

## PHILOLOGY

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### **Discursive language personality of a journalist-columnist in media discourse: gender aspect**

The article examines the issues of gender specificity and discursive features of the author's column. Theoretical approaches to the study of the author's column are analyzed within the framework of an analytical and journalistic multimedia documentary; the characteristics of the genre and compositional organization of the media text of the author's column are given. The purpose of the study is to study the manifestation of the discursive linguistic personality of a female columnist in media discourse on the example of online publications. The linguistic personality is considered from the position of its levels, the hierarchy of which was determined and studied by Y.N. Karaulov. The results of the analysis of some gender characteristics of the linguistic personality of a journalist-columnist are presented. It was found that the copyright column headings have a number of gender-specific features. The general trend of feminization of journalism has allowed women authors to strengthen their positions in the field of journalism and erase the boundaries of the topics they touch on in publications. Nevertheless, the distinctive feature of women's publications remains the coverage of feminization issues, which is a distinctive feature in the design of copyright column headings. A distinctive feature of the titles of publications by female authors is emotionality and sharpness of judgments, which confirms the presence of a convincing potential of columnistics. The aim of the study is to study in more detail the expression of gender specificity in the style of copyright column texts at different language levels. The obtained research results can be used in the study of genre features of the author's column and gender characteristics of the media discourse.

**Key words:** analytical and journalistic media discourse, author's column, columnistics, linguistic personality, category of persistence.

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