

## Discursive construction and reproduction of gender ideology in the processes of text production and text reception

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The topic of the current paper is the question of whether/how gender identity is constructed discursively in the process of reading - either through readers' complying with or resisting the dominant gender ideology present in media discourse. In the examination of the problem I argue after Benwell and Stokoe (2006) that the insights made available by Critical Discourse Analysis (CDA) can be informed by those from Critical Discursive Psychology (CDP) and that the combined approaches may be incorporated into the research tradition of the 'circuit of culture' (Johnson 1986). Importantly, I shall see whether the merged perspectives can be further informed by that of social psychology of language.

In the first part of my study, I shall analyze a piece of text selected for its implicit gender bias. To 'demystify' its covert gendered meanings, I shall use the analytical toolkit of CDA. Next, I shall ask the respondents to produce their own written accounts of the text under consideration. First, the accounts will be analyzed in terms of discursive features that have been pursued in CDP research (e.g. ventriloquization, intertextuality, cultural inference). Subsequently, I shall draw on the *Language Category Model* (LCM) (Semin & Fiedler 1988).

My assumption is that the least resistant readers, once confronted with an ideologically manipulative text, should be found less attentive to the discriminatory gender scripts it implies. More precisely, the scripts, presented in ideologically biased discourse as natural and, thus, stable and non-negotiable, should be referred to by the readers in relatively abstract terms. Importantly, the effects of any linguistic manipulation are an accumulative effect of the ideological workings of language and readers' individual cognitive and psychological dispositions. In the context of the current study, these dispositions might be *ambivalent sexism* (Glick & Fiske 1996), *Dispositional Need for Cognitive Closure* (DNCC) (Webster & Kruglanski 1994) and *Bem Sex Role Inventory* (BSRI) (Bem 1974). Therefore, I assume that having the respondents undergo the DNCC or BSRI test can feed some important data into my study. The major research hypothesis is that the respondents who score high on these dimensions will use more abstract language and align with the hidden agenda of the text. By the same token, the informants who score low should be found to reject the ideology implicit in the material, which should be evident in their language.

I believe that combining CDA, CDP and social psychology of language in the study of discursive practices of ideology reproduction may bring the following benefits. Firstly, the analytical involvement with the actual readers may allow to move beyond the analyst's interpretation of discourse and speculations on how it may affect them. Secondly, I presume that scrutinizing the readers' responses to discourse may enable the identification of different types of readers representing various degrees of resistance to mystifying work being done in discourse).

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