

GENDER ASPECTS OF EUPHEMISM

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Anotation: The article discusses how euphemisms are related to gender, specifically the differences in language use between women and men, as well as the influence of language on gender stereotypes, cultural traditions, and social roles.

Key words: men and women, gender and language characteristics, social norms, subtle language changes

Gender studies today is a dynamically developing branch of humanitarian knowledge. As you know, gender considers the relationship between socially significant aspects of public morality and real factors of behavior that really form modern society. One of the actively developing areas of linguistics is gender linguistics (linguistic gender studies), which has recently experienced, according to A.A. Grigoryan, a real boom¹. Studying stereotypes attributed to this or that sex, it is closely connected with cultural and social factors, which, in turn, determine the behavior of men and women, the attitude of society towards them.

Related to social function of language, or language and society, we have to consider several social categories such as social status, gender, and power, as these categories also the triggers of different motives and aims of language in different social contexts. For example, related to gender and language, one common assumption is that men talk differently than women in some ways. It is also informed that women have high language-politeness than men.

In recent years, the number of studies devoted to the study of gender parameters in language and speech has been growing in world linguistics. O.L. Kamenskaya proposes to divide them into two: gender linguistics and linguistic genealogy². While gender linguistics studies language and verbal behavior using gender methods, the subject of linguistic genealogy studies the category of gender use.

Initially, the term "gender" was used only as part of the definition of the lexical and grammatical category, to denote the masculine, feminine and neuter gender. American psychologist John William Money for the first time in the scientific field used this term. The concept of *gender* entered linguistics in an unusual way: the English

¹Григорян А.А. Состояние и перспективы гендерной лингвистики на Западе в конце XX – начале XXI веков: дис. ... д-ра филол. наук. – Иваново, 2005. – С.3. (372 с.)

²Каменская О.Л. Гендергетика – наука будущего // Гендер как интрига познания. – Москва: Рудомино, 2002. С.13-19.

term *gender* was removed from the linguistic context, which was subsequently transferred to the research field of philosophy, sociology, psychology, history, etc. The main goal of this process was to move away from the term *sexus*, which denoted biological sex. Today, gender is interpreted as a socio-cultural cause of gender differences, and not a natural one.

Having received wide application in various humanities, the term *gender* somewhat later returned to linguistics in the new meaning of socio-cultural gender. However, it is worth noting that at the same time, in English-language works on linguistics, the word "*gender*" is also used in its old meaning - the grammatical category of gender.

It should also not be forgotten that, along with the use of the term *gender* in Western gender studies, the term *sexus* is also often present, although one can clearly trace the tendency to use the word "*gender*" in the meaning of "*sex*" for the purposes of political correctness, even outside of scientific discourse.

The study of problems related to gender is currently very relevant. Consideration of any phenomenon of language in the gender aspect, as the researchers rightly point out, leads to an increment of new knowledge, as a result of which various phenomena of language and speech can be described from a new angle³.

In the sexual symbols of many cultures, "man" is likened to divine, spirit, voice, culture, activity, light, shape, and so on, "woman" – likened to matter, chaos, nature, vulnerability, passivity, emotionality, darkness, space. This is an example of Alan Pisa's greetings from a man and a woman. Although in the past decades women had a serious role in the world of business, many still have the disadvantages to greet them. The ability to have a hand in men is passed on by their ancestors, but few women know it. "When a man handles a woman to greet her, the woman's hand is hanging in the air when she turns to her face and does not notice it. A man is ashamed to pull his hand away, but at the same time the woman feels the hand she loses and answers it. But now the woman's hand hangs in the air."⁴

Euphemisms can and should be an object of research not only philologists but also cultural science, because the spheres of appearing of euphemisms are defined by culture. Comparative researches about linguocultural euphemisms among male and female gender should be conducted more and more in order to establish linguistic friendship between different cultures. The use of euphemisms in speech promotes instilling of tact, the tolerant relation to people, decencies, which dictated by rules of a human society. So we can say that euphemisms are the high informative, effective

³Тарасова О.Н. Гендерная специфика поведения человека в аспекте взаимодействия вербальных и невербальных компонентов коммуникации (на материале англоязычных художественных текстов) [Текст]: дис. ... канд. фил. наук : 10. 02. 04 / Тарасова Олеся Николаевна. – Иваново, 2006 – С.2. (208 с.)

⁴Troitskaya O.G. Gender aspect of phonetic research [elektron resource] // <http://main.isuct.ru/files/konf/shcherba/trud/troitskaya.htm>

and important unit of the language. The peculiarities of their structure help us to acquire knowledge about literary standards of the cultural speech.

The stereotype of women in society is delicate, more sensitive and vulnerable than men, and they use language express their characteristics. In addition, women tend to use metaphors, poetic images and specific vocabularies whereas men prefer to speak straight-forwardly and to the point⁵. Therefore, the way of using euphemistic expression is also differently between men and women, as women is more expressive and have more motives to use euphemism than men.

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⁵McConnell-Ginet, Sally. 2011. Gender, Sexuality, and Meaning. Oxford: Oxford University Press. – P. 27. (312 p.)