

SOCIOLECT ELEMENTS AND GENDERLECTS IN THE MODERN UKRAINIAN LANGUAGE

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INTRODUCTION

Modern sociolinguistics as one of the interdisciplinary sciences, which has appeared within the current anthropocentric scientific paradigm, requires the study of language variation due to the social factors' variation. The study of the influence of social factors on language production and communication style is still relevant nowadays. Language as a way of communication and as a social and cultural factor influences the development of society and individuals in it. At the same time, the language is dynamic and receives the influence of society, reflecting the changes in the social environment and reflecting them in the appropriate lexemes.

The language of the end of the 20th and beginning of the 21st century is determined by the increasing role of informal, non-normative elements in its communicative features, and the use of living spoken language, frequently non-normative, in the works of authors of the 1990s and to the current time, as well as in the language of different social groups, is a natural phenomenon. The world is dual, and thus there is a place for both high and low in the language and, consequently, in the vocabulary that reflects this world.

The field of lexicology is extremely extensive and variable, lexemes as structural-semantic units reflect the process of formation also of non-literary vocabulary and create the lexical structure of a certain group of persons or words of certain demotic intimation due to their functional possibilities among others. Furthermore, the lexical layer with the above characteristics is used in different styles or becomes a marker of distinguishing these styles, forming certain features of the language, without consolidating itself into a particular style. Thus, the layer of lexemes, reflecting the speech of a particular sector of society, professional group by its lexical meaning clearly divides individuals into "insiders" and "outsiders" and simultaneously forms certain constant semantic circles characteristic of a narrow sector of speakers, identify

them or their type of activity, and is a branch of literary speech. Such lexemes are increasingly being defined as sociolects and are a common phenomenon among modern speakers.

Thus, sociolect is a language spoken by a particular social group, social sector, the language that prevails within a particular subculture. Sociolect is a branch of the common language and is caused by the socio-professional differentiation of society. Social dialects are characterized by specificity in the formation, selection, and use of a certain part of lexical-phraseological (and sometimes phonetic, morphological, and syntactic) linguistic means. The vocabulary amount of such professional, social, age or value and worldview groups is conditioned by the degree of their isolation from the rest of the native speakers and includes a certain number of specific words. Let us emphasize again that sociolects do not represent complete systems of communication. It is precisely the features of speech – in the form of words, collocations, syntactic constructions, features of accents, and etc; the basis of sociolects – vocabulary and grammar – usually differs little from that characteristic of a given national language. We should note some confusion that arises when the terms “sociolect”, “jargon”, and “slang” are used as synonyms, while the most unambiguous is the latter, a generalizing definition¹.

Sociolects and slang are considered as sub-standard elements of speech and occupy a prominent place in the modern stage of language development. Linguistic studies investigate the elements of speech, which become an identifying marker of representation of different social groups, provides the ground for the study of the specified layer of vocabulary at the interdisciplinary level, as well as for covering the actual linguistic processes among different layers of society to find out the axiological, intellectual, worldview and communicative features of speakers.

Social change has a significant impact on language development. The urgency of gender processes became the basis for the formation of certain linguistic manifestations of gender: the emergence of gender-marked vocabulary, manifestations of gender identity through the formation of new concepts and nominations of gender, gender aspects of evaluative judgments, the emergence of layers of so-called female and male vocabulary. There is no doubt that socio-cultural factors affect the

¹ Зірка В.В., Зінукова Н.В. Функції соціолектів у сучасному медійному дискурсі: питання перекладу. *Лінгвістика XXI століття*. 2014. С. 55.

behavior of the individual in view of belonging to a particular sex. Later, the linguistic aspect of communication – between a man and a woman – finds expression in gender rights. There is no unanimous opinion on the characteristics of gender elites. However, gender communication is the basis for the consideration of gender-linguistic units and the representation of gender elites in the relationship “society – language – gender”.

1. Varieties of sociolects and social factors of their creation

Sociolects and slang combine the field of intersection between other lexemes, which are also characteristic of different social groups or have a touch of emotional attitude. Sometimes all the vocabulary that is not related to the literary language and, at the same time, correlated with a certain stratum, is called a sociolect or a social dialect, but in reality, these lexemes have a number of similar units. These lexemes contain deviations from the language norm, are socially identifiable, and are emotionally colored.

Representatives of certain social groups (as native speakers) use different units of language according to their needs and interests. Some words and expressions they use more actively, others can give new meanings, sometimes opposite to the conventional ones, and they generally refrain from using individual ones. Such deviations, which occur at all micro linguistic levels, including vocabulary, can be combined into a social dialect. From these deviations, a new norm is formed, characteristic of a certain social group of native speakers².

Therefore, there is informal, casual language use, which is now communicated by most of the population and which, of course, can carry a creative, ridiculous charge. Nowadays, in the conditions of liberalization, freedom of speech, and disintegration of society, it has become possible to study obscene vocabulary, sociolects, slang, jargon, slang. The complexity of the study of the use of sociolects lies in their constant mobility, fluidity. O. Selivanova rightly notes that to be constantly incomprehensible to the third person, the sociolect changes update the means of expression, which are gradually reflected in dictionaries³.

² Гірняк С.П. Особливості соціолекту як системно-структурного явища. *Вісник Донецького національного університету. Сер. Б: Гуманітарні науки*. Вип. 1–2. 2012. С. 147.

³ Селіванова О. Сучасна лінгвістика: термінологічна енциклопедія. Полтава : Довкілля-Київ, 2006. С. 110.

Slang takes in the new wave of changes, changing at the same time with the world around, acknowledging the changes. This socio-cultural and sociolinguistic phenomenon has always been of great interest not only to researchers – adolescents and young people have always been and are interested in learning and using slang. The psychological aspect of slang as something forbidden and restricted, “only for the reverse”, gives it a special affection. Thanks to the use of slang, cross-cultural communication is carried out, as slang becomes a means of understanding between the same age groups from different countries and cultures. There are also language phenomena similar to slang: professional jargon, slang, argo, colloquialisms, vulgarisms, and kent. Kent is a Vuzko-group vocabulary, recognized by foreign scholars as a technical term for the vocabulary of the representatives of the evil world. Another word is “argo” – the secretive language of the criminal world, conspiratorial, secretive jargon, a certain locked signal language system, due to the use of which the members of the group of people recognize one another. Nowadays slang is also being introduced through tabloids and very important mass media, especially the Internet. Hundreds of new words created to reflect political, historical, and socio-cultural changes have appeared instead of the previously widespread colloquialisms and dialectics; the technological revolution, where each novelty is given its verbal denotation, contributes to the strengthening of the commonly accepted language⁴.

There are so-called general sociolects – sociolects that have lost their encrypting and identification functions. They are used not by one closed-minded group of people, but by all members of the language environment, pursuing different goals. Now they have become clear to the public, and some of their elements have changed status, moving to colloquial speech, some can be used as a stylistic device. According to scientists, the term sociolect emerged relatively recently – in the second half of the 20th century. It is formed of two parts – the part of the socio-, which indicates the relationship to society, and the second-word “dialect”; it is essentially a one-word collection of the phrase “social dialect”⁵.

An important role in the study of sociolects is played by finding out the motivation for the behavior of speakers, the process of creating the

⁴ Коршук Т.Л. Сленг та близькі до нього явища. URL: <http://www.kamts1.kpi.ua/node/1032>.

⁵ Ставицька Л. Арго, жаргон, сленг: Соц. диференціація укр. мови. Київ : Критика, 2005. С. 210.

particular lexemes, and displaying meaning or reproducing real events or human nominations. Since some sociolects have in them the reflection of an emotional factor or are even the product of a conflicted relationship, it is necessary to study sociolects in relation to psychological science. The latter should certainly act as a separate area of consideration, but in order to understand the formation and distribution of sociolect lexemes, we should dwell on the motivational aspect of their emergence.

Social factors that form the speech behavior of the speaker include social status (which is determined by the level of education, profession, level of income, ownership, and ability to buy valuable goods and service achievements), belonging to a particular ethnic group and religion, gender and age factors⁶.

Non-normative, however uncritical, vocabulary is mainly used to express irony, emotional and expressive characteristics. The scheme of distribution of face nominations in sociolects, where the motivator is a predicate. Among such predicates we distinguish:

- 1) words that denote the features of a person's speech;
- 2) words that convey external features and physical qualities;
- 3) words concerning recreation and entertainment;
- 4) words that reflect the features of people's behavior;
- 5) words that indicate the names of persons by profession, occupation;
- 6) words that denote the sexual characteristics of girls, women, young men, men;
- 7) words that convey positive qualities of character;
- 8) words reflecting mental defects, abnormal behavior;
- 9) words reflecting people's belonging to a particular social status;
- 10) words referring to bad habits (alcohol, smoking, drugs)⁷.

Cognitive systems operate on the concept. That is, there is the formation of a certain concept of the existence of sociolects in society. In particular, O. Khoroshun offers a detailed classification by type of standardization (universal, individual, group, national); by nominative in the language (nominative and non-nominative – lacunar); for stability (stable and unstable); by the regularity of updating (relevant, irrelevant);

⁶ Crystall D. The Cambridge Encyclopedia of the English Language. Cambridge : Cambridge University Press, 2007. P. 98.

⁷ Дмитрієв С.В. Когнітивно-ономасіологічний аналіз номінацій особи в сучасних українських соціолектах. URL: http://onu.edu.ua/pub/bank/userfiles/files/science/rada%20philology/%D0%94%D0%BC%D0%B8%D1%82%D1%80%D1%96%D1%94%D0%B2_%D0%B4%D0%B8%D1%81.pdf.

by structure (simple (single-level), complex, kaleidoscopic, composite); by the degree of abstraction, concrete-sensory image, representation (mental picture), scheme, concept, prototype, proposal, frame, script (script), hyponymy, insight, gestalt).

Concepts are able to construct and reconstruct the social space, and therefore, their creation in the media has significant potential in shaping the world and managing information flows⁸. Spatial modeling in the language is characterized by the formation of multilayer structures. Verbalization of spatial components reflects the system of locations of objects in space. They will allow you to create meanings that are included in the cultural context and can reflect social practices or be artificially created meanings.

Another type of motivation includes comparison and abstraction. For example, A.S. Kubryakova states: “The highest abstractions in the categorization of phenomena of the world around are achieved when classifying them by parts of speech. It is impossible to carry out the speech act of naming a certain entity without recognizing in it a subject or process, state or feature, action, or quality. In the hierarchy of categories determining the place of a word in the language system, the high level is created by the part-nominal categories with their deep semantic and onomasiological foundations”⁹. This category includes adjective and verb nouns that refer to groups of nominations to denote a person by external signs, by mental and intellectual characteristics, by signs of alcohol, drug addiction, and other social factors.

A significant lexical field consists of lexemes that reflect the so-called incompatible with literary speech words. Such lexical items can have a negative meaning in content and can also reflect extremely negative emotions. This layer is often attributed to a low level of speech, mostly spoken.

We should not completely identify these two concepts: slang is an open linguistic subsystem, the stylistic derogation of most of its language units is obvious, and, despite this, its evaluative-expressive core also allows for the euphemistic function of more tabular units. The constant migrating of lexemes with reduced nominations, changing connotations, and acquiring new meanings creates difficulties in establishing

⁸ Хорошун О. Концепт як основне поняття когнітивної лінгвістики. *Вісник Житомирського державного університету*. Вип. 49. Філологічні науки. 2010. С. 160.

⁹ Кубрякова Е.С. Номинативный аспект речевой деятельности. Москва : Наука, 1986. 156 с.

demarcations between slang and jargon, slang and argot, where attempts to define one through the other are evident. The frequent use of jargonisms in literature and the media suggests a change in the conspiratorial status of jargon, an increase in the circle of people, and a certain legitimization of it in sociocultural discourse. It is also wrong to consider jargon or urban slang as a widespread phenomenon of linguistic in Ukraine, the so-called “surzhyk” – the artificial combination of two or more languages without observing the grammar rules when using them. This layer of substandard vocabulary, which is considered to be almost the language disease of the modern Ukrainian society, is present in the everyday speech of people of different social statuses, although originally it was only a common dialect of less-educated people¹⁰.

At first glance, the use of sociolects or jargon or slang as colloquial, reduced vocabulary in a literary text seems incompatible. But, according to L. Stavvytska, “aesthetics is embedded in the very basis of slang vocabulary, metaphorical nomination”. That is, there is a kind of figurative word transformation. Sociolect (slang) forms a kind of “stylistic break”. The purpose of using slang in fiction is to communicate with the audience in its language or as the writer imagines it. When we enter relationships with reality, with other people, it is clear that they cannot always be equal, calm, harmonious. If life violates some laws about us (or seems to violate them), but at different levels, a situation is created when those laws must be obeyed – it is ontologically unfair. This is the epistemology of language taboo violations in general. A person cannot swear, but to one degree or another can feel the impact of obscene life. So, it is clear that this code will be produced, that the curse cannot be destroyed in principle¹¹.

It should be emphasized that the use of sociolects is still a deviation from literary language and, according to our opinion, should be greatly reduced or completely eradicated. Of course, this is not a guideline, but sociological lexemes are understood only by a certain stratum and have a limited range of functioning.

¹⁰ Клепуц Л. Стратегії класифікації ненормативної лексики. *Гуманітарні та соціальні науки* : матер. І Міжнар. конф. молодих вчених HSS-2009 (м. Львів, 14–16 травня 2009 р.). Львів, 2009. С. 86.

¹¹ Десятирик Д. Професор Леся Ставицька: «Лайку не можна винищити в принципі». *Українська правда*. 15 лютого 2008 р. URL: <https://life.pravda.com.ua/columns/2008/02/15/1055>.

2. Emotional factors in the formation of sociolects and related lexemes

Sociolects as a linguistic phenomenon are rather difficult to investigate, because in their creation and use they are fluid, variable, and impermanent, and, as has already been defined, characteristic only of a certain social group. Also, a certain apprehension or ambiguity of the attitude towards sociolects the fact of the intersection of the nominatives of these lexemes with obscene lexical meaning or emotional impact causes a certain taboo in the perception as well as in the consideration of the phenomenon. On the other hand, sociolects do not always contain the mentioned characteristic. It is also pertinent to note that consolidated social groups always create a certain coded language, understandable only to them. From this point of view, the study of sociolects requires further consideration as a stylistic means, displays certain aspects of social relations.

In every language, there are words that are instinctively silenced because they are considered indecent, rude, too harsh, indelicate, or inappropriate. And therefore, the objects or phenomena they are describing are often not described directly, but by means of substitutes called euphemisms. They are characterized by connotative semantics, which absorb all information and implements evaluation and emotive functions. Thus, the semantics of euphemistic units is dominated by a pragmatic component – information about the subjective and evaluative attitude towards the denotation or nomination. Euphemism is used to replace phenomena, items of objective reality not with ordinary words, but with descriptive, embellished, aesthetic ones. They prevent communicative discomfort. Euphemisms have two main functions: hidden and veiled. As covert, such euphemisms work, which depicts a softened or embellished state of things, which are unpleasant to a person, while veiled euphemisms should represent something better than it is in reality¹².

Subsequently, by euphemism to understand the alternative indirect names of the awful, inappropriate, shameful, suspicious, and undesirable, used to hide the truth about the negative phenomena (characteristics) of the denotation and have the effect of mitigation, resulting in acting as one of the essential conditions for successful communication, expression

¹² Хрустік Л.О. Евфемізми як засіб вираження емоційного стану любові прози Д. Лоуренса. *Сучасні напрямки досліджень міжкультурної комунікації та методики викладання іноземних мов* : збірник наукових праць. 2011. С. 384.

of disguised sub objective assessment of phenomena and situations and the like. In turn, dysphemism (pseudo-euphemism) is defined as a deliberate emphasis, highlighting the negative sides (characteristics, qualities, etc.), shortcomings, deterioration of the characteristics of the object. Distinct from the process of euphemism, dysphemism is the direction of evaluative variation from morally to sharply negative. Motivational preconditions for the use of euphemisms by native speakers may be different, but they all have one goal – to replace socially or psychologically unacceptable direct nominations with similar, but more neutral, which greatly facilitates the process of information transfer in certain areas of human activity¹³.

The main purpose of the use of euphemisms is the pragmatic intention to level the aggravated problems, to soften the categorical statements, to show the truth in a more attractive state. Euphemism is an expressive stylistic device. It allows to vary the language depending on different conditions, to veil and hide sparks of the necessity of the intentions, to avoid possible communicative conflicts which can arise at the direct nomination of various actions, subjects, and properties, to be eloquent artistic means of expressiveness of speech in the aspect of the creation of various semantic connotations¹⁴.

So, euphemism is a consequence of a kind of lexical taboo, and to understand the context of what is said, a lexical “replacement” is used. These peculiar substitutes demonstrate the state of language development, worldview, and cultural level of the author of the text, the possibility of aesthetic nomination, identify and “eliminate” communicative discomfort. However, in our opinion, euphemisms are a communicative disorder, but in the future, it is necessary to develop discursive strategies and tactics for their creation and overcoming, which, in turn, will deepen the nature of interpersonal communication.

Another instance of deviation from literary speech with the simultaneous reproduction of negative communicative situations is the use of pejorative vocabulary.

Pejorative vocabulary is both a carrier of feelings and emotions. One of the reasons for the increasing use of pejorative vocabulary, which provides to perceive the communicative intention of the speaker (to

¹³ Саприкіна О. Роль та місце евфемізмів у системі номінативних засобів англійської мови. *Нова педагогічна думка*. 2017. № 2 (90). С. 50.

¹⁴ Котух Н.В. Лінгвокультурна самобутність української фразеології в аспекті евфемінізації. *Молодий вчений*. 2016. № 11 (38). С. 208.

express contempt, condemnation, contempt, humiliation, disapproval, irony, etc.) is the man as the main anthropocentrism of communication, with all its shortcomings, which cause criticism of the surrounding. Another reason is that emotions are a way of knowing the world, and because the negative is given more attention than the positive or neutral, the verbalization of negative emotions is due to pejorative vocabulary, with its corresponding pejorative emotions. As a result, we argue that pejoration meets the needs of the individual to identify his disapproving, ironic, reprehensible, and other attitudes to the second anthropocenter of communication¹⁵.

Educated allows you to use language in different registers. It can be elitist or half-elitist speech, colloquialism, frivolous speech. But an educated person has all these registers. And depending on the situation he uses units of each of these registers. An uneducated person does not even rise to the level of half-elitist. And he is usually at a low level. But it's not because the person doesn't want to. They just don't know. Education does not allow them to rise to those higher levels of verbal behaviour. The word is a litmus test, a marker of what we are at a given moment¹⁶.

Pejorative and invective vocabulary is also ambiguous linguistic units. These words become an additional information field in the dispute, a means of expressing the attitude to the opponent, a regulator of the tactics of speakers in the conflict. But they influence people's behavior, break etiquette, and can't resolve any conflict. On the lower register is obscene vocabulary, which, in our opinion, poses a kind of threat to the qualitative development of the individual and society.

3. Some aspects of the functioning of sociolects in society

The main direction in modern linguistic research is cognition of personality through speech. When conveying information, a person reproduces the subject-logical component, as well as demonstrating the emotional aspect. In their semantic content, sociolects also correspond to this characteristic. To understand the development and spread of sociolects in the speech of society, it is necessary to pay attention to the

¹⁵ Кульчицька О.В. Пейоративи як засіб вербалізації вираження негативного емоційного стану. *Science and Education a New Dimension: Philology*. 2014. II (1). Issue 17. С. 69.

¹⁶ Рибка А. Обсценна лексика: невігластво чи спосіб самовираження? (інтерв'ю з О. Демською). URL: <https://language-policy.info/2016/02/obstenna-leksyka-nevihlastvochy-sposib-samovyrazhennya/>.

field of attraction of these lexemes, that is to allocate certain social phenomena, is the attraction area of sociolects and slang lexicon.

Socio-political processes of recent years have led to changes in the lexical and semantic system of the Ukrainian language. The nineties of the twentieth century launched a new stage in the progress of the Ukrainian language. Political, economic, socio-cultural changes have become some of the main factors of a powerful “slang explosion”. The rejection of the bureaucratic elements of “clericalism” necessitated the filling of certain gaps with elements of other stylistic layers, in particular oral and slang vocabulary. This has led to the active use of slang units in the language of Ukrainian periodicals, where the reflection of facts and events and accompanying assessment expressive vocabulary plays a significant role precisely because the nominative function of jargon is closely related to imagery, and they are used in the language of newspapers to describe facts and events of a certain assessment¹⁷.

Slang words are not exceptional in the modern media of late, and in modern society, this quite often gives rise to the so-called “fashion” for jargonisms. People for whom radio or television, and in recent years the Internet network is a stable linguistic authority, get used to the use of such vocabulary and begin to perceive it as normalized, even though the media often encounter coarsely colloquial words, the use of which, of course, is unacceptable even in everyday life, not to mention the language of the media. Many journalists now seek to establish close contact with readers, to tune in to their perceptions, to create a “dialogic reciprocity” between them. By creating an atmosphere of dialogue and trusting intonation, these conversational elements soon hear the distance between the addressee and the addressee, helping contemporary journalism to effectively meet its goal of influencing readers. And readers, as noted above, perceive any words used in the media (including slang and colloquial neologisms) as normative, as such that not only can but should be used, for example, to decorate their words, also to make them “fashionable” and modern¹⁸.

The use of colloquialism and slang in this genre is generally permissible, as it actively forms the attitude to the event, phenomenon, fact that is covered. Over time, some slang may even become normative.

¹⁷ Калужинська Ю. Нові вияви жаргонної лексики на позначення негативних процесів у мові сучасної української публіцистики. URL: 5869-Tekst artykułu-11480-1-10-20160706.pdf.

¹⁸ Бабенко О., Кравченко О. В усному мовленні – сленг. *Урок української*. 2004. № 11–12. С. 22.

However, the emotionally expressive side of slang and colloquial elements of speech is quite poor: only two main emotions prevail – sharply positive or negative.

Slang as a major component of colloquial speech is assigned to the urban linguistic space. Urban slang is a non-normative, informal, stylistically reduced, limited language of the city population, used to perform certain speech functions (expressive, evaluative, corporate, pejorative, euphemistic). In a broad sense, it is the reduced colloquial speech of the city with all the available sociolects; in a narrow sense, it is colloquial lexemes that characterize a certain urban environment. If we take as a basis the degree of coexistence of slang units, we can distinguish within the urban slang four groups: 1. Slang units used by the majority of young people, representatives of the middle and older generation of the city do not understand and do not accept them. 2. Slangisms are created in the youth environment but used not by all young people because they are irrelevant to many young people. Townspeople of the middle and older generation (as in the previous group, qualify this vocabulary as “youth”. 3. Units of two types: a) sociolects of predominantly youth: musicians, drug addicts, army men. These lexemes are not used by all young people, but at the same time they are understood by citizens of the young and middle and older generation: b) slang lexemes, equally used by most people of young and middle age, less by people of older age. 4. One-liners of professional jargon, criminal jargon, and other sub-standard systems, known to those young people (also by people of middle and older age) who are directly related to the spheres of functioning of these sociolects. Let us add that youth slang is a secondary, functionally additional form of language existence, characterized by a specific set of lexical-phraseological means, their significant dynamics, the presence of ways to create slangs, stylistic derogation and occurs as a means of intragroup communication of young people¹⁹.

Group or corporate sociolects (jargons) usually occur in groups of people closely related by something. Corporate sociolects arise among the bearers of various subcultures. Young people are especially active in the creation of many of them. It is in the youth environment that various groups emerge and defend their special status, united by interests and focused on creating their own, internally structured subcultures with their

¹⁹ Мартос С.А. Молодіжний сленг у публіцистиці. *Південний архів: Філол. науки. Херсон* : Вид-во ХДУ, 2002. Вип. XV. С. 104.

own specific vocabulary, such as the hippie movement, punks, various musical “genres”, bikers, football fans, drug addicts, etc. The psychological motivation for creating sociolect lexical systems is the desire of their bearers to be original, witty, to avoid obscure words and expressions, to impress the interlocutor with the freshness and emotionality of expression, as well the desire to integrate into the group. The vocabulary of group jargon differs significantly from professional jargon in its purpose. The formation of a special professional dictionary, as a rule, necessitates the need to name an object or phenomenon with which the manufacturer is dealing in its activities. Often it is a special subject, a tool of professional work, little known or completely unknown to other people. The vocabulary of group jargon denotes mostly already known objects, qualities, states. Here we are not dealing with conceptual synonyms, but with expressive-evaluative, often stylistically reduced synonymous formations. These lexical systems are characterized by a high degree of expression²⁰.

Issues of gender processes are relevant in society, which also did not escape the variable language changes. Currently, gender in linguistics is perceived as a component of collective and individual consciousness, which reflects the set of biological characteristics, social roles, mental and behavioral characteristics of members of a particular sex. The study of gender-based verbal behavior is established on linguistic research, which does not consider language as something completely homogeneous and monolithic when differences within the language society are ignored due to free variation. One of the tasks of such research is to prove that gender variation is by no means chaotic, but correlates with systemically ordered social differences.

This concept of analysis of gender-based verbal behavior considers the social determinism of language differences. The study of speech as one of the areas in which gender differentiation is manifested makes modern linguistics one of the most important disciplines that study gender.

Gender research in linguistics is reduced to the following approaches: identifying the peculiarities of speech of men and women: how social and cultural environments form linguistic gender stereotypes and how it is determined by geographical characteristics (confrontation of Eastern and Western cultures); an expression of gender at different levels of

²⁰ Групові або корпоративні соціолекти. Нариси з соціолінгвістики. URL: <https://subject.com.ua/ukrmova/sociolinguistics/15.html>.

language: phonetic, morphological, lexical and textual. The purpose of this approach is to define and describe how the phenomenon of gender is manifested in language and what qualities are provided to their representatives; gender as a phenomenon of human socialization: gender stereotypes in such cases are a way to implement and consolidate power²¹.

A new language culture is being formed in the system of social communications.

First, the text is transformed into characters, abuse of abusive language online is becoming a widespread habit and even the norm on social networks, which is dangerous for the general culture and health of society. Second, audio-visual forms of communication prevail over others and simplify the model of data transmission and communication, where the text becomes the weakest of all the components of the message. Third, in the conditions of excessive production of information, humanity does not have time to fully consume it, which leads to minimization in journalism and mass communication: only factual, without unnecessary comments and long texts. Due to the coverage of events at the level of professional and civic journalism, the actual material in news releases and the reaction to it on social networks is clear, but there is no logical explanation with elements of available analytics of authoritative authors who care and disseminate language culture in the society²².

The vocabulary of professional groups should be studied separately, as such sociolects are in fact highly specialized and understandable to a limited group of people united by a certain profession. Such vocabulary is rarely commonly used but is stable among certain broadcasters.

4. Gender-labeled speech phenomena as a manifestation of the socio-cultural construct of “gender”

Issues of gender stereotypes continue to be relevant in society, producing new and new images of both women and men, which are enshrined in certain permanent titles and roles. The level of speech

²¹ Дорда В.О. Гендерні аспекти молодіжного сленгу США. *Вісник СумДУ. Серія «Філологія»*. 2008. № 1. С. 20.

²² Грисько О. Мовна культура комунікації в соціальних мережах. *Мова. Суспільство. Журналістика*: збірник матеріалів XXII міжнародної науково-практичної конференції з проблем функціонування і розвитку української мови «Мова. Суспільство. Журналістика» (Київ, 8 квітня 2016 р.). Київ: Видавець Паливода А.В., 2016. 152 с.

culture is correlated between the positions of “individual” and “social”, so in addition to individual factors, this level is determined by situational factors, including the sex of the speaker. Today, gender and gender processes are seen as a model of creating different roles of men and women in society or society, which is reflected in psychological and emotional characteristics, patterns of behavior, and speech as a major factor in communication. Gender approach in sociolinguistics explores the peculiarities of perception, transmission and creation of information due to socialization by gender. In modern sociolinguistic research, the concept of “gender” is used to denote gender-marked vocabulary. A common interpretation of this concept is not agreed. The variability of the term “gender” is explained by differences in approaches to understanding gender processes and their manifestations.

Gender is the language of the male and female population, the peculiarities of the speech of women and, accordingly, men within one national, ethnic language (including vocabulary, grammar and style). The most promising and well-founded direction of the study of gender is considered to be the study of strategies and tactics of language behavior of men and women in the past. Hypotheses about the prevalence of emotional dominance in the communicative style of women and the dominance of information – in men. Pseudo-regularities of these styles are derived:

1) for men: the desire to be a leader in dialogue (ie to have a conversation, not to be ignorant, to anticipate his thoughts); high degree of activity; the desire to raise their status by demonstrating their awareness and acting as an expert;

2) for women: demonstration of their interest in the interlocutor and his words; less high degree of communicative activity; lack of desire to raise their status in the eyes of the interlocutor²³. Thus, one of the differences is motivation, as well as the desire to interest the interlocutor, to capture his attention and demonstrate their knowledge. However, these patterns and differences are gradually equalized in the speech of women and men and not always the dominant information is a purely male characteristic.

According to scientists, the question of the validity of the gender approach to the analysis of various aspects of human reality is no longer

²³ Петрук Н. Етимологія поняття «гендерлект» та особливості мовної репрезентації гендеру. *Науковий блог. Національний університет «Острозька академія»*. 2014. URL: <https://naub.oa.edu.ua/2014/etymolohiya-ponyattya-henderlekt-ta-osoblyvosti-movnoji-reprezentatsiji-henderu/>.

questioned and is considered quite obvious and justified. There are now more and more linguistic explorations focused on highlighting gender differences in the phraseological structures of different languages. The focus of gender studies is “cultural and social, as well as linguistic factors that determine society’s attitude towards men and women, the behavior of individuals in relation to gender, stereotypes about male and female qualities – all that which translates the issue of sex from the field of biology in the sphere of social life and culture”²⁴.

Gender is overwhelmingly conceptualized in terms of oppositions. Inequality of various kinds among speakers can affect interpretation so that even if comprehension is all that is needed it might not be forthcoming in some situations (e.g. from someone who thinks that the speaker is not fully competent linguistically or is ignorant of some fact relevant for interpretation). The importance of interpretation and its social character are central themes. Gender-polarized characterizations of conversational style: cooperative or other-oriented versus competitive or individualistic. closely related oppositions are also advanced to describe gender differentiation in linguistic politeness and, more generally, speech-act usage. Thus women are said to be more polite (to use more polite language) than men; and this is said to be because they are more other-oriented, more collaborative, more affective. Such oppositions are in many ways an advance over views of women as simply ineffective speakers who deviate from the (effective) norm set by men’s speech. But these polarized oppositions, however appealing we may find their more flattering view of women, are ultimately as problematic as the deficit views of women’s speech that they replaced. And from a linguistic perspective, notions such as politeness and affectiveness are completely undefined²⁵.

Deborah Tannen shows us how women and men talk in different ways, for profoundly different reasons. While women use language to make connections and reinforce intimacy, men use it to preserve their status and independence. Some have claimed that conversations are the forum of male power games, but the author suggests that jockeying for attention is not the whole story and that even when domination is the result, it is not always the intention. She shows how many frictions may

²⁴ Зыкова И.В. Способы конструирования гендера в английской фразеологии. Москва : Едиториал УРСС, 2003. С. 133.

²⁵ Eckert P., McConnell-Ginett S. Language and Gender. Cambridge University Press, 2003. P. 134.

arise because girls and boys grow up in essentially different cultures. Where women use language to seek confirmation, make connections and reinforce intimacies, men use it to protect their independence and negotiate status. The result is that conversation becomes a cross-cultural communication, fraught with genuine confusion²⁶.

A specific way of interpreting the interaction of language with gender based on the language model of behavior attributed to women, or the concept of female language deficit was introduced into linguistics by R. Lakoff, who examines the interaction of language and gender from a social angle and speaks of androcentric language. These views created the preconditions for the introduction of linguogenderology as an autonomous field of research. In particular, the researcher's concept was a kind of restriction, which had a depressing effect on women and forced her to adhere to certain language rules in accordance with their gender identity. It is the "cultural" tradition that regulates the set of language tools used by women, because she must speak politely and "like a lady"²⁷.

That is, a woman is given a certain place in communication and a strictly prescribed model of language behavior. These features in relation to certain limitations and modeling of the relevant communicative situation for women at the present stage, in our opinion, is not decisive. On the one hand, ethics is a non-gender discourse, ie the same for both men and women. On the other hand, society is more loyal to women who use androcentric speech.

According to D. Gamulets, at the present stage gender analysis involves not only the identification and confirmation of established social stereotypes of masculine or feminine, but also the study of differences in the conceptualization of the stereotype of man and woman. Verbal stereotype is explained as another's experience, through which the speaker achieves an understanding of a fragment of the collective language picture. The experience of the speaker is part of the collective language picture together with individual prototype concepts based on semantic and encyclopedic information²⁸.

²⁶ Tannen D. You Just Don't Understand. Women and Men in Conversation. London : Little, Brown Book Group, 1992. P. 5.

²⁷ Lakoff R. Language and woman's Place. Language in Society. New York : Harper & Row, 1975. P. 8, 53.

²⁸ Гамулець Д. Гендерний аспект у сербській фразеології. *Вісник Львівського університету. Серія Філологічна*. Львів : ЛНУ ім. І. Франка, 2012. Вип. 56 (1). С. 224.

The dynamics of nominative processes concerning the verbalization of women's stereotypes, as well as their formation and use in the cultural context of Ukraine on the example of media and advertising are traced. Some of the characteristics remain stable and are confirmed by the already well-known images: "guardian", "iron lady", "model", "business woman", some – less common. In particular, gender stereotypes about the role of women in society are reflected in the following image names: "virgin in trouble", "fatal woman", "sex bomb", "nymph", "girls with guns", "conqueror virgin", "Secular lioness", "victim of fashion", "iron lady", "blue stocking", "vile lady", "barbie", "model", "toy woman, mascot", "seductress", "blonde" and etc. Issues of gender stereotypes continue to be relevant in society, producing new and new images of both women and men, which are enshrined in certain permanent titles and roles. Thus, the use of "gender" indicates a consistent characterization of images of women in the modern media space, as well as in advertising. Verbalization of gender stereotypes signals, on the one hand, the typicality of prototype images, and, on the other – the typicality of the most stereotypical images of modern women. Moreover, due to the stabilization of the use in the context and communicative situation of the derived concept (which characterizes the stereotype) is fixed as a nominative unit and semantic component, ie stereotype as a social phenomenon. Of course, the leading role in the process of verbalization, as well as the formation of images of women (and men) is played by the media and advertising, which is also already a source of cultural content²⁹.

Analysis of women's images in recent years (2018–2020) shows the permanence of individual images and even the rooting of the use of relevant gender. Among the female characters, the most frequently mentioned are "mother – woman, guardian of the home", "woman as a sexual friend", "woman – worker", "woman – activist", "woman – politician", "woman – marginal", "woman Barbie", "business woman". And among men – "husband – father, breadwinner", "husband – macho", "husband – athlete", "husband Superman/Batman", "husband – patron", "husband – lovelas", "husband – prostitute". New

²⁹ Ядловська О.С., Старик-Блудова А.Ю. Жіночі гендерлекти в ЗМІ та рекламі як прояви стереотипів сучасної масової культури. *The 8 th International scientific and practical conference "Science and education: problems, prospects and innovations" (April 28-30, 2021)*, CPN Publishing Group, Kyoto, Japan. 2021. P. 839.

characteristics also appear and new gender stereotypes are formed, such as: “housewife”, “iron lady woman”³⁰.

Social communication and differences in communication between men and women are manifested in different areas of activity. For example, modern theatrical journalism in Ukraine functions organically in gender terms. The representativeness of the presentation of thought depends on the mental content of communicators, their outlook, linguistic and expressive means (rhetorical methods of amplification, parataxis, expressive manner of presenting thought, which provokes dramatic perception). Genderlects in men, marked by irrefutable judgments, internal demands. Female genderlect is manifested in the softened expressiveness of thought, the use of metaphorical formations. Interesting from the standpoint of genderlect is the authorial style of famous journalists and critics, who embody femininity in the manner of interviewing, in the selection of questions, in the language design of the “stream of consciousness” of the interviewee³¹.

Significant differences in the perception of gender are observed between rural and urban populations. Other phenomena are often observed in a big city: loneliness, closed communicative microgroups, long “dialogues” with a computer instead of real communication, gender crises. Communication between men and women in the crowd is usually superficial, based on visual perception and following the labels of appearance, image. This is clearly seen in people’s appeals to each other, which reflect a one-sided attempt at individualization. Common means of address are words that reflect gender (boy, girl, man, woman, grandmother, grandfather), social status (citizen, lady, master, owner), age (girl, grandmother), quasi-family ties (sister, brother, father, mother, uncle, aunt), profession (driver, salesman, doctor), maximum objectification and simplification of people (dude, dude, hey you, hey you). A significant neologism is the metaphor of “office plankton”, which characterizes employees who lose their identity in a similar way. However, in most cases, the wealth of the individual is reduced to stereotypes about urban characters, which are often verbalized through slang models: cool, blonde, homeless, macho, boy, and so on. Thus,

³⁰ Сомко Я. Гендерні стереотипи в масмедійній комунікації (на основі друкованих видань). *Медіапростір: проблеми і виклики сьогодення*: матеріали Всеукраїнської науково-практичної конференції студентів та молодих учених (Київ, 25 квітня 2018 р.). Київ: Інститут журналістики, 2018. С. 328.

³¹ Галацька В.Л. Мовно-комунікативна організація жанру театрального інтерв'ю України: гендерні принципи. *Slovak international scientific journal*. № 28. (2019). P. 64.

simplification is a key event of communication in the human crowd of the metropolis³².

There are noticeable differences in the transmission of speech when translating texts by men and women. According to Galchak T., gender peculiarities of the formation of professional competence of an interpreter can be classified according to the peculiarities of male and female speech. In particular, the speech of men in translation is characterized by: 1) reflection of reality in a greater variety of qualitative characteristics and features; 2) uniformity of techniques during the transmission of emotions; 3) a combination of official and emotional labeling of vocabulary when addressing family and friends; 4) accuracy of nomination, terminology of word usage; 5) use of professional terminology during casual communication; 6) stylistically neutral vocabulary, the use of words with the least emotional indexing in the transfer of emotional state or evaluation of objects and phenomena; 7) the dominance of peripheral sections of the dictionary, the use of occasionalisms, archaic forms of words and colloquial vocabulary. Women's speech is characterized by the following manifestations: 1) the tendency to use prestigious stylistically marked forms, clichés, book vocabulary; 2) the use of euphemisms; 3) the use of evaluative expressions (words and phrases) with deictic tokens instead of naming a person; 4) greater variety of speech in describing feelings; 5) a characteristic tendency to frequent use of approximate designations instead of the exact nomination; 6) tendency to hyperbolized expression, which is manifested in the broad functioning of intensive words; 7) relatively smaller vocabulary, as women more often use the commonly used established layer of vocabulary, idioms, phraseological units with a higher frequency of use in speech. Thus, the terminology of word usage – an individual feature – indicates the desire of the male translator to specifics, focus on some words, emphasizing their importance. The female translator neglects the details of the description to create a general idea of the subject or reality, which simplifies the information and semiotic properties of the final characters in the translated text. Thus, it can be stated that in the language of translators of male and female articles there are some differences³³.

³² Препотенська М.П. Мегаліс як середовище комунікації: гендерний аспект та освітня перспектива. *Філософія освіти*. 2013. № 1 (12). С. 302.

³³ Гальчак Т. Гендерні особливості формування професійної компетенції усного перекладача. *Наукові записки. Вип. 89 (1). Серія: Філологічні науки (мовознавство)*: У 5 ч. Кіровоград : РВВ КДПУ ім. В. Винниченка, 2010. С. 150.

In addition to changes in language, the relationship between the sexes as members of the relevant language community plays an important role. In vocabulary, this is reflected in the creation and use of women's gender. Resistance to the simultaneous use of femininities and masculinities is largely due to the low status of women, rather than specific structural features of language. There is a stereotype that after a woman reaches a high professional level, the so-called "male" position, the new title of the position in the female sex aligns these achievements. That is, some women perceive feminists themselves as discrimination. Another part of the speech community that does not use femininities follows the Russian-speaking tradition: the Russian language itself has not developed a tradition of creating femininities (partly such feminine words have a negative meaning); in contrast, in some institutions the use of two forms is not welcome – alternative to the masculine or paired (students). Another problem is the relative difficulty of forming femininities in Ukrainian. Although, in our opinion, this is a problem of practical experience, and it is the absence of the latter that causes confusion both in the creation of femininities and in the involvement in speech³⁴.

Thus, gender as a sociolinguistic phenomenon is manifested in several aspects. Purely linguistic differences in the speech of men and women are manifested in the use of expressive syntactic constructions, a certain vocabulary, features of phonetic variables, in the construction of the text. If we consider speech and the use of gender, from the point of view of the communicative situation in society, the differences in the speech of men and women are manifested in the differentiation of social roles. The construct of gender and the use of gender electrighs is built through socialization by individuals themselves at the level of their gender identification with the simultaneous adoption of appropriate norms and roles in society, awareness of the connection with the cultural definition of masculinity and femininity.

CONCLUSIONS

In general, it should be emphasized that sociolects are used to create a special idiomatic style, and certain lexemes play a semantic role, in our

³⁴ Ядловська О.С. Використання фемінітивів як впровадження гендерно паритетної лексики: український зріз. *Правова держава: історія, сучасність та перспективи формування в Україні*: матеріали XVIII Всеукр. наук.-практ. конф. (м. Дніпро, 28 лютого 2020 р.). Дніпро: ДДУВС, 2020. С. 164.

opinion, realistic reproduction of reality. Furthermore, sociolects as a layer of vocabulary are increasingly used with certain stylistic guidelines: marking events, creating authentic images of heroes or representatives of a certain group, organically combining the reflection of social events, their participants and observers, or the audience, researchers, and the like. On the other hand, there are a number of lexical deviations from the norms of literary language, because often the use of sociolects reflects the description of a particular subculture, social stratum, or group. Such features of a kind of deviation are emotionally colored vocabulary, professionalism, words-lexemes with structural changes (abbreviations, word combinations), the constant metaphorical coloring of lexemes, while the lexemes become a sociolect, invective, and obscene vocabulary.

The socio-nomination of a person in the socio-stylistic dimension is divided into three main groups: slang, argo, and professional slang. Each of these groups contains an emotional weight. The bearers of slang and their nomination have the character of indulgence and joke, on the one hand, and irony, mockery with elements of superiority and healthy humor, on the other. Youth slang reflects the model of the world of youth, may contain a description of emotions of hostility, hatred, spontaneous unmotivated aggression.

The most negative emotional color has argot vocabulary as a reflection of the essence and content of the criminal world (although the layer of lexemes of argo has a nominative and predictive function without a negative emotional connotation). However, slang and involvement in speech do not necessarily indicate involvement in a criminal social class. But the use of slang by representatives of different social groups indicates an aggressive attitude towards society or the law, an antagonistic manifestation of established and accepted ethical norms in society. It can also be a demonstration of opposition with the violation of the law, i.e., the use of slang becomes a repercussion against illegal actions. Of course, the involvement of slang in the vocabulary may be evidence of direct contact with members of the underworld. Finally, the least negatively emotionally colored is the vocabulary of professional jargon, the use of which indicates that you belong to a certain professional group or specialized activity or, using appropriate lexemes, connects their bearer to a particular professional field. At the same time, professional jargons express a positive attitude towards any speaker, and even the division between these lexemes into “insiders” and “outsiders”

does not make sharp distinctions. Finally, the least negatively emotionally colored is the vocabulary of professional jargon, the use of which clearly indicates that you belong to a certain professional group or specialized activity or, using appropriate lexemes, connects their bearer to a certain professional area. At the same time, professional jargon expresses a positive attitude towards any speaker, and even the division between these lexemes into “own” and “other” does not make sharp distinctions.

At the same time, sociolectal discourse is characterized by an axiological factor with obligatory emotional coloring and contains, in addition to the nomination, values, markers of actions and attitudes towards a person, social strata, profession, occupation, subgroup, or subculture. In the value of the nominative unit, we can determine the valence of performance evaluation on a scale from good to bad, as well as semantic nuances (irony, approval, joke, denial, etc.).

Consequently, sociolects, on the one hand, always contain a subjective interpretation, because they are not clearly defined in terms of lexical meaning and emotional aspect, and on the other hand, sociolect nominations provide grounds for creating a subjective, but unambiguously marked meaning. regarding the correlation of an individual with a social group in terms of external characteristics, intelligence, psycho-emotional guidelines, ethical norms, and aspects of social stratification or subculture.

Gender as a sociolinguistic concept is a sociocultural phenomenon that also takes into account the psycholinguistic characteristics of individual and collective consciousness in all forms of communication. Gender (as well as gender) is not a common term for different cultures. On the contrary, the variability of norms of behavior of men and women in different cultures produces different verbal behavior of people. In language, this is reflected in the variability of contextual changes in gender. Thus, the social effect of gender processes and the response to them of the internal properties of the language system is important. However, it should be borne in mind that the cultural factor is not decisive in the creation of gender. Differences in the speech of men and women are manifested in stylistic features, models of text construction, use of language tools, associative series, etc. and their manifestations in clearly defined communication situations. In our opinion, further development and probable establishment of gender equality will be reflected in changes in linguistic tools.

SUMMARY

The article is devoted to the consideration of the linguistic phenomenon of social dialects as a layer of lexicology to denote words that are characteristic of a certain social sector or group of people. Sociolects as lexemes are an identified factor for distinguishing certain groups. On the other hand, it is proved that such lexemes do not belong to the literary language due to their lexical meaning, functioning in speech, and emotional characteristics and form a layer, mainly of low vocabulary.

An attempt is made to characterize the types of sociolects and to find. It is observed that sociolects do not represent integral systems of communication, but function as features of language – in the form of words, phrases, syntactic constructions, features of stress etc., and the basis of sociolects usually differs little from that of the national language. One of the main factors influencing the formation of sociolects and related lexemes is the emotional basis of creation. It is noted that the use of sociolects is a deviation from the literary language and should be reduced or completely eliminated from the use in a speech for certain types of negative vocabulary.

Emphasis is placed on the gender component and the concept of “genderlect” as a lexical unit – a nominative stereotypical name. It is emphasized that genderlect is a socio-cultural and sociolinguistic concept. The analysis of gender linguistics gives grounds to assert the existence of gender asymmetry in language and uneven representation of speech of men and women. At the same time, the social manifestation of linguistic phenomena and changes in gender processes create opportunities for the variability of the linguistic field.

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