

**Lyubov Bobchynets,
PhD in Romance Languages,
Senior Lecturer at Department of Romance
and New Greek Philology and Translation,
Kyiv National Linguistic University,
Kyiv, Ukraine**

**GENDER STEREOTYPES AND THEIR VERBALIZATION IN SPANISH,
POTUGUESE, FRENCH, ENGLISH AND GERMAN**

Gender stereotypes as socio-cultural phenomena are represented verbally at the level of language as a system and also in speech or in communication. The aim of the research is semantic, pragmatic, functional characteristics of verbalization of gender stereotypes, expressed by the language as a system (lexical units, phraseological units including idioms, proverbs and sayings, quotations) and contextual use of these units in literary and mass media texts including advertising texts and humor (jokes, anecdotes, etc.).

To complete the analysis of the lexical material revealing gender stereotypes (ideas about the models of behavior of men and women in different situations and prescriptions of how they should behave or speak) it is necessary to work with dictionaries, including bilingual or multilingual ones to analyze the ways of translation and search of equivalents, and to conduct a comparative analysis of the studied characteristics in several languages: Spanish, French, Portuguese, English and German. Gender research by R. Gill [3], M. M. Lazar [4], S. Mills [5] and other works on gender studies are of great importance as they describe and analyze the existing gender differences, such as sexism and discourse analysis of speech depending on gender, etc.

Socio-cultural aspect is represented in linguistic material, in particular in lexical units. We have the aim to compare the lexical material of several languages

(Spanish, French, Portuguese, English and German, and possibly in future studies Ukrainian and Russian) to reveal common and different peculiarities of gender perception trying to find out if the explanation is based more on religious, economic or cultural aspects of life. For example, proverbs may reveal the role and place of women in family, society: a woman as a mother, a woman as a tender loving creature, a woman as a thing belonging to man and dependent on him (*machismo*), a woman as an attractive sexual object, a woman as a thief of man's freedom, family women roles such as a mother-in-law, sister-in-law, daughter in law, for example: *Nuera, cuñada y suegra, palabras negras* (Spanish proverb). Traditional function of a woman as making house tasks is shown in the following proverbs: *Kinder, Küche, Kirche* (German proverb), *Femme sage reste a son ménage* (French proverb), etc. In the German proverb we observe a word play based on alliteration, and in the Spanish and French proverbs rhyme is used as expressive means, which is characteristic of proverbs and sayings. Proverbs and sayings may also reveal the perception of a man and his role in family and society: a man as a warrior, a man as a husband, a man as a father, a man as a symbol of power and force, as a leader, the obligation of a man to be brave as the English proverb states: *Faint heart never won a fair lady*. In some proverbs woman is represented as a goddess whose wishes should be fulfilled by man, as in the French proverb: *Ce que femme veut, Dieu le veut* [1, p. 12]. The analysis of Spanish proverbs showed some gender characteristics such as the dependence of woman's character on her physical appearance: *Mujer hermosa, engreida y vanidosa* (A beautiful woman is arrogant and vain). Gender stereotypes of the obligation of a woman to be beautiful and take care of her appearance is at the bases of such nominations as *beauty studio / salón de belleza*, a place where women can become more beautiful.

In Portuguese proverbs a woman is represented as beautiful and at the same time stupid creature: *A mulher é um defeito mais belo da natureza. A mulher é um animal com pelo cumprido e entendimento curto* [7]. According to the following Portuguese proverbs, strong passion is dangerous and more characteristic of women:

Homem apaixonado nao admite conselho. Debe temer-se mais o amor de uma mulher do que ódio de um homem [8].

Gender stereotypes are also represented at functional level or situational contexts in literature, humor, jokes, mass media, for example: *¿Por qué ante los problemas de una mujer el hombre da soluciones y pone cara de póquer?* (Why facing the woman's problem the man gives solutions and shows a poker face?) [6]. The contextual and interpretation analysis of modern mass media sources, especially news and advertising texts can throw light on gender perception in society.

Sexism in languages is also an important object of linguistic studies. For example, zoomorphic names of men and women have different connotations and evaluative meaning (in Spanish when a man is called *gallo* (rooster), it means he is brave, a woman called *gallina* (hen) means stupid and talks a lot, a man called *zorro* (fox) means sly, and a woman called *zorra* means a prostitute, *estar / ponerse hecho como un toro* (to be as a bull) about a man means 'to be physically strong', *estar / ponerse/ ser como una vaca* (to be as a cow) about a woman possesses negative connotations, meaning 'fat' [2, p. 308]. In English if a woman is called a 'cow', it has a pejorative meaning 'stupid'. Negative connotations are attributed not exclusively to women, but also to men, for example, *viejo verde* in Spanish denominates an old man with sexual behavior characteristic of young [2, p. 98]. Comparative studies of sexism in several languages can provide deeper understanding of motivation of zoomorphic names.

Approaches in nominations of professions in different languages possess distinctive features, for example, in English and French the nominations of professions are mostly of the same form for men and women: *engineer / ingénieur, doctor / docteur, teacher / professeur* whereas in Spanish (*profesor / profesora*), Portuguese (*professor / professora*) and German (*Lehrer / Lehrerin*) the nomination of professions have masculine and feminine forms, which can be explained by formal grammar and phonological features: feminine forms sound and look quite natural in some languages, whereas in others they are perceived as comic, as it happens with

feminine endings in Ukrainian (*професорка, філологиня*) which are not still commonly used.

Collaboration on multilingual and interdisciplinary research of gender perception of women and men in different languages and cultures is of great importance for future studies. It can provide knowledge of possible biased or discrimination attitudes and the mechanisms of their regulation. Body language proper of men and women and its verbalization in works of literature can be additional aim of further gender studies.

Gender studies can be conducted on synchronic and diachronic analysis of verbal representation of gender stereotypes which will reveal changes in gender perception represented at language and speech levels in different epochs.

In conclusion, we state that multilingual and multicultural research on gender studies is needed, primarily based on linguistic and sociolinguistic approaches. Lexico-semantic approach can further be completed with studies of discourse analysis which will be focused on syntactical and pragmatic characteristics of women and men speech.

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