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**THE GENDER STEREOTYPE «MAN» IN THE GROUP  
CONSCIOUSNESS OF CHINESE RESPONDENTS**

**Abstract**

This study raises the issue of the stereotype «man» in the group consciousness of Chinese native speakers. Such methods as questionnaire, comparison, and semantic analysis were used. Semantic analysis enabled to determine four semantic zones: nucleus, pre-nuclear, closest peripheral, and distant peripheral ones. As a result, similarities and differences were obtained in the stereotype «man» in the linguistic consciousness of men and women. The influence of the sociopsychological factor «gender» on the stereotype «man» was revealed.

**Keywords:** gender stereotype, man, group consciousness, Chinese, semantic field

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