

SPECIFIC FEATURES OF GENDER IN SOCIAL MEDIA USING LINGUISTIC UNITS

Khaydarova Maftuna Ibragimovna,

Teacher of Intensive teaching of second foreign languages,
International journalism faculty, Uzbek State World Languages University

Annotation:

The increasing prevalence of online social media for informal communication has enabled large-scale statistical analysis of the connection between language and social variables such as gender, age, race, and geographical origin. In this article, author provides a study of the relationship between gender, language, and social network connections in social media text. She addresses two limitations of previous quantitative analyses of language and gender.

Key words:

Media, gender, linguistics, sociology, globalization, culture.

The human personality and the peculiarities of its inclusion in society are the subject of research in such sciences as philosophy, general and social psychology, sociology, pedagogy, psycholinguistics and many others. The most important aspect of personality development is the formation of psychological gender. Since the 70s of the XX century, in studies devoted to the study of men and women, it is customary to separate the concepts of "gender" and "gender" – in foreign psychological literature, there are also two of these terms: "sex" and "gender". So, it is to distinguish between natural and social influences and manifestations in science that the term "gender" appeared, which carries the concept of psychological and social education of an individual in accordance with his sexual identification. For the first time, this term was used in 1955 by John Mann, who needed to distinguish general sexual properties – sex as a phenotype – from sexual-erotic ones [Pushkareva 2007: 161]. At first, this term was used in feminist theories – for example, one of the first scientific understanding of gender was presented by Gail Rubin in her work "The Exchange of women: notes on the political economy of gender" [Rubin 1975]. However, the term later acquired a more general and broad meaning.

Modern linguistics in the study of gender is not only based on linguistic principles but on scientific methods and principles of analysis [Kirilina 1999, 2000, 2005; Gritsenko, 2005; Goroshko 2011], as "gender is one of the most important existential and socially important characteristics, determining the social, cultural and cognitive orientation of the personality in the world," and "acknowledgment of masculinity and Femininity concepts allows to postpone their study in the field of linguistics and other Sciences related to the study of culture and society" [Kirilina 2005: 26].

In relation to the conversation in the structure of woman – woman, as a rule, the concept of "gossip" is used, which in any language has a pejorative connotation as the opposite of serious male conversation [Coates 2005: 167]. J. Coates sees this fact as a reflection of social values, according to which what men do is significant and important, and what women do is less important. From the above, Coates also concludes that the persistence of the myth of female talkativeness or talkativeness lies in different expectations towards men and women. Men have the right to speak, their topics are stereotypically important and serious, and women are expected to remain silent. Perhaps, therefore, the statement of a woman of any duration will be perceived as a reprehensible talkativeness [Coates 2005: 150-151].

Almost the same features are manifested in childhood. The stereotype of female talkativeness was not confirmed here: according to the results of the study by A. Haas [Haas 1978], in mixed groups, girls do not speak more than boys, and the talkativeness of small girls may be just an attempt to please other people or be a consequence of earlier mastery of speech.

One of the most interesting and controversial issues from the point of view of Coats is the introduction of the term Women's language by W. O'Barr and B. Atkins based on the works of Robin Lakoff. According to scientists, woman language has ten features:

- the presence of constraints (for example. Sort of, kind of)
- the presence of over-polite forms (Would you please);
- dissected questions;
- intonation stress, emphatic (so)
- or speaking "in italics";
- "empty" adjectives (sweet, charming, adorable)
- correct grammar and pronunciation;
- lack of a sense of humor, for example, the inability to tell jokes;
- a direct quotation;
- a special lexicon, for example, a special color terms;
- interrogative intonation in declarative contexts.

However, O'Barr and Atkins ' research on woman language has led to the following conclusions: the signs of woman language are not only not characteristic of all women, but also are not limited to women's speech. The particularity of the above-mentioned features of the woman language is related not only (and not so much) to the gender of the speaker, but also to his social status and experience. Based on their findings, O'Barr and Atkins gave the language features usually associated with female speech a new name - the language of the weak.

References:

1. Pushkareva N. Gender theory and historical knowledge. St. Petersburg: Aleteia, 2007. - 496 p.
2. Rubin G. Exchange of women: notes on the political economy of gender // Anthology of gender theory. Mn.: Propilei, 1975-p. 99-113.
3. Kirilina A.V. Gender aspects of mass communication / / Gender as an intrigue of knowledge. Collection of articles. Moscow, 2000. pp. 47-80.
4. Koats J. Women, men and language / / Gender and language. Moscow: Languages of Slavic culture, 2005. - pp. 33