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GENDER FEATURES IN PUBLIC SPEECH

In our work, we will test the validity of basic stereotypes related to the concept of female speech and try to find out to what extent they are reliable and effective in different contexts and situations. The speech behaviour of men and women is significantly different. This is due to thinking, the development of speech itself, and the position in society itself. In gender studies, there are concepts of "male" and "female" languages that have some distinctive features. The features of these "languages" are evident at all levels of English studied. There are differences in the choice of the use of lexical means, the peculiarities of syntax and intonation. Interest in terms of system linguistics of quantitative characteristics of men and women 's use of different units of language, for example, parts of speech, suffixal forms, degrees of comparison of adjectives. So women are more sentimental and emotional than men, and in addition, spend a lot of time communicating with children, in their speech often there is the realization of diminutive-affectionate suffixes and affective forms of treatment: Honey (for a child, a loved one or a person younger than you by age), Dear, Sweetie, Love, Darling, Kitten, Babe or Baby (for a loved one), Pal (addressing a son or grandson).

Key words: gender, gender linguistics, speech behavior, man, woman, words, language.

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Көпшілік алдында сөйлеудегі гендерлік ерекшеліктер

Жұмыста біз әйел сөйлеу әрекетімен байланысты негізгі стереотиптердің дұрыстығын тексеріп, олардың әртүрлі контекстер мен жағдайларда қаншалықты сенімді және тиімді екенін анықтауға тырысамыз. Ерлер мен әйелдердің сөйлеу әрекеті айтарлықтай ерекшеленеді. Бұл ойлаумен, сөйлеудің дамуымен, сондай-ақ қоғамдағы жағдаймен байланысты. Гендерлік зерттеулерде өзіндік ерекшеліктері бар «ер» және «әйел» тілдерінің ұғымдары бар. Осы «тілдердің» ерекшеліктері зерттелген ағылшын тілінің барлық деңгейлерінде көрінеді. Лексикалық құралдарды, әсіресе синтаксистік және интонациялық қолдануды таңдауда айырмашылықтар бар. Жүйелік лингвистика тұрғысынан тілдің әртүрлі бірліктерін, мысалы, сөйлеу бөліктерін, жұрнақтардың формаларын, сын есімдерді салыстыру дәрежелерін қолданудың сандық сипаттамаларына қызығушылық. Осылайша, әйелдер ерлерге қарағанда сентименталды және эмоционалды және балалармен қарым-қатынасқа көп уақыт жұмсайды, олардың сөйлеуінде көбінесе миниатюралық аффикстік суффикстер мен емдеудің аффективті түрлері туралы біледі: бал (балаға, сүйікті адамға немесе одан кіші адамға жасыңыз бойынша), қымбатты, сүйкімді, сүйікті, қымбатты, марғау, сәби немесе бала (сүйікті адам үшін), дос (ұл немесе немереге сілтеме жасау).

Түйін сөздер: гендер, гендерлік лингвистика, сөйлеу әрекеті, ер, әйел, сөздер, тіл.

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Гендерные особенности в публичной речи

В работе проверяется обоснованность основных стереотипов, связанных с понятием женской речи и делается попытка выяснить, в какой степени они достоверны и эффективны в разных контекстах и ситуациях. Речевое поведение мужчин и женщин значительно отличается. Это связано с мышлением, развитием самой речи, а также с положением в самом обществе. В гендерных исследованиях существуют понятия «мужского» и «женского» языков, которые имеют некоторые отличительные черты. Особенности этих «языков» проявляются на всех уровнях исследуемых английского языка. Существуют различия в выборе употребления лексических средств, особенностях синтаксиса и интонации. Интерес с точки зрения системной лингвистики

к количественным характеристикам использования мужчинами и женщинами различных единиц языка, например, частей речи, суффиксальных форм, степеней сравнения прилагательных. Таким образом, женщины более сентиментальны и эмоциональны, чем мужчины, и, кроме того, проводят много времени в общении с детьми, в их речи часто присутствует осознание миниатюрно-ласковых суффиксов и аффективных форм лечения: мед (для ребенка, любимого один или человек моложе вас по возрасту), дорогой, милый, любовь, дорогая, котенок, детка или ребенок (для любимого), приятель (обращаясь к сыну или внуку).

Ключевые слова: гендер, гендерная лингвистика, речевое поведение, мучжина, женщина, слова, язык.

Introduction

The language of men and women differs considerably. It is connected with mentality, the development of this language and also with the position in a society. In Gender studies there are the notions of «male» and «female» languages which have some distinctive features. The peculiarities of these «languages» appear at all levels of studied French and English. There are differences in the choice of vocabulary, peculiarities of syntax and intonation.

Gender linguistics is an interdisciplinary scientific direction of gender studies, with the help of a linguistic conceptual apparatus studying gender (sociocultural gender, understood as a traditional construct relatively autonomous from biological sex).

The development and intensive development of gender linguistics occurs in the last ten years of the 20th century, which is connected with the development of postmodern philosophy and the change of the scientific paradigm in the research of the humanities.Most generally, gender linguistics studies two groups of issues:

1) Gender reflection in language: syntax, lexicon, nominative system, category of genus and number of analytic objects. The approach seeks to describe and explain how it manifests itself in the language of persons of different genders, what grades are attached to men and women, and in which semantic areas are the most common, which linguistic mechanisms underpin this process.

2) Speech and in general behavior, communication between men and women is investigated, by what means and in what contexts gender is developed, how social factors and a communicative environment influence this process (for example, the Internet). The theory of sociocultural determinism and the theory of biodeterminism still compete in this field (Kirilina, 1998: 51-58).

Since the mid-1990 s, Russian humanitarian science has begun the rapid development of gender linguistics, connected with the development of new theoretical prerequisites. The initial phase of the studies was not differentiated; Scientists focused on methodology as a whole.

In recent years, there has been a variety of methodological approaches to the study of the genus, rising to a different understanding of its nature and a discussion between proponents of bio – and sotsioderminants.

Let ‘s look at some of the terms that will be used in the study.

The first condition we believe is the term “language personality.” Language, personality, means a set of abilities and characteristics of a person, which lead to creation and perception of speech tasks (texts), which differ depending on: a) degree of structural language complexity, b) depth and accuracy of reflection of validity, determined target orientation. In this definition, related to the human capacity of resources, as a result of texts. Three of our definitions of the aspect of text analysis have always existed separately, as in-line and completely independent tasks (Vorobyev, 2008: 25-30).

The structure of the personality linguistics is displayed in three levels:

1) verbal-semantic, which assumes that the owner is ordinary in the natural language, and for the researcher the traditional description of the formal form of expression of certain values;

2) cognitive, units that are concepts, ideas, concepts that appear in each language personality in a more or less ordered, more or less systematic picture of the world, reflecting a hierarchy of values. The cognitive level of the arrangement of a language personality and its analysis involves the expansion of meaning and transition to knowledge, and thus encompasses the intellectual sphere of the individual, giving the researcher an outlet through language, through processes of speaking and understanding consciousness, knowledge, processes of human cognition;

3) pragmatic, containing goals, motives, interests, relations and intentions. This level provides in language personality analysis is a natural

transition from scores, his speech for understanding activity in the real world. When studying the topic, we will consider another concept – "gender".

Experiment

This term came into linguistics in the following way: the English term gender, which points to the grammatical category of the genus, was removed from the linguistic context and moved to the field of research of other sciences – social philosophy, sociology, history, as well as political discourse. The term gender was intended to emphasize the natural and sociocultural cause of interparticle difference.

In linguistics, gender came somewhat later from the field of social sciences, when gender studies gained the status of interdisciplinary direction.

The following basic concepts should also not be overlooked: men 's and women 's speech, monderlett, language behaviour, language diversity.

Genderlekt is a constant set of characteristics of male and female speech.

Maskulinicity (masculinity) is a set of views, behaviors, opportunities and expectations, in defining the social practices of a group united by sex. In other words, maskulinicity is what is added to anatomy to gain a male gender role.

Faintness (faintness, femininity) – characteristics related to female sex (Demyankov, www.infolex.ru/Lich.html.), or methods, characteristics of behavior, which are expected from a woman in a given society, or "socially defined expressions which are considered as inherent in a woman. "Linguistic competence is the quality of the individual, characterized by a set of knowledge, skills and skills that enable the individual to perceive, understand and generate messages (texts) containing information expressed through natural language, hold information in memory and process it during thought processes.

Recognition of the priority of language led to a so-called "linguistic twist" in the humanities – history, sociology, anthropology, etc. Language in this approach is seen as a means of accessing knowledge of nonlinguistic phenomena.

Research on women 's speech focused on three areas:

1) analysis, denote a woman in a certain language, and how it manifests itself in the language;

2) analysis of how women speak;

3) communication strategy analysis is used by women in communication.

Over time, the question arose: there is a universal principle that extends to all languages that have become the basis of the division of oral speech, male and female variant, or for language, the influence of the type of discourse based on thinking, culture and society, the nation. Scientists rushed to find universal dynamics/sex in terms of genre – particularly in the use of language. " They tried to find out whether the form is due to the difference in height of the speaker and the interviewer, in the same areas of grammar in all languages, or whether there are special rules of use, depending on the language. To identify the data needed in different languages. A relatively short-lived study, changing the priorities of scientific research in linguistics has led to the problem of universals, remains open to this day. But the pose of this question led to an active search, a desire to accumulate large volumes of data, and their subsequent conversion into a number of languages. This type of search is mainly in English.

In general, gender, language studies are two groups of questions:

1) The reflection of gender in the language: syntax, vocabulary, nominal system, category, gender and number of similar objects. The approach seeks to describe and explain how it manifests itself in the language of people of different sexes, degrees are assigned to men and women, and that semantic fields are the most common, that language mechanisms underlying this process.

2) The voice and in general, the behavior, communication of men and women were investigated using what it means and in what context (construction, gender, social factors and the communication environment (for example, the Internet) influence this process. In this area, the competitors date the theory of socio-cultural determinism and the theory bedetermined (Kirilina, 1998: 51-58).

The structure of the linguistic personality is presented consists of three levels: 1) verbal-semantic, which assumes that the owner of the usual knowledge of the natural language, and for the researcher a traditional description of the formal form of expression of certain meanings; 2) cognitive, units that are concepts, ideas, concepts that appear in each linguistic personality in a more or less ordered, more or less "image of the world", which reflects a hierarchy of values (Pushkareva, 2001: 35).

The cognitive level of the structure of the linguistic personality and its analysis involves the expansion of the meaning and transition to knowledge, and, thus, covers the intellectual sphere of the personality, giving the researcher an outlet through the language, through the processes of speaking and understanding of consciousness, knowledge, processes of cognition of a person; 3)

pragmatic, containing goals, motives, interests, relationships and intentions. This level provides in the analysis of the linguistic personality is a natural transition from assessments, its speech for understanding activity in the real world (Leontiev, 2007: 225).

The gender category was introduced into the apparatus, conceptual sciences in the late 1960s-1970s and was used initially in history, historiography, sociology and psychology, and then was delayed, and in linguistics. The term "gender" became widely used in the late 1980s to define the boundaries between gender biological and the implications of social and cultural rights that the concepts of male-female were introduced (Martynyuk, Zemlyansky, 1994: 96).

Although the genre is not a language category, the analysis of language structures in terms of genre allows us to get information about the role it plays in a certain culture, which are norms of behavior for men and women that are recorded in texts of different types, and as an idea of norms, genders, masculinity and femininity in time. Language learning allows the definition of male and female essence in different languages and cultures to understand how gender, the sexual identity that affects language mastery, with several fragments and thematic areas of the language picture of the world that is connected, and that stylistic resources can be attributed to mostly female or male texts. Research of linguistic genres, properties, allows us to determine that the mechanisms of language become possible to manipulate stereotypes of the sexes.

The emergence of gender studies in Russian linguistics dates usually into the mid-nineties of the twentieth century. It was during this period that foreign theoretical works on issues of linguistics genre became available in Russian scientific literature, the term "genre," and the Russian reader.

National linguistics, however, did not ignore the problem of gender, but considered it (even before the emergence of the term "genre in the context of other disciplines of linguistics. These studies were not systematic, did not seek the status of scientific direction and were not related to the theory of social constructivism, but Russian scientists contributed to the development of perspectives that would later hug gender studies. A distinctive feature of Russian research is the assumption, implicit social aspects of many phenomena, which records the relationship between language and gender, which is apparently related to domination in the Soviet period of Marxist theory (Vorkachev, 2001: 68).

Women are characterized by a greater concentration of emotional sense of vocabulary appreciation, and male vocabulary appreciation is more often stylistically neutral. Often, women tend to intensify the assessment, which is usually primarily positive. Men are mostly expressed through negative evaluation, including stylistically reduced, profanity, and invectives; They use slang and idioms more often, as well as nonliterary and branch vocabulary (Zemskaya, Chinese City, Rosanova, 2003: 95).

Interest in terms of system linguistics of quantitative characteristics of men and women 's use of different units of language, for example, parts of speech, suffixal forms, degrees of comparison of adjectives. So women are more sentimental and emotional than men, and in addition, spend a lot of time communicating with children, in their speech often there is the realization of diminutive-affectionate suffixes and affective forms of treatment: Honey (for a child, a loved one or a person younger than you by age), Dear, Sweetie, Love, Darling, Kitten, Babe or Baby (for a loved one), Pal (addressing a son or grandson).

Women are more likely than men to use adjectives to an excellent degree of intergrowth words and expressions, especially intergrowth of erratic significance: *ah!, oh!, ouch!* .

Oh, my God! What a mess! Oh, what a hoarse voice!.

Some adjectives with super prefixes are widely used among female youth these days; Mega: supernice, mega good.

For example. Conversation between two female students:

- Do you like Tom?

- Yes, he is – super!

However, it should be noted that in the speech of modern young people, similar speech forms jump:

- You just listen! This is a new megatheme!

In general, hyperbolized speech expressiveness is a characteristic of women.

Even in the changing state of the modern world at the level of technical education, women are extremely far behind men. In this sense, the use of technical terms is not equally less noted in women 's speech. But still men have lost some, "native male" spheres of activity, such as those associated with computer technology and cars, for example. Today, more and more young girls can be heard in the speech of technical or programmer jargonisms and terms (Ryutkenen, 2000: 88).

- Imagine I have a computer again yesterday hovered!

- Will you call a programmer?

- Yes, I formatted it myself, just lost the entire database.

Представляешь, у меня вчера опять комп завис!

- Будешь программера вызывать?

- Да я сама его отформатировала, только всю базу потеряла.

The use of jargons becomes fashionable, and the younger the audience, the more often they can be heard.

Also, more and more profanity appears in the speech of modern girls. Trying to keep up with men, women, along with members of the strong sex, use all the vocabulary that was previously available only to men in their speeches. Especially often this is evident in mixed companies, or in quarrels with each other, as «an indicator of who is cooler,» in such quarrels words of obscene vocabulary are often used (Trofimov, 2003: 18).

Not to mention the impact of subcultures on the language of modern youth. Even the names themselves are closely related in everyday speech of both men and women: hippies, punks, metal, rockers, etc. These subcultures do not emphasize the distinction between women and men, and they use jargon subcultures regardless of gender differences. To unite modern youth, various movements appear, such as the glamour movement. More young people are talking about topics that used to be considered predominantly female, such as clothing, shops, perfumes, etc. Some previously female spheres of activity and even "female" images are "appropriated" today by men. For example, a profession such as a cosmetics distributor and an image such as a "single father." In this sense, you can hear "female" words from male speech.

Results and discussion

A wider review of the distinctive signs of sex in the language was studied by M. Jagello. He is regarded as one of the first linguists to pay attention to the lexical side in language in the aspect of male and female speech. According to the author, women use vocabulary other than men, are more prone to euphemisms and less prone to scolding. M. Jagello believes that women are conservative in the use of language. This is illustrated by communities of emigrants and other isolated groups, where the native language is preserved and a new language is absorbed at the same time. At the same time, women are more likely to remain monolingual, and men learn a new language more quickly. At the syntax level, women prefer elliptic constructs and parataxis (sentences with a compositional bond), whereas in men ‘s speech, hypotaxis (sentences with a subordinate bond) is more common. It should be stressed that in the field of genderology, French, Russian and English, the following main trends have been identified: – in the field of grammar, there are no particularly significant differences between female and male speech. The main differences of female speech are:

Use of estimated adjectives.

2. More frequent use of modal verbs in speech in the past time. For example: − Mightn ‘t it be the case that...? – Could it be a case where...?

In English, the use of different modal verbs also fluctuates substantially for male and female speech. Men prefer "can," a verb that expresses a real possibility, a physical ability to do anything; And women are a verb expressing the likelihood of performing an action. 3. The more frequent presence of introductory words, expressions in female speech that denote the speaker ‘s varying degree of confidence, references to one ‘s own or some other opinion. J. Homs estimated that women are 5 times more men than men using the design in their speech: tu sais, you know − you know.

4. Because of the more polite nature of their speech, women use the means of so-called double modality (modal verb adverb). For example (English): − I was wondering if you could possibly just do me a small favor. – Could you give me a little courtesy.

The peculiarities of speech, style of men and women are evident on two levels – speech behavior and speech. For example, men tend to stop more inclined to control all topics of dialogue. Significantly, in contrast to common belief, men speak more women. Business people tend to be shorter than women. Men, in General, are much more prone to using abstract nouns, and women are specific (including names of their own). Men usually use nouns (mostly specific) and adjectives, while women use more verbs. Men consume more adjectives, but women qualities. Men are more prone to using verbs perfect valid pledge. Observations showed that insults, vulgar vocabulary, are much less common in women ‘s speech compared to men ‘s speech (Voronina, 2001: 213).

Conclusion

Because women are more sentimental and emotional than men, and also spend a lot of time communicating with children, they are more likely to implement diminutive-affectionate suffixes in their speech. Women are more likely than men to use

adjectives to a superior degree, inter-dimensional words and expressions, especially intercommony of erratic significance.

Women are very superstitive and intimidating (especially older women). So when they experience fear or worry, they always turn to God.

Typically, female monologues are characterized by an abundance of detail, derogations, swagger, and logical inconsistency. There is often an inverse order of words in sentences. Women are often distracted by "extraneous topics" and by external circumstances.

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