

diffusiveness can be traced to not only with the help of outer verbal communication variants but having deeper roots reveals an immanent nature within inner representation and interpretation processes.

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**FEMALE SPEECH MASCULINIZATION PECULIARITIES  
(ON THE BASIS OF INTERVIEW MATERIALS)**

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*The article reviews some of the reasons of female speech masculinization phenomenon occurrence and considers periodical publications for women's audience and their affect on female speech masculinization*

Gender studies play an important role in different aspects of the humanities. The function of gender research within the culture positively affects on its development, and with the help of their semiotic and verbal representation in the language and philosophy the new aspect of society progress can be considered. Gender studies strengthened their position owing to the gradual change in women's social status. Beginning with 1970, the traditional order ceased to correspond to the social setting hereby this led to the so-called "masculinity crisis" [1, p. 91]. The present social situation and gender studies provide us with the choice of our topic. The article focuses its attention on English-speaking interview with women belonging to the various styles of living such as politics, management, and creativity and defines general features between men and women's up-to-date speech. It also provides a particular interest for us in connection with gender stereotypes changes which may occur in our society periodically. Hence, arises the question: "What may affect on people's view and change their ideas of men and women's role in society?"

In the course of writing the article we studied a number of various periodical publications such as *Cosmopolitan*, *Women's health*, and *Esquire* also, intended for women, and came to the conclusion, that at present to the gender stereotype "woman – wife, mother" was added the new one - "woman –breadwinner" .

Magazines such as *Cosmopolitan* and *Women's health*, intended for women's audience, promote an active popularization of strong woman – career successful, a good mother, and a perfect wife. This strategy contributes to the formation of the new female's ideology. It is necessary to draw attention to the fact that the initial studies of masculinization phenomenon took into account only men: their social status, mental and physical characteristics, speech. It is known that in the last few decades the woman's status in society changed radically. The demand for higher education among women from less provided sections of the population becomes more evident. Traditional to our society gender roles and stereotypes have disappeared and have been replaced by the new ones. Women tend to make career as better as possible adopting as many as possible of male's roles.

These changes are connected with the expansion of woman's scope of activity and under these circumstances woman has to exceed the limits of Hers and accept the Other's view. Masculinity patterns of behavior such as will to power, domination and competition are represented as the Other. Such women are usually extremely rational, have an emotionally reduced background, actively stand in life and tend to compete with men [2, p. 200].

The phenomenon of gender masculinization is reflected in the speaker's language. Among the researchers of gender linguistics there exists the opinion that male and female gender personalities possess special behavioral characteristics and owing to it they interiorize texts with gender conditioned specificity of conceptual systems in different ways. The scope of presented concepts as mental representations is considered to be the basis of exteriorization of gender-oriented media texts [3, p. 223-224].

It is necessary to point out, the better woman makes career, occupying male's niche in certain scope of activities the more essentially male's speech features become apparent in her speech. Having analyzed a certain number of women's utterances on leading positions, and women politicians also, we drew attention to their comparatively marked speech masculinization.

Several reasons may affect on women politicians' speech masculinization. Strict formal speech requirements such as frequent application of terminological language and formal vocabulary are considered to be one of the main reasons.

*But let's put the onus here where it belongs; And I want to be very clear; we mean Syrian military forces and their security services.*

*I think that the contacts were done through Charles and I asked immediately... And so by the following morning Charles told me that some of our ships were being diverted to go towards the Gulf and not to come straight home, and I knew how many Tornados and Jaguars we could in fact get to go to the Gulf and I knew also the friendly rulers in the Gulf who were accustomed to being host to our aircraft.*

A certain extent of masculinity can also be marked under consideration of interviews with executive women. At present, a woman, fulfilling herself in male's scope, is perceived as an odd type. In view of social progress and constant changes of social stereotypes, woman's participation in merely male's scopes is still regarded as less acceptable. In connection with this aspect, for a woman it is easier to masculinize her speech and hereby to become more understandable for men she works with.

Under the etiquette, formal speech requires the substitution of the first person singular for the first person plural. This tendency is traced in the women politicians' speech and in the language of women occupying executive positions in male's scope.

*Shall we go around and see what everyone thinks.*

It should be noted that active women tend to the frequent application of the imperative mood. Hereby, the imperative mood reflects the woman's dominant position.

*Look at Apple or look at websites like Zaarlq Path or One King's Lane.*

The application of neologisms, slang and substandard vocabulary in the up-to-date language is considered to be the remarkable feature of men's speech. There exists the opinion that the speaker's language culture is directly depended on his social status. Hence, the main personage of Bernard Shaw's "Pygmalion", Eliza Doolittle, whose coarse speech could compete with men's, unintentionally comes in mind.

*But it's my belief they done the old woman in.*

*...but my father he kept ladling gin down her throat till she came to so sudden that she bit the bowl off the spoon. ...a drop of booze, ... not a bit.*

A certain extent of conversational expressions can be marked in the woman's up-to-date speech.

*There is quite a bit of Pride in being part of something that means so much to the Valley and to this country. And I think we're going to turn this.*

*I try to figure out what I'm uniquely good at - and surround myself...They put themselves out there a little bit more than...*

*... because I'm kinda scared... I don't wanna say...*

It is also necessary to draw attention to oral interviews, as they do not always contain the remarkable features of masculinity. Having listened to a certain amount of oral interviews we concluded that women politicians' speech is highly exposed to masculinization. This aspect is connected not only with strict requirements but also with the responsibilities laid on her. Their speeches are characterized by an extreme accuracy, formality and rhythm.

The basic objective can also be traced in an executive woman's speech – to work in team. Answering the reporter's questions, she often applies the first person plural pronoun; hence, she draws attention to the work and success of a whole team. But as opposed to the woman politician's speech, her own speech is not notable for rhythm, an extreme accuracy and formality. From time to time interlocutors interrupt each other. This fact indicates that there are two leaders in the dialog.

The interviews with creative women are less exposed to masculinization. A certain amount of women possess a melodious speech. But at the same time all the words in the sentence join into one word. A certain

extent of conversational and neutral vocabulary can be observed. These aspects concerns male's speech remarkable features.

In this article we focused our attention on defining the main reasons of women's speech masculinization. We came to the conclusion that the woman's desire for prosperity affects on her behavior and speech in particular. Women, who achieved success in career and filled positions traditionally provided for men, try to compensate their femininity for the masculinization of their language behavior.

In our view mass media strongly affects on the formation of the new woman's ideology provoking the desire to become independent and self-sufficient. This promotion leads to the substitution of the one gender stereotypes for another one.

In our article we considered only a small fragment of the whole research, which is a topical problem of our time. There exists the opinion that each person initially combines masculinity-femininity features and our main purpose consists in seeking of complementarity. Social views on the way and lifestyle are changing. Yesterday we could observe the shift towards femininity, when women were perceived only as mothers, educators, and wives. Today femininity is shifted by masculinity. In gender linguistics this phenomenon is called gender asymmetry. Now, we would like to know your opinion on the subject of complementarity? There is no doubt that this topic requires further and more detailed consideration but at the present point in time we hold the opinion of constant asymmetry inside us. Social stereotypes and preferences change along with us and the time we live in. Obedience was important for us yesterday, independence – today, as far as tomorrow - who knows. We only can say that a certain period together with consideration and study will give us the answer.

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#### THE CONCEPT “FAMILY” IN ENGLISH PHRASEOLOGY

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*This article deals with understanding of the concept “Family” in the English culture and phraseology. The given examples demonstrate different types of family relationships as parents – children, spouses, and the relations within the family as parents love, unfaithfulness and so on.*

As long ago as 1990 Y. Stepanov wrote: “the Concept is a phenomenon of the same order as the meaning of the word, but studying at a new system of relationships; the meaning – in the language system, the concept – in the system of logical relations and forms both in linguistics and logic [1, p. 30].

All cognitive activity of a person (cognition) can be seen as developing the ability to orientate in the world, and this activity is joined with the need to identify and to distinguish objects: the concepts appear to ensure operations of this kind.

By the end of the XX<sup>th</sup> century linguists realized that the native speaker is a bearer of certain conceptual systems. Thus, under the concept we understand a meaningful operations unit of memory, of mental lexicon, of a