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## Linguistic Approaches to Gender Category

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**Abstract:** It is generally agreed that language and culture are closely related. This article deals with issues related to linguistic approaches to gender category. Different languages will create different limitations therefore people who share a culture but speak different languages, will have different world views. Still language is rooted in culture and culture is reflected and passed on by language from generation to generation. One of the linguistic sciences that appeared in linguistics is Cultural linguistics which is the branch of linguistics arisen on the juncture of linguistics and cultural science investigating displays of culture of the people which are reflected and fixed in a language.

**Keywords:** Gender, discourse, communication, feminine, masculine.

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In regard to the question of gender and discourse, we need to identify the discourses around the nature of males in our society, and look for the power effects, or implications, of these discourses - for it is these discourses that will determine the social and political responses to men's and boys' health needs.

Various discourses about what constitutes «woman» and «man» have appeared over time. In European cultures, the Victorian era's dominant discourse on women saw them as weak creatures, subject to control by their emotions and reproductive biology. The power effects of this discourse led to social practices, and even legislation, concerning the appropriate occupations and roles of women, and it limited their opportunities to participate in the public sphere of social life. Men, on the other hand, were in this period seen as unable to provide the nurturing required by children, rather as the disciplinarians and providers of their family's material needs. Thus, the power effects of this gender discourse on men resulted in their being largely excluded from the sphere of private life.

Discourses regarding men and women still differ today. This was exemplified in a presentation by an earlier speaker, who noted that young women smoke to control body weight so as to attain a socially defined «attractive» body shape. It was claimed that young men smoke because they see it as a «manly» thing to do. If we deconstruct this statement, we can see that there is an underlying discourse - women are perceived as being subject to outside influences (to their detriment) - that they lack «agency», the power to initiate actions in their own lives - they are largely victims of external forces. Men, however, are seen as having power to choose, as being agents for their own actions, so that men smoke to create a persona. The result (power effects) of this type of discourse, which is common in many areas of men's and women's health, is that we attempt to change environments for women (by reducing the emphasis on thin bodies), but tell men to change themselves (by stopping smoking). We locate women's health challenges outside of themselves, but the challenges to men's health we see as arising within the men themselves (or in the abstracted men of «masculinities»).

The main way of social communications and manipulation is the language showing various situations of social communications which participants in the conditions of direct dialogue

can be at least two real partners and in the conditions of text communications - two potential partners. The language signs making semiotics space of the oral and written text represent social life under different corners, including its political component. The political space of society is designed by various political movements, parties, associations, groups which structure includes the politicians differing not only on political views, on level of linguo-cultural competence, on popularity among members of the given society, but also under such biological factor (feminine, masculine) which deserve special research. The modern gender theory does not try to challenge distinction between women and men, believing, that the fact of distinctions is not so important, as their socio-cultural estimation and interpretation, and also construction of imperious system on the basis of these distinctions.

The second wave of feminist movement in the West in the end of 60s - the beginnings-70s of the XX century has given a push to development of researches which are called now as gender. The steady designation of the whole area of modern interdisciplinary researches by the term «gender» follows tradition of the English-speaking research literature: «gender» means «a social sex» unlike a «biological» sex». `Gender' is one of the central and fundamental concepts of a modern society which requires understanding. T. Lauretis has made digression to dictionaries of the various countries on values of a category «gender» and in the American dictionary of a heritage of English language the word «gender» is defined, first of all, as the classification term, and also as the morphological characteristic («grammatical gender»). Other meaning of the word gender in this dictionary is «sex classification; a sex». It is interesting, that English language (where is not presented neither masculine's, nor a feminine gender) has accepted gender as a category referring to a sex. In the same American dictionary it is possible to find out one more gender definition is representation. The word has no adequate translation in Russian, and its writing and a pronunciation is copied from English language. In I.R. Galperin's big English-Russian dictionary it is possible to see, that gender has two meanings. The first is a grammatical gender and the second is a sex, as a playful designation. Gender definition (gender) as socio-cultural floor sex is not full for an explanation, and it is proved by a definition given in the glossary of the Moscow Institute of gender researches: «The gender is difficult socio-cultural construct: distinctions in roles, behavior, mental and emotional characteristics between man's and female, (designed) by a society. The gender is designed through certain system of socialization, a division of labor and the cultural norms accepted in a society, a role and stereotypes». The term «gender» is understood as the representation of relations showing an attachment принадлежность to a class, group, a category (that corresponds to one of meanings of the word «род» - «gender» in Russian). Thus, the gender attributes or assigns to any object or the individual a position in a class, and, hence, and a position concerning others, already made classes. After A.V. Kirilina, we consider concept «a gender» and «sex» as synonyms and we understand under these concepts «socio-cultural and conventional phenomena and discursive factors of variable intensity, instead of biological phenomena».

Summarizing the western general scientific approaches to this category, O.A. Voronina defines seven approaches. So, the gender can be considered as a socially-demographic category; a social design; subjectivity; ideological construct; a network; technology and a cultural metaphor. The background of gender researches in linguistics leaves the roots in antiquity and is connected with occurrence of the symbolical-semantic concept of a gender category (genus), considering it in a close connection with a direct reality: presence of people of a different sex. The given symbolical-semantic hypothesis was supported by such scientists as M. Gerder, J. Grimm, V. Humboldt, etc., that has predetermined its long domination in the linguistic description. The symbolical-semantic hypothesis has not found acknowledgement because of opening of languages in which the gender category is absent.

Nevertheless, in frameworks of criticism of the given hypothesis and gradual replacement by its morphological and syntactic explanation of gender category invariable there was a recognition of that the gender category itself is capable to affect human perception of corresponding words and concepts.

## CONCLUSION

The given review of history of formation of researches in gender study gives the basis to assert, that it is necessary to consider extra linguistic and intralinguistic factors of influence of a gender on discourse formation, to consider ethno cultural specificity that is very important for intercultural communications during a globalization epoch. So, we come to conclusion, that now researches in gender study consider a gender not only as social construct, and also as institutional, ritualized, socio-cultural phenomenon and its reflection in language, but also designing in communicative interaction of individuals that is reflected in prompt development of new branch in modern linguistics - linguistic gender study.

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