

## **DIFFERENCES IN THE LINGUISTIC PERSONALITIES OF MEN AND WOMEN**

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### **ARTICLE INFO.**

**Keywords:**

Gender, Sex, Feminist Linguistics, Asymmetry, Gender Stereotypes, Masculinity, Femininity, Social Roles, Opposition, Androcentrism.

### **Abstract**

Men and women really do have fundamentally different characteristics, according to a study which has confirmed many longheld gender stereotypes. This article investigates the linguistic characteristics of female and male language users and the specific aspects of their linguistic personality. Also, this research study compares the gender differences and stereotypes in the communicative character of female and male language users.

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The problem of the difference between male and female linguistic personalities was first developed by O. Jespersen and F. Mautner at the very beginning of our century. The main idea of these studies was the superiority of the "male" language over the "female". These studies were of an irregular nature and were on the periphery of linguistics. In the course of describing the male and female language competence, the concept of "deficit" of the "female" language in relation to the male one was formed.

The structure of a linguistic personality seems to consist of three levels: 1) verbal-semantic, which assumes a normal knowledge of a natural language for a native speaker, and a traditional description of formal means of expressing certain meanings for a researcher; 2) cognitive, the units of which are concepts, ideas, concepts that are formed by each linguistic individuality into a more or less ordered, more or less systematized "picture of the world", reflecting a hierarchy of values. The cognitive level of the device of a linguistic personality and its analysis involves the expansion of meaning and the transition to knowledge, and therefore covers the intellectual sphere of the personality, giving the researcher an exit through language, through the processes of speaking and understanding - to knowledge, consciousness, the processes of human cognition; 3) pragmatic, containing goals, motives, interests, attitudes and intentionality. This level provides in the analysis of a linguistic personality a natural and conditioned transition from assessments of its speech activity to understanding of real activity in the world.

In the communicative behavior of women, just like men, much is determined by a number of factors: established cultural and historical traditions, place of residence, age, social status, level of education, etc.

For the communicative behavior of women, a significantly greater verbal activity is typical than for men. They love to communicate very much and frankly discuss among themselves the most intimate

aspects, both of their lives and someone else's, and also tell each other the news they heard. It is generally accepted that women do not know how to keep secrets. A characteristic feature of women is a clear predilection for various gossip.

Women's love of chatter is reflected in a huge number of anecdotes. For example:

*From a conversation between two men:*

- *My wife is in the kitchen all day.*
- *Does she like to cook?*
- *No, we just have a telephone in the kitchen ...*

*Husband to wife:*

- *Dear, well, what could you talk about with a friend for an hour?*
- *Dear, what kind of friend? They just got the wrong number!*
- *A significant proportion of accidents occur due to the fact that the driver underestimates the obstacle on the right. Especially the one that near and does not close his mouth.*

*(It should be noted that these jokes are written on behalf of men, and are most likely intended for a male audience).*

Observations show that in the speech of women, in comparison with the speech of men, invective, vulgar vocabulary is much less common. Although, as mentioned above, in modern times, the speech of women has changed to a certain extent (mainly for young people and middle-aged people): women have begun to use obscene language units and expressions very often, which is recorded in the speech of female characters in fiction and in various recordings of live speech.

For example, (from a student's speech):

"I have a birthday on Friday the 17th. My mother is leaving at 7 o'clock this morning. She gave me such a fucking gift! .. "

Women more often than men use superlative adjectives, interjectional words and expressions, especially interjections of unstable meaning: ah!, oh!, ah!, oh! etc.

My God! Horrible! Ah, what a hoarse voice! Etc.

Among female youth today, some adjectives with super prefixes are widely used; mega: super good, super challenging, super entertaining, mega good.

For example. A conversation between two students:

- Do you like Anton?

Yes, he's great!

However, it should be noted that in the speech of modern young people, such speech forms now and then slip through:

- Just listen! It's a new mega theme!

In general, a typical feature of female speech is its exaggerated expressiveness.

Even in such a changed modern world, women lag behind men to an extremely high degree in terms of technical education. In this regard, there are incomparably fewer technical terms in women's speech. But all the same, men have lost some "primordially masculine" areas of activity associated, for example, with computer technology and cars. Today, more and more often you can hear technical or programming jargon and terms in the speech of young girls.

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It is impossible not to note the influence of subcultures on the speech behavior of modern youth. Even the names themselves have firmly merged into the everyday speech of both men and women: hippies, punks, metalheads, rockers, etc. In these subcultures themselves, the distinction between women and men is not emphasized, and the jargon of the subcultures included in them is used regardless of gender differences. Various movements also unite modern youth, for example, the glamor movement. Increasingly, young people are choosing to talk about topics that were previously considered predominantly female, for example, topics of clothing (*шмоток*), shops, perfumes (*классный парфюм!*), etc. Some previously female areas of activity and even "female" images are "appropriated" by men today. For example, such a profession as a distributor of cosmetics and such an image as a "single father". In this regard, one can hear "female" words from "male lips".

There are clear differences in intonation: melodic intonation is typical for feminine speech, while masculine speech is characterized by a greater degree of imperiousness and imperativeness.

The theme of feminine speech is most often associated with the everyday world surrounding women. They often talk about children, various family matters, the problems of neighbors and acquaintances, fashion, men, and so on. As for the feminine non-verbal communication of women, there are certainly much more similarities than differences with the masculine one.

Today, due to the equalization of the social roles of men and women, the difference in linguistic behavior is being erased. The language of women is somewhat "roughened", has become more technical and tough. But still, it is impossible not to notice the differences that are observed mainly among the middle and older generation. Women of this age adhere to conservative language behavior, unlike men, their speech has less profanity and rude expressions. In their speech behavior, these women tend to look more "feminine", while men, on the contrary, emphasize their "masculinity" in every possible way with their speech behavior.

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