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ГЕНДЕРНЫЕ ХАРАКТЕРИСТИКИ РЕЧЕВОГО ПОРТРЕТА ЭКОНОМИСТОВ ВЕЛИКОБРИТАНИИ И АВСТРАЛИИ

Данная статья посвящена актуальному вопросу о гендере и его влиянии на речь, а также тому, как экономисты мужчины и женщины могут влиять на общество с помощью языка, и какие особенности присущи их речи. В данной статье были изучены выступления разных экономистов, мужчин и женщин. В данном исследовании были проанализированы выступления британцев и австралийцев. Изучение данной темы заключается в том, как описать и выяснить определенные характеристики в публичных выступлениях в разных англоязычных странах. Значимость этого исследования объясняется тем, как правильно объяснить нашу собственную мысль, так чтобы управлять людьми посредством разговора. Речевые высказывания, используемые в заранее составленных речах и презентациях, отличаются у мужчин и женщин, и они создают свой собственный уникальный характер. Согласно результатам этого исследования, мы можем прийти к заключению, что гендерный критерий является универсальным (он не полностью социальный, не полностью личный). Поэтому его нельзя рассмотреть как единственную отличительную черту экономистов-женщин и экономистов-мужчин.

В заключение мы можем отметить, что любой язык находится под влиянием многих факторов. Женщины в своем общении легко переключаются с одной темы на другую, их роли во время процесса общения всегда меняются.

Мужчины, с другой стороны, с трудом переключаются на другую тему, проявляя большой интерес к более актуальной для них теме, не реагируют на отдаленные темы разговора.

Ключевые слова: речевой портрет, гендер, культура речи, экономический дискурс, лингвокультурология, вербальное поведение.

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GENDER FEATURES OF BRITISH AND AUSTRALIAN ECONOMISTS' SPEECH PORTRAIT

This article is devoted to topical gender issue and its influence on the speech. The author investigates how men and women economists can influence the society by means of language and what features are peculiar to their speech. In this article speeches of different economists, men and women, Britons and Australians, were studied. Studying this matter is remarkable as it helps to describe and find out certain characteristics in public statements in different English-speaking countries. The importance of this research is explained by the considerable interest to the ability to explain our own thought, and ways to control people by means of a conversation. Speech acts, used in set speeches and presentations are different for men and women, and they have their own unique character. According to the results of this research, we can conclude that the gender criterion is universal (nor completely social, neither completely personal). Therefore, it can't be considered as the only distinctive feature for female and male economists.

In conclusion, we can say that any language is under the influence of many factors. Women in a communicative act easily

switch, change roles in the process of communication. Men, on the other hand, have difficulties in changing topics of conversation, taking a great interest in the topic under discussion; they do not react to remarks that are not related to it.

Keywords: speech portrait, gender, speech culture, economic discourse, linguaculturology, verbal behaviour.

Introduction

Nowadays with the development of international communication, integration and learning different languages, it is very important to communicate with each other. The purpose of our study is to discover the main features of the speech portrait of economists and to distinguish peculiarities between men's and women's speech. For this, we will observe speeches of British-speaking and Australian-speaking economists of both genders. We aim to explain the significant scientific interest to the ability to express our own thoughts and to control the public.

The amount of these factors is different, but explanation is needed to compose a complete image of verbal behaviour of a person. It was suggested, that gender identity plays a significant role in the verbal behaviour of a person and it causes specific features of the speech portrait of men and women (Bakusheva, 1995; Böttger, 2017; Bucholtz, Liang, & Sutton, 1999).

The main tasks during this investigation were:

- to study speech portrait and methods of its description, specifically individual's preferences in speaking, that makes him or her recognizable;
- to learn more about speech profile of economists, who will be a good sample of individuals working in economy sphere and giving public presentations;
- to look through the culture of modern English language, to learn more specifically three main aspects of speech culture: prescriptive (abidance by the speech standards), communicative (the ability to achieve the goal by using all language means), and speech etiquette (the

ability to use polite forms and means to achieve mutual understanding in the dialogue);

– to compare the achieved results about the differences of men's and women's speech portrait.

Gender linguistics consists of various aspects of representation of gender in language. These aspects can be divided into two categories: how the genders speak, and how they are spoken about. Language not only reflects reality, but it also creates a reality (Malyuga, 2009; Cameron, & Coats, 1989).

How the genders are spoken about usually involves a feminist agenda and applies to women's representation in language, which has become an important political issue. The representation of the genders in fiction also falls into the category of how the genders are represented in the language. Considering how the genders express themselves, scientists addressed the issue of men being the ones "who have made the world, which women must inhabit" (Cameron, 2005). Such restrictive language forces women to use a system of personal expression that is not necessarily true to their nature, and that issue has been addressed not only by linguists (Malyuga, 2011; Weber, 1968; Crawford, 1995; Butler, 1990).

Verbal behaviour of men and women is a field of study of inherited and learned language patterns in human minds. It was assumed that all people have a basic sense of language, or rather of grammar. When men and women talk, their utterances differ in terms of semantics and syntax (Zemskaya, 1993; Coats, 1993). It is possible that the differences in speech portrait are perceived to be much stronger than they actually are.

Methods and used materials

The material for present research was taken from such popular journals and newspapers, as "The Guardian" and "The Wall Street Journal". The data for the analysis of gendered speech in this research is taken from the presentations, speeches, and interviews of randomly chosen English economists of both genders.

The study involved various methods of investigation, such as: descriptive and comparative methods, documents analysis and the method of component analysis.

The research had two stages of the investigation. First, the definition of gender and economic discourse were studied. Second, speeches and presentation of British and Australian economists of both genders were analyzed and compared in the same-gender aspect. These helped to make a conclusion about the functions of every peculiarity that was found.

The analysis

As we aim to consider the speech portrait exhibited by economists, we need to describe the notion of 'economic discourse'. Economic discourse assimilated a dominant influence from other discourses (such as political discourse, for example) (Henderson, Dudley-Evans, & Backhouse, 1993). It shares a lot of metaphors with the financial discourse and covers topics, narratives, as well as more or less stereotyped facts that are adopted by other types of discourses, such as scientific, general fiction, etc. Discourses make social changes that imply alternation of social practices. Such alternation, in turn, transforms the very nature of texts, discourses and languages used.

By this fact, we could consider gender peculiarities of people's communicative behaviour. The key difference between men's and women's speech practices stems from the fact they tend to perceive the purpose of communication differently (Malyuga, 2009; Cameron, 2005; Tannen, 1996). A research on psychological gender varieties showed that while women use communication as a tool to develop social connections and create relations, men use language to employ dominance and achieve tangible results. Women are more expressive, cautious and polite in a conversation, while men are more self-confident and dominating (Werner, 1993; Gray, 1992).

Most differences between men and women are associated with power and status. Men and women employ various styles of

interaction, as they usually assimilate their communicative skills at an early age in same-gender groups. While men focus on the information exchange, women commonly tend to value the very process of communicative interaction (Tannen, 1993; Wood, 1996).

In our research we analysed gender differences of people's speech portrait on the linguacultural level. We compared British women with Australian women and did the same comparison with men.

At the linguacultural level, men's speech is extremely correct. It lacks emotive words and expressions; it's quite simple, moderate and correct. Women tend to use specific professional and formal language.

Interestingly enough, the speech portrait of Australian men and women is quite similar in terms of:

- correctness;
- lack of metaphors, abusive language, or anything that is said in a figurative sense;
- lack of conjunctions;
- propensity to sound bookish and formal.

While comparing the speech portraits of British and Australian people, we may say that there is a significant difference. Although the British tend to be rather accurate in terms of their communicative behaviour, they sometimes use emotionally coloured vocabulary and other linguistic means that make their speech rather ambiguous.

Results

Language material allowed us to conclude that the gender criterion has an intermediate character (neither purely social, nor purely personal). Being linguistically relevant, it can't be considered as an absolute marker of female and male speakers.

In this work it was shown how women use some essential linguistic characteristics in their usual presentation context. All of them and their usage is a conscious choice, supporting different

approach in gender speech styles. These styles differ due to the conflicting interaction purpose. For female these means are demonstration of connection and solidarity. Often appraising with men's language as the norm, misinterpretation of women's speech intentions is very common (Vinokur, 1989; Nikolaeva, 1991; Trufanova, 2004; Kitaygorodskaya, 2003).

Some characteristics that can be drawn out are the following: connotations that were found between specific characteristic usage and women's language should not be presumed to be in all situations or contexts. Second is that, an interpretation of a particular characteristic, in addition to a speaker's intention, can be done only within the setting of the interaction (Telia, 1996).

Summarizing the consideration of male and female speech portrait, it should be noted that any speaker is influenced by a number of factors. Women in a communicative act switch easily, change roles in the process of communication. Men, on the other hand, switch not so easily, taking a great interest in the topic under discussion, they do not react to remarks that are not related to it (Spender, 1980; Maeve, 1995; Freed, 1995).

There is also a so-called, polyphony of conversation, on the one hand, and more frequent interruption of women by men, on the other. In the male speech, one can trace the terminology, the desire for the accuracy of nominations, the stronger influence of the "profession" factor, the greater, compared to the female, tendency to use expressive, especially stylistically lowered means, and intentional coarsening of speech (Smith, & Philip, 1985).

Typical features of female speech included hyperbolized expressiveness and more frequent use of interjections and modal words and expressions. Female speech reveals a large concentration of emotionally evaluative vocabulary, and in male speech, the evaluation lexicon is more stylistically neutral. Women tend to intensify, above all, positive assessment. Men more often use negative evaluation, including stylistically nonstandard vocabulary. It can also be concluded that in different

communicative situations, different verbal behaviour is found.

Comparison of British and Australian variants gave us surprising results. As it used to be known, British English is more correct and is acknowledged as a norm, but in contrast to Australian, it is not seen that way. Australian speech portrait sounds more formal and “clear”.

Conclusions

We know that earlier, the term “gender” was used to describe the differences between men’s and women’s speeches. More vivid studies showed that now gender linguistics helps people to avoid misunderstanding in cross-cultural communication. Recent analyses presented us how to understand each other in our communication and how to behave. With these findings we can understand why women and men used some peculiar preferences, which come from their childhood and influence our society.

Moreover, we have looked over the impact of gender on language. We surely can say that women and men differ in their linguistic behavior. Traditionally, men are seen as dominant speakers. At the same time, women have less respect in our world and during communication. Sometimes they are not even heard.

Also, the function of language for men and women differs a lot. Men try to use language to build their own status and independence, while language for women is a way to connect and has some intimate characteristics. As a result, conversations between them have some misunderstandings.

To understand the features of female and male speech portrait, we, first of all, should remember about such categories, as “masculinity” and “femininity”. These categories have biologically genetic opposite principles. They are different “worlds” and to avoid some misinterpretations, we should remember about them. All differences are due to their personal development. While boys and girls grow up, they experience society’s influence on their language, behavior, characters and personalities. Differences are about their relation to age, marital status and even ethnic group. That is why women are more

emotional, while men are self-controlled.

Due to all above said, we have distinguished characteristics of men's and women's speeches. As men want to be independent, women are very sociable. Men prefer to share and gain information they need, while women value the process of communication.

Women pay more attention to the correctness of syntax, in order to express their thoughts, they would use precise grammar. Women pay more attention to using standard language than men do, that's why they are strict with the rules of the language usage. Women tend to use the standard form. This point is emphasized in the difference of women's and men's pronunciation.

We have mentioned that women usually show politeness in their conversation. Besides, women also show that they are reserved, when they talk. We know that men tend to interrupt other people's talk. In general, during the conversation involving both sexes, women often play the role of patient listeners. Though, men want to be heard, which drives them to catch an opportunity when it is possible.

Men and women even choose different topics for their discussions. When men are talking, they are more likely to choose the topics of politics, economy, stocks, sports, current news. While women have more interest in talking about family affairs, such as children's education, clothes, cooking, fashion, and others. Women's talk is associated with home and domestic activities, while men's is associated with the outside world and economic activities.

As this research deals with discourse and economic discourse, we have studied different works about this topic. Discourse is linguistic relations, forms and structures, that are explored by means of discourse analysis, as a part of stylistic analysis, and is concerned with the study of speech and writing (West & Zimmerman, 1985). We have redefined the term "discourse" in regard to "economic discourse". These extensions of this concept, can be useful for social science. Discourse, which functions

through cultures, participates in redefining the prospects of these cultures. This problem is relevant for many areas, including political and cultural issues.

The general conclusion is that discourse has a major impact on social, cultural or economic environment. The word has the power to change realities and also to build new identities, cultures and economies.

Nowadays the term “speech portrait” is used to denote a complex of linguistic means which describe the human personality. It is a connection between mentality and speech forms. Thus, speech behavior is the language of the personality integrated with other people, which is expressed in the speech in one social community (national, demographic, professional, and other) (Matveeva, 1993; Erofeyeva, 1990).

So, with the change of the scientific paradigm, attention is focused on the connection between language and a human being and the problem of the language personality is brought to the forefront. A detailed study of the concept of language personality leads to the emergence of many definitions, including the concepts of speech, communicative, dictionary personality.

When describing a speaker's portrait and language, speech characteristics are considered separately or in combination. The analysis of the speech portrait is a characteristic of different levels of realization of the language personality. One of the most important aspects in describing a speech portrait is the fixation of the most distinctive elements.

In this regard, the description of all levels of language is not mandatory, and the characteristics of linguistic features and features of speech portrait are fundamental. In addition, with regard to the speech portrait of a person, the linguo-culturological aspect acquires a certain significance. When describing the speech portrait of a literary character, you should also pay attention to commenting remarks by both the author and the characters by themselves (Bogin, 1984; Karasik, 2003).

Finally, conclusions are drawn from the consideration of ways

of expressing the evaluation in the gender-assessment discourse, and also the possibilities for further research of the specifics of the influence of such parameters as the situation of communication, age, education, which are predicted on the differentiation of male and female speech.

We have studied the examples of men's and women's speeches. We compared speech among same-gendered aspect, and took for consideration speeches of Australian economists. On the whole, we may conclude that both genders use a lot of adjectives, expressive words and phrases in British English. But there are different tendencies, due to their social behavior, environment and attitude to life. We understood that these differences came from their background and psychological aspect.

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ОНОМАСТИЧЕСКИЕ РЕАЛИИ В СОВРЕМЕННОМ АНГЛОЯЗЫЧНОМ НАУЧНО-ФАНАСТИЧЕСКОМ РОМАНЕ КАК ПЕРЕВОДЧЕСКАЯ ПРОБЛЕМА

В настоящей статье рассматриваются отличительные особенности научной фантастики как самостоятельного жанра художественной литературы, разбираются такие понятия, как «ономастические реалии» и «онимы», а также анализируются способы и методы, которые переводчики используют для адекватной передачи ономастических языковых единиц с английского языка на русский в текстах переводов современных научно-фантастических произведений популярных британских и американских писателей. Цель данной статьи заключается в попытке проанализировать последовательность действий