



GENDER ASYMMETRIES OF THE CATEGORY “APPEARANCE” IN THE ENGLISH LANGUAGE (BASED ON THE ANALYSIS OF ATTRIBUTIVE-NOMINAL WORD COMBINATIONS WITH THE CORE LEXEMES “MAN” AND “WOMAN”)

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Abstract. The relevance of this article is determined by the increasing interest in the asymmetries of gender-sensitive categories like “appearance” or “beauty”. The history of the issue and detailed results of contemporary studies in this field have been outlined in the article. The category of appearance has long been considered gender-biased and asymmetric, being related more to women than to men. Present-day studies offer support for the idea that notions of appearance and beauty are unevenly linked to women, resulting in a multitude of societal and individual difficulties. Certain modern linguists even argue that the concept of beauty is employed as a narrative to perpetuate women’s feelings of discontent and self-criticism. Our work presents an attempt to measure the relevance of this supposition against practical data of the semantic analysis of collocations with the core lexemes “man” and “woman”. A total of 2,814 noun phrases relevant to the category of appearance have been extracted from the texts of the British National Corpus of the English language. Three subcategories have been distinguished in the process of continuous sampling: parametric characteristics of appearance, general characteristics, and assessments. The method of comparative analysis allowed us to make conclusions regarding the degree of validity of assumptions about the asymmetry of the category of appearance in the English language. The analysis was carried out in two stages: the first stage required a general comparison of the amount and semantic nature of attribute-nominal word combinations with the core lexemes “man” and “woman”. The second stage of analysis was based on connotational analysis of nominal constructions semantics in the context of positive and negative characteristics of females’ and males’ appearance. The summary data of the study allowed us to present reliable evidence-based conclusions about the objective characteristics of the category of appearance. The study questions the widespread belief that the category of appearance is gender-biased and suggests considering it as a significant androgenic characteristic relevant to both men and women.

Keywords: category of appearance, beauty, gender-biased concepts, gender asymmetries, attributive-nominal word combinations, connotational analysis, semantic analysis, quantitative analysis

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ГЕНДЕРНЫЕ АСИММЕТРИИ КАТЕГОРИИ «ВНЕШНОСТЬ» В АНГЛИЙСКОМ ЯЗЫКЕ (НА ПРИМЕРЕ АНАЛИЗА АТТРИБУТИВНО-ИМЕННЫХ СЛОВСОЧЕТАНИЙ С ЯДЕРНЫМИ ЛЕКСЕМАМИ «MAN» И «WOMAN»)

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Аннотация. Актуальность данной статьи определяется всевозрастающим интересом к асимметриям гендерно-чувствительных категорий, таких как “внешность” или “красота”. В данной статье рассматривается история, проблемы и приводятся подробные результаты современных исследований в этой области. Долгое время категория “внешности” рассматривалась как гендерно неоднозначная и асимметричная, более часто соотносимая с женскими полом, нежели с мужчинами. Сегодня учёные-лингвисты приводят подтверждения гипотезы о том, что представления о внешности и красоте преимущественно связаны с женщинами, а это приводит ко множеству общественных и личных сложностей. Некоторые современные исследователи даже считают, что концепция красоты используется в качестве идеализированной установки, которая поддерживает чувства недовольства и самокритики у женщин. Наше исследование представляет собой попытку оценить объективность этой гипотезы на практике на основе данных семантического анализа словосочетаний с ядерными лексемами “man” и “woman”. Из текстов, представленных в Британском Национальном Корпусе, были извлечены номинативные словосочетания, относящиеся к категории внешности, общим количеством 2814. В процессе сплошной выборки были выделены три подкатегории: параметрические характеристики внешности, общие характеристики и оценки. Метод сравнительного анализа позволил нам сделать заключение относительно степени обоснованности предположений об асимметричности категории внешности в английском языке. Анализ проводился в два этапа: первый этап предполагал общее сравнение количества и семантической природы атрибутивно-номинативных словосочетаний с ядерными лексемами “man” и “woman”. На втором этапе был проведён коннотативный анализ семантики номинативных конструкций в контексте положительных и отрицательных характеристик внешности женщин и мужчин. Сводные данные, полученные в ходе данного исследования, позволили нам представить надёжные научно обоснованные выводы об объективных характеристиках категории внешности. В исследовании ставится под сомнение широко распространённое убеждение о том, что категория внешности гендерно асимметрична, и предлагается рассматривать её как существенную андрогенную характеристику, значимую как для мужчин, так и для женщин.

Ключевые слова: категория внешности, красота, гендерно неоднозначные концепции, гендерные асимметрии, атрибутивно-номинативные словосочетания, коннотативный анализ, семантический анализ, количественный анализ

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1. INTRODUCTION

The categories of appearance and beauty have long been a topic of profound contemplation in the realm of philosophy and psychology. Esteemed philosophers throughout history, including Plato, Aristotle, Heraclitus, Augustine of Hippo and others, have all pondered beauty as an ideal form of existence. Prominent Russian philosophy figures such as L.P. Karsavina, V.V. Rozanov, V.S. Solovyov, and others have contributed to this discourse too.

Thinkers like Protagoras, Gorgias, Descartes, Spinoza, Immanuel Kant, Arthur Schopenhauer, Søren Kierkegaard, Friedrich Nietzsche, Sigmund Freud have also speculated on the category of beauty.

In the 20th century, Western science has devoted substantial attention to the phenomenon of female beauty and appearance, with a particular emphasis on its intersection with feminist philosophy. Scholars such as Naomi Wolf, Susan Bordo, Susan Bartz, Camille Paglia, and Emily Gross and others have examined how beauty can be wielded as a tool for the oppression of women within patriarchal societies. Thus, the category of female beauty is closely linked to gender studies.

2. GENDER RESEARCH BACKGROUND

Gender research methodologies have been developed by various scholars, including D. Zimmerman, K. West, John Eekelaar, R. Unger, John Scott, and many others. Gender is examined in linguistics from various perspectives, including four main approaches: the deficiency framework, dominance framework, difference framework, and dynamic framework [13, p. 6].

The deficiency framework is a perspective that perceives female language as being of lesser quality or value when opposed to male language, which is regarded as the benchmark, or standard. Within the context of this framework, scholars have endeavored to pinpoint areas in which female language exhibits disparities or shortcomings in comparison to the established norms and conventions associated with male language [18, p. 237-255]. R. Lakoff's work "Language and Woman's Place" played a pivotal role in shaping three gender research approaches: deficiency, dominance, and difference. Overall, Lakoff's work reflects a negative assessment of women's language compared to men's.

The emergence of the dominance framework coincided with the flourishing of the feminist movement in both Europe and the United States during the pivotal decades of the 1970s and 1980s. Scholars and researchers within this framework engaged a comprehensive approach, one that was characterized by the documentation and systematic evaluation of the pervasive influence of male dominance within linguistic structures. This influence was deeply rooted in socio-cultural traditions, and these scholars sought to elucidate its multifaceted impact on the dynamics of communication. Their investigations encompassed a wide spectrum of linguistic phenomena and examined the interplay between socio-cultural norms, language, and power dynamics, shedding light on the profound ways in which gender inequalities were reflected and perpetuated through language usage [19], [21], [16], etc.

The difference framework assigns equal roles to men and women as communicators belonging to different subcultures, and their differences in communication stem from these subcultural distinctions [20], [17].

According to the dynamic framework, language differences are not inherent traits of communicators but are socially conditioned. Gender is perceived as a dynamic category acquired during speech, challenging the static notion of gender [13, p. 7].

Each of these approaches has its strengths and weaknesses. Even the deficiency approach, despite modern criticism, has an advantage in highlighting potential shortcomings in women's speech compared to men, such as greater hesitancy and potential lack of confidence. The dominance approach rightly acknowledges the influence of historical male dominance on women's linguistic behavior, though it can lean towards radicalism. The difference approach tends to overemphasize gender differences in linguistics, potentially leading to an absolutist perspective.

Nevertheless, the dynamic approach, which sees gender as dynamic and socially influenced, is considered the most acceptable in contemporary linguistics. It suggests that rigid gender categories are giving way to more constructive and dynamic views [12, p. 86].

In Russian gender linguistics, there are several distinct research directions: phallogocentric, diagnostic research, experimental studies, sociolinguistics, and cross-cultural and linguacultural research.

1. The phallogocentric approach, rooted in postmodern philosophy, focuses on identifying "phallogocentrism" in language and is closely associated with feminist ideology and concepts of dominance and subordination. Notable scholars in this field include T.V. Barchunova, who examined manifestations of sexism in educational literature [1]; and A.V. Tolstokorova, who explored gender-sensitive reforms [10].
2. Diagnostic research, such as authorial forensic expertise, is primarily oriented towards the fulfillment of specialized objectives. These objectives encompass a multifaceted range of tasks, each with its own distinctive focus. One of the prominent pursuits within this domain involves the task of determining the gender of the author through textual analysis, which demands a meticulous examination of linguistic cues and patterns inherent in the written discourse. Additionally, there is exploration of stereotypes that may be embedded in the linguistic characteristics associated with male and female authors. This involves delving into societal perceptions and expectations regarding qualities attributed to each gender and assessing their reflection in written communication [2], [4], [8].
3. Experimental research at the intersection of psychology and neurolinguistics seeks to establish cognitive differences arising from hormonal imbalances in men and women. Researchers in this field analyze features of male and female speech behavior based on psycholinguistic analysis of experimental data [3].
4. Sociolinguistics, especially when examined within the specific context of Russia, delves into the multifaceted exploration of gender dynamics within the communicative approach. Gender studies, an integral facet of the broader field of sociolinguistics, analyzes the idiosyncrasies inherent in the mannerisms of language employed by individuals of different genders, with a specific emphasis on discerning the distinctive characteristics that define male and female speech patterns. This analysis focuses on the examination of the nuanced communicative interactions observed within the intellectual households of Moscow [9], [6].
5. Cross-cultural and linguacultural studies, represented by works such as those by A.V. Kirilina and Yu.A. Dubovsky, examine the philosophical and methodological foundations of gender studies in Russian linguistics and analyze intercultural communication from a gender perspective [7], [5].
6. Cognitive gender research is considered a productive direction in linguistics, with the cognitive paradigm gaining popularity in the last quarter of the 20th century. This approach puts emphasis on the comprehensive exploration of the manner in which individuals, on a cognitive level, organize perceiving and processing information, subsequently constructing coherent interpretations of conceptual notions within their mental representations.

The categories of appearance and beauty have been a recurring subject in psychophysiological and socio-psychological research. Psychologists V. Suomi and A. Fernham have analyzed the phenomenon of beauty in contemporary culture. Such researchers as J.A. Cermele, S. Daniels, and K.L. Anderson have explored gender stereotypes associated with the physical attributes of individuals of both sexes.

3. CONTEMPORARY DISCUSSION OF THE PROBLEM

Modern research in the fields of psychology, sociology, and gender studies has been increasingly focused on understanding the pervasive societal phenomenon that attributes the categories of appearance and beauty more strongly to women than to men. This phenomenon, often referred to as “beauty pressure” or “appearance norms”, reflects the disproportionate emphasis placed on women’s physical appearance in comparison to men. Here are some key findings and insights from contemporary research in this area:

1. **Media and Beauty Standards:** Studies consistently reveal that media representations of women place a significant emphasis on physical attractiveness. Women in media are often portrayed with unrealistic beauty ideals, setting unattainable standards for the general population. These portrayals reinforce the idea that appearance is a primary source of women’s value and self-worth.
2. **Body Image and Self-Esteem:** Research indicates that women are more likely than men to experience body dissatisfaction and negative body image. The constant exposure to idealized beauty standards in media and advertising contributes to lower self-esteem and a greater sense of inadequacy among women.
3. **Economic Implications:** Studies have shown that appearance can have substantial economic consequences for women. Attractive women may be more likely to secure job interviews and promotions, but they may also face discrimination and objectification in the workplace. The beauty industry itself disproportionately targets women, creating a significant financial burden.
4. **Social Norms and Expectations:** Societal norms often dictate that women should invest more time and effort into their appearance than men. This includes grooming, makeup, and fashion choices. Non-compliance with these norms may result in social consequences or judgments.
5. **Intersectionality:** Research recognizes that the experience of beauty pressure is not uniform and is influenced by factors such as race, age, sexual orientation, and socioeconomic status. Women from marginalized groups may face additional layers of beauty-related discrimination and pressure.
6. **Resistance and Activism:** While research highlights the challenges women face concerning beauty norms, it also showcases the resilience of women and the rise of movements promoting body positivity and self-acceptance. Many women and organizations are actively working to challenge and change these norms.

We suggest considering some examples of scientific works shedding light on the multifaceted and complex role of appearance and beauty in women’s lives. “The Beauty Myth” is a groundbreaking feminist book written by Naomi Wolf and first published in 1990. In this influential work, Wolf undertakes a thorough examination of the multifaceted societal pressures that are intricately woven into the fabric of modern Western societies. Specifically, her critical perspective is directed towards the pervasive and often unyielding beauty standards that are systematically imposed upon women. The overarching thematic revolves around the profound notion that these idealized and frequently elusive benchmarks of beauty, which are constantly placed upon women, function as an exceptionally potent mechanism of social control and oppression [23].

Here are some key points and themes explored in “The Beauty Myth”:

1. **The Myth of Beauty:** Wolf asserts that the category of beauty serves as a deeply entrenched and often manipulative mythological construct that keeps women in a state of constant dissatisfaction and self-critique. She contends that as women gain more social and political power, the beauty myth becomes even more potent as a means of control.
2. **Media and Beauty:** The book explores how the media, advertising, and the beauty industry perpetuate unrealistic beauty ideals. Wolf discusses how images in magazines, movies, and television create an unattainable standard that women are encouraged to strive for.
3. **Eating Disorders and Body Image:** Wolf delves into the relationship between societal beauty standards and the rise of eating disorders and body dissatisfaction among women. She argues that the beauty myth contributes to the prevalence of conditions like anorexia and bulimia.

4. **Workplace Discrimination:** The book addresses how the beauty myth affects women's careers and opportunities. It argues that women who do not conform to certain beauty standards may face discrimination in the workplace.
5. **Sexuality and Beauty:** Wolf explores how the beauty myth can impact women's sexual experiences and self-perception. She discusses how the beauty industry markets products and procedures that promise to enhance women's desirability.
6. **Feminism and Liberation:** "The Beauty Myth" is considered a feminist classic and advocates for women's liberation from the constraints of beauty standards. Wolf encourages women to resist societal pressures and redefine their self-worth independently of physical appearance.

"The Beauty Myth" is a thought-provoking and influential work that has sparked discussions and debates about the role of beauty standards in society, particularly as they pertain to women.

"Face Value: The Hidden Ways Beauty Shapes Women's Lives" by Autumn Whitefield-Madrano is another work that delves into the intricate ways in which beauty shapes and influences the lives of women. Published in 2016, this book offers a comprehensive exploration of the multifaceted aspects of beauty and its profound impact on women's experiences across various domains of life.

Whitefield-Madrano discusses how societal beauty standards are constructed and how they have evolved over time. She emphasizes that these standards often place immense pressure on women to conform to certain ideals of physical attractiveness. The book also states that beauty ideals and standards can vary significantly across cultures. Whitefield-Madrano acknowledges that beauty is a culturally constructed category, and what is considered attractive in one society may differ from another [22].

"The Body Project: An Intimate History of American Girls" is a compelling book on appearance and beauty authored by Joan Jacobs Brumberg. Published in 1997, this book provides a unique and insightful exploration of the complex relationships that American girls have with their bodies, self-image, and societal expectations.

"The Body Project" takes a historical approach to understanding the evolving perceptions of the female body in American culture. Brumberg traces how societal ideals of beauty and the female body have evolved over the centuries, from the Victorian era to the present day. It focuses on the experiences of adolescent girls and the challenges they face as they navigate the transition from childhood to adulthood. Brumberg explores the ways in which girls' bodies become a focal point during this critical stage of development delving into the impact of societal pressures and media representations of beauty on girls' body image and self-esteem.

The book also considers the ways in which girls' bodies are closely tied to their sense of identity and gender roles. It discusses how societal expectations regarding femininity and beauty intersect with girls' self-concept. It sheds light on the challenges, complexities, and societal influences that shape girls' perceptions of themselves and their bodies [11].

"Beauty Sick: How the Cultural Obsession with Appearance Hurts Girls and Women" is another work on the same issue written by Renee Engeln, a psychologist and professor of psychology known also for her research on body image and the impact of societal beauty ideals on girls and women. Published in 2017, the book discloses the detrimental effects of the pervasive cultural obsession with appearance on the mental and emotional well-being of females.

Engeln introduces the concept of "beauty sickness", which refers to the negative psychological and emotional consequences experienced by individuals, particularly girls and women, due to the relentless focus on appearance in society that is full of cultural beauty ideals and media representations. This can lead to poor body image and low self-esteem among girls and women. Engeln discusses the pressures to conform to unrealistic beauty standards.

Consequently, Engeln's work serves as a call for a rigorous evaluation of the prevailing societal beauty ideals. It urges introspection and questioning to confront these deeply rooted norms. Simultaneously, it promotes self-acceptance and emotional well-being, fostering a more fulfilling sense of self. It has contributed to important discussions surrounding body image, self-esteem, and the need for a more inclusive and compassionate approach to beauty and self-worth [14].

Contemporary researches seem to provide substantial evidence that the categories of appearance and beauty are disproportionately attributed to women, contributing to a wide range of societal and personal challenges. However, not all of the scientists recognize the obvious gender asymmetry in the categories of appearance and beauty.

“Survival of the Prettiest: The Science of Beauty” is a research written by Nancy Etcoff, a psychologist and researcher known for her work on the psychology of aesthetics and beauty. Published in 1999, the book delves into the scientific aspects of beauty and explores the evolutionary, psychological, and cultural factors that shape our perceptions of beauty. Etcoff argues that our perceptions of beauty are not solely culturally constructed but have deep evolutionary roots. She explores how traits associated with beauty may have evolved as indicators of health, fertility, and genetic fitness. Different cultures also have their own standards of beauty and how these standards can change over time.

Etcoff discusses the idea that our appreciation of beauty is not limited to humans but extends to the world around us, including art and nature. She explores the psychology of aesthetics and our inherent desire for beauty because it influences human attraction and mate selection. Etcoff also touches upon the psychological effects of feeling beautiful or attractive. She discusses how self-perception and self-esteem can be influenced by one’s perceived level of attractiveness. What is most important to our investigation, the book touches on the societal expectations of beauty for both men and women and how these expectations have evolved and continue to change reflecting gender roles and shifting stereotypes: For example, societal expectations may dictate that women should have a certain body type, while men should possess specific physical characteristics. These expectations can impact self-esteem and body image for individuals who do not conform to these ideals [15].

The work combines evolutionary biology, psychology, and cultural studies to provide readers with a multidimensional understanding of why humans are drawn to beauty and how beauty influences various aspects of our lives. In essence, “Survival of the Prettiest” does not assert that beauty is an all-encompassing or singularly defining aspect of women’s lives. Instead, it offers a balanced perspective that acknowledges the multifaceted nature of beauty and its varying degrees of importance to individuals. It encourages one to consider the complex interplay between biological, psychological, and cultural factors that shape perceptions of beauty among women and this brings it close to the cognitive perception of the issue.

4. RESEARCH METHODOLOGY

In this article, it is suggested to investigate whether the category of appearance (including beauty) is disproportionately related to gender. Our research focuses on analyzing noun phrases formed with the core words “woman” and “man” along with prepositional modifiers in the form of adjectives, nouns, or participles.

The primary objective of this comprehensive study is to examine the semantic structure that underlies the category of appearance. This exploration is achieved through the analysis of noun phrases with the core lexemes “woman” and “man”. These phrases have been extracted from a vast array of textual sources within the British National Corpus, employing a systematic sampling method. By scrutinizing this extensive dataset, the research aims to provide valuable insights into the multifaceted interrelation between gender and appearance within the English language.

A total of 713 attributive-nominal noun phrases related to the semantic category of “appearance” with the taxonomic lexeme “woman” and 2101 noun phrases with the lexeme “man” were extracted. Many more noun phrases related to other semantic categories from the total amount of 19174 for the lexeme “man” and 6217 for the lexeme “woman” are left out of this article’s coverage, because they describe qualities other than beauty and appearance, for example, age or status.

From a syntagmatic perspective, noun phrases with the core words “woman” and “man” are integrated into various structures, represented by substantive constructions such as “Adj + N”, “N + N”, “Part. I + N”, and “Part. II + N” (for prepositional adjuncts). Examples of noun phrases with post-positioned adjuncts

in this semantic category are rare and do not significantly influence the overall research findings. The numbers following the core words in the examples indicate the frequency of occurrence of these noun phrases in the British National Corpus of the English language.

5. RESULTS AND DISCUSSION

Woman. Appearance

713 examples (accounting for 11.47% of the total examples with this core word)

A) Parametric characteristics 302 examples (4,86%):

fat woman 52; big woman 28; large woman 23; tall woman 32; plump woman 10; thin woman 11; gaunt woman 11; little woman 66; small woman 14; tiny woman 9; stout woman 8; enormous woman 6; slim woman 5; slender woman 5; huge woman 5; wee woman 3; obese woman 3; miniature woman 3; overweight woman 2; lean woman 2; larger woman; big-bosomed woman 2; wide-hipped woman.

B) General characteristics 150 examples (2,41%):

dark-haired woman 21; grey-haired woman 13; white-haired woman 8; red-haired woman 6; well-dressed woman 4; blonde-haired woman 4; red-headed woman 3; round-faced woman 3; black-haired woman 3; fair-haired woman 3; crippled woman 3; faded woman 2; veiled woman 2; powdered woman 2; green-eyed woman 2; ginger-haired woman 2; bald-headed woman 2; brown-haired woman 2; dark-skinned woman 2; silver-haired woman 2; sandy-haired woman 2; pleasant-faced woman 2; plump-faced woman 2; yellow-eyed woman 1; yellow-haired woman 1; scarlet woman 19; dumpy woman 10; pale woman 5; grey woman 5; bald woman 3; round woman 3; angular woman 2; fit woman 2; stocky woman 2; wiry woman 2.

C) Assessments 261 example (4,20%):

handsome woman 16; beautiful woman 134; elegant woman 1; ugly woman 6; pretty woman 48; plain woman 7; sexy woman 7; fashionable woman 3; feminine woman 2; sexual woman 2; seductive woman 2; mannish woman 1; ladylike woman 1; fine-looking woman 2; efficient-looking woman 2; exhausted-looking woman 2; good-looking woman 11; tired-looking woman 1; severe-looking woman 2; pleasant-looking woman 2; motherly-looking woman 2; jolly-looking woman 1; well-built woman 2.

Man. Appearance

2101 example (accounting for 10,96% of the total examples with this core word)

A) Parametric characteristics 1345 examples (7,01%):

little man 306; big man 287; tall man 142; thin man 114; fat man 92; small man 83; large man 48; burly man 23; wee man 20; huge man 16; short man 16; stout man 16; heavy man 13; tallest man 12; smaller man 11; taller man 10; skinny man 9; plump man 9; slim 8; tiny man 8; bigger man 7; lean man 6; overweight man 5; low man 4; bulky man 4; slight man 4; thick-set man 4; thickset man 3; tallish man 3; biggest man 3; long man 3; light man 2; heavy-set man 2; heaviest man 2; gigantic man 2; enormous man 2; diminutive man 2; broad man 2; portly man 2; outsize man 2; massive man 2; shorter man 2; slither man 2; slender man 2; skeletal man 2; smallish man 2; wide man 2; weighty man 2; stoutish man 2; thick man 1; thinnest man 1; broad-shouldered man 9; medium-sized man 3; emaciated man 2; long-legged man 2; broad-faced man 2.

B) General characteristics 535 examples (2,79%):

bald man 39; blond man 26; grey man 25; stocky man 19; fit man 10; muscular man 10; mighty man 8; fittest man 6; gaunt man 6; athletic man 6; tubby man 6; wiry man 5; hairy man 5; swarthy man 4; squat man 4; stubby man 3; sallow man 3; bony man 3; ghastly man 3; frail man 3; lanky man 3; florid man 2; greasy man 2; ginger man 2; angular man 2; beaky man 2; ruddy man 2; seedy man 2; senile man 2; weary man 2; untidy man 2; square man 2;; muscle man 6; balding man 13:

bearded man 57; uniformed man 18; grey-haired man 15; dark-haired man 14; red-faced man 14; white-haired man 11; sandy-haired man 11; fair-haired man 11; bald-headed man 10; moustached man 10; black-haired man 9; red-haired man 8; thin-faced man 6; silver-haired man 5; haired man 5; grim-faced man 5; well-dressed man 5; crooked man 4; best-dressed man 4; tattooed man 3; wizened man 3; dressed man 3; hawk-faced man 4; curly-haired man 4; one-eyed man 4; white-faced man 4; barrel-chest-

ed man 3; falcon-headed man 3; hooded man 2; green-coated man 2; crumpled man 2; cloaked man 2; scarred man 2; unshaven man 2; flush-faced man 2; ginger-haired man 2; dark-eyed man 2; dark-skinned man 2; dark-suited man 2; bull-necked man 2; bowler-hatted man 2; black-skinned man 2; one-armed man 2; one-legged man 2; scarab-headed man 2; ram-headed man 2; shaven-headed man 2; weasel-eyed man 2; weasel-faced man 2; thoughtful-faced man 1; toffee-nosed man 1.

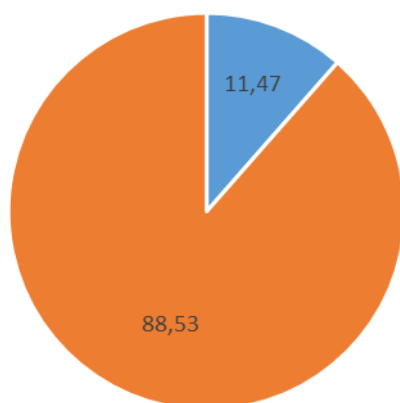
C) Assessments 221 examples (1,15%):

ugly man 2; elegant man 8; sexiest man 7; masculine man 6; handsome man 81; beautiful man 10; flamboyant man 2; dapper man 4; plain man 10; stately man 1; cuddly man 2; jussy man 2; plainclothes man 4; medallion man 5; good-looking man 30; best-looking man 5; distinguished-looking man 4; strange-looking man 4; rough-looking man 3; amiable-looking man 3; fantastic-looking man 2; fine-looking man 2; gorgeous-looking man 2; delicate-looking man 2; devastating-looking man 2; nice-looking man 2; ratty-looking man 2; wild-looking man 2; young-looking man 2; well-built man 6; smartly-dressed man 2; well-groomed man 2.

The research data shows that there is no evidence of disproportion in the category of appearance when adjectives from this category are attributed to men and women. Undoubtedly, there are many more adjectives from this category forming collocations with the core lexeme “man”, with 2,101 examples, in comparison to 713 adjectives from this category related to the core noun “woman”. This might suggest, falsely, that appearance is more important for men than for women, which would contradict the results of previous observations described in this article. However, considering the fact that there are many more examples with the core lexeme “man” in total, irrespective of the semantic category of appearance, it is more logical to assess the importance of appearance based on the percentage that applies to this category in comparison to the total number of examples.

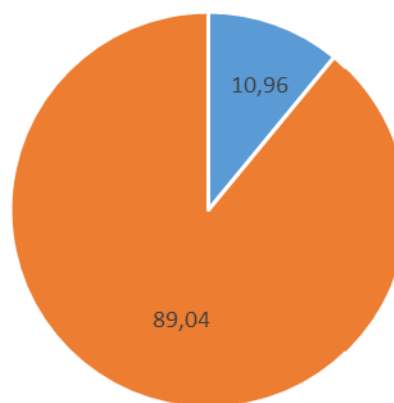
Therefore, adjectives in the category of appearance account for 10.96% of the total number of examples with the core lexeme “man”, while the same figure for “women” is equal to 11.47%. The almost equal prominence of the semantic category of appearance for women and men is obvious:

Semantic categories of adjuncts with the core lexeme “woman”



■ Appearance ■ Other

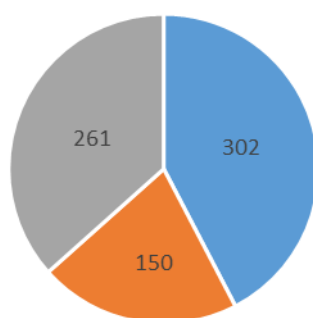
Semantic categories of adjuncts with the core lexeme “man”



■ Appearance ■ Other

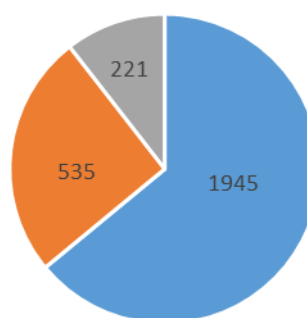
This allows us to conclude that the category of appearance is nearly as important for men as it is for women. Regarding the subcategorization into different characteristics of appearance, we can infer that women's appearance is assessed more often than men's if you look at the category of appearance separately. But the difference is equal to approximately 3% if you take into account the total number of examples (assessments, core lexeme woman – 4,20%; assessments, core lexeme man – 1,15%):

Semantic subcategories of Appearance,
core lexeme "woman"



■ Parametric characteristics
■ General characteristics
■ Assessments

Semantic subcategories of Appearance,
core lexeme "man"



■ Parametric characteristics
■ General characteristics
■ Assessments

We had further anticipated encountering asymmetries in the evaluations and positive and negative attributes pertaining to the physical appearance of both men and women. Consequently, as we advanced to the subsequent phase of our research, we opted to segregate all adjectives that pertain to physical appearance and encompass either favorable or unfavorable connotations into two distinct categories: "appearance positive" and "appearance negative", for all instances where these adjectives were attributed to the lexemes "man" and "woman". To facilitate comprehension and presentation, we have compiled this data into two separate tables for reference:

Table 1. The appearance of women: positive and negative assessment

Positive	Negative
beautiful woman 134 pretty woman 48 attractive woman 36 lovely woman 23 handsome woman 16 sexy woman 7 elegant woman 4 fashionable woman 3 feminine woman 2 sweet woman 2 sexual woman 2 seductive woman 2 ladylike woman 1	plain woman 7 ugly woman 6 unattractive woman 3 mannish woman 1
good-looking woman 11 fine-looking woman 2 efficient-looking woman 2 pleasant-looking woman 2 motherly-looking woman 2 jolly-looking woman 1	exhausted-looking woman 2 tired-looking woman 2 severe-looking woman 2
well-built woman 2 302 (92,9%)	23 (7,1 %)

Table 2. The appearance of men: positive and negative assessment

The findings derived from our comprehensive study bring to light a noteworthy observation: men's physical appearance is portrayed in a slightly less favorable manner compared to the way women's appearance is depicted. This slight discrepancy in the portrayal of men's and women's appearance does not imply an inherent bias or asymmetry within the broader category of appearance itself.

It is pivotal to view the category of appearance as a complex and multifarious aspect of human existence, one that is imbued with various cultural, historical, and individual influences. Our study suggests that while there may be disparities in the portrayal of men's and women's appearance, this should not be construed as an indication of inherent gender disproportionality. Rather, it underscores the importance of considering appearance as a significant androgenic characteristic, pertinent to both men and women alike.

In conclusion, our research urges a more comprehensive examination of the societal dynamics at play in the portrayal of physical appearance, recognizing that while differences exist in how men and women are depicted, the broader category of appearance should be seen as a multifaceted and vital component of human identity and perception, one that transcends gender disparities and deserves further exploration.

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