Gender Stereotypes and Speech Gender Stereotypes

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Abstract: In modern society, there is a crisis of gender identity. The reasons for this are social and economic factors: masculinization of women and feminization of men, an increase in the number of asocial families, alcoholism, drug addiction, delinquent behavior of parents, resulting in an increase in the number of divorces, the number of children raised by one parent (more often a mother), the number of “refuseniks” and children replenishing institutions for orphans and children left without parental care.

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Gender (sex-role) is an integral part of the overall process of socialization, which includes three components: the development of self-perception as a representative of a certain gender, the emergence of gender-role preferences and value orientations, as well as forms of behavior corresponding to the sex.

The process of the formation of gender identity, i.e., gender socialization itself, can be represented as successive stages, while it should be noted that modern researchers differ in their number and content. So, S. Bern distinguishes four stages of establishing gender identity:

- gender identification (attributing the child to one or another other gender);
- gender constancy (understanding that gender is constant and cannot be changed);
- differential imitation (desire to be the best boy or girl);
- gender self-regulation (the child himself begins to control his behavior, using the sanctions that he applies to himself).

The concept of “gender” also means the sociocultural process of formation (construction) by society of differences in male and female roles, behavior, mental and emotional characteristics, and the result itself is the social construct of gender. Important elements in creating gender differences are the opposition of "male" and "female" and the subordination of the feminine to the masculine.

Gender stereotypes are a particular manifestation of stereotypes and, accordingly, are also prototypical, collective and have national and cultural specifics. According to the Dictionary of Gender Terms, "gender stereotypes are culturally and socially conditioned opinions about the qualities, attributes and norms of behavior of both sexes and their reflection in the language". That is, the Dictionary of Gender Terms under stereotypes means stereotypes-representations.

Gender stereotypes, like all cultural stereotypes, are fixed in language in the form of stable combinations, for example, Husband is the head of the family, all women are fools. Moreover, the language, reflecting the culture of the society, is one of the main and most important sources of knowledge about the gender stereotypes of this society.

Gender stereotypes are closely related to the expression of evaluation, and also influence the
formation of expectations regarding the behavior of representatives of one sex or another. If the actual behavior of a particular individual does not coincide with the expectations of the society, then his behavior will be characterized by representatives of this society as “wrong” and will be condemned. These expectations also apply to the speech behavior of individuals, thus setting a certain program of behavior in the process of socialization and communication.

By speech gender stereotypes we mean culturally and socially conditioned opinions about the qualities and norms of speech behavior of both sexes and their reflection in the language.

Speech gender stereotypes can be both stereotypes-representations, being a cliché of consciousness, and stereotypes of behavior, since they can be an important part of the construction and success of communication. So, for example, in the mind of a Russian person, a female representative, be it a girl, a girl or a woman, should not use rude and, especially, obscene vocabulary. In the speech behavior of a man, on the contrary, rough vocabulary is allowed, confident and firm speech is welcomed.

Since speech gender stereotypes, as a special case of stereotypes, are always national, it is important for us to understand what main gender stereotypes of speech behavior exist in the linguistic picture of the world of a person in our country, that is, how, according to the bearers of our culture, men and women speak.

During the history of the study of gender issues in the Soviet and post-Soviet years, several works were written that aimed to understand what features distinguish the speech of women and the speech of men. One of the first was, as we already wrote, T.V. Gomon, who set as her task the description of the superficial and deep signs of male and female speech. Somewhat later, already in the post-Soviet period, the work of E.A. Zemskoy, M.M. Kitaygorodskaya and N.N. Rozanova, who studied the lexical features of female and male speech on the material of communication in Russian families. The researchers focused on the means of expression and evaluation, the size of the active vocabulary, communicative tactics of communication. The main conclusions made by the authors of the work were:

1. Features of female speech: the inclusion in the conversation of topics that the environment of speech generates, the actions performed by the speakers; references to personal experience with specific examples, exaggerated expressiveness and frequent use of interjections; associative fields: nature, animals, the surrounding everyday world, a tendency to intensify a positive assessment.

2. Features of men's speech: preoccupation with the topic under discussion and lack of response to remarks that are not related to it; terminology and the desire for subtlety of nominations, coarsening of speech and the use of stylistically reduced means; associative fields: sports, hunting, professional and military spheres, a tendency to intensify negative evaluation.

3. There are no sharp insurmountable boundaries in Russian between the speech of men and women. The highlighted features are a trend, not a strict rule. At the same time, a connection is often traced between certain phenomena found in the speech behavior of men and women, and the characteristics of their character, mental make-up, role in society, profession, while no direct connection is found with people belonging to one or another gender.

However, at the stage of identifying speech gender stereotypes, it is much more important for us to understand not what features men's speech and women's speech actually have, but what signs of men's and women's speech behavior exist in the minds of native speakers of the Uzbek language and culture. To solve this problem, we conducted a survey, which will be described in detail in the second chapter of this work.

Like the terms "gender" and "stereotype", the term "discourse" appeared in the humanities relatively recently, but is widely used in contemporary research from philosophy and social semiotics to linguistics and linguoculturology. However, many different opinions about the possible content of this term are even more diverse than about the terms we have already
considered.

The word discourse itself came to science from the French language, where the word meant "speech". One of the first who introduced the word "discourse" into scientific use as a term was J. Habermas, who introduced the term in order to designate a type of speech communication that involves a rational critical examination of the norms, rules and values of social life. This is how this term is usually understood within the framework of the social and philosophical sciences.

As V.V. Red in the book "Virtual Reality or real virtuality", “the term “discourse" is as popular as it is undefined." Although almost 15 years have passed since the writing of the book, the situation as a whole has not changed. In linguistics, there is no single view on the semantic content of this term, however, discourse in linguistics is often understood as a set of texts, taking into account their extra linguistic parameters, or, in other words, it is speech immersed in life. However, discourse can mean phenomena of a different order: from coherent speech and communicative holistic to "coherent text in conjunction with extralinguistic - pragmatic, socio-cultural, psychological and other factors."

As T.A. van Dyck, "the concept of discourse is as vague as concepts of language, society, ideology". He himself distinguishes two understandings of discourse: discourse in the broad sense, that is, as a complex communicative event that occurs between the speaker and the listener in a certain spatio-temporal context (it can have oral, written, verbal and non-verbal components), and discourse in in a narrow sense, which is understood as a verbal component of communication or a product of communication - a verbal or written verbal result.

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