

## PHILOLOGY

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### **Gerontological ageism in the work of J.G. Byron “Don Juan”**

The evaluative component of gerontological stereotypes is considered as the basis of Ageism and the need to identify linguistic means of representing this evaluativeness in the work of the English poet J.G. Byron "Don Juan". The importance of studying it is emphasized. The linguistic means of representing the evaluation of the age groups of middle and older age in the work of J. G. Byron "Don Juan" are investigated. It has been established that such means include numerals, evaluative words, words with negative connotations used in conjunction with age and age-related categories, metaphors and contrast.

**Keywords:** gerontological stereotype, evaluativeness, evaluative words, metaphor, contrast.

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