

SOCIOLINGUISTIC ASPECTS OF REPRESENTATION OF GENDER ASYMMETRY IN CULTURE

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Abstract: *The presence of gender asymmetry in the language pictures of the world and the practice of verbal communication is investigated in order to substantiate the importance of the heuristic potential of sociolinguistic research for the modern study of gender and intergender relations. The cognitivist methodology of the sociolinguistic study of gender is used, according to which the linguistic picture of the world is both a product and a starting point of cognitive processes through which a person orients himself in society and builds social expectations. Practical and scientific significance is determined based on the understanding of language as one of the most important tools of cognitive activity in constructing a conceptual image of the world and, in particular, gender models of social behavior and communication. The article deals with gender differences in language within the framework of sociolinguistics. Analyzing and studying the connotation of gender differences in the language and its social sources, we can conclude that gender differences in the language are significant.*

Key words: Gender, sociocultural construction, masculinity, femininity, language communication, language picture of the world, gender asymmetry, metaphorization, symbolic violence.

Most authors of scientific texts consider social linguistics from two points of view - simple and complex. From a simple point of view, the main purpose of sociolinguistics is the study of the relationship between language and society. An integrated approach to social linguistics involves its consideration at the intersection of linguistics, sociology, social psychology and ethnology. In this study, the emphasis is on a simple approach to the interpretation of social linguistics. Therefore, the key content of sociolinguistics is the study of the structure of language and social context. Exploring the interaction and influence between them, sociolinguists analyze various sociocultural phenomena and consider different forms of discursive behavior. The scope of sociolinguistic research is generally defined by the relationship between language and society. From the point of view of research, it is conditionally divided into two levels: microcosmic

sociolinguistics and macroscopic sociolinguistics. It is a classification based on an interdisciplinary character: macro refers to a society-oriented sociology; and micro - to linguistics, focused on the linguistic phenomenon, where social factors are its derivative content [1, p. 356]. Sociolinguistics used a new perspective and method of language analysis and its interdisciplinary study, greatly enriched the study of sociolinguistics, which helps us better understand the nature of language, expands the understanding of the sociolinguistic phenomenon, helps the anatomy of social problems, so it has an important research value.

The issue of gender and intergender relations in recent decades has become increasingly relevant in linguistic and social sciences, which is determined, first of all, by intensive changes in the structure of gender roles, the growing activity of women in social production and public space, which leads to a breakdown of previously rigid normative ideas about the socially adequate behavior of representatives of the male and female gender. The entry of a woman into society as a bearer of innovative social roles and statuses, the need to combine them with traditional female social roles, the need for communication within the framework of innovative roles with representatives of the male gender, who have stereotypes of business and professional communication that have been streamlined and worked out over the centuries, put both men and women before the task of finding new, corresponding to the changed situation of intergender communication, standards and rules for organizing communication. The interdisciplinarity of gender issues in the field of socio-humanities makes the problem of linguistic communication between men and women in different environments and at different levels significant and relevant for all research disciplines, including sociolinguistics, the specific subject field of which is associated with the study of linguistic aspects of intergender interactions.

Language exists as a system of signs; in terms of abstract thinking and feelings, it reveals the method and scheme for describing the objective world [2, p. 361]. On the other hand, the difference between the language system and the language structure to a certain extent reflects the different perception of the world by people. In addition, as a kind of historical and cultural heritage, in the process of its use, the language, in a sense, reflects the formation of cultural traditions, the evolution of civilization, the creation of a national spirit and the improvement of social life. It follows that if there were conditions under which people could observe specific instances of language use in the process of mutation and change in a particular social

context, sociolinguistics studies could open up more points of growth in the study of the process of linguistic theory [3, p. 125].

A.V. Kirilina states that "in recent years, linguistic competence has become actively involved in the orbit of the interdisciplinary paradigm of gender studies." Indeed, the introduction of the concept of gender as a cultural construction imposed by the society on the biological sex for the built ritualized concept of intersexual interactions in the family and the wider social environment required further study of the content of the cultural determination of institutionalized gender norms. Modern research is aimed at specifying various aspects of cultural models of masculinity and femininity by means of various socio-humanitarian sciences, and sociolinguistics in this sense is built into the general research context. The purpose of the sociolinguistic study of gender problems in general is to identify the specifics and dynamics of gender self-representation in linguistic forms. [4, p. 149]

According to K.Zh. Sandybaev, such identification of the representation of cultural images of masculinity and femininity can be carried out, firstly, by studying the vocabulary and nominative system of the language, the characteristics of its semantics associated with the category of gender, and secondly, by studying the practice of linguistic communication between men and women [5, p. 831]. Studying linguistic and gender differences, many linguists, such as Leonard Bloomfield, McConnell-Ginet, Haas, Zhao Yuanren, etc., came to the conclusion that: in different contexts, men and women have differences in phonology, vocabulary, grammar and syntax [2, p. 365], [3, p. 125]. As Penelope Eckert and Sally McConnell-Ginet (2003) noted, due to traditional social factors, men have a higher social status, which leads to their privileges in speech [3, p. 120]. In his writings, the Chinese linguist Chen Songzen pointed out the gender and age differences that arise when using languages. The essence of the problem boils down to the fact that their appearance is not due to differences in human socialization or communication difficulties, but due to socio-psychological factors speaking with people of the opposite sex and different age groups [2, p. 376].

In some cases, gender differences in language are complex. They are considered not only as a linguistic, but also as a social phenomenon and become a popular subject of research in linguistics and sociolinguistics [6, p. 145]. A significant number of studies have been conducted related to the phenomenon of gender differences in language in order to identify the causes of their occurrence. These differences that exist in the language are a kind of linguistic phenomenon that reflects the society, culture and

customs of native speakers [1, p. 362]. Gender differences are of great academic and applied importance in sociolinguistics, which, by studying these differences, expands the horizon of subsequent research, deepens the knowledge of the universal law of language, and helps to better explain the factors of internal change in language development. In terms of linguistic structure, gender difference reveals the relationship between gender and language. They are divided into absolute and relative gender differences [2, p. 373]. Sociolinguistics focuses on relative gender language differences, which means that the behavior of men and women shows significant divergence in performance when using the same language or dialect, usually resulting in gender variations.

The differences in the cultural images of men and women recorded in the construction of linguistic communication are asymmetric, but this cultural asymmetry has a more complex and not as straightforward structure as feminist sociolinguistic concepts represent. Asymmetry refers to the unequal positions of male and female gender in linguistic communication, reflecting the unequal status of men and women in culture. The unequal positions of men and women in culture can also be traced in the sphere of communicative behavior. The linguistic communication of women has a number of practical differences, indicating the asymmetry of the representation of genders. Lakoff singles out such characteristic features of female speech as a higher level of focus on a communication partner, softening the transmitted information through the intensive use of forms of polite communication, petting diminutive suffixes. Unlike the male type of communication, aimed at dominating the dialogue, gaining control over the space of verbal interaction, the female way of communication is not focused on obtaining a dominant position, which in gender-mixed communication is perceived as a manifestation of uncertainty and readiness for concessions and compromise. In professional communication, the female type of communication can be perceived as expressing a lower level of competence and reduced professional self-esteem of women. Focusing on the specifics of English-language female communication, Lakoff notes the intonation peculiarity of female speech - the prevalence of rising intonation, the more frequent use of dividing questions, the use of semantically empty vocabulary, etc. Female speech, in addition, is characterized by increased seriousness [2, p. 366]. At the same time, Lakoff emphasizes, the gender type of verbal communication is strongly associated with cultural stereotypes: rejecting it and switching a woman in communication to a communicative style more reminiscent of a man often

causes cognitive dissonance and rejection among dialogue partners. Aggressive and self-centered communication style is culturally stereotyped for male gender and is not perceived as the norm if a woman behaves this way. Just as the works of Lucy Irigari describe the lack of a normative form of a woman's realization in culture [7, p. 197], which makes women perceive a male model of behavior in the process of self-realization, the style of linguistic communication associated with self-confidence and professional success is perceived as a normative "male", and there is no normative "female" confident communication style. Forced to adopt the "male" style of verbal communication, a professional woman goes beyond the normative speech behavior and her communication begins to be perceived as dysfunctional. The female model of linguistic communication is deficient in the sense that within its normative boundaries there are too few "legitimate" linguistic means that allow both to achieve their professional and career goals and be perceived by the audience as a normatively behaving woman.

It seems to us that the cognitivist methodology of the sociolinguistic study of gender is the most productive. According to this concept, the linguistic picture of the world is both a product and a starting point of cognitive processes through which a person orients himself in society and builds social expectations.

Language is one of the most significant and fundamental tools of cognitive processes and sociocultural construction, in particular gender cultural models. At the same time, language is a tool for the explicit expression of cognitive ideas about the world obtained from direct experience. And he also conceptualizes the results of experience, turning them into cultural property: "Each natural language reflects a certain way of perceiving and organizing the world, or a linguistic picture of the world. The totality of ideas about the world, contained in the meaning of different words and expressions of a given language, is formed into a kind of unified system of views and prescriptions, which is imposed as mandatory on all native speakers. Proficiency in a language presupposes mastery of the conceptualization of the world reflected in this language" [8, p. 438].

Thus, language practices are, first of all, a cognitive tool, thanks to which and through which the individual forms his ideas about social reality and builds a system of orientation in it. Through language practices, a person masters the logic of communication with other people, gets acquainted with the system of cultural meanings of his culture, realizes and builds his cultural and gender identity, forms, among other things, a gender

picture of the world. The gender picture of the world as a form and instrument of orientation of the individual in society also realizes the assimilation of the main cultural differences, on which the ability to form social expectations, acceptance and awareness of social differentiation, the ability to form a social assessment of the actions of another is based. Thanks to the gender picture of the world and the gender identity associated with it, a person receives opportunities and instructions to determine exactly what society expects from him.

Gender language studies are divided into several areas. They are divided into dispersion, concentration, systematic and detailed stages [2, p. 363]. It is a process of both internal and external exploration. These currents have a great influence on general linguistics and create a new world for the study of linguistics.

Studies of linguistic gender differences have always been the focus of sociolinguistics. Language is the main method of human thought and self-expression. Based on this, linguistics is closely related to other subjects. The gender language phenomenon is not only a linguistic issue, but it also affects many other areas such as psychology, philosophy, social sciences, education and the media. From the point of view of sociolinguistics, linguistic studies of gender differences have at least three aspects: first of all, they build a paradigm for the study of gender patterns on the basis of linguistic analysis, then they indicate a correlative relationship between gender and class differences and enrich the connotation of variation theory; in addition, the use of a quantitative method for studying a gender language helps to search for its origin in accordance with a complex linguistic phenomenon and increase the reliability and scientific character of linguistic research [2, p. 365]. Thus, gender language studies are of great importance, since the field of gender language studies expands linguistic studies, which means the connotation of language studies. It has been proven that people are increasingly aware that traditional language learning is not in line with social development. Different styles of gender discourse based on research into gender differences give linguistic research new strength and vitality. For this reason, research methods need input from many different fields.

Gender linguistic studies do not lag behind the direction of the development of language studies and are also an objective requirement for the formation of the rhetoric of the new century. Rhetoric since the 1990s has not only paid attention to dynamic development, but also combined static studies and made breakthroughs in colloquial and acceptance

rhetoric. Depending on the different goals, gender factors will directly influence the methods and patterns of rhetoric. Based on this, the study of language and gender can go further. Also, the development of Western rhetoric enlightened and directed the development of world rhetoric. It is emphasized that the comments of the rhetoric of feminism make us better understand the close relationship between social rights and patriarchal culture. French feminists believe that language can reflect the functionality of social power, manifesting itself more in communication. It follows from this statement that in order to improve the correctness of speech, the most important thing is to change the patriarchy. Thus, this is a new start and a challenge for learning gender language [2, p. 372]. Since language is a product of the objective world and in turn affects the inner world of people, many social factors can be reflected in the language and at the same time determine and limit the content of the language, producing a visible effect on each other. The phenomena of gender differences in language reflect that the cultural psychology and social value orientation of language users are influenced not only by social and environmental stresses, but also by family culture and experience [1, p. 372], [6, p. 149]. Gender differences in language are not immutable. They depend on age, degree of education, occupation and status, and also change in accordance with social development. With an improvement in the level of education and an increase in social communicative activity, language differences based on gender will decrease, and language similarities between men and women will increase [6, p. 152]. This will help to understand the similarities and differences in language use between men and women. At the same time, it will be of benefit to sociocultural research and will contribute to the forecasting of language development trends and the development of political strategies. In addition, this phenomenon has a positive effect on the development of social spiritual civilization.

"The degree of civilized society is closely related to the degree of women's liberation." In modern society, attention to gender issues directly indicates the degree of social civilization and progress. Being an independent, completely new and marginal topic, women's science is built mainly on a humanistic approach and tries to redefine human culture by writing its female component. This science offers an extensive field for studying the relationship between gender and language in linguistics. The relationship between language and gender coincides with social development and the passage of time.

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