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POLITE ADDRESSES TO ENGLISH WOMEN AS A COMPONENT OF GENDER-NEUTRAL LANGUAGE

Abstract. It is justified that gender linguistics at the current stage of development explores the discourse between femininity and masculinity; various methodological issues are studied, such as variational and interactional sociolinguistics, linguistic ethnography, speech analysis, critical discourse analysis, discursive psychology, feminist post-structuralist discourse analysis, etc. It was determined that the topic of linguistic communication of articles is widely covered, especially in foreign studies.

Keywords: gender linguistics, male and female qualities, male dominance deficit", "cultural difference.

Introduction. Gender studies in modern society are focused on the study of various aspects of human life in relation to the article and are the subject of consideration by many researchers. Cultural and socio-psychological factors that shape perceptions of male and female qualities and mechanisms of building one's own system of stereotypes based on different languages are also the focus of gender research.

Gender studies created a new direction in linguistics - gender linguistics. Polite addresses, which are the subject of our research in the article, are a component of gender-neutral language and are considered within the framework of gender linguistics; they are used in formal situations where it is inappropriate to refer to individuals by their first or last names only.

Polite addresses to English women as a component of gender-neutral language at the current stage of development require detailed analysis for the prospects of further research in the field of gender linguistics.

Analysis of recent research and publications. Aspects of the concept of polite addresses as a component of gender-neutral language are highlighted in the works of such domestic and foreign researchers as I. Arnold, O. Horoshko, A. Kirilina, M. Gorodnikova, V. Potapov, P. Baker, R. Lakoff, P. Granik, J. Butler, B. Garner and others.

The purpose of the article is to analyze the works of scientists devoted to the problem of polite addresses to English women as a component of gender-neutral language; clarify the concept of "polite appeals"; carry out an analysis of the types of appeals to women in English; outline modern trends of polite addresses to women in English-speaking countries; justify the conclusions on the research topic.

Presenting main material. The connection between language and gender was of interest within the framework of sociolinguistics and related disciplines as early as the beginning of the 20th century, when linguistic anthropology examined the differences between female and male speech in a number of languages, and, in many cases, identified distinctive features of the speech of different genders.

Gender linguistics began to develop in the 1960s. It was during this period that quantitative studies of changes in the language of articles were conducted, which found that among speakers from similar social classes, women tended to use a more standard or "prestige" variant of speech similar to that used by men.

As a science, gender linguistics acquired its dynamic development in the 70s of the XX century, not without the help of the Western women's movement and researchers of the phenomenon of feminism. During this period, it was found that women tended to use a more supportive and cooperative speech style, while men used a more competitive style. The development of gender linguistics in that period was also characterized by different positions, retrospectively called "male dominance deficit" and "cultural difference".

In this way, the deficit position saw women's speech as deficient relative to men's; the male dominance position places significant emphasis on the difference in power between female and male speakers, while the cultural difference position views women's and men's speech as culturally different, yet unequal. Politeness theory, which emerges during this period of development of gender linguistics, interprets women's speech as more linguistically polite than men's.

Gender linguistics of the 1990s. was influenced by modern theories related to post-structuralism, such as the theory of performativity [8, p. 27].

In this period, the concept of gender is seen as a less fixed and unitary phenomenon, which is studied by emphasizing, or at least acknowledging, the considerable diversity between female and male speakers, deviations in the relationship between men and women and other aspects of identity, and the

importance of context in determining how people use language From this perspective, it is important to consider gender as an antecedent attribute that affects language use and more as an interactive achievement - something that can be performed in a specific way and in different contexts. Linguistics also emphasizes that the concept of gender is a social phenomenon.

Gender linguistics at the current stage of development explores the discourse between femininity and masculinity; various methodological issues are studied, such as variational and interactional sociolinguistics, linguistic ethnography, speech analysis, critical discourse analysis, discursive psychology, feminist post-structuralist discourse analysis, etc. The topic of linguistic communication of articles is widely covered, especially in foreign studies. Thus, R. Lakoff believes that a woman's language behavior is characterized by insecurity, less aggressiveness compared to a man's, greater humanity and orientation towards her partner in the process of communication. A woman listens more carefully to the opinion of the interlocutor, does not seek to dominate the conversation. Men, on the other hand, are more aggressive in the dialogue, seek to "keep the situation under control" in the conversation, are less prone to compromises [13, p. 64].

In modern linguistics, there is a concept of gender-neutral language, which is used precisely in such communicative situations where it is necessary to avoid familiarity.

Gender-neutral language is a form of linguistic prescriptivism that seeks to minimize assumptions about the gender or biological sex of people, relative to the spoken or written form.

B. Garner, a researcher of gender-neutral language, claims that the use of gender-specific language often presupposes the superiority of men or reflects the unequal state of society [10, p. 243].

R. Lakoff believes that there are linguistic features in the English language that are characteristic of women: giving preference to punctuation questions, using a rising intonation where there should be a lowering one, using a semantically empty vocabulary, special layers of the dictionary that describe traditionally female spheres of life, frequent use emphases, different plans of intensifiers and modal particles [13, p. 75]. In addition, "feminine" modal expressions are much more diverse and are used more often by women, but women joke much less often than men. If a woman starts using "masculine" speech tactics, she is perceived as unfeminine, impudent, and a feminist. R. Lakoff believes that such language behavior of a woman often leads to communication failures. The scientist calls such a state of affairs a "situation of double connection" [13, p. 76].

On the basis of the structural and stylistic principle, it is possible to distinguish 4 groups of types of addressing the English woman in gender linguistics:

1. Names with the structural type "noun + reference word". These are polite forms of address such as, for example, Miss Smith. Among the modern trends

affecting behavior belonging to the first group, we note the appearance of the abbreviation Ms to denote both married and unmarried women, and which caused a lot of controversy among linguists. The address Ms should have replaced Miss and Missis in order not to draw attention to the woman's marital status, as well as Mister.

For some, this designation is convenient until the marital status of the woman is clarified. Others believe that Ms is used to denote divorced or unmarried women, feminists, etc. [1, p.89].

2. The address word is key and characterizes the addressee by profession, age, external qualities and character: nurse, waitress. These are neutral, colloquial or slang names.

3. The words-names of kinship, they are few. Communication with relatives implies a lack of formality, therefore the kinship addresses denoting relatives, with the exception of the neutral mother and grandmother, belong to the colloquial language or slang: sis (adequate to the Russian vulgar address "sister"). [2, p. 47 - 52].

4. Quasi-addresses ("name-calling"), in which derogatory and offensive lexical units appear instead of women's names: You, slut, come here! (Come here, dirty creature!); You, pig, get out! (Get out, pig) [1, p.89].

In English, polite addresses to women are a separate aspect of gender-neutral language. Polite addresses are linguistic encodings of social relations in discourse. Thus, they are closely related to pragmatic and sociolinguistic phenomena. They are often grammaticalized and require not only pragmatic but also formal consistency.

Asif Am David notes that polite addresses are widespread in many European languages, they vary depending on the degree of hierarchy of respect for the person and are morphological politenesses and are mainly present in verbal speech; polite addresses are limited to sentences in which respect is expressed relative to the addressee, who is also the referent. According to the researcher, if these two different concepts are absent, then polite addresses are not used [6].

E. Geromassa notes that although polite addresses are only names, they have certain functions, the most essential of which is respect expressed through language, which people usually reproduce in different ways, and polite address should reflect one of these ways [12].

According to P. Granik, polite addresses have different meanings, such as intimacy and familiarity and intimacy from one person to another, but the purpose of a polite address can also be attachment and a friendly relationship [11, p.527].

O. Horoshko claims that polite addresses to English women are more subtle ways of discriminating against them, and changing Miss and Mrs to Ms does not significantly change the matter. According to the researcher, even when gender-neutral words or feminist innovations enter the language of a male-dominated society, they either lose their neutrality, or their meaning is repoliticized by the language practices of the dominant group. Thus, the meaning of Ms in the English language was revised. Initially, this appeal was introduced into the language to hide

discrimination against women based on their marital status. After some time, when addressing a woman with Ms, the abbreviations Miss or Mrs began to appear in parentheses, ostensibly for greater clarity of this address, that is, instead of neutralizing the concept, its discriminatory labeling took place, and in the American environment Ms began to address a divorced woman [3].

In turn, R. Freeman points out that while the address "Mr" is used for men regardless of marital status, the addresses "Miss" and "Mrs" indicate the marital status of a woman, and thus signal her sexual availability. And the respectful address "Miss", according to the scientist, can be used in relation to women, regardless of their marital status [9, p.491].

A current trend in gender-neutral English is the use of the politeness "Mx", which is pronounced "Mix" or "Mux", and can be used instead of traditional politeness to ensure gender neutrality [14].

Baker considers the addresses Mrs, Miss, Ms and Mr, which are of great interest to linguists of English-speaking countries because of their built-in inequality, as labels. Since men do not have to reveal their marital status when addressed as "Mr.," women must choose between "Miss" and "Mrs." The address "Ms" was invented, according to the researcher, as opposed to "mister" and because it causes confusion when pronounced, it is often associated with a divorced woman or a woman of non-traditional orientation, or a neutral address between a woman and a man. Baker believes that Ms is still rarely used as a form of polite address, and if this trend continues, thirty years from now, polite addresses for both genders may become rare in English. The scientist explains this trend due to the personalization of British culture, which is increasing. P. Baker concludes that people are increasingly being persuaded to stop using the sexist term "miss". However, the creation of a completely new term, such as Ms or a person, will most likely seem suspicious and will be resisted [7, p.132].

Conclusions. Polite addresses to English women as a component of gender-neutral language is of great importance for gender linguistics as a whole, as it helps to understand the nature of gender relations in the societies of English-speaking countries and to trace the trends of the formation of a new type of address to women in connection with the strengthening of their role in modern society . The study of aspects of the English gender-neutral language is a promising topic for further research in the gender linguistics of other European languages.

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