

## Summary

### Genological Shape of Modern Women's Press

The thesis deals with the problem of genological shape of modern women's press. The subject of the research that has been the basis of the dissertation is characteristics of selected genres and genre types. The investigations can be situated within press-oriented linguistic genre analysis.

The research material consists of over 50 most popular women's magazines published on a weekly, bi-weekly and monthly basis.

Apart from Introduction, Conclusions and Appendix, the thesis includes three chapters – two theoretical and one analytical.

Chapter 1 (methodological and theoretical) discusses the ways in which genres are understood by prominent linguists such as Stefania Skwarzyńska, Michaił Bachtin, Antini Furdal, Anna Wierzbicka, Stanisław Gajda, Aleksander Wilkoń, Bożenia Witosz, Danuta Ostaszewska, Jerzy Bartmiński, Stanisława Niebtzegowska-Bartmińska. For the purpose of the analyses, however, the model of genre description offered by Maria Wojtak was selected. The basic categories used to present the theoretical background of the study include: genre, genre standard, standard variability: canonical standard, alternative standards, adaptive standards; aspects of standard: structural aspect, pragmatic aspect, cognitive aspect, stylistic aspect; genre type; genological reductionism, genre as a collection, collection of genres, genre and its textual realizations: mosaic, collage, silva rerum, series and specimens; interactive style of communication.

The theoretical basis of the thesis is not limited only to the area of genre studies. The history of women's press (which dates back to the first women's magazine published in 1818) serves as a background for genological analyses. The overview of the history of women's magazines traces the popularity of individual titles from the beginning of 19<sup>th</sup> century until the present day. What is more, profiles of prominent authors and editors of the discussed type of press are presented. An original typology of modern women's press has been developed for the purpose of the thesis.

Chapter 3 deals with the issues of genological reductionism, which determines if genres are characteristic of modern women's press or have no representation whatsoever.

The phenomena mentioned above are especially prominent in case of advice and press profiles, which, being adaptive genres, are common in most women's magazines. I also analyze press interview and its types (guide interview and image interview). The chapter closes with the discussion of announcement genres such as cover announcement, announcement with a table of contents and editorial.

The final section contains my conclusions drawn from the analyses as well as an attempt at genological characterization of all women's press.

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