STYLISTIC DEVICES OF REALIZATION OF GENDER SPECIFICS OF ENGLISH COMMUNICATIONS NETWORKING

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The article identifies and analyzes the gender features of English-language Internet communication, stylistic means of implementing the gender specifics of English-language communication in the virtual space. It is established that communication in the virtual space has a gender markedness, which is expressed in belonging to the categories of femininity and masculinity. Special features of male and female Internet communication are manifested at the lexical, phonetic, stylistic and syntactic levels.

It has been found that in modern linguistics there are different approaches to the problem of gender: the dominance approach, the cultural difference approach, the deficit approach, and the dynamic approach.

Two main concepts, sex and gender, are analyzed which function within the framework of gender linguistic research. It is established that in linguistics gender is considered as a cognitive phenomenon that manifests itself both in clichés and in the peculiarities of speech behavior of communicators.

It is determined that users of different sexes choose different verbal and nonverbal communication strategies in their communicative behavior. The popular female and male ways of expressiveness of the statement are characterized.

The results of the study revealed that more feminine stylistic devices include hyperbole, expressive-evaluative words, euphemisms, onomatopoeia, elliptical constructions, idioms. Typical stylistic means of male verbal behavior are adjectives of the highest degree of comparison, idioms, profanity.

It was found that gender peculiarities of using connotative words in online communication reflect greater sensitivity of women, compared to men, to the communicative norms of a society, women's desire to create a friendly atmosphere and the desire to impress their interlocutor.

СТИЛІСТИЧНІ ЗАСОБИ РЕАЛІЗАЦІЇ ГЕНДЕРНОЇ СПЕЦИФІКИ АНГЛОМОВНОГО МЕРЕЖЕВОГО СПІЛКУВАННЯ

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Ключові слова: *Інтернет-комунікація, гендерні особливості, фемінність, маскулінність, віртуальний простір.*

У статті виявлено та проаналізовано гендерні особливості англомовної Інтернет-комунікації, стилістичні засоби реалізації гендерної специфіки англомовного спілкуванні у віртуальному просторі. Встановлено, що комунікація у віртуальному просторі має гендерну маркованість, яка виражається в приналежності до категорій фемінності та маскулінності. Особливі риси чоловічої та жіночої Інтернет-комунікації проявляються на лексичному, фонетичному, стилістичному та синтаксичному рівнях.

З'ясовано, що в сучасному мовознавстві існують різні підходи до проблеми гендера: підхід домінування, підхід культурних розбіжностей, підхід дефіциту, а також динамічний підхід.

Проаналізовано два основні поняття – стать (sex) і гендер (gender), що функціонують у рамках гендерних лінгвістичних досліджень. Встановлено, що у лінгвістиці гендер розглядається як когнітивний феномен, що проявляється як у кліше, так і в особливостях мовленнєвої поведінки комунікантів.

Визначено, що користувачі різної статі вибирають різноманітні вербальні та невербальні комунікативні стратегії у своїй комунікативній поведінці. Схарактеризовано популярні жіночі та чоловічі способи увиразнення висловлювання.

За результатами дослідження виявлено, що до більш жіночих стилістичних засобів належить гіпербола, експресивно-оцінні слова, евфемізми, ономатопея, еліптичні конструкції, ідіоми. Характерними стилістичними засобами чоловічої вербальної поведінки є прикметники найвищого ступеня порівняння, ідіоми, ненормативна лексика.

З'ясовано, що гендерні особливості використання стилістично забарвленої лексики в мережевому спілкуванні відображають більшу чутливість жінок, порівняно з чоловіками, до комунікативних норм суспільства, прагнення жінок створити дружню атмосферу спілкування й бажання чоловіків справити враження на співрозмовника своєю ерудицією.

Setting of the problem. In the last decades of the XX and the beginning of the XXI the scientific interest in gender parameters of personality is rapidly growing. Gender as one of the factors influencing the behavior of communicators is in the focus of modern linguistic research.

Gender markedness of linguistic and stylistic devices is vividly expressed in typically "male" and "female" communicative tactics. Observations of the communicative behavior of men and women provided an opportunity to identify some of the most stereotyped gender strategies and tactics that depend on different types of interpretation of the world and reflect gender characteristics in communicative processes [1, p. 22].

Analysis of research in this area showed that the style of cooperation is more characteristic of women (women usually follow the topic of conversation), men tend to adhere to the style of competition (men keep to tactics of self-affirmation, domination). That is, men and women use different communication tactics.

Another difference is the attitude to feedback: a woman perceives feedback as a sign of mutual understanding; men perceive it as information [2, p. 26].

It is worth emphasizing the existence of two approaches to the problem of gender, which exist in

modern linguistics: dominance approach and cultural difference approach. Both approaches are based on significant differences between the sexes. There are other approaches: the deficit approach, as well as the dynamic approach. All these approaches arose in the historical sequence, but the emergence of a new approach did not mean abandoning the previous ones [3, p. 18–20]. A thorough analysis of linguistic phenomena is provided by the synthesis of the above approaches.

Today, the status of women in the modern world is one of the most controversial issues in linguistics. In particular, the problem of women's creativity, the influence of social networks on the formation of gender stereotypes is actively discussed in scientific circles. D. Spender, J. Coates, J. Corbett, C. McConnell-Janet, D. Tannen, J. T. Wood, O. Goroshko, I. Kuznetsova and other scientists who studied the linguistic features of women's speech devoted their work to this issue and investigated the main differences from men's speech.

Communications networking, which is also influenced by the gender factor, is intensively studied by such scientists as N. Azhgykhina, O. Bessonova, N. Borysenko, A. Volobueva, O. Voronina, O. Zdravomyslova, O. Zemska, M. Kytaygorodska, Y. Maslova, Yu. Melnyk, N. Ostapenko, N. Rozanova, N. Sydorenko, R. Fedosieva, etc.

The purpose and objectives of the article. The aim of the article is to identify and analyze the stylistic devices of implementing the gender specifics of English-language communications networking.

The objectives of the article are to clarify the features of communications networking as a language phenomenon, to identify gender stereotypes and stylistic features of male and female speech in the English-language Internet space.

The subject and object of research. The object of research is the gender aspect of Internet communication. The subject of the research is stylistic devices of realization of gender specificities of English-language communications networking.

Presentation of basic material of the research. Recently, there are more and more publications in the scientific literature on the gender aspects of communications networking and gender analysis in various situations of Internet use (virtual games, chats, ICQ, e-mail, blogs). The gender dimension of network communication is studied from different disciplinary positions: gender resources of the Internet; virtual types and stereotypes; features in the choice and search for information on the Internet; ways of constructing and transforming virtual identity, etc. [4, p. 1].

According to scientists, the discursive practices of men and women differ significantly, which leads to the establishment of communicative asymmetry in favor of men and consolidates their dominant social status. However, it should be noted that a comprehensive analysis of the communicative behavior of men and women is absent and the attention of researchers is more focused on femininity than masculinity. On the other hand, due to the active use of social networks, there are communication disorders associated with a lack of understanding of the gender characteristics of the English text. Thus, the relevance of the research topic is due to insufficient study of the features of the new communication environment, virtual social networks and the lack of a comprehensive analysis of communicative behavior of men and women.

In such a situation, there is a constant research interest in identifying gender nuances of various phenomena and processes, to the analysis the of gender implications shich are present in different cultural contexts. In linguistic research, the emphasis is on understanding the gender dimension of the Internet communication, as well as on a comprehensive study of female and male speech, its distinctive and similar features depending on the individual's affiliation to a particular professional, social or age group.

It should be noted that gender identity is constructed in the social sphere and determined by socio-cultural factors [5], which stipulate society's attitude towards men and women. Thus, it can be studied in the context of ethnolinguistics, cognitive linguistics, sociolinguistics, etc.

Analyzing the speech of men and women, scientists emphasize the expediency of taking into account the peculiarities of the speech style of men and women, given the differences between how men and women speak and write.

It is appropriate to emphasize that in the framework of gender linguistic research there are two main concepts – sex and gender, which are often mistaken for synonyms. Sex is a set of anatomical and physiological features of a person. Gender is interpreted as "a specific set of cultural characteristics that determine the social behavior of men and women and their relationships" [5]. In linguistics, gender is considered as a cognitive phenomenon that manifests itself both in clichés and in the peculiarities of speech behavior of communicators [5].

Analysis of research focused on gender (social factor) and sex (biological factor) showed that women and men are different in nature not only in their anatomy but also in their essence. According to scientific research, women are born with better verbal (speech) abilities than men, who, in turn, from birth have better opportunities for visual and spatial perception. However, scientists cannot come to a common opinion about the influence of biological factors on speech activity [6].

T. Lauretis states: "Gender is, rather, a component effect of different representations, a product of different social institutions – family, education, media, medicine, law, but also, which is less

obviously, language, art, literature, cinema, scientific theories", thus, gender for T. Lauretis is a process and result (effect) of the idea of certain ideas, from normative gender identity to its complete change, including through intermediate stages (transgender, transvestites, etc.) [7].

These definitions of the term indicate the dependence of the individual's consciousness on the stereotypes of their language, because in each of them the language is positioned either as a form of representation or as a form of constructing gender. It is proved that a certain set of texts recorded in the minds of each person determines a person's attitude to reality and his behavior, naturally mediated by discursive practice.

Researchers note the main aspects that explain the differences in linguistic functions through biological factors, namely: 1) girls are faster than boys, go through the stages of language development; 2) girls are less likely than boys to suffer from speech disorders (stuttering, reading problems). Women process information better than men in the right hemisphere. This means that if the left hemisphere is damaged, women will have fewer speech disorders than men [8].

The global computer network Internet, which emerged as a result of the development of information technology, has gradually become an independent socio-cultural environment of active mass communication. Users of different genders choose a variety of verbal and nonverbal communication strategies in their verbal behavior.

O. Bessonova claims that the worldview and verbalization of speech behavior of women and men is significantly influenced by gender [9, p. 39]. Differences between masculine and feminine language are manifested at different levels of language: lexical, phonetic, syntactic and stylistic ones.

The study of gender-specific features of the use of expressive means in communications networking allowed us to conclude that men use adjectives in their speech, mainly in the highest degree of comparison. Caspar: "*I made a decision probably the riskiest decision of my life*." (Caspar. "My Business Outside Of YouTube." January 28, 2019).

A popular female way of expressing an utterance is hyperbolization and wide use of expressive-evaluative words. An illustration of this feature is the speech of TED Talks motivational speaker Brené Brown, where she talks about how to be focused in the chaos of everyday life, saying: "*If you ask me: What's the most terrifying difficult emotion that we experience, I would say joy*" (Dr. Brené Brown. «Dr. Brené Brown on Joy: It's Terrifying | SuperSoul Sunday | Oprah Winfrey Network». March 13, 2013).

Men are almost twice as likely to resort to hyperbole and litotes than women.

While women are more likely to use euphemisms, the peculiarities of male speech are the use of obscene language.

An illustration of this characteristic can be the quotes of the British blogger PewDiePie, which use abusive words: "*Oh, look, it's more people pointing out that I'm an idiot*", "*Well, that's why you need to subscribe god dammit*" (PewDiePie. What is happening ?!". January 29, 2019).

Another blogger Caspar also tends to use obscene language: "*I got millions of subscribers on YouTube, millions on Instagram and Twitter, and only 1 million on Facebook, what the fuck is Mark Zuckerberg? Was my Facebook content that bad?*" (Caspar. "My Business Outside Of YouTube". January 28, 2019).

The desire of women to prefer standard language is due to the high status sensitivity of women, associated with the fear of not being able to express their status solely by education and position, i.e. the desire of women to establish and strengthen their status by language, their sensitivity to social pressures and expectations.

Expressions to female speech are provided by onomatopoeia, which is often used by women. Mel Robbins: "*Everyone talks about passion, legacy purpose, blah blah blah blah!*". "*Terrified, absolutely terrified*!" "*Instead of trying to think: What's my purpose? What's my passion? What's my purpose? What's my Passion?*" (Mel Robbins. "STOP searching for your passion and do this instead | Mel Robbins". October 3, 2018).

The feminine type of speech is more characterized by the use of idioms, which give brightness and expressiveness to the utterance. Brené Brown: "*The other shoes gonna drop.*" "*Bit vulnerability to the punch*" (Caspar. "My Business Outside Of YouTube". January 28, 2019).

However, idioms are also found in male speech. "*Oh, to be in a hotel restaurant of a morning, using one of these, and standing around like a lemon whilst your bread slowly gathers speed and you take a sip of your apple juice (you never have juice for breakfast at home, but what the hell, you're out and about*" (David B. April 19, 2021).

The above example also demonstrates the use of taboo vocabulary inherent in male verbal behavior.

The following examples demonstrate the use of elliptical structures, which are more common in women than in men. Mel Robbins: "*Whatever energizes you, naturally expands you, feels like a possibility, is exiting to do it or may be scary, that's doesn't matter*" ("STOP searching for your passion and do this instead | Mel Robbins". October 3, 2018).

Brené Brown: "*I think, one of the thing that happens in a culture of scarcity is we're all chasing the extraordinary and we forget; like when I interviewed people, who went through horrific things: the loss of*

children, genocide, violence, trauma and I talked to them about what's the hardest loss, they have never talked about the extraordinary things, they said: amidst the ordinary moments" (Dr. Brené Brown. «Dr. Brené Brown on Joy: It's Terrifying | SuperSoul Sunday | Oprah Winfrey Network». March 13 2013).

Conclusion and prospects for further development. Thus, it should be noted that the gender differences in the verbal behavior of English-speaking Internet users can be clearly traced. Stylistic devices used in online communication have a gender markedness, characterizing the verbal behavior of men and women. The study found that feminine stylistic devices include hyperbole, expressive words, euphemisms, onomatopoeia, elliptical constructions, idioms, through which women seek to create a friendly atmosphere of communication, to avoid means that may offend the interlocutor, to show a general positive attitude. Stylistic devices typical of male verbal behavior are adjectives of the highest degree of comparison, obscene language, which demonstrate restraint, straightforwardness, men's focus on their own problems, unwillingness to take into account the interests of the interlocutor.

The conducted research is not limited to the issue of gender markedness of the Internet communication, but outlines the prospects for further study. Future research studies may focus on feminist discourse, the study of gender strategies, and the tactics of realizing intentions in online communication.

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