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**New Approaches to Gender Issues in Text-based Analysis:
Georgian Printed Media in Context**

The present paper is based upon the analyses of publications having appeared in the newspaper (later magazine) *Iveria*, published by Ilia Chavchavadze in the 19th-20th cc. The publications in point were selected according to their relevance to gender issues. Owing to the fact, in that period of time, no appropriate terms and notions, peculiar to current Gender Studies, existed, articles, dealing with, what presently are referred to as gender-related issues, appeared occasionally.

In order to avoid a certain theoretical vacuum, experts on gender have proposed some universalizations; among those universalizations, I want to refer to the one stating that, for centuries, women have been forcibly distanced from literacy and have been excluded from educational activities at large. Such provisions are regularly drawn in specialist literature in order to illustrate male dominance and gender bias. It should be admitted that this provision does not seem to find supporting evidence in our database. More exactly, the newspaper publications in case demonstrate a twofold attitude; when the situations in other countries are referred to (mostly translated data), women's exclusion from literacy matters are actually confirmed; while, when it comes to the situation in Georgia, authors concentrate upon women's prominent role in the spread of education and literacy throughout the Georgian history. Thus, they have been portrayed both as educated and as educators.

Based on these and other (previous research, mostly with regards to linguistic data) findings, I propose to tackle gender related issues with a view to relative androcentrism both in terms of various countries and cultures and of various periods in their histories, as far as gender seems to be a historical category too.

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