophic Society, 2004. – P.225-238. – [http://anthropology.ru/ru/texts/surmanidze/mannt\\_24.html](http://anthropology.ru/ru/texts/surmanidze/mannt_24.html)
17. A. Ustmanova. Gender and Culture in the Paradigm of Cultural Studies //Introduction into the Gender Studies. Part 1: Education guidance. – GRKC, St. Petersburg: Aleteya, 2001. – P. 453

18. C. West, D. Zimmerman. Gender Creation // Gender Note-Books. Edition I. Works of the St. Petersburg Branch of the Institute of Sociology of RAS. St. Petersburg, 1997. P. 94-12
19. C. West, D. Zimmerman. Gender Creation / Chrestomathies of the Feminists' Texts. Translations. Under the editorship of Y. Zdravomyislova, A. Tyomkina. St. Petersburg: Publishing house «Dmitry Bulanin», 2000. P. 193-220;
20. Y.N. Shapinskaya. Cultural Studies and their Role in the Study of Culture // Personality. Society. Culture. – 2008. – Edition I (40). – P.206 – 220
21. David Y. F. Ho Indigenous psychologies. Asian perspectives // Journal of Cross – Cultural Psychology, 1998. – №1 – PP. 88 – 103
22. Handbook of Cross-Cultural Psychology. Volume 3. Social behavior and applications. 2nd edition. / Edited by John W. Berry, Marshall H. Segall, Cigdem Kagitçibasi. Boston, USA: Allyn and Bacon, 1997. – 439P
23. Koptzeva N. P Cultural and anthropological problem of Social Engineering (Methodological Problem at Modern Applied Culture Studies)//Journal of Siberian Federal University. Humanities & Social Sciences 3, 2010. – № 1. – Siberian Federal University, Krasnoyarsk, Russia. – P. 22 – 34
24. Koptzeva N. P., Makhonina A. A. Henrich Rickert's methodology and its application for solution of the problem of cultural values in contemporary theory of culture/ N.P. Koptzeva, A. A. Makhonina // Journal of Siberian Federal University. Humanities & Social Sciences, 2009, № 2(2) . – Siberian Federal University, Krasnoyarsk, Russia. – P. 247 – 258.
25. Koptzeva N. P., Reznikova K. V. Selection of Methodological Principles for Actual Research on Culture / N. P. Koptzeva, K. V. Reznikova// Journal of Siberian Federal University. Humanities & Social Sciences 4 (2009 2). – Siberian Federal University, Krasnoyarsk, Russia. – P. 491-506
26. Koptzeva N., Semenova A. Truth as a Form of Modelling of Integrity at Social Being Level [Text] / Koptzeva N. P., Semenova A. A. // Journal of Siberian Federal University. Humanities & Social science. – 2009. – №2 (1). – C. 31– 55
27. Koptzeva N. P., Libakova N. M. Native Culture of the 19th – 20th Centuries in Search after Truth. Truth of Real Human Being in Vladimir Solovyov's Philosophy of the Universal Unity and Works of Art in the Russian Painting / N. P. Koptzeva, N. M. Libakova // Journal of Siberian Federal University. Humanities & Social Sciences 1 (2009 2). – Siberian Federal University, Krasnoyarsk, Russia. – P.67-83
28. Koptzeva, Natalia P.; Bachova, Natalia A. System of Culture in Krasnoyarsk Region: Main Subjects and Cultural Values//Journal of Siberian Federal University. Humanities & Social Sciences 3, 2010. – № 3. – Siberian Federal University, Krasnoyarsk, Russia. – P. 344 – 381
29. Libakova N. M. Specific Nature and Applied Methodology of Gender Theory in Cultural Studies/ N. M. Libakova // Journal of Siberian Federal University. Humanities & Social Sciences 4 (2009 2) . – Siberian Federal University, Krasnoyarsk, Russia. – P. 580-586
30. Markus, Hazel Rose; Kitayama, Shinobu. (1998). Cultural psychology of personality. Journal of Cross-Cultural Psychology, 29, P 63 – 87

**Специфика категории «гендер» в современной  
красноярской культуре:  
результаты ассоциативного эксперимента  
по методике «Серия тематических ассоциаций»**

**Н.М. Либакова**

*Сибирский федеральный университет  
Россия 660041, Красноярск, пр. Свободный, 79*

---

*В настоящее время современные культурные исследования всё больше приобретают прикладной характер, так как возросший интерес к исследованию такого феномена, как культура, обусловлен не столько теоретическими потребностями, сколько практической необходимостью решать объективно существующие насущные проблемы современности. Культурные исследования возникают как интегративное знание на пересечении различных социогуманитарных дисциплин. Данная особенность культурных исследований является своего рода преимуществом, позволяющим для решения исследовательских задач применять методы и подходы из различных дисциплин: социологии, психологии, лингвистики и т.д. Переориентация направленности культурных исследований с теории на практику влечет за собой необходимость освоения новых методов и подходов, позволяющих эффективно решать практические задачи. Одним из таких подходов является гендерный подход, активно применяемый в различных областях современных социогуманитарных исследований. В данной статье представлены результаты и интерпретация результатов ассоциативного эксперимента, проведенного по методике А.И. Назарова, Р.В. Соколова «Серия тематических ассоциаций» на тему «женское» и «мужское» среди студентов Сибирского федерального университета. Эксперимент был проведен с целью выявления особенностей гендера (социального пола), формируемого современной российской культурой.*

*Ключевые слова: «культурные исследования» («cultural studies»), гендер (gender), культура, ассоциативный эксперимент, «женское», «мужское».*

---