

Lukanska H.

Senior Lecturer

*of Social Work and Language Training Department,
Prydniprovskiy Institute of Interregional Academy of Personnel
Management*

**GENDER PECULIARITIES OF MALE AND FEMALE
POLITICIANS' COMMUNICATIVE BEHAVIOUR
IN AN INTERCULTURAL ASPECT**

Due to revision of the scientific dominants of the study of ethnicity, age and gender categories, conditioned by the modern understanding of categorization processes, denial of the recognition of unbiased truth, interest in the subjective and private life of a person, the spread of modern theories of personality, the term «gender» has being actively introduced into the modern scientific description. This tendency has stimulated the study of linguistic mechanisms of gender characteristics manifestation in language and communication, including its intercultural aspect. One of the most interesting studies in the field of linguistics can be represented by the study of gender communicative interactions determined by factors of social existence [1]. In this regard, linguists have begun to investigate the influence of gender on speech and the problems of its gender differentiation. Among the representatives of the paradigm of gender linguistics the following scholars should be mentioned: J. Herzler, R. Lakoff, D. Cameron, B. Preisler, F. Smith, O. Jespersen, M. Adler, D. Spender, O. Horoshko, A. Martyniuk, M. Kytaihorodska, O. Zemska, I. Olshanska, Yu. Melnyk, T. Danylchenko, M. Alchuk, O. Kleshchova, L. Stavytska and many others.

Modern research is focused on studying the following aspects: peculiarities of men and women language behavior (speech activity, vocabulary, most frequently discussed topics), text-building models (availability of several communication lines, the use of interjections), use of language means (different parts of speech use, peculiarities of verbs and adjectives using, diminutive suffixes application, etc) [3].

Analysis of the communicative behavior of men and women in monogamous and heterogamous groups makes it possible to determine some of the most common and stereotyped gender strategies and tactics, which are dependent on different types of perception of the environment and explain gender features in communicative processes [6].

Thus, women's written speech is characterized by:

- 1) numerous introductory words, modal constructions and conditionals aimed at expressing uncertainty;
- 2) the tendency to use clichés and the so-called «bookish words»;
- 3) the use of evaluative expressions (words and phrases), avoiding direct nomination of a person or his/her name;
- 4) considerable language expressiveness and emotiveness while telling about feelings, usage of adverbs and adjectives of emotional coloring;
- 5) constructions of the adverb + adverb type;
- 6) simple and subordinate sentences, syntactical complexes that contain double negation;
- 7) more emotionally colored text with extensive use of punctuation marks [4].

Among characteristics of male speech, the following features should be singled out:

- 1) repeated use of introductory words, namely statements of fact;
- 2) application of monotonous lexical techniques for expressing emotions and the use of minimal emotional indexing;
- 3) low degree of using punctuation in case of the language emotional tension [4].

Studying the impact of politicians' gender identity on the construction of speeches, it should be noted that the speeches of men and women have both common and distinctive features. The spheres they talk about are very similar – the main topic for all politicians is the issue of the economic crisis usually in reference with such problems as war, terrorism, environmental disasters, etc. However, women pay more attention to the consequences of this crisis (deterioration of social security, decrease in the level of health care, deterioration of the quality of education, etc.), and men talk more about the reasons (increased taxes, rising prices for goods and services, etc.). It has been also found out that in men's speeches a lot of attention is paid to the issue of war, while in women's speeches – to social equality.

Analyzing the frequency of use of various gender markers in the speech of female politicians, it has been established that the most common are sentences with interjectional components; bookish words and clichés; modal constructions; words and phrases with neutral connotation; attributes with positive connotation; complex sentences, extensive syntactic constructions; expressiveness of speech reached with the help of stylistic means and devices; comparative phrases; phrases like «kind of», «sort of» etc.; set expressions; interrogative and rhetorical sentences; intensifiers like «so», «very», «really», «extremely» etc.; parallelisms. Gender markers application in the speech of male politicians is characterized by the use of terminology and professional

vocabulary; abstract nouns; negative forms; modal phrases indicating accuracy, confidence and awareness; short and simple sentences [5].

It has been defined also that men and women use in their speeches similar tactics of argumentation, but express them in the process of communication with the help of language means differently. So, for example, women's speeches differ in emotionality. Men use in their speeches more neutral vocabulary and present their arguments more coldly. In their speeches, women more often resort to the tactics of emotional pressure and confrontation. Men, on the other hand, refer to statistical data and references to their own practical or life experience. The opponent's criticism in men's speeches is constructed in such a way as to avoid offense, that is, they do not just criticize, but draw parallels, and, as a result, make more positive impression than women's speeches [4].

Thus, it can be argued that the verbal behavior of politicians is characterized by a certain gender marking, which is manifested in the use of typological and specific lexical and stylistic phenomena, which are linguistically and culturally determined and possess various means of influencing the audience. Political discourse is actually one of the most aggressive gender technologies, because it not only reflects gender stereotypes firmly fixed in the modern society and culture, but also reinforces them with a pragmatic focus on the addressee [2]. At the same time, the ethical aspect of the speech is closely related to the concept of political correctness, which requires the speaker to replace such language units in the speech that offend the dignity and feelings of a person with gender-neutral equivalents, which acquires special importance and is of high significance in the process of intercultural communication.

References:

1. Alchuk M. *Henderna komunikatsiia: problemy i perspektivy* [Gender Communication: Problems and Prospects], *Visnyk Lvivskoho Universytetu. Seriia: Filosofski Nauky* [Bulletin of Lviv University. Philosophical Sciences], 2006, No. 9, pp. 46-55.
2. Batsevykh F.S. (2009), *Osnovy komunikatyvnoi linhvistyky : pidruchnyk (dlia stud. vyshch. navch. zakl.)* [Basics of Communicative Linguistics: Textbook (for Students of Higher Education Institutions)], Akademiia Publishers, Kyiv, Ukraine, 376 p.
3. Danylchenko T.V. *Osoblyvosti komunikatyvnoi povedinky cholovikiv ta zhinok* [Peculiarities of Communicative Behavior of Men and Women], *Visnyk Chernihivskoho Derzhavnoho Pedahohichnoho Universytetu Imeni T. H. Shevchenka. Zbirnyk Naukovykh Prats. Psykholohichni Nauky* [Bulletin

of Chernihiv Taras Shevchenko State Pedagogical University. Psychological Sciences], 2009, No. 74 (1), pp. 167-171.

4. Kleshchova O. Ye. *Movlennia cholovikiv i zhinok u sotsiolinhvistychnomu aspekti* [Speech of Men and Women in the Sociolinguistic Aspect], *Linhvistyka: zb. nauk. Prats LNU im. Tarasa Shevchenka* [Bulletin of Luhansk Taras Shevchenko National University. Linguistics], 2011, No. 3 (24). Part 2, 232 p.

5. Melnyk Yu.P. *Obiektivatsiia hendernykh stereotypiv u suchasni linhvistychnii nautsi* [Objectification of Gender Stereotypes in Modern Linguistic Science], *Visnyk Zhytomyrskoho derzhavnoho universytetu* [Bulletin of Zhytomyr State University], 2009, No. 45, pp. 168-171.

6. Benoit W. L., Blaney J. R., Pier P. M. Campaign '96: A functional analysis of acclaiming, attacking, and defending. New York: Praeger, 1998. 342 p.

DOI <https://doi.org/10.36059/978-966-397-279-4-18>

Майєр Н. В.

*доктор педагогічних наук, професор,
професор кафедри педагогіки, методики викладання іноземних мов
та інформаційно-комунікаційних технологій,
Київський національний лінгвістичний університет*

**ПРОФЕСІЙНО-МЕТОДИЧНА ПІДГОТОВКА
МАЙБУТНІХ ВИКЛАДАЧІВ ДО ОРГАНІЗАЦІЇ
МІЖКУЛЬТУРНОГО ІНШОМОВНОГО НАВЧАННЯ
З ВИКОРИСТАННЯМ КЕЙС-МЕТОДУ**

Професійно-методична підготовка майбутнього викладача іноземних мов і культур у закладі вищої освіти спрямована на формування й розвиток його методичної компетентності як здатності ефективно виконувати всі види професійно-методичної діяльності у процесі реалізації міжкультурної іншомовного навчання студентів.

Підготовка здобувачів другого (магістерського) рівня вищої освіти за спеціальністю 014 Середня освіта спеціалізацією 014.023 Французька мова і література до організації міжкультурного іншомовного навчання здійснюється у Київському національному лінгвістичному університеті з використанням різних методів і технологій навчання у межах вивчення