

## ГЕНДЕРНЫЕ ОСОБЕННОСТИ ПОВСЕДНЕВНОГО АНГЛИЙСКОГО ЯЗЫКА В АМЕРИКАНСКОЙ ЛИНГВО-КУЛЬТУРЕ

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*Гендерная лингвистика занимается рассмотрением выражения пола в языке, изучает вопросы репрезентации мужчин и женщин в акте коммуникации, определяет языковые механизмы функционирования гендерных отношений и способствует пониманию сущности явлений, которые происходят в языке и обществе.*

**Ключевые слова:** *гендерные, гендерная лингвистика, манипуляции, тактика убеждения, стратегии убеждения.*

## GENDER FEATURES OF EVERYDAY ENGLISH LANGUAGE IN AMERICAN LINGUOCULTURE

*Gender linguistics examines the expression of gender in language, studies the representation of men and women in the act of communication, determines the linguistic mechanisms of the functioning of gender relations and contributes to understanding the essence of the phenomena that occur in language and society.*

**Keywords:** *gender, gender linguistics, manipulations, tactic of persuasion, persuasion strategies.*

This work is devoted to the consideration and study of gender characteristics of persuasion tactics and strategies within the framework of everyday language. Since gender linguistics and the concept of «gender» in general have appeared relatively recently in the works of foreign researchers, and even more so in domestic studies, this problem is certainly relevant. In addition, this new branch in the humanities is developing quite actively. A difference in gender behaviors in speech arouses interest in the study of persuasion tactics and strategies used by women and men, which, based on differences in behavior in speech, will be different for both.

Based on the above, the objects of this study are persuasion strategies and tactics used with consideration of gender characteristics in the context of everyday language.

Persuasion strategies and tactics are a natural part of our daily life, now it is very important to correctly convey information to the interlocutor so that it has exactly the effect that we need.

The purpose of this work is: to establish typical behavioral traits of men and women in speech, to consider the features of lexical units inherent in them, tactics and strategies of persuasion that they use within the framework of everyday language.

To achieve the set goal, as well as to solve the tasks, such research methods as: the method of observation and analysis, descriptive method, comparative method were used.

The formation and intensive development of gender studies in linguistics occurred in the last decades of the 20th century, which is associated with the change of scientific interest in the humanities under the influence of postmodern philosophy. A new understanding of the processes of categorization, at this time there is also a rejection of the recognition of objective truth, an interest in the subjective, in the private life of a person, the development of new theories of personality, in particular the theory of social constructivism, led to a revision of the scientific principles of studying the categories ethnicity, age and gender, previously considered as biologically determined. The new approach required the creation and application of new terminology, more accurate and appropriate to the new approaches of researchers, and therefore a scientific description of the concept of «gender» appeared, which defines a person not only from the standpoint of his belonging to a certain male or female sex, but also from the standpoint of his social, cultural and psychological characteristics. This approach naturally caused the manifestation of «gender» in the language of communication and served as the beginning of its study, the manifestation of its linguistic side in this very communication. This

approach naturally stimulated the study of linguistic mechanisms of gender expression in language and communication. Some researchers, who consider feminist criticism to be one of the factors stimulating the study of this concept, attribute the same criticism to one of the components of postmodern philosophy. Feminist criticism of language, which a number of researchers attribute to one of the components of postmodern philosophy, as mentioned above, pushed scientists in the same direction.

The interest of Russian scientists in gender issues is often associated with the openness of Russian society in the post-Soviet period or with the influence of feminist ideas. The above facts could not but affect scientific interest, but there are also more weighty reasons that led to such interest in this problem.

By itself, the concept of gender is broader than the concept of gender, and includes a complex of social, cultural and psychological phenomena related to gender. In other words, gender is a social gender that determines a person's behavior in society and how this society reacts to this behavior.

Gender is considered to be an institutionalized and realized socio—cultural construct – one of the aspects of an individual's social identity. Public institutions such as the army, school, church and others only assert differences, give them the position of norms and interpret them as naturally conditioned. Gender is considered as one of the parameters by which the speaker's social individuality is formed in communication. As a rule, he contacts with other parameters – status, age, social group, etc.

In the most general terms, the study of the phenomenon of gender in linguistics touches two groups of problems [6, p.15]:

1. Language and the reflection of gender in it. The purpose of this approach is to describe and explain how the presence of people of different genders is manifested in the language, which assessments relate to men and women and in which semantic areas they are most noticeably/distinctly expressed.

2. Speech and generally communicative behavior of men and women, where typical strategies and tactics are distinguished, gender-based choice of vocabulary, methods of achieving success in communication, preferences in choosing vocabulary, syntactic constructions, etc. – that is, the specifics of male and female speaking.

We will analyze the speech and interaction of the characters of the series «Desperate Housewives», and we will also consider their behavior and speech from the perspective of gender behaviors.

So in the first episode of the first season of «Desperate Housewives», we can see how one of the characters, Andrew, tries to convince his mother, Bree, that she does not have to cook a gourmet dinner every day, trying to point out that she is too zealous in striving to be better than other families and strive to bring everything to perfection, thereby losing originality and warmth of relations between family members. He resorts to the tactic of «setting an example», mentioning the Harper family, in which the mother serves canned pork with beans and despite such a second-rate dish, all its members, as he says, are happy. According to T.A. Van Dyck, it is typical for this tactic to set an example for someone from around, which is what Andrew does.

Andrew: Who asked you to spend three hours on dinner?

Bree: Excuse me?

A: Tim Harper's mom gets home from work, pops open a can of pork and beans, and they are eating, everyone's happy.

«Amplification» is used by Carlos, remembering in the presence of his wife, Gabrielle, how ashamed and awkward Rex was at a dinner party when Bree, Rex's wife, deliberately announced intimate details of their personal life, thereby humiliating Rex. In this scene, Carlos emphasizes that this is something out of the ordinary, which left an imprint in his memory and unpleasant sensations. Thus, he draws Gabrielle's attention to this incident, claiming that if something like this had happened to him, Gabrielle would not have been well. According to T.A. Van Dijk (Тён Адрианус ван Дейк), it is typical for this tactic to emphasize negative macro information [2, p.220], which Carlos does: «if a woman ever humiliated me like that in public...Hm, it would only happen once.» Reinforcement is also emphasized by the implicit lexical operator «oh», which in this situation expresses a feeling of irritation.

Karlos: Man, oh, man. I keep seeing that look on Rex's face. Then him taking off. Some night. You watch a man get torn like that you wonder why he let get away with it. Believe me, if a woman ever humiliated me like that in public...Hm, it would only happen once.

From the standpoint of gender reasonableness, it is not surprising that in this example it is the man, Carlos, who resorts to this tactic, asserting his authority and showing that jokes are bad with him and consolidating his independence.

Communicative strategies and persuasion tactics are a certain plan of our actions in speech, with the help of which we want to achieve certain goals, convince or dissuade a communication partner in something,

find out the information we are interested in, etc. With the help of persuasion tactics, we try to achieve certain communicative goals by influencing the communication partner.

The concept of «persuasion» is equated with the concept of «manipulation», because both of these phenomena imply the effects of the addressee on the addressee. Manipulation, as a rule, serves as a tool to achieve the goals of the manipulator, but it can also occur in the interests of the manipulated.

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