Abstract
The article presents the results of semantic analysis of English neologisms with the gender component in their meaning which were registered in lexicographic resources during the XXI century (100 units). The research resulted in distinguishing several thematic groups of new words that characterize men and women according to various parameters: appearance, family relations, professional activity, spheres of interests and others. The obtained results enabled to come to conclusion that social conscience and public worldview affected the process of formation of new lexical items that reflect the changing male and female features and their attitude to the reality. Componential analysis revealed evaluative component in the meaning of some new words, most of which present the negative characteristics of men. This paper also examines gender marked neologisms functioning (2427 tokens) in electronic mass media (450 articles) and demonstrates their wide circulation in various articles. Emerging of gender-marked neologisms and their use can be the evidence of the changes in the perception of gender roles in the society and, correspondingly, in the linguistic picture of the world.

Keywords: neologism, gender marked vocabulary, androcentrism, connotation, gender component, thematic groups.

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