THE MAIN DIRECTIONS OF ANALYSIS OF GENDER LINGUISTICS

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ABSTRACT
This article describes the necessary ideas on the main directions of the analysis of gender linguistics and the results of observations of well-known linguists.

KEY WORDS: *gender linguistics, male and female speech movements, sociopsycholinguistic, research methods in gender linguistics.*

As in any field of science, gender linguistics is currently evolving in a number of areas based on different methodological principles.

E. I. Goroshko notes that gender linguistics is developing in three directions [Goroshko 2000]. The first direction is related to the interpretation of the social nature of male and female language, and the existing semantic differences are explained in terms of the distribution of social status between men and women in society. At the same time, gender is considered as a functional system formed on the basis of a common language, which reflects the fact that speakers occupy different levels of social relations.

Popular trends in gender linguistics can be divided into six types in terms of conceptual purpose, research methods and the material under analysis:

1) gender studies studying the linguistic behavior of both sexes;
2) gender research in the sociolinguistic direction;
3) feminist linguistics studying women's language;
4) the youngest direction of gender linguistics in the twentieth century is the study of masculinity in language;
5) psycholinguistic research. These include neurolinguistics, speech genetics, and analysis of the cognitive features of women's speech;
6) Linguocultural research covering cases of gender subcultures.

Since gender linguistics is a science that deals with intersectoral communication, the study of this or that problem can be done in several directions. Emerging fields of science are no exception. In particular, some areas of gender linguistics are closely related to the development of quantum and computer linguistics. Indeed, the results achieved in these areas allow us to gather pre-statistical material for the activation of language in one or another social group.

Sociolinguistic scientists were among the first to engage in quantum analysis of the phenomena of gender linguistics, and in their work provided a large amount of quantitative data on the use of language in certain social groups. V. Labov, who studied the phonological aspects of language use, observed that women choose a more influential form of pronunciation, but the amount of differences in pronunciation between men and women varies depending on the social status of women [Labov 1972]. The scholar also does not forget to point out that in any speaker speech there are cases of variability and that this or that phonological variant is not used uniformly in all situations. This conclusion of V. Labov proves that the opinion of some representatives of gender linguistics that the imbalances in the speech of men and women are biologically conditioned is unfounded.

The work of the English sociolinguist P. Tradjell also focuses on the analysis of the phonological level. The scientist, in particular, said that while women refer to the n (ng) sound, which is considered more influential, men prefer the abbreviated (n) form. Such a difference in the use of sounds depends on what

profession women have, i.e. teachers, hairdressers, nurses interact with representatives of different social groups, and this is reflected in their speech activities [Trudgill 1972].

We are aware that the application of quantitative measures to gender research is becoming more widespread. Well-known linguists such as I. Baudouin de Courtenay and V. V. Vinogradov emphasized the importance of referring to the operations of mathematical thinking in the study of linguistic phenomena. According to V. N. Yartseva, "the use of quantity belongs to the functional aspect of the language system, taking into account the amount of use of any linguistic phenomenon is a useful method of analysis" [Tuldava 1987]. However, the effectiveness of the use of the quantitative analysis method depends on the purpose and object of the study. It is difficult to find a solution to any problem by resorting to mathematical apparatus. Based on a quantum approach, certain aspects of linguistic phenomena can be identified. It is also known that methods aimed at collecting statistical data have descriptive and evaluative views. The first task is to summarize and visualize the results, while the second is to evaluate the predicted assumptions on the basis of comparing them with the achieved results. In order to use both methods, it is first necessary to distinguish whether the observed phenomena are general, typical, or individual in nature. Those in the first row are associated with permanent causes, while those in the second row are included in the group of emergencies [Martynenko 1996: 204; 208].

Psycholinguistic research is one of the fastest growing areas in the field of genealogy. The doctoral dissertation of E. I Goroshko, one of the promoters of this direction, emphasizes the role of associative linguistics in the development of psycholinguistics and gender linguistics, and describes the methodological basis of this approach [Goroshko 2001].

Observations show that men and women have different associative images of the world, which, in turn, indicates that the linguistic behavior of members of different genders takes place within their linguistic consciousness. It is clear that the formation of associative links is influenced by the profession of language speakers, their status in society, life experience, as well as gender [Hoshimova 2011].

The person in the mind "assimilates" reality and accepts the team's response to that reality. The imagination of the world, which is specific to a particular community, organizes consciousness. For this imagination to be renewed, reality must change. Such perceptions are formed through language and speech, and therefore linguistic consciousness underlies human activity. Indeed, in the formation and description of the phenomenon of consciousness, man's attitude to the world is central, and it is important for modern linguistics to know that this attitude affects his speech activity. Although the human mind is formed in the presence of language, we are forced to recognize that it is also related to biosocial factors in the accumulation of cognitive experience in the mind of each individual. Men and women may perceive concepts differently formed in the collective mind and express them differently through linguistic forms.

M. M. Rasulova, O. N. Kolosova and other researchers note that the process of linguistic categorization in the linguistic consciousness of women is different from that of men. [Rasulova 2005].

Since the vocabulary of a language is considered to be the main material of categorization, the nominative system of language is analyzed in most gender studies. It is perceived that the interest in the gender aspects of linguistic naming of events has a long history. One of the main theoretical ideas of feminist linguistics is precisely the critique of the nominative system of language and the proof that it has an aprocentric character.

While acknowledging that gender linguistics is evolving in different directions, it should be noted that new "budding areas are also emerging. In particular, it has not been long since translation analysis has focused on gender analysis "[Goncharenka 1999]. Although the issue of gender inclusion in translation has been mentioned in one form or another by a number of translators, a detailed study of the problem awaits its turn. According to L. Flotou, one of the leading experts in the field, "when the focus is on the cultural and historical features of translation and the gender nature, the meaning created in the translation process becomes the focus. Recognizing that the meaning in the text is gender-specific encourages a deeper understanding of the translation process "[Flottow 2013: 95]. This note by

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a Canadian scholar testifies to the need for translation and the study of the gender problem in gender linguistics.

Gender methodology is manifested in relation to the gender of the author of the text, since the compositional structure of the text, along with the intended communicative purpose, also depends on the gender of the author. According to Sarah Mill, who advocates a separate study of women's style, there is no denying that the differences between the texts are at least partially dagender in nature. Research in the field of gender methodology should focus on identifying a set of tools that highlight the content in the text, in the context of communication, and to identify the possibility of variation of these tools in different contexts.

Gender is a dynamic phenomenon, its linguistic and cultural characteristics vary. In addition to the fact that its research methodology has a general philosophical basis, the methods of analysis will change in accordance with the emergence of new directions. In particular, the formation of the fields of pragmalinguistics, cognitive linguistics, emotology, discursive analysis will contribute to the strengthening of the position of gender linguistics, the popularization of new areas of analysis.

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