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**GENDER STEREOTYPES IN LINGUISTICS**

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 Within the framework of linguistic research, stereotypes are interpreted as special forms of knowledge storage and evaluation, i.e. the so-called concepts of orienting behaviour. Researchers see stereotyping as the core of tradition formation mechanism and the ethnic peculiarity of culture. Mental stereotypes are fixed by language.

 In cognitive linguistics and ethnolinguistics the term “stereotype" refers primarily to the content side of language and culture, that is understood as a mental phenomenon, and correlates with a "naive worldview". When correlating stereotype with a naive picture of the world, researchers note that the correspondence of this representation to real properties of the world picture object, the motivation of this representation is not a necessary component of the emergence and functioning of the stereotype. J. E. Prokhorov points out that stereotypes are used automatically: as a rule, a speaker does not only think about the history of motivation but does not even pay attention to the fact that some reference properties contradict the empirical picture of the world. Some linguists consider a stereotype to be a type of prototype.

 Thus, the classification of prototypes includes, among others:

1) typical examples (e.g.: *Macho* – male who cannot "lose face" in front of his mates or women);

2) social stereotypes: they are usually realized (can be discussed) in society and therefore change over time, as a result of people's explicit agreements. They are used in reasoning and especially in conclusions. There may also be disagreement about the appropriateness of their use in a given discourse (e.g.: *Alpha Male* – the dominant male);

3) ideals: abstract idealizations (e.g.: *Knight* – the devoted champion of a lady) ;

4) patterns (perfection): either an ideal or its opposite (e.g.: *Gentleman* – a man who is respectful and considerate of those around him. Acts politely. Treats women with respect. Opens doors for them, pulls out chairs, and is classy. What more guys should be);

5) generators are cases where category representatives are defined, or in other words generated, by central representatives plus some number of general rules (e.g.: *Narcissus* – a male who looks at himself often; a pretty boy; *Metrosexual* – strait guys who are mistaken for being gay because of their fashion sense and hygene habits;

6) sub-models (e.g. *Womanizer* – a selfish, narcissistic, nefarious character who needs to manipulate and use women to feed his own childish, self serving ego; *Don Juan* – a man who gave many women sexual gratification);

7) outstanding examples: common knowledge, easy to remember, etc. (e.g.: *Knight, Gentleman, Macho, Don Juan*).

 The semantic component of a language cannot be ignored, as it is a part of a large number of lexical units (e.g.: *waiter, waitress*). Furthermore, the semantic component is represented in the categories of parts of speech by the gender category. If the category of gender is absent, gender differentiation is facilitated by gender markers, such as: gender constructions and models of statements, stylistic techniques, characteristic linguistic units, mechanisms of influence on the audience.

 Thus, the phenomenon of gender raises many questions. Gender studies of stereotypes from the standpoint of linguistics cover not just a wide range of issues on the formation of male and female identity, but also the significance of the category of gender in the analysis of the semantics of lexical units, where gender becomes a component of meaning. An important feature of the formation of stereotypes is the duration and reflection of the mental levels of cultural carriers.

 If we consider the phenomenon of stereotyping from the point of view of synchronicity, then, on the one hand, gender stereotypes are very stable, for example, it may take quite a long time to change one or another paradigm of stereotypes. On the other hand, despite the extraordinary stability of gender stereotypes, like all social stereotypes, they are subject to change as social perceptions and norms change. However, it can be stated that changes in gender stereotypes are much slower than changes in social realities. It means that it takes a long period of time to consolidate in the public consciousness a template that would be mentally taken for granted.