

**MEN'S SUPERMORTALITY AND GENDER STEREOTYPES IN THE
RUSSIAN CULTURE (ON THE EXAMPLE OF THE RUSSIAN FAIRY-
TALE)**

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Keywords: gender analysis, cultural context, male super-mortality, masculinity, archetypes of Russian fairy tale

Abstract: The article deals with the phenomenon of male super-mortality in a cultural context, which allows us to see its deeper, ethno-psychological underpinnings. The analysis is carried out with the use of folklore data which confirms that a peculiar type of hegemonic masculinity has been formed in Russia constituting a certain type of cultural behavior. It can not be evaluated as neither bad nor good, but it can have its negative consequences for male health and male life.