





Sociolinguistic Features of Gender Identity Transformations: Empirical Research

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Abstract

This study aimed at studying gender transformational changes taking place in the modern multilingual world. The integrative approach of the study revealed a close relationship between the processes taking place in the field of language, culture, society and reflected in the formation of a personal identity as self-identification with the norms, values of society. The research work was carried out through interviewing and linguistic associative experiment with respondents of different social levels and statuses in order to determine the phenomenon of gender identity from the perspective of a modern person, to identify its main characteristics taking into account cultural relationships at the verbal level. The sociolinguistic features of gender identity transformation are highlighted, which contributes to a deeper insight into the essence of this phenomenon and, at the same time, to the expansion of opportunities for intercultural dialogue communication by building competent interpersonal relations in socio-cultural and linguistic aspects.

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Keywords: language, linguistic forms, identity, gender, culture, binary opposition, male, female, personality.

Introduction

The modern era of human society creates new conditions for the development and formation of an absolutely new representative of the human race. The establishment of cross-cultural ties, the development of art, music, the emergence of new styles and genres led to global changes in the external and internal world of each individual. In turn, every year the emergence of more and more diverse types of communities, the so-called interest groups, is noted. The world community integrates new views on culture, on person and his/her place in the new world. A striking example is the concept of "New Kazakhstan", which is actively promoted by political and social leaders of the Republic of Kazakhstan. Within the framework of the new community, a new multinational multicultural identity is being built, independent of gender and its social roles.

In fact, gender identity comes down to self-knowledge of oneself and determining one's place in society. Previously, it was done by social roles that openly and clearly differentiated people into classes, estates, opportunities and ancestry. However, with the advent of a huge number of coaches and business strategists, as well as the wave of development of network marketing, social roles began to steadily lose their power over people. Oratorical skills, psychology, cultural studies, Neuro-linguistic programming created a new round in the development of human society, its thinking and avoiding stereotyping. Representatives of different professions and ages, regardless of their gender, created a powerful funnel for the development of a new

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personality, which popularized the understanding of terms such as meditation, affirmation, opportunities, the Universe, work at home, businesswoman and others in the language.

The development of mankind has always been rapid, assertive in order to survive and create good living conditions. Modern man is developing in a slightly different direction. Undoubtedly, scientists from different fields continue to invent things that create maximum comfort for humanity, but people who are accustomed to a certain comfort and do not need to search for food or ways to survive have begun to expand their vision and their worldview. Modern man is looking for new ways to develop his personality, because only by changing, we can create new things. By changing thinking at the verbal and nonverbal level, a person goes beyond gender, and, therefore, gender identity begins to include a broader understanding of a person, his individuality, and, consequently, the digitalization of a new generation. Despite this, most researchers still tend to dig into the problems of binary opposition, looking for distinctive features between genders and their discrimination.

The relevance and significance of this research is predetermined by gender changes in modern cultural society, which are reflected in all spheres of human activity and are fixed in language. The current study therefore highlighted the linguistic associative elements of respondents of different social levels and statuses in order to determine the phenomenon of gender identity from the perspective of modern era. The study identified main characteristics taking into account cultural relationships at the verbal level. The sociolinguistic features of gender identity transformation were also highlighted, which contributes to a deeper insight into the essence of this phenomenon and, at the same time, to the expansion of opportunities for intercultural dialogue communication by building competent interpersonal relations in socio-cultural and linguistic aspects.

Problem Statement

Research on the relationship between language and gender identity has been going on for more than sixty years, however, no consensus has been formed on the differences and similarities between men and women within the framework of the problem. These studies have debated on the problem of gender and language in society; however, most of the researchers on this issue are representatives of the western countries. In 2022, the World Health Organization proposed to make changes to the gender issue by including a third person in relation to people with non-traditional orientation, while not reducing their personal identity in any way. These changes affect all levels of social interaction, and, consequently, there is a need to revise the key concepts of gender policy.

The problem of gender is gaining a great response in society, which is connected not only with feminism, but also with the assertion of the rights of third parties who do not relate themselves to a specific gender. Despite extensive research on the issue of gender, the theory of binary opposition, formed in Antiquity, has been very popular for a long time. It is understood that the binary opposition is being modernized to meet the needs of modern society, and taking into account the revision of the basic gender discrimination, it slightly loses its binary in relation to the problem of masculinity and femininity. People generally believe in the modern identity of the either gender and their position in society, depending on culture, status or age. It should be noted that people want to talk about the problem of gender and strive to learn to understand and "speak" in the language of the opposite sex. In this regard, there is not only an increased interest in the problem of gender, but also in the related social problems of the relationship between language, culture, and personality. From a linguistic point of view, in our opinion, the phenomenon of gender identity is a set of characteristics that reflect the culture of a particular society and find direct expression in certain linguistic forms.

Modern gender is undergoing significant changes related to political events in the world, the economic development of countries, and most importantly the cultural component of modern society. All this entails profound changes in the minds of people who actively seek to streamline and stabilize their own lives. Having the opportunity to travel, the boundaries of human perception of the world have expanded significantly, creating a new platform for the collaboration of human experience, world heritage and cultural factors.

Once upon a time, a person was a collection of all cultural values laid down from his time of birth. This study was based on the premise that each identity perceives the world through the prism of its personality and mentality. Of course, gender stereotyping still firmly sits in the minds of ordinary people, but advanced youth rebuilds the consciousness of society and leads to the creation of a new unique personality.

Literature Review

Despite large-scale research on the issue of gender identity, scientists' research is increasing exponentially every year in order to identify a new image of the identity of a modern person (Guzzetti, 2021; Jones, 2016). A detailed description of the concept of "identity" was given in David Block's article "Innovations and Challenges in Identity Research" (Block, 2021). The author reveals the understanding of the term today from the point of view of applied linguistics, structure, and also traces its historical development. In the article "Exploring Identity Across Language and Culture" Alex Panicacci reveals the experience of migration processes in the so-called multicultural countries. Having conducted a study among Italians living in English-speaking countries, the author examines the personal changes of migrants at the psychological, emotional

and cultural levels (Panicacci, 2021). This work is very relevant, since in recent years there has been a mass migration of people due to certain socio-political factors. This, in turn, entails a number of problems concerning not only the household level, but also social and linguistic.

Currently, there is a tendency to compare not so much related languages and cultures, but rather the correlation of cultural values of societies, in particular the West and the East (Maree & Okano, 2018). Professor of linguistics at Stanford University, P. Eckert, who is actively working on the problem of gender, describes the third wave of research in the field of gender in his work "Gender and the Third Wave of variation study" (Eckert, 2021). The author points to micro-categorical studies of identity through sociolinguistic analysis. p. Eckert emphasizes the need to study a person as a personality from the inside.

The surge of feminism served to change the focus of research from binary to gender identity, or gender character. An interesting study was conducted by German scientists, in particular Levon E. and Ye. in terms of considering social ideologies about gender and their impact on people. Within the framework of the article, the legal side of binary was shown and what consequences a stereotypical ideology can lead to (Levon & Ye, 2020). In view of the changing views on the problem of gender, the issues of social and linguistic spheres are put forward in the first place, which in itself indicates a new round in the development of the anthropocentric paradigm.

English linguist L. Litosseliti and his colleagues reveal post-feminism with its cultural criticism and in-depth research in the field of linguistics, cultural studies and sociology in the work "Post-feminism as a critical tool for gender and language study" (Litosseliti, Gill, & Favaro, 2019). In the field of lexicology and translation studies the work of B. Godard "Translation, Semiotics, and Feminism" is of particular value, where the author gradually reveals the issues of feminism, comparative cultural studies and translation practice (Godard, 2021).

It should be noted that scientific works devoted to gender and women's issues occupy a dominant niche in research. The influence of feminism, its origins and development are often put on a par with gender studies, although gender is not about women. Nevertheless, a number of works are of sufficient interest to linguists, helping to compare some linguistic features of the speech of the sexes (Caldas-Coulthard, 2020; Mills & Mullany, 2011). R. Heinrichsmeier had been conducting a sociolinguistic experiment in a barber shop for 2 years. As a result she demonstrated how women of different ages can create different identities. Analyzing the conversations and personalities of women, the author of the work leads readers to skillfully manipulate their age and the desire to build a new successful and prosperous personality (Heinrichsmeier, 2020).

The topic "Language and gender" has become the main development of many linguists studying the influence of culture, gender and the human factor on language. Understanding the essence of gender identity and identity as such is reflected in language at various levels: phonetic, stylistic, grammatical (Ghosh, 2022; Nordquist, 2019; Pichler, 2015). F. O'Dwyer conducted a fairly extensive study of the problem of masculinity, touching on the micro and macro levels of socio-phonetic and socio-pragmatic features of men's speech in his work "Linguistic Variation and Social Practices of Normative Masculinity". The study was conducted at a sports club in Dublin using an ethnographic approach. The author examines humor and social contexts used by the representatives of the stronger sex to establish various social ties, demonstrate aggression, feelings of rivalry or assert their own social status (O'Dwyer, 2020).

Research shows that modern language models are quite sensitive to social categories of gender. First of all, they are reflected in the speech of native speakers of a particular culture, who has already subconsciously used masculine or feminine categories (Kiesling, 2019). Gender identities illustrate various ways of self-expression not only in the cultural aspect, but also in the linguistic one: new communication models, demonstration and orientation of speech to gender, phonetic features of pronunciation and other stylistic and communicative means of influencing society (Coates, 2016; Kaschula, 2021).

Lakoff (1975) actively explored the issues of speech differences between men and women. In his works he repeatedly wrote about the approaches that guided him in the study, analysis and description of the speech of the sexes. He identified three main approaches: dominance, difference and scarcity. If Lakoff (1975) said that the speech of women is somewhat defective, then scientists explain a little differently the manner of behavior and speaking of the female sex. In view of historical and cultural contradictions, the female role has always receded into the background, imposing certain cultural, linguistic and behavioral patterns. Accordingly, women had to rely on the resources they possessed, in particular language, appearance and personality. Sociolinguists claim that perhaps this was the reason that women's speech was relatively standardized. Indeed, the ability to speak beautifully and correctly, skillfully presenting their identity through verbal and nonverbal speech was laid the foundation back in those distant times.

Cameron (2005) also worked with these approaches, and in 2005 designated these approaches as modern. According to the authors' works, male and female speech in comparison differed in all aspects. First of all, the speech of women included a greater number of clarifying turns, stylistically weak constructions, which indicated the uncertainty and linguistic inferiority of female colloquial speech. Men's speech, on the contrary, contained a greater number of words and expressions of a technical plan, the desire to dominate speech and express their superiority.

More modern researchers distinguish other approaches in relation to the issue of binary. Thus, Kira Hall and her colleague consider four approaches in their work "Language and Identity": practice, indexing, ideology and performance (Bucholtz & Hall, 2004). The author argues that any identity should be considered from the point of view of linguistics, or rather semiotics. Semiotics deals with the study of not just words, their associations, but also considers the connections between them. Scientists usually consider language relatively narrowly, although it is necessary to take into account both the social meaning of the language and its words, but also the referential. It is this duality of language that allows us to convey the meanings of words at several levels: semantic and pragmatic.

One of the other approaches is the so-called daily life, actions. In other words, practice is how any individual functions and lives in society. However, there may also be distinctive features in the form of age, social class and resources used to achieve certain goals. This approach has been actively worked out by feminists who seek to study the freedom of the speaker within the framework of social restrictions at the initial level of identity formation (Eckert & McConnell-Ginet, 1992).

The aforementioned studies are representatives of such societies that have achieved great results in an honest way with the help of the art of language, the art of speaking. In their discourse and narratives, these studies touch not only on the business side, motivation, but also on the issues of gender policy. Taking a globalized viewpoint, these studies talk not only about successful people, but also teach ordinary students and housewives, write articles and books that motivate people to develop their own personality, irrespective of gender discrimination, and get out of their comfort zone. They want to prove that human identity, personality is a unique creation that can and should achieve the desired regardless of gender, nation or conditions of the start.

Research Methodology

The study was conducted with the help of social networks, V Kontakte, Skype and WhatsApp. Interviews with 352 participants from different countries different ages and social statuses allowed us to characterize gender identity and consider the attitude of society to the problem of man/woman at the household and cultural levels. The associative experiment was conducted in order to confirm or refute the results of the interview, as well as to clarify the social status of men and women in a society changing under the influence of various socio-cultural factors. The respondents who took part in the study were aged from 17 to 50 years and made up such groups as: businessmen, housewives, people with non-traditional orientation and others. As a result of an associative experiment with the stimulus words "man/woman", data were presented in the form of diagrams reflecting such directions as "appearance", "internal qualities", "family", "profession, position in society", "jewelry, clothing, cosmetics", "people" and so on. These groups clearly represent the gender characteristics of the development of modern person, aimed at the formation of a stable, successful and multicultural personality

In order to form the methodological basis of the study, a wide range of works on such scientific disciplines as sociology, linguistics, cultural studies and others have been studied. The fundamental principle of the analysis was an integrative approach, which provides for a close relationship between the processes taking place in the field of language, culture, and society. As part of the interdisciplinary research, the authors relied on the scientific works of foreign linguists P. Eckert, L. Jones, J. Irwin, S. Gall and others. Modern researchers are actively working to study the problems of gender, stereotypes, cultural and linguistic relationships, language personality (Hall, Borba, & Hiramoto, 2021; Kyrtzias, 2021; Mendoza-Denton, 2021; Nesterik, Issina, Pecherskikh, & Belikova, 2016; Vorozhbitova, Marchenko, Timofeyev, & Issina, 2018), and also pay attention to the divergence of issues of binary opposition and gender policy (Eberhardt, 2021; Goodwin, 2021).

The methodological basis of the study was general scientific methods of cognition; the study is interdisciplinary in nature and follows general scientific principles of objectivity and reliability. Verification of theoretical positions was carried out using methods of empirical research, including such as analysis, comparison, description, which contributed to the generalization, classification and systematization of the information received. In order to determine the essence of the phenomenon of gender identity, its characteristics, socio-cultural and linguistic features, as well as to obtain objective results, sociological and sociolinguistic methods such as interviews, associative experiment were actively used. These methods of work allowed not only to consider the problem of gender from the perspective of modernity, but also to conduct a comparative analysis of the words-stimulus "man / woman".

Results

In order to reveal the phenomenon of gender identity, we conducted a study consisting of two stages: Interview and Associative experiment. The study was conducted in May-June 2022 using the social networks VKontakte, Skype and WhatsApp in order to identify the distinctive characteristics of gender identity from the perspective of people of different sex, ages, countries of residence and culture. The task of the study was to determine the relationship between gender identity and language, as well as what culture and the social role of a person play in this.

In the course of the survey, respondents were distributed by gender as follows: 105 men and 247 women, which in total were 352 respondents. The age of the study participants ranged from 17 to 50 years. The respondents represented different countries (Italy, India, the Republic of Bashkortostan, the Russian Federation, and the Republic of Kazakhstan). The study participants were randomly selected on the Internet in order to conduct an oral survey with mandatory indication of their personal data. The social status of respondents presented as follows: (1) Businessmen comprised 54 people: 43 of them were active employees of network corporations, 11 representatives of small and medium-sized businesses (2) Housewives made up 63 participants: 5 of them were male representatives. (3) People with non-traditional orientation made up 84 respondents, of whom 48 were gays, 30 respondents were lesbians and 6 bisexuals; and (4) 140 respondents presented themselves as ordinary people, employees, teachers, students.

During the first stage of the study, the distinctive features of modern gender identity were revealed through interviews. Among the respondents there were individuals with distinctly feminine and masculine behavior, propagandized the cultural values of their countries and vividly expressed a voluntary protest against the violation of the way of life and the revision of gender roles in society. This group of people made up 3% of all respondents. According to the ideas of modern businessmen (54 respondents), success in entrepreneurship does not depend on gender, but on personal human qualities. Regardless of age, country of residence or gender, a person is able to achieve significant success in any industry. When answering the question about the linguistic component of speeches at public and business presentations, it was noted that speeches still adapt to sex, age, profession and country of residence. This is explained by the linguistic and cultural characteristics of people, their areas of interest in order to attract certain people to cooperate. Each country has its own cultural advantages that allow adjusting work to the requirements and needs of a particular region, respectively, for the implementation of projects requires the selection of such specialists who will be able to adapt the product to a specific consumer. For example, I. M. Vashkevich, 53, the Republic of Kazakhstan, entrepreneur in the network marketing company TIENS claimed that *"it is impossible to talk about the cash flow quadrant of R. Kiyosake equally for both a miner and a housewife. They have completely different realities"* (excerpt from an interview, WhatsApp, June 24, 2022). Likewise, O.A. Danilyuk, 64, the Russian Federation, believed that *"the main thing in a business presentation is that everyone can get: a beautiful skirt or a new car. Everyone's motivation is different"*, *"Pensioners earn money in 86 years in our company"* (excerpt from an interview, VKontakte, May 12, 2022).

From a linguistic point of view, in a dialogue with housewives, miners and representatives of other professions, a certain lexical minimum is used, which finds the maximum response when communicating. Representatives of advertising agencies, in turn, resort to it, offering their products and goods taking into account the interests of different segments of the population. For example, housewives in conversation often appeal with words such as "family", "home", "children", "comfort", "prosperity", etc. Businesswomen use words such as "family", "income", "remote work", "travel". Using the necessary vocabulary during presentations, you can submit the same information to people taking into account their interests. Representatives of business structures also note the need to use appropriate non-verbal means of communication (gestures, facial expressions, posture) and the timbre of the voice. A friendly manner of communication prevails with female representatives, and an official manner with male representatives. The use of words such as "I agree", "I understand", "I respect" disposes to further discussion of the presentation or business project.

According to respondents, small and network businesses in the CIS countries are just beginning to develop by world standards. The business culture in these countries is relatively rigid, sometimes unprincipled and categorical. This is primarily due to the echoes of the 90s, when the so-called "brothers" occupied the main niche. It was believed that only representatives of the stronger sex could be the main successful businessmen. This fact was actively supported at the language level, creating new terms, using profanity and creating new word forms that were fixed in speech. One of the features of modern gender identity is the fact that female representatives have begun to actively use male profanity, trying to stand on a par with men at the linguistic level.

Women try to speak the same language with men, thereby demonstrating not only social equality, but also an attempt to be understood through the eyes of men. However, as our observations show, the sharpness in the treatment and speech of representatives of different sociocultures differs significantly. For example, for a female representative of India, sharpness is expressed in her louder confident speech, specific instructions and the ability to hold her face at a meeting with the majority of male participants. In contrast to this form of behavior, a citizen of Bashkortostan, O. Epanchin, 33, claims that his supervisor *"screams like a crazy, hysterical *smile* who has played the queen *smile*"*. *For some reason, she thinks that everyone owes her, and she is in the office for beauty))))))"* (excerpt from an interview, Vkontakte, June 30, 2022).

A similar picture developed in the territories of European countries, but in view of more progressive industrial and cultural development, business did not involve brute force, but the ability to negotiate and present themselves. This trend is widely used in network marketing, when the main business tool is language, the ability to speak, convince, hear and understand: *"We understand and accept the need to create such a project that would be useful to society"*, *"Respecting the interests of our employees, we build a cohesive team*

taking into account their strengths" (excerpt from interview, Italy, Skype, May 8, 2022). The author of these words uses in his interview such expressions that reinforce the sentence, thought and idea embedded in the text: "we understand", "we accept", "useful to society", "respecting", "cohesive", "strengths". We see a lack of gender differences and an emphasis on personality.

The next group of respondents who participated in the interview was housewives in the number of 63 people. Housewives and housemen claim that modern identity is an independent person who is able to organize his/her life without being tied to routine daily work. Nowadays, remote work is openly promoted, freelancers and bloggers traveling around the world in search of new and interesting things and realizing their potential regardless of culture, place of residence or nationality. 40 respondents express a point of view about gender-free identity, while 23 of the remaining respondents are completely dependent on their spouses. One respondent claims: *"my husband said that my job is HOME!!!! He earns enough for me to take care of our children. Eneshka (mother-in-law, Approx. authors) always stayed at home and I ALSO HAVE TO deal only with my family"* (excerpt from an interview, the Republic of Kazakhstan, WhatsApp, May 2, 2022). The respondent uses words and expressions such as "husband said", "always stayed at home", "only family", which indicates disagreement with the position that she is assigned, but due to cultural characteristics and upbringing, she cannot change the situation. The use of capital letters, a large number of punctuation marks serve to convey the emotional state of a person, his disagreement, protest. Often the listener "hears" the raised tone through capital letters.

A total of 18 women talk about severe inequality, manifested in domestic violence, the inability to be realized as a person and a ban on their activities. 5 men openly declared their status as "gigolo", believing that in modern society there is a place for any person and the right to live as they like. One of the respondents stated *"I love her, and she pays me for it *smiles*"* (excerpt from the interview, the Russian Federation, WhatsApp, June 17, 2022).

This group of respondents is also interesting because they openly declare their problems, using the modern words "abuser", "violence", "pain" and others in their speech, but during the conversation the authors of the article did not hear about attempts to solve this problem. For example, Priya Patel shared the following: *"In my husband's house I'm like a maid!!!! who has to get up before everyone else and do ALL the housework. The father of my Niru can hit me and hurt me if I raise my head or answer smth loudly"* (excerpt from an interview, India, Twitter, 04/15/12). Words such as "must", "Maid", "hit", "pain" or "loudly" tell us not only about personal problems, but also about socio-cultural ones. The use of quiet speech, certain non-verbal means of communication convenient for the husband, avoiding the husband's name carry a deep linguistic and cultural message, because often the problems of gender inequality, domestic violence remain at the level of language.

People want to talk about the problem, but they don't want to solve it. In this case, the cultural component also plays an important role. In many countries and cultures, family problems remain inside, being considered shameful to be brought to the general court. Most often, this affects representatives of eastern cultures, where the dominant role is given to the man in the family and beyond. Respondents from India cited their own culture as an example, which, on the one hand, elevates a woman in front of people in the image of a mother, and at the same time humiliates, depriving her of the opportunity to grow and develop. Not so long ago, Indian women had the opportunity to study and be equal in society, and most importantly protected. For example, in India there is a taxi only for women. Men can ride in this taxi only in the presence of a woman. This gives additional protection for human rights, which allows you to change people's minds, and therefore form a new stable identity.

The next group of respondents in the gender study was 84 representatives of non-traditional orientation. Interestingly, being representatives of the same sex, respondents claim that the opposite has more advantages in terms of gender. For example, gay men believe that women have more opportunities than men, especially in the field of beauty and fashion. The same opinion is shared by 31 people. Another 18 people claim the opposite, motivating it with their own life experience. The rejection of gender occurred as a result of unpleasant and painful situations that led to a revision of values and priorities. However, such changes do not make any difference in cultural terms. 5 respondents honestly admitted that gender identity played a key role for them in their life and professional terms. Often, in the career of stylists, fashion image-makers, people with non-traditional orientation are secretly preferred. This fact opens up more prospects and horizons of work. A. Utebaev, 23, who lives in Italy, claims that *"Gay sounds insulting, like a new breed of person, but I don't care, I LOVE guys and earn good money, I've visited several countries and I'm going to buy an apartment!"* (excerpt from an interview, Skype, May 13, 2022). The rest of the respondents believe that gender as such does not play a huge role in modern society. Personality, or identity, is primarily a person with his needs and values that combine features of cultures of different peoples.

In terms of language, representatives of non-traditional orientation have created their niche, using all the possibilities of verbal and non-verbal speech. A distinctive feature of this group of respondents was characteristic gestures, facial expressions, voice changes, speech tempo. A total of 140 respondents in our gender study represented ordinary average people, 92 of whom claim that gender identity as such cannot take place. In view of historical events, the opportunity to travel, there are echoes of different cultures in the blood of each person, which from birth gives a person the status of a multicultural personality. Taking into account

the developing world with its needs, challenges and speeds, there is less and less emphasis on gender, since in the competition for power and prosperity, it is not gender that wins, but the person himself. The remaining respondents believe that gender identity still has a place to be. Representatives of this group of people are mainly from the CIS countries, who believe that high positions still pass more often into the hands of men, and there are also professions that are completely unsuitable for women: intelligence, private military units, the political arena and some others.

Thus, as a result of the first stage of the study, a general picture emerges reflecting a certain view of modern man on the question of gender, which can be divided into 3 main groups (see Figure 1):

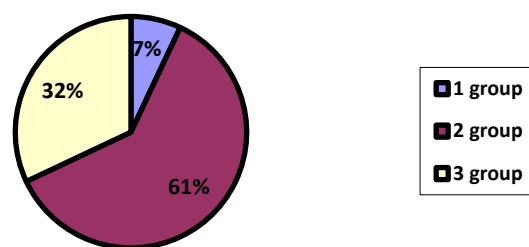


Figure 1. Gender roles in society

The first group of respondents comprising 7% were those who were forced to accept the conditions of gender inequality and do not make attempts to solve their personal problems. The second group comprising 61% of respondents claimed gender equality of men and women. The third group of remaining 32%, according to whom gender was important and its division primarily depended on the field of activity, the capabilities of the male and female body. Representatives of this category believed that the distribution of gender roles was mandatory, otherwise harmony in society was disrupted, which gave rise to new gender communities that do not fit into the framework of ideas about men and women. Consequently, in the near future, a demographic issue arose, as well as a change in cultural and social values brought dissonance to the development of a normal society.

During the first stage of the study, we differentiated various distinctive features of the understanding of the phenomenon of gender identity by representatives of various social statuses. For example, according to the survey, it was found that gender identity did not coincide with the sex assigned from birth, but was formed with the development and formation of personality. Gender identity in the respondents' understanding is a basic sense of belonging to a certain sex, formed from childhood. Gender identity is the result of the interaction of natural inclinations and society. And finally, gender identity was a social role model of behavior based on masculinity and femininity. Taking into account the results of the survey, we come to understand that gender identity is an artificial model of human behavior formed in society and based on a culture-logical component.

The second stage of the study included an associative experiment, which was conducted using a questionnaire on the example of the stimulus words "man/woman". This stage demonstrates the view of the phenomenon of gender identity preserved in the culture and worldview of respondents, and also allows us to identify the features inherent in identity depending on gender. In addition, the cultural values inherent in each person, as well as his associative connections, allow us to see the internal prerequisites for the formation of gender identity, as well as its further development in man and society. The number of respondents remained the same as at the first stage of the study. The choice of these indicators is dictated by the fact that they are closely related to each other and characterize the gender identity of the individual.

Respondents were offered stimulus words to which primary associations should have been given. Taking into account the cultural component, some associations were typical for representatives of a particular culture. For example, respondents from Russia gave such characteristics of men as "sober", "rich", "fool" and others. It is impossible not to note the gender stereotype that slips in the associative experiment. It is not a secret that many Europeans, even in the modern technological age, think that bears freely walk the streets in Russia.

During the experiment, the participants identified the following groups of stimulus words such as: 1. Appearance; 2. Internal qualities; 3. Profession, position in society; 4. Family; 5. Jewelry, clothing, cosmetics; 6. People; 7. Others. The associative field of the stimulus word "man" included the following groups: "appearance", "internal qualities", "family" and "profession, position in society" and is reflected in Figure 2. The group "profession, position in society" was noted by 167 respondents and included such incentives as a *businessman*, a *hard worker*, *money*, *power* and others. The "family" group was noted by 68 respondents and included words such as *children*, *mother*, *girlfriend* and others. The group "internal qualities" was noted by 33 respondents and included such words

as *cool, strong, mama's boy, free* and others. The group "appearance" was noted by 70 respondents and included words such as *beard, blond, muscular* and others. The remaining responses of the respondents did not fit the main groups and were included in the "Other" in the amount of 10 responses.

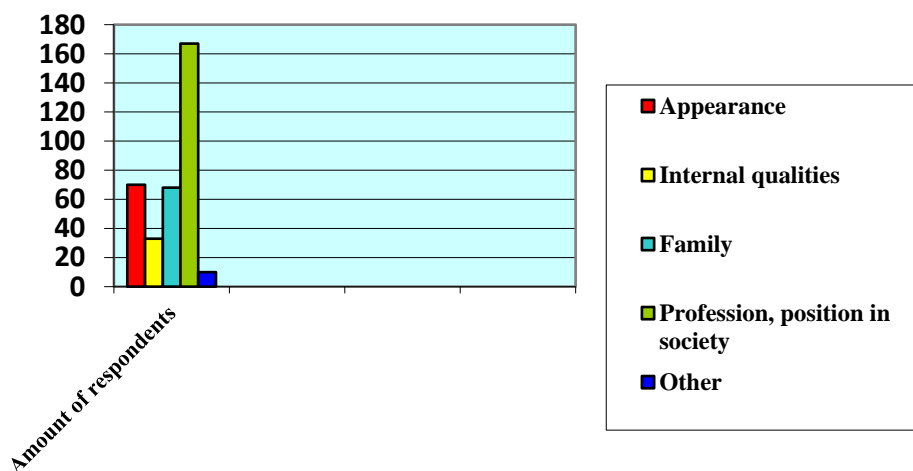


Figure 2. The associative field of the stimulus word "man".

During the analysis of the responses, it was revealed that the citizens of the post-Soviet space under the stimulus "man" mean to a greater extent a hard worker, an employee with certain disabilities within the framework of personal development and career advancement. Stereotypical thinking still slips in such verbal forms as *"parasite", "sober" and "dipso"*, presenting a man as a person with addictions and inability to strive for the best. In comparison with this analysis, the representatives of Italy mean by incentive – *power, money*.

The associative field of the stimulus word "woman" includes the following groups: "appearance", "internal qualities", "family", "profession, position in society", "jewelry, clothing, cosmetics" and "people" that are reflected in diagram 3. Of these, the group "profession, position in society" it was noted by 104 respondents and included such incentives as *businesswoman, daddy, salary, money* and others. The "family" group was noted by 131 respondents and included such words as *children, mother-in-law, partner, dad* and others. The group "internal qualities" was noted by 38 respondents and included such words as *sociable, stupid, mercantile* and others. The "appearance" group was noted by 47 respondents and included words such as *eyebrows, silicone, slim* and others. The group "jewelry, clothing, cosmetics" was noted by 27 respondents and included words such as *manicure, flowers, outfit* and others. The group "people" was marked by 5 respondents and included specific names of people.

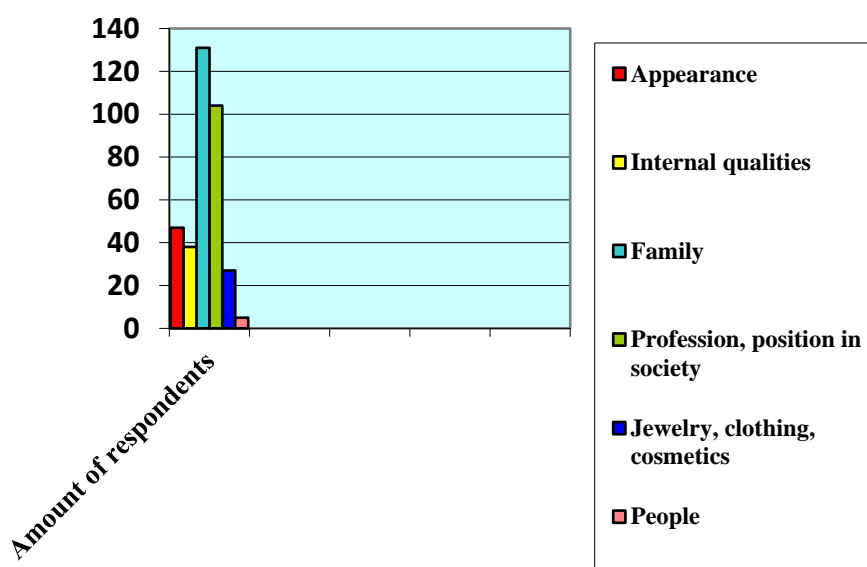


Figure 3. The associative field of the stimulus word "woman".

The female respondents in the survey showed themselves to be a more communicative personality, which included not only associations of *"ornament", "care", "home" or "children"*, but also *"people"*. Some respondents

indicated the names of people and personalities that came to their mind first. This suggests that modern society has begun to see in women not only the keepers of the hearth, but to recognize that the weaker sex had the ability and strength to occupy leading positions in the country and the world without losing the right to remain fragile and tender. The incentive "woman", regardless of the residence of the respondents, is personified as a person consuming. The main stimuli were words such as *home, mistress, manicure, nails and shopping*.

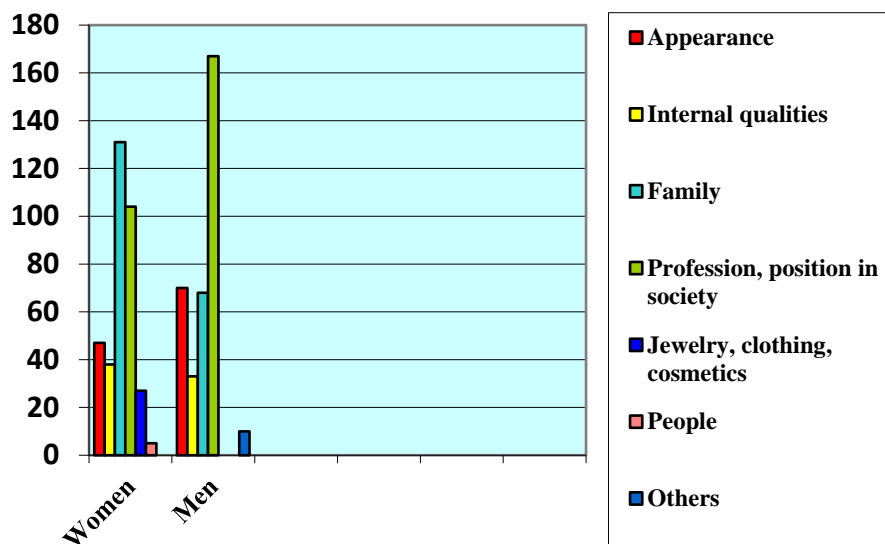


Figure 4. Comparative analysis of stimulus words

The survey revealed that the main incentives were selected from the category of "profession" and "position in society" for both men and women. The results are shown in Figure 4. A man is increasingly associated not only with money and power, but also with certain external characteristics, which, as the study showed, dominates the needs of women to be beautiful. And indeed, modern men actively spend time in gyms, massage parlors and beauty salons to maintain their image. Some respondents tend to believe that such actions take place due to an increase in the number of people with non-traditional orientation and that the image of a modern man takes on more and more feminine traits. Other participants of the interview felt that modern business is entering a new level of development, and, accordingly, business relations, especially at the international level, should be conducted by those who cannot only internally, but also externally demonstrate decency, confidence, stability and success.

Family values still dominate among women, which is twice as high as men. Taking into account the cultural specifics of the respondents, where the majority is represented by representatives of the CIS countries, this trend is not surprising. European female representatives are more focused on building a career. Moreover, men from Europe and Asia are more willing to marry women living in Russia, Kazakhstan, Ukraine or Belarus. This is due to the values inherent in upbringing, where the main emphasis is on everyday life, family, procreation and the desire to strengthen family ties.

Interestingly, the internal qualities of male and female people do not differ much. This once again confirms the fact that modern gender identity is becoming more blurred and that binary opposition is losing its stable position in modern humanities. Once again focusing on the diagram, we can note minor differences in the leading groups of stimulus words. Taking into account the development of society and personality, belonging to femininity or masculinity plays an increasingly smaller role.

Discussion

Within the framework of gender research, this study allowed us to understand the degree of development of gender identity. The conducted interviews and the experiment clearly demonstrated that gender policy is widely spread in people's minds, affecting not only different spheres of human life, but also the psychological component of a person. On one hand, we observed some stereotyping of gender identity, and on the other hand, an incredible desire to get out of the template. This is confirmed by the responses of respondents who gave associations depending on their fears, desires and prejudices. The answers of the participants not only make it possible to highlight the basic values of society and status through language, but with the help of the survey it is possible to reveal hidden motives, true goals and desires. The authors of the study did not randomly choose these research methods, which created an additional platform for further research in the field of the phenomenon of gender identity.

The current study took some sociolinguistic approaches in understanding the gender related issues, the results of which indicate that identity is not yet sufficiently formed. Observation and comparison allowed the researchers to assess the scale of research and direct the main work to the analysis of the current linguistic situation in the world. From one point of view, language was seen primarily as a human tool, on the other hand, language was able to control, direct and influence an individual culturally, morally, verbally and indirectly. The formation of gender identity is a process of organizing a person's life in their society and beyond. Values, rules, rights, opportunities and responsibilities should create a single platform for comfortable coexistence of any identities in peace and harmony.

Practice is inextricably linked with such a process as Indexicity. Indexicity refers to a comparison in which the signs indicate repetitive and non-random coincidences. For example, smoke is a sign of fire; a cloud is a sign of rain, and others. Back in 1992, Ochs (1992) gave a more detailed interpretation of the concept of Indexicity, noting that language structures are most often associated with micro and macro categories not directly, but indirectly through semiotic associations (Ochs, 1992). For example, some particles at the end of sentences in Japanese are perceived by native speakers as "female language". As a rule, these particles are used to soften the utterance and are not directly related to the category of identity, but, since such a respectful position in Japanese culture is occupied by women, then, accordingly, this language form has become associated with women. Within the framework of gender studies, Indexicity plays a special role: gender indexes indicate a person's gender and social status using various mechanisms (phonological, morphological, and others). The most obvious indices in the study of gender identity were affect indices and respect indices (in relation to a person and his status).

The next approach is ideology, which includes cultural beliefs and practices. A striking example of this is the African languages, where gender, unlike European languages, was absent. Research in 2000 made it possible to create a model of linguistic ideologies. Linguists believe that such linguistic oppositions can be made at different levels of social structures and can give rise to the emergence of several identities at once (Gal & Irvine, 2019; Irvine & Gal, 2000). For example, in the case of African languages, European languages may demonstrate some linguistic superiority. There are a huge number of such linguistic differentiations between the identities of different cultures, nations and generations.

Moreover, such differentiations are created intentionally, especially at the gender level. For example, for some time the use of obscene words, abbreviated words were the privilege of male speech. To date, this line between the sexes has been significantly erased. It is believed that the use of obscene language by the female sex speaks of their lack of education, an attempt to become a man, although some representatives of the weaker sex find this an opportunity to express their rights and show equality along with a man, even at such a lexical level, appealing to the law on freedom of speech. If we look at this issue a little deeper, it is impossible not to note all the politicality of this freedom, clearly aimed at strengthening the emancipation of women, increasing feminist movements and, in a sense, corrupting a new generation of young people in order to form new values in society.

Hall et al. (2021) adopted the following approach – performance implies deliberate and self-conscious social manifestation. In other words, unlike practice, which is commonplace and habitual, performance is speech events that are not typical of everyday life. If we turn to the grammatical side of the language, then performatives are something that is widely used at the conversational level during certain speech situations. The translation of performative verbs will be carried out depending on the context, which is often used during testing to determine the level of language proficiency.

Within the framework of gender studies, it is impossible not to pay attention to such a question as special people. In the 90s, psychoanalysts were actively engaged in the study of the personality of special people. It should be noted that often, people with non-traditional orientation were equated to such a category, not considering their lifestyle quite normal according to gender concepts. Scientists assumed that from birth the child is asexual. John Money, an American psychotherapist, also argued that it is society that tells a child who he should be, a boy or a girl (Kon, 2019). From the point of view of the approaches discussed earlier, this category of people does not fit any of the proposed ones. Observations of special children and adolescents have shown that there are absolutely no differences in development, speaking or behavior between boys and girls. Social patterns or biased attitudes cannot influence the development of their identity. They develop within the framework of their personality, giving freedom to those needs that their individuality needs.

Conclusion

Time demands social sensitivity and a revision of views on gender identity. A person in modern society is undergoing significant changes and transformations that affect all spheres of life. Identifying the key areas of identity development will allow us to understand the essence of the processes taking place in people's minds and lives better. The study of the phenomenon of gender identity was conducted on the basis of a sociological survey and an associative experiment. The main purpose of the study was to identify the features of gender identity and to consider the main sociolinguistic approaches within the framework of the topic under study. The participants of the study represented the gender characteristics of the development of modern person,

aimed at the formation of a stable, successful and multicultural personality. It was emphasized that the gender difference between men and women is steadily decreasing, and the orientation towards career and success in both sexes indicates a desire to interact at the social, economic and political levels. At the same time, the desire of the stronger sex to stand out externally, demonstrate charisma and the ability to own the public, speaks of the desire to adopt female communication traits, manners and subtleties of dialogue in order to build their business more successfully, career advancement and desire for development.

The authors maintained a definition of gender identity, and also considered the interdisciplinary connection of gender with other fields of sciences. Gender policy should be aimed not at solving gender problems, but at solving the problems of society related to culture, language, person and his/her thinking. Gender identity is an indicator of the realization of personal and social qualities. Identity becomes strong when a person copes with the realization of his personal life plans and achieves the social role he/she claims. In fact, the binary opposition, which is losing its position in the humanities, is replaced by research about a person, his consciousness and thinking. Gender is manifested in the ability to cope with various domestic, emotional, social problems, regardless of gender.

Linguistically, approaches describing binary through language are also differentiated through identity, which is able to express itself not as a person of a particular gender, but as a person with multicultural knowledge and values. Gender identity connects many sociolinguistic processes and languages, and, therefore, continues to actively influence the formation of each new generation. Questions about gender identity in the future will go beyond the anthropocentric paradigm, making changes in language not only at the social level, but to a greater extent at the mental level.

It should be noted that scientific discussions about gender continue to gain momentum. The research aimed at studying the degree of stereotyping of culture reflected in the language. It has already been established that femininity and masculinity differ less and less from each other in terms of severity, as evidenced by the data of the conducted associative survey. But at the same time, as studies show, differences in the issue of gender and gender continue to have their place, demonstrating to a certain extent the internal struggle of the sexes for the right to dominate in today's changing world.

The study recommends paying attention to the formation of a new gender identity within the framework of public discourse in social networks. Gender identity connects many sociolinguistic processes and languages, and therefore continues to actively influence the formation of each new generation.

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