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**Кваліфікаційна робота магістра**

Мовна особистість блогера в англійськомовному інтернет-дискурсі: гендерний аспект

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**Master's Thesis**  
**Linguistic Personality of Blogger in English Internet Discourse:**  
**A Gender Aspect**

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Kyiv –2021

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## INTRODUCTION

In modern society, communication processes are significant factors of social change. The role of language, stimulating and programming what is happening in society, is becoming more and more noticeable. Various methods of linguistic mastery of reality mediate and organize social interactions at all levels of their implementation (Ольшанский, 2004, с. 80).

The development of information technology in the XX - XXI century. contributed not only to the creation of fundamentally new ways of storing, searching and presenting information, but also to the emergence of a new socio-cultural and linguistic environment, a new linguistic reality, which is being formed and rapidly developing with the expansion of the scope of modern means of communication (Internet, cellular and satellite communications) and cannot not to influence the linguistic personality, not to lead to a change in its main characteristics (Карасик, 1997, с. 141-145).

From a linguistic point of view, blogs represent a new phenomenon of language, on the basis of which it becomes possible to study discourse in a cognitive aspect. Blog is considered as a network communication structure that represents a separate genre of Internet discourse (Базалук, 2010, с. 21).

The relevance of this paper is explained by the following: 1) communication in the communicative environment of the Internet is an important characteristic of modern culture, at the same time, many questions concerning the essence of this phenomenon remain debatable and the types of discourse arising on its basis, in particular, virtual discourse; 2) linguistic personality study from the gender perspective is one of the most actively developing areas.

Analysis of modern scientific research has shown that there are practically no works that analyze the language of the Internet space. We can note the works of E. I. Savitskaya «Gender Features of the Internet» and «Internet Communication in the Gender Dimension», which analyzed the style-forming characteristics of personal mail texts, texts of electronic communication through a forum, e-mails with a tutor of a distance learning course, student letters to a teacher with feedback about the course

and student messages sent to the forum of the taught course and to the personal mail of participants in remote communication (Савицкая, 2011, с. 37).

The rapid development of virtual communication, in particular, the growth of the influence of the blogosphere on real events, the transformations that both the linguistic personality of the subject of the blog discourse and its mentality undergo, and the language as a means of self-expression in a blog, determine the relevance of a multifaceted study of the explication of a linguistic personality in a blog. discourse from the standpoint of cognitive linguistics.

The methodological basis of the research is represented by the fundamental theories: discourse theory (Т.А. van Dijk, E.S.); theory of linguistic personality (V.I. Karasik, G.I. Bogin, V.V. Krasnykh, Yu. N. Karaulov, V.A. Maslova, T.V. Evsyukova); media linguistics (Schneider, M. R. Kozhemyakin), gender studies (A. V. Kirilina, E. I. Goroshko, N. G. Bozhanova, I. V. Konovalenko).

The relevance of the chosen topic lies in the insufficient study of the manifestations of the linguistic personality in the Internet space, and also in the fact that the active development of the blogosphere as a communicative environment is of particular interest for study, since it has its own specific features and functions. Moreover, the relevance of this topic is also due to the lack of study of the blogger's linguistic personality, especially from the gender perspective.

The **purpose** of this work is to reveal gender characteristics of the blogger's linguistic personality in English Internet discourse with regard to a range of gender markers.

The **object** of the research is English blog as a special type of Internet communication.

The **subject** of the paper is linguistic personality of the blogger, viewed from the gender perspective.

In accordance with the aim set, the following **tasks** should be solved:

- to consider various approaches to the definition of the concept of linguistic personality within the scope of contemporary linguistic studies;
- to survey major approaches to the study of the English Internet discourse and discuss its distinctive features;

- to reveal the specifics of gender aspect of linguistic personality investigation;
- to examine lexico-semantic and stylistic markers of gender identity of the blogger's linguistic personality;
- to study lingual manifestation of gender masks of the blogger in English Internet discourse.

**The novelty** of the research lies in the fact that the study of the blogger's linguistic personality is conducted with regard to the gender roles they perform in the English Internet discourse.

**The methodology** used in this thesis stems from the aim, the object, and the tasks of the paper and encompasses the following methods: semantic and stylistic analysis, applied for the study of English Weblogs; gender analysis.

**The material** of the research includes Instagram accounts of feminine and masculine gender masks of the blogger: 16 male accounts, 24 female accounts and near 5000 posts on different themes (see illustrational materials), described gender mask of fashion lady, social media celebrity, big boss and artist.

**The theoretical value** of the paper is the contribution to the development of the study of linguistic personality of the blogger, viewed from the gender perspective.

**The practical value** of the paper is the possibility of applying the research results in courses on stylistics of English and Ukrainian language, special courses, lectures, seminars, in preparation for lectures, etc.

**Structurally**, the paper consists of the introduction, two chapters with conclusions to each of them, general conclusions, lists of references and illustration materials. Total volume of work 77 pages.

**The Introduction** states the theme of the research, its object and subject-matter, aim and tasks, the material, the theoretical and practical value of the results obtained.

**Chapter One. (Gender perspectives on the blogger's language personality in Modern English Internet discourse: theoretical considerations).** This chapter aims at considering the concept of linguistic personality within the scope of contemporary linguistic studies, and revealing gender aspect of the blogger's linguistic personality manifestation.

**Chapter Two. (Gender identification of the blogger's linguistic personality in Modern English Internet blogs).** This chapter focuses on the gender identification of the blogger's linguistic personality in modern English Internet blogs. The purpose of the chapter is to consider the main features of the lexico-semantic, stylistic markers of gender in English Internet Blogs.

**General conclusions** gives a short review of the main results of the master's paper and defines the scope for the future study.

## CHAPTER ONE

### GENDER PERSPECTIVE ON THE BLOGGER'S LANGUAGE PERSONALITY IN MODERN ENGLISH INTERNET DISCOURSE: THEORETICAL CONSIDARATIONS

In modern society, communication processes are significant factors of social change. The role of language, stimulating and programming what is happening in society, is becoming more and more noticeable. Various methods of linguistic assimilation of reality mediate and organize social interactions at all levels of their implementation (Азнабаева, 2011, с. 24)

The study of linguistic personality appeared in modern linguistics (Базалук, 2010, с. 21). Interest in language as an integral condition for the course of social processes is traditional for social and humanitarian knowledge of the second half of the 20th - early 21st centuries. However, the rapid development of communicative reality, the specific features of which are dialogicity, which develops into polyphony, multiculturalism, the shift of communicative codes towards non-verbal, discreteness and mosaicism of the Internet space, significantly transforms social communication, generates a new circle of problems and, accordingly, sets other research perspectives (Baron, Naomi, 2008, p.67).

#### **1.1 The concept of linguistic personality within the scope of contemporary linguistic studies**

Language is a dynamic system, a complex mechanism that, on the one hand, on the other – it retains signs of stability and integrity, being the main means of communication (Почепцов, 1999, с.200). Obviously, that is why the question of linguistic variability, its essence, causes and tendencies of linguistic evolution is and will be one of the central issues in linguistic science.

Innovative activity is one of the components of the process of language evolution (Ольшанский 2004, с. 79-80). It is believed that the emergence of evolution occurs under the influence of specific external factors relative to the system



of language, and on the basis of internal, inherent in the language itself, patterns (Азарова, 2013, с. 173-177).

The concept of «linguistic personality» was first mentioned at the beginning of the XX century in the works of Westley and MacLean although was not defined by any of these scientists. The definition of this concept appears only half a century later (Westley, MacLean, 1957, p.31-38).

The linguistic personality comes to the center of close attention of linguists after the publication in 1987 of the book by N. Karaulov «Language and linguistic personality», where a linguistic personality is understood as a personality that exists in the linguistic space, uses verbal signs and is a set (and the result of implementation) of the ability to create and perceive speech works (texts). This definition of a linguistic personality in a concise form offers a methodological basis for the analysis of a linguistic personality, including the following levels of its structure: lexicon (verbal-semantic level), thesaurus (cognitive level) and pragmaticon (motivational level).

The main linguistic concept capable of carrying out a systematic analysis of the «speaking person» in the context of professional activity is the theory of the linguistic personality of Karaulov (Карaulов, 1987, p. 463-465).

The author has developed a model of a linguistic personality, in which he designated the cognitive, intellectual aspects of a person as a starting point for its analysis. “Intelligence is most intensely manifested in language and is used through language <...>. (Агапова, 2004, с. 106) At the level of linguistic semantics, at the level of semantic connections of words, their combinations and lexical-semantic relations, there are still no opportunities for the manifestation of individuality <...>. Consequently, the linguistic personality begins on the other side of the ordinary language, when intellectual forces come into play...»

Karaulov and his followers consider the linguistic personality as a combination of human abilities and the characteristics of the texts generated by him: The scholar defines linguistic personality as “a set of human abilities and characteristics that determine the perception and creation of speech works (texts) by him, which differ in the degree of structural and linguistic complexity, depth and accuracy reflection of reality, defined by the target orientation” (Карaulов, 2010, с.141). This view on this

concept makes it possible to single out several aspects of its study in a linguistic professional personality: psychological, active, social and linguistic.

So, reliance on the process of perception of professional texts (written and oral) represents a person as a subject of social professional communication. The linguistic aspect is manifested in the systemic and structural organization of professional texts. Professional texts consolidate the professional picture of the world at the linguistic level as a result of the subject's reflection of objective reality, which determines the psychological view of the linguistic professional personality. And, finally, highlighting the goal in the texts makes it possible to characterize the linguistic professional personality from the standpoint of speech activity (Караулов, 2010, с.146)

A linguistic personality, according to Karasik, represents: link between linguistic consciousness - a collective and individual active reflection of the experience recorded in linguistic semantics, on the one hand, and speech behavior – a conscious and unconscious system of communicative actions that reveal the character and lifestyle of a person, on the other hand (Карасик, 1997, с.141-154)

When studying a linguistic personality, the presence of social and professional differentiation of the language puts the researcher in front of the need to take into account the choice and implementation of a particular subcode by the subject of communication, to assess the acceptability of a certain linguistic form, linguistic system to a specific social situation. To uncover the patterns of professional communication among multidisciplinary specialists, it is advisable to rely on the research developments of the problem of subcode switching presented in the theory of the language situation by Schweitzer (Schweitzer, 1983, p.126).

Further, the author describes the mechanisms of transmission of social information by linguistic means, which determine the process of subcode switching. In this case, a special role is assigned to the choice by the communicant of that linguistic unit from a number of denotative and designatively equivalent means of expression, which carries information about the belonging of the subject of speech to a particular social group, his social role and social attitudes.

The concept of «linguistic personality» is understood as «a set of distinctive qualities of a personality, which are found in its communicative behavior and provide a person with a communicative individuality» (Кочеткова, 1996, с.16).

1) linguistic ability, meaning by it the natural ability to learn how to communicate;

2) communicative need;

3) communicative competence;

4) linguistic consciousness, as a reflection of the external world in the internal one;

5) speech behavior (Тихонова, 2016, с.113).

Linguistic activity is closely related to the individual personality itself. Creating a concept for the further development of the language, the linguistic activity of outstanding personalities is analysed from the point of view of their importance in important on-going processes. Interest in the personal aspect of language learning in linguistic centres of different countries especially increased in the 80s – 90s of the twentieth century. Researchers note: that you cannot recognize a person without recognizing his language (Азарова, 2013, с.336-338).

In social psychology, the linguistic personality can be considered in terms of the group linguistic norm and group linguistic identification. Psycholinguistics studies the linguistic personality by studying the characteristics of the subject's speech activity. The linguistic personality as a tool for analyzing the speaker's competencies includes objective, normative and reflexive characteristics, which emphasizes its complexity. Consequently, when developing the problems of a linguistic professional personality, disclosing its complex and multifaceted nature, the main direction of our work is the use of an interdisciplinary approach based on the methodological apparatus of linguistics, psycholinguistics, psychology and social **psychology**.

The idea of a linguistic personality will not be complete without disclosing the peculiarities of perception and functioning of professional texts. The solution to this problem can be carried out on the basis of the theory of speech by Vinogradov, in which the researcher examined in detail the problem of the «image of the author» in fiction (Vinogradov, 2005) In his theory, Vinogradov notes that when studying the

language of fiction, the following key problems are distinguished: the language (style) of a work of art and the language (style) of the writer (Vinogradov, 2005, p.189).

The structure of linguistic personality is a reflection of the originality of the discursive thinking of a personality, its features, considering the constitutive features of a particular type of discourse, allocated on the basis of the communicative space of the Internet, scientists cannot but touch upon various aspects of the linguistic personality. At this stage of the development of linguistic and the Internet, all both completed and potential studies affecting of a linguistic personality in Internet communication can be divided into two parts.

Thus, a linguistic personality is a multi-layered and multi-component paradigm of speech personalities (Азнабаева, 2011, с.25). At the same time, a speech personality is a linguistic personality in the paradigm of real communication. It is at the level of the speech personality that both the national-cultural specificity of the linguistic personality and the national-cultural specificity of the communication itself are manifested. (Lippmann, 2003, p.74)

The concept of a linguistic personality usually includes the following components:

The concept of «linguistic personality» today is understood as «a set of distinctive qualities of a personality that are found in its communicative behavior and provide a person with a communicative individuality» (Богін, 1986, с.90).

Personality of the author of an Internet commentary, we mean the community of Internet users, visitors, readers and active participants of a glossy magazine website, receiving information, navigating in it, seeking to comment on it, as well as obeying the vowel and unspoken rules of communication in this community.

Language acts as a code organizer, a link between the inner world of a person and the outside world. A person, perceiving the world in the process of activity, fixes in the language the results of his cognition (Базалук, 2010, с.21).

As the researcher note, the very concept of “linguistic personality” is still not precisely defined, which is associated with the complexity and multi-level of the problem itself (Ольшанский, 2004, с.80).

The linguocognitive, or thesaurus, level of a linguistic personality associated with its intellectual sphere and cognitive activity can also be studied on the Internet. The world of Internet communication of a linguistic personality is a single system of views, a kind of collective «philosophy» imposed on all participants in this interaction, and we can say that there is a certain linguistic picture of the Internet world, which is part of the linguistic picture of the world in general (Holtgraves Thomas M., 2002, p.232). Thus, in the last decade of the 20th century and at the beginning of the 21st century, the lingua didactic approach to the study of the problem of linguistic personality prevails.

Thus, the study of a linguistic personality is carried out using the following theories and concepts, which in their totality constitute the theoretical and methodological basis of this study: the general psychological theory of activity, the theory of the linguistic personality of Karaulova, the philosophical concept of consciousness, the theory of artistic speech by V.V. Vinogradov, the concept of social determination of speech activity by Vekker, the concept of social differentiation of languages, the doctrine of subcode switching by Schweitzer, the theory of professional self-determination of personality by Klimova. (КЛИМОВА, 2004, с.83)

## **1.2 English Internet discourse: distinctive features and research approaches**

The twentieth century is characterized by the emergence of a number of new trends, which, to one degree or another, can be caused by the formation of a new type of civilization, called the information civilization, where information flows have become the main coordinate. The information space has become so significant for solving social or political problems that a new phenomenon of influence has emerged, which is produced through the media (Почепцов, 1999, с.200).

With the help of the Network, text, graphic, audio and video information is exchanged without territorial or national borders. The attachment of modern society to the Internet is explained, first of all, by the fact that any information of interest to a person can be easily found on the Web, spending a minimum of time (Schiffrin, 1994, p.476).

The information revolution and world globalization observed today allow us to unite into a single international community largely through the use of the Internet as a means of communication (Schiffrin, 1994, p.488).

The communication environment constructed on the Internet has a number of characteristic features. As noted by Goroshko, these characteristics include: virtuality, interactivity, hypertextuality, globality, creativity, mosaicism and anonymity (Goroshko, 2008, p.458).

According to Galichkina:

- 1) an electronic signal as a communication channel;
- 2) virtuality;
- 3) distance, i.e. separation in space and time;
- 4) mediation (carried out with the help of technical means);
- 5) high degree of permeability;
- 6) the presence of hypertext;
- 7) creolization of computer texts;
- 8) predominantly status equality of participants;
- 9) transmission of emotions, facial expressions, feelings using «emoticons»;
- 10) a combination of different types of discourse;
- 11) specific computer ethics (Galichkina, 2012, p.56).

Elkina identifies the following features characteristics of communication on the Web: the presence of an electronic transmission channel, mediation, distance, hypertextuality, virtuality, heterogeneity (creolization), the transmission of emotional-evaluative values and the expression of messages using special non-verbal emoticons, including «emoticons», Typical heterogeneity (differentiation of oral and written network discourse), genre heterogeneity (Ольшанский, 2004, с.79).

Along with these characteristics, Elkina identifies a number of features that characterize the speech activity of participants in network communication: anonymity, creativity, the specifics of computer ethics and etiquette (Елькина, 2012, с.39-42).

The above characteristics are relevant and completely determine the specifics of communication in the Internet space. At the same time, the allocation of these features

as characteristic features, differences inherent exclusively in the Internet space, in our opinion, can be questioned and disputed.

Nowadays, the media have become the main tool for disseminating messages that affect the public consciousness. So, the media actually control our entire culture, passing it through their filters, separate individual elements from the total mass of cultural phenomena and give them special weight, increase the value of one idea, devalue another, thus polarizing the entire sphere culture. What did not get into the channels of mass communication today has almost no effect on the development of society (Holtgraves, 2002, p.232-233). As a result, a modern person cannot practically avoid the influence of the media.

In this regard, the role of the press is changing significantly. Now its goal is not so much the dissemination of ideas as the dissemination of “incentives” that cause certain reactions. This becomes possible due to the fact that all information processes are carried out and operate thanks to the system of mechanisms of social and individual memory, with the help of which the flows of social information circulate, which also carry information of a manipulative nature (Goroshko, 2008, p.455).

Like written speech, information in electronic form is transmitted by graphic characters (printed), so the message can always be corrected, reformulated or even deleted. On the other hand, an electronic text is stable, its life cycle is very significant, because such a text can be present on the site for an arbitrarily long time. However, in most cases, the senders of the message do not know their direct interlocutors, and it is necessary to respond to the letter without delay. Therefore, we can say that this type of communication is dominated by the principle «I write as I hear», which allows significant deviations from graphic and grammatical linguistic norms (Stubbs, 2010, p.272).

The Internet discourse includes: 1) implementation within the virtual space, 2) the use of electronic communication signals, creolization and semantic mosaic (Гришкова, 2010, с.464).

The basic concepts that form the linguistic picture of the world of Internet communication are «computer», «Internet» and «user». The first is a tool that allows you to enter the virtual world and get involved in the process of interaction in it, the

second serves as a way, a means of achieving the desired, and the third is the creator and «consumer» of virtual reality, «closing» the first two concepts into a single «chain». It is this triad that forms the basis of virtual discourse from the point of view of the conceptology of discourse (Богин, 2000, с.86).

Internet discourse correlates with computer (electronic), network and Internet discourse, the general characteristic of which is the mediation of communication, and the distinctive features, partially overlapping each other, are a virtual communicative environment (virtual discourse), an electronic communication channel (computer / electronic discourse) , multiple communication mode (network discourse and its type - Internet discourse) (Елкина, 2012, с.39-41; Ольшанский, 2004, с.80).

Internet discourse presupposes communication on the Global Network, while network discourse presupposes communication both on the Internet and in other networks, including local ones. Online discourse is sometimes used by foreign researchers as a synonym for Internet discourse. Thus, the listed types of discourse are in a hyper-hyponymic relationship with each other and, as a distinctive feature, contain an indication of a means of communication that determines the created communicative environment. Virtual discourse implies not only a changed communication channel, but also specific features imposed by virtual reality (Азнабаева, 2011, с.24).

A linguistic personality who is a participant in a internet discourse is a virtual linguistic personality as a conventional image of one or another participant in a virtual discourse, as an inextricable combination of real and associated personality characteristics. The virtual linguistic personality becomes a specific type of addressee and addressee, not reducible either to a real type of personality or to a fictional one, since the line between a person acting on his own person and a person creating a non-existent image in a virtual discourse is indefinable.

A virtual linguistic personality is characterized by the presence of a clip consciousness, leading to a change in its ability to structure information and the emergence of a greater desire to use ready-made works, already created by someone, instead of creating their own. The virtual linguistic personality appears to be more technically competent, less literate in the use of the language .



The behavior of a virtual linguistic personality is characterized by a desire for publicity, a greater degree of polarity, i.e. falling into some extremes, and she dulls the feeling of fear for the safety of her own life (Базалук, 2010, с.21).

Plunging into the world of the Internet, into a new communicative environment, acquiring in a number of cases some additional characteristics or leveling a number of its parameters that are not relevant for such a sphere, the linguistic personality, however, does not cease to be a linguistic personality, retaining its three-level structure. As a result, the study and description of the structure of a linguistic personality in the world of the Internet in methodological terms will not differ from similar studies of a linguistic personality outside the World Wide Web, although the content of each of the levels will be different.

The semantic level of the linguistic personality is today the most widely developed in the linguistic research of the Internet. Due to the fact that a new «oral-written» type of speech functions on the Internet, which has its own specific features, and the form of its existence is the graphical recording of texts produced by communicants, researchers of Internet communication have a wealth of material for studying the verbal-semantic level linguistic personality in a situation of Internet communication (Гришкова, 2010, с.464-465).

Polyphony that is, a combination of various types of discourse and speech practices, is manifested in the fact that the language of the Internet is more and more approaching colloquial, oral speech, while the characteristic features of colloquial speech become characteristic not only of the unofficial, but also of the official sphere of the Internet space. From the point of view of the phonetic shell of the word, users increasingly prefer the spoken variants.

Comparing computer (internet) discourse, which is a hyperonym in relation to network and Internet discourse, and virtual discourse, on the one hand, we can state that virtual discourse will be understood narrower than computer discourse. Speaking about computer (internet) discourse, we assume, firstly, communication not only between people through the Internet, but also communication between a person and a computer (Сметанина, 2007, с.256).

Secondly, in addition to communication on the Internet, computer discourse also includes communication in local networks, which implies the presence of direct contacts of communicants, which cannot be the case in virtual communication, where the communication partner is largely conjectured, completed by our own consciousness (Почепцов, 2000, с.200).

On the other hand, virtual discourse is interpreted more broadly than computer discourse, since both the Internet and other means of communication that create this reality can be used for communication in virtual reality, for example, a mobile phone with an SMS message system (Гаспаров, 2001, с.220).

Since the virtual world is a new socio-cultural environment, it is characterized by a set of its own values.

The values of virtual discourse are the unlimited accessibility of obtaining information and making contacts (the ability to communicate with a large number of people), the speed of obtaining information and making acquaintances, anonymity, the absence of spatial boundaries, the blurring of distances and the erasure of the role of the time factor, democratic communication (very often manifested in the tacit form of communication on «you» and, as a consequence of this, in the ease of establishing contacts and making acquaintances without taking into account the age, social, racial, gender, etc. characteristics of the communicants), freedom of expression (sometimes bordering on permissiveness) (Карасік, 2004, с.390).

The communicative space of internet linguistic personality consists of the spheres of its genre-speech activity, as well as the subject content and socio-cultural environment, which sets the general background of communication, determines the value orientations and goals of the linguistic personality, influencing the choice of one or another genre (Goroshko, 2010, p.79).

The communicative competence of a virtual linguistic personality is the possession of knowledge, ideas, abilities and skills necessary to maintain communication and exchange of information within the framework of virtual discourse in accordance with its goals and consists of three components - encyclopedic, linguistic and interactive, each of which has a certain specificity in comparison with real discourse (Михалевич, 2011, с.148).

### **1.3 Gender aspect of the blogger's linguistic personality manifestation**

Among the many circumstances of external influence on the language, a significant place belongs to gender.

Blogs - regularly updated Internet pages, combined using a special software template into clusters, with each cluster including a diary post and comments to it, left by the author of the post and other blog visitors. Creation of texts outside the format of a post or comment in a blog is impossible (Савицкая, 2011, с.263; Баламакова, 2014).

Thus, communication in blogs (blogging) seems to be possible to consider as a special type of institutionalized communication on the Internet, quite free in terms of genre, but relatively regulated in terms of the used linguistic and paralinguistic means and strictly regulated in terms of the use of the communicative space. The main task of blogs, in comparison with chats, is not just a discussion, but expressing one's own opinion and its consistent argumentation (Кирилина, 2005, с.277).

The language features of the blog, the nature of the detailing of information and its presentation are also related to its volume. It is different on different sites and depends on the site (compare: twitter is a microblogging consisting of 140 characters; a personal site where there are no restrictions; a site is a media outlet, where the site's resources are determined by the editorial board, which chooses blogs for posting or citing) (Елькина, 2012, с.150).

The basis for the formation of a blog in the system of non-virtual genres was a diary, letter, newspaper article, article, and the Internet genres that influenced the genesis of the blog include chats, Internet pagers, conferences and forums (Тарасов, 1996, с.16).

In everyday communication of users, Internet blogs are usually divided into two main types: personal blogs and thematic blogs. Some scholars divide thematic blogs into two more categories: filter blogs - contain bloggers' comments on media materials and posts of other websites, klogs (knowledge-logs) are mainly informational websites of a certain topic conducted by experts (Елькина, 2012, с.56).

Thus, the blog includes two categories of phenomena:

1) electronic diaries;

2) news with links to information on the Internet (Сметаніна, 2007, с.201).

The main factors that characterize a blog as a genre, include the following: the figure of the author of the text, orientation to a certain type of addressee, updating information, which also does not deny the possibility of returning to previous entries, asynchronous communication, the presence of feedback, comments by readers of the author's entries, the possibility of using multimedia. When applied to chats, these factors are only partially updated (Серова, 2003, с.92).

The most important discursive features inherent in a blog are the unique image of the addressee, since the author of the blog has the ability to moderate those whom he considers to be his addressees, as well as the phenomenon of the diversity of communicants, which can be divided into two groups: «real» bloggers and bloggers hidden under mask (Капачік, 2000, с.141).

As a result of the existence of the possibility of modeling the author's image in the blog, the phenomenon of constructing the recipient is realized, which allows communicants to expand the boundaries of speech, not being limited to any one stereotyped style and approach to discourse (Капачік, 2001, с.149).

A person who has media popularity can convert his fame into a certain professional activity that makes a profit. Blogger and blogging is a kind of «evolution» of journalism, blogging allows a person without special education to act as a journalist (Nardi., 2004, p.225).

At the lexical level, a blogger is distinguished by the presence of a specific idiolect. In the lexical layer of the blogosphere, conceptual fields are distinguished: the field of the environment (communicants define the environment of their communication), the field of the body (bloggers name the elements of the communication environment), the field of action (refers to the sphere of interpersonal (inter-user) relations). In general, the idiolect includes both words that are included in the three main semantic fields, and separate blog – jargon (Климов, 2004, с.203).

One of the main characteristics of virtual communication, both in chat and blog, and in any form of Internet-mediated communication, is anonymity. Often, communication takes place with an unknown, imaginary interlocutor. The mediation

of this type of communication makes it possible to create a new social portrait that does not coincide with reality and is sometimes based on the substitution of communicative roles that affect a certain direction of speech behavior (Савицкая, 2011, с.26).

Thus, gender differences inherent in everyday, not mediated by the World Wide Web of communication disappear. Such a deliberate distortion of gender identity, in which women destroy stereotypes of hyper-correct speech behavior, and men move away from the competitive style in communication (Alimuradov, Karatyshova, 2010), allows you to make communication more relaxed, give it a more frank character.

We proceed from the premise that gender is an important aspect of a virtual personality.

Gender is not a consequence of individual biology or a predisposition to be one or another type of person. This is not an individual quality at all, but an order established by society, a systemically organized complex of stereotypes, of which every person is a part (Елькина, 2012, с.66).

Gender reflects both the process and the result of “embedding” an individual into a socially and culturally determined model of masculinity or femininity, adopted in a given society at a certain historical stage (Серова, 2003, с.100).

This category describes the system of interpersonal interaction through which the idea of male and female as basic categories of social order is created, asserted, confirmed and reproduced. Gender relations in the language are recorded in the form of linguistic stereotypes, which leave an imprint on the behavior of the individual and on the processes of his linguistic socialization (Кирилина, 1999, с.9).

According to Kirilina, gender stereotypes fixed by language impose on its speakers a certain picture of the world, in which society ascribes specific norms of speech behavior to men and women (Кирилина, 2005, с.111).

However, according to Alimuradov, it would be wrong to generalize the role of the communicant's gender when choosing one or another speech tactics, since differences in the communicative behavior of communicants are not always a direct consequence of their gender. The erasure of the speaker's gender characteristics may be due, for example, to his social-role status (Alimuradov, 2010, p.36).

Thus, gender is neither a set of personality psychological traits, nor a role, but a special kind of social product, which is constructed through interaction (Сидорская, 2002, с.16).

Gender studies, according to Belik, touch upon two aspects: a) differences in the use of linguistic means when describing persons of the male and female sexes (that is, the linguocultural aspect) and b) differences in the use of linguistic means in modern speech of men and women (Кирилина , 2005, с.271).

Gender has at least two main structural components: personal and social. The social component of gender regulates the number and properties of gender statuses. It functions independently of a specific individual in the form of normative, hierarchical, stereotyped and role systems and applies to the entire society as a whole (Савицкая, 2011, с.33).

Today, the main problems should be highlighted to develop a methodology for the linguistic study of gender and the creation of a clear and unambiguous toolkit for gender studies.

The personal component of gender is a set of conceptual representations in the mind of a person, formed as a result of understanding social norms and developing one's own position in relation to them. The interaction of gender with language is built according to the structural division of the former. Thus, two channels of interaction are obvious: «social component – language» and «personal component – speech» (Гаспаров, 2002, с.220).

Taking into account the social and linguistic significance of gender, its speech markers can be recognized as “a set of linguistic units serving a limited speech sphere” (Bem, 1987, p.98). In this case, it becomes legitimate to talk about gender sublanguages: the sublanguage of the female gender and the sublanguage of the male gender. Each of them has absolutely specific features, which are their differentiating features, relatively specific - situationally conditioned - and nonspecific (Серова, 2003, с.98).

Among the differential features of female and male speech within the framework of linguistics, the following three levels are distinguished: general characteristics of speech; lexical and grammatical level and syntactic level. At the

level of the general characteristics of speech, the following comparison parameters are distinguished: literacy / illiteracy of speech, unambiguity / ambiguity of speech behavior, a tendency to conflict / harmonious communication (Елькина, 2012, с.160).

Linguists distinguish the following comparison parameters: the extensiveness / brevity of sentences, the frequency of use of inversions, the predominance of simple / complex sentences, the use of modal structures expressing various degrees of presumption, uncertainty, variety / uniformity of techniques in the transmission of an emotional state, etc (Михалевич, 2011, с.145).

Gritsenko, analyzing the work of domestic and foreign researchers, identifies the following the characteristics of female speech:

1) lexical level: the tendency to use more polite forms of speech; the use of adjectives with a connotative assessment, words with diminutive-affectionate suffixes, epithets and comparisons, the frequency of use of interjections, etc.;

2) grammatical level: active use of modal verbs, double modality, passive voice, active use of direct speech, rhetorical questions, introductory words, elliptical and inverted sentences, etc.;

3) phonetic level: a) at the segment level: clearer articulation; more prestigious pronunciation options; predominant use of full phonetic forms as opposed to their reduced forms, etc. (Гриценко, 2005, с.23).

When studying the language of Internet users from the point of view of genderology, the following parameters were used: general indicators (such as literacy / illiteracy of speech, politeness, adherence to the rules of etiquette, communication activity), lexicogrammatical indicators (wealth / poverty of vocabulary, quantitative analysis of the presence of various parts of speech), the activity of using non-verbal means of communication, etc. (Куницина, 2011, с.11-13).

At the same time, not a single type of Internet activity has been studied in terms of all the parameters offered by the scientific literature for the analysis of gender differences in non-electronic language (Климов, 2004, п.117).

Analyzing the communicative behavior of individuals, linguists express different opinions regarding the degree and nature of the manifestation of gender factors in the language. So, Kirilina argues that gender stereotypes fixed by language

impose on its speakers a certain picture of the world, in which society ascribes specific norms of speech behavior to men and women (Кирилина, 2005, с.98).

In general, referring to the research of the School of Gender Linguistics, one should mention the interpretation by representatives of this school of gender as a «floating» parameter, a factor that manifests itself with unequal intensity up to complete disappearance in a number of communicative situations» (Михалевич, 2011, с.150).

Sidorskaya speaks about the existence of female and male strategies of speech behavior. The female strategy presupposes a conversation based on mutual understanding (thereby emphasizing the role of feedback, which is one of the organizing principles of communication), and the male strategy presupposes communication based on competition strategies (Сидорская, 2004, с.68).

Men and women play the different roles that are assigned to them. In most societies, men are engaged in military and political activities, while women are employed in child-rearing industries. Men and women should look the way they are told according to their gender identity. In most modern communities (and the English linguistic culture in this case is no exception) men are required to be confident and athletic, and women - weak, shy and modest (Сидорская, 2004, с.71)

Recognizing the determinant specific situational sociocultural influence on the manifestation of the corresponding gender characteristics and on the construction, thus, of gender identity, one should speak not about male and female languages, male and female speech behavior, but about masculine and feminine communication styles (Климов, 2004).

The differences between these parameters were most fully summarized by the sociolinguist J. Holmes as follows:

- different models of language use are formed in men and women;
- women pay more attention to affective (interpersonal) functions of communication than men;
- women more often than men use linguistic forms that emphasize solidarity;



- women build communication in such a way as to maintain and strengthen relationships of solidarity; men in communication (especially in official contexts) strive to maintain and strengthen power and status;

- in the same social situation, women use more standard forms than men from the same social group (Holmes, 1993)

Summarizing numerous studies of gender marking of speech behavior of communicants at different levels of the language system, Kunitsyna identifies a number of traditional views on this issue:

- male speech is characterized by a more frequent use of terminological and professional vocabulary, invectives, jargon, slang;

- in female speech, there is a tendency to use suffixes with the meaning of affection, diminutiveness, evaluative adjectives, superlative adjectives, adverbs and conjunctions, verbs expressing the emotional and psychological states of a person;

- at the stylistic level of female speech, the use of introductory words and expressions, dividing questions, emphases, requests, apologies, the absence of a verb in the proper imperative mood, a subordinate connection in sentences is inherent (Куницина, 2011, с.11-13).

The peculiarities of male written speech include: frequent use of introductory words, especially those that have the meaning of statements: «obvious», «undoubtedly», «of course»; the use of a large number of abstract nouns; combinations of officially and emotionally marked vocabulary when addressing family and friends; use of newspaper and journalistic clichés. To the characteristics of women's written speech T.V. Gomon attributes: a tendency to use «prestigious», stylistically elevated forms, clichés, book vocabulary; great imagery of speech when describing feelings, a variety of invectives and their accentuation with the help of amplifying particles, adverbs and adjectives; high-frequency is also the presence of structures «adverb + adverb», simple and complex sentences, syntactic turns with double negation; frequent use of punctuation marks, high emotional coloring of speech in general (Gomon, 1990, p.40). The manifestation of greater politeness and emotionality in women in the process of communication is also noted by. (Серов, 2003, с.99)

Stepanova, in turn, distinguishes between the emotionality of women and men, emphasizing that the emotionality of women is manifested in the use of exclamation sentences, repeated nominations and emotional-evaluative adjectives in speech, and the emotionality of men is in the use of interjections and invectives (Степанова)

The solidarity and non-conflict of the feminine style of communication is reflected in the use of indirect communication tactics, tag-questions and other means of expressing illocutionary uncertainty (Тарасов, 1996, с.20).

The nature of the manifestation of the above gender features of speech behavior and the degree of their influence on the possibility of interpreting gender identity will be further analyzed in the work using examples of communication in the communicative environment of the Internet. Due to its globality, interactivity, ease of use, as well as the lack of free time, thus making it difficult to communicate directly, the use of the Internet as a means of communication is increasing every year. As a result, there is a constantly growing mass audience of the Internet, differing in racial, national, religious, age, social and any other characteristics. It is here - in this multinational, global environment - that the diversity of gender manifestations can be fully manifested, as well as the connection of the gender parameter with other social and psychophysical components of the personality of an Internet user (Goroshko, 2010, p.77).

The Internet today is a sphere of communication, equally used by both men and women. At the same time, the features of this communicative environment leave a significant imprint on the nature of communication and the language through which this communication becomes possible (Herring, Paolillo, 2006, p.115).

In general, in recent years, the blogger as a type of information and media personality has been dynamically developing. Any person can become a blogger, including politicians, journalists, public figures, ordinary Internet users. The textual activity of this type of information and media is characterized by freedom in the choice of subjects and means of expression, certain genre features (commentary, essay, sketches).

## Conclusions to Chapter One

1. The basic concepts that form the linguistic picture of the world of Internet communication are «computer», «Internet» and «user».

2. The structure of linguistic personality is a reflection of the originality of the discursive thinking of a personality, its features, considering the features of a particular type of discourse.

3. The world of Internet communication of a linguistic personality is a single system of views, a kind of collective «philosophy» and we can say that there is a certain linguistic picture of the Internet world, which is part of the linguistic picture of the world

4. The media actually control our entire culture, passing it through their filters, separate individual elements from the total mass of cultural phenomena

5. The virtual linguistic personality becomes a specific type of addressee and addressee, not reducible either to a real type of personality or to a fictional one, since the line between a person acting on his own person and a person creating a non-existent image in a virtual discourse is indefinable

## **CHAPTER TWO**

### **GENDER IDENTIFICATION OF THE BLOGGER'S LINGUISTIC PERSONALITY IN MODERN ENGLISH INTERNET BLOGS**

The relevance of the study of virtual discourse is due to the growing interest of linguists in the Internet as a dynamically developing communicative environment. Virtual discourse is characterized by the presence of a special space created with the help of various technical means and providing an opportunity for interactive communication between the interlocutors. Formal and structural features of virtual discourse that characterize the way of organizing text in terms of communication in virtual reality are virtuality, distance, mediation by an electronic signal as a communication channel (Караулов, 2010).

#### **2.1 Lexico-semantic markers of gender in English Internet Blogs**

The rapid development and constant improvement of web technologies are a determining criterion for the quantity and quality of the variety of Internet sites presented in the World Wide Web. The study of a special genre of personal Internet discourse deserves close attention - a personal site as a special communication channel with an individually set communicatively pragmatic attitude towards the presentation of a public personality presented on the Web (Рябова, 2018, с.39-53).

The choice of lexical means in all three regions is determined by the topic of the blog or video blog. Bloggers are characterized by:

- 1) property of several styles of speech and their active use, the transition from one style to another due to the goals of the blog author;
- 2) a combination of literary language and colloquial speech, which indicates the informal nature of blogging;
- 3) the use of computer jargon related to the Internet environment and the blogosphere;
- 4) the use of youth slang, obviously, because the overwhelming majority are bloggers and video bloggers under the age of 35;

5) transition to a foreign language: this phenomenon is mainly common among young people (Рябова, 2018, с.43).

The language of blogs contains, to a large extent, elements of journalistic style, such as phraseological units, emotionally colored words, and socio-political vocabulary. At the same time, blogs are distinguished by the use of a large amount of colloquialism, which is typical for the blogs of the three regions and was found in 90% of the texts of the analyzed blogs and video blogs.

Communicative personality, a definite participant of the live communication act. The above mentioned affords ground for elaboration of component structure of LP that reveals itself in communication as a set of the following constituents (Маслова, 2001, с.66):

- axiological component (mindset, level of education), that is a system of values or norms. The language offers a spontaneous and considerate judgment of the world, forms the world image and creates the hierarchy of nonmaterial landmarks that underlie national character and drive national communication;

- personal component, embracing individual, intrinsic traits, which form the individuum;

- cultural component, the degree of culture exploration and internalization. When we obtain the standards of elocution engaged in lingual and extralingual behavior, we improve survival skills and acquire effective tools of impact on the communicants

Let us turn to an example of analyzing the strategy of self-presentation based on the material of the discourse of American bloggers. The study was carried out on the material of posts published on the social network Instagram in 2020 and concerning the spread of coronavirus infection. Instagram is a platform for sharing photos and videos with elements of a social network. A post is an «information block» posted by a user on a social network, blog or forum.

In the studied material, the quantity and quality of colloquial vocabulary differs between blogs and video blogs of the same region, the difference also exists between regions. It should be noted that the presence of a greater number of similar lexical

units in text blogs indicates their greater affinity for written colloquial speech (Herring, 2000, p.110; 2003, p.162).

A blogger means a person who has created his profile on the Instagram network and shows some activity in it in the form of publishing information about events in his real life.

The posts of the following bloggers were analyzed: Liz, Stephanie Lewis, Devon Pawley, Teresa and Kraig Heil.

A comprehensive study of virtual discourse in the format of English-language blogs was carried out within the framework of critical discourse analysis using the three-dimensional model. (Blood, 2002, p.73) A discourse analysis of the posts was carried out with the identification of a self-presentation strategy. In the course of the analysis, it was necessary to solve two main tasks: to identify the discursive strategy of self-presentation in an Internet blog and to determine how it affects the formation of the image of the author of the blog, his image and psychological portrait (Pan, 2011, p.1015).

In the process of solving the set tasks, the following methods were used: N. Fairclough's critical discourse analysis, the method of collecting and generalizing information, the method of continuous sampling, descriptive and discursive methods.

Fragments of posts of modern bloggers on Instagram served as the material for the study. The total volume of the material studied was over 500 Instagram posts.

Traditionally, research within the framework of N. Fairclough's three-dimensional model includes the following stages:

- discourse as a text (vocabulary, grammar, stylistic devices, etc.);
- discourse as a discursive practice (intertextuality);
- discourse as a social practice (the role of discursive practice in maintaining social order and social change) (Рябова, 2018, с.39-53).

Gender differences were analyzed according to the following parameters: degree of Internet activity, age, education, interests of users of different sex, interest in working on the Internet, reasons for using the Internet, tolerance / intolerance towards other users, perception of Internet technologies and various types of Internet

communication, attitude towards the use of the Internet by a child, differences in the perception of the image of a user of the opposite sex, etc.

With the help of an increased register, the blogger draws the attention of subscribers to important details of his message, which, thus, becomes more emotional and more visible visually.

Now let's turn to the posts of Teresa Manookin Jones (@sweetcreekmoon), whose blog has 760,000 subscribers. The blogger publishes posts on various topics, including the topic of coronavirus. In the following example, parceling is used, with the help of which the intonation of Teresa is highlighted, and the picture of what is happening is described in as much detail as possible:

*Empty luggage. Empty calendars. Empty cars sitting in driveways. Empty schools. Empty graduation and wedding venues. Empty businesses. Empty churches. Empty roads. Empty a lot of things* (1. @sweetcreekmoon).

This fragment contains syntactic parallelism, as well as multiple lexical repetition of the adjective empty. The used figures of speech enhance the semantic and emotional impact of the discourse of fasting. The picture that the blogger outlines in this post makes a depressing impression. (Nowson, 2006, p.115).

The tactic also demonstrates the author's powerlessness in the face of the current world situation, helping to generate sympathy from the subscribers. The fragment under consideration uses the colloquial expressions of the *world turned upside down* and *screech to a halt*, giving the whole passage an emotionally expressive coloring.

Blogger Kraig Heil from California (@travelnursekraig) is a nurse and has a personal blog in which he shares stories from his own life and talks about his work. In several posts, the blogger touches on the topic of coronavirus. Let's take an example:

«Last year this time I'd paid off all my student loans (169k). This year I'm helping fight a pandemic none of us have seen in our lifetime» (Galsworthy 2005, p.93).

Kraig Heil explicitly uses the “self-promotion” tactic implemented through the story of his own charitable activities, including those related to the coronavirus

pandemic. This is how Kraig Heil creates an image of himself as a socially responsible person, as a person who willingly and constantly helps others.

In the following fragment, two tactics are embodied – «self-promotion» and «explanation by example»:

«It's my birthday and honestly I wouldn't rather be anywhere else but serving and doing the best job I can for the greater good of the people of the country I live in, in the US of A»

Tactics are introduced to demonstrate the achievements of Kraig Heil, his competence, his willingness to serve the American society in such a difficult time, as well as to emphasize the merits of the blogger. This is how Kraig Heil creates an image of himself as a patriot and a person worthy of emulation.

When conducting a discourse analysis, it is necessary to refer to psychological, sociocultural and other factors that affect the form and content of posts, their content-semantic and compositional organization. The content of the posts is due to extralinguistic and textual factors. The texts are based on social reality, social fact. In their posts, bloggers address the topic of personal protective equipment in quarantine and encourage subscribers to approach the issue of their use with all responsibility.

Summing up, we note that self-presentation is one of the leading strategies in virtual discourse. Self-presentation is necessary to create a positive impression of bloggers who raise various pressing issues in Instagram posts, including the spread of coronavirus infection. The discourse strategy of self-presentation in an Internet blog can be implemented through the use of various tactics. The most common of them, according to the results of the study, include the following tactics: ingratiating themselves, self-promotion, explanation by example, and supplication.

Among bloggers, not only creativity in visual and sound design is appreciated, but also the ability to create words. The emerging innovations in semantics and word formation can be both occasional and permanent, i.e. they can be fixed in the tongue. These neologisms have a bright emotional connotation and often refer to colloquial vocabulary.

The virtual linguistic person is constantly experimenting, playing with his identity, while maintaining freedom of choice and openness to new experience. The



main means of its self-presentation are nickname, avatar, origin, home page or blog, and communicative behavior.

## **2.2 Stylistic markers of gender in English Internet Blogs**

The choice of language, including phonetic means, helps to adequately perceive the sounding speech and ensures the success of communication. So, the authors of video blogs and deliberately and unconsciously can use such means as intonation, facial expressions and gestures. In the video blogs of all the regions under consideration, specific prosodic and paralinguistic phenomena characteristic of spontaneous speech are observed: pauses, false starts, laughter, word stretching, word breaks, interruptions, pickups, and others.

It should be noted that video bloggers with prepared speech try to speak measuredly when presenting information and modulate the voice in case of emotional outbursts or if the nature of the video plot suggests playing with a voice

The syntactic features of the popular English-language news blog are: the predominance of short sentences, direct speech and small paragraphs. A distinctive feature is also the abundance of ellipses, especially in headings. This technique is used to encourage readers to go to the post page and read the entire post, arouse their interest (Нестеров, 2002, с.224).

The study of language and gender in Internet discourse seems relevant in connection with the role that Internet communication plays at the present stage. Messages posted on the Internet reflect social transformations, changes in cultural values and landmarks. In this regard, they represent an empirical base, the analysis of which allows us to identify gender characteristics characteristic of society in a certain historical period. Political blogging refers to such discourse domains that are addressed to both male and female audiences interests (Herring, 2005-2008, p.88).

Blogs are publicly available websites, usually with a single author (although there are also collective blogs) and organized in reverse chronological order. In fact, a blog is a personal diary of the author, in which he expresses his thoughts and feelings. Blogs are one of the most relevant types of social media today. The dialogic nature of

blogs is predetermined by the fact that they are written in order to get a response from readers, to cause a dialogue.

The sublanguage used in blogs is a synthesis of speech and writing. Most of all it is similar to the style of newspaper writing, but the sublanguage of blogs is more personal and informal. From oral speech, the language of blogs borrowed incomplete and interrupted constructions, the use of slang and colloquial vocabulary, the use of «inaccurate» circumstances, such as in time, soon, later, in a minute, etc. However, the informality of blogs and the features of spoken language vary in blogs depending on the genre and the education of the author (Herring, 2000, p.112, 2003, p.166).

The study analyzed five men's and five women's blogs with a common political theme. The material was selected using the method of continuous sampling from political blog posts for the period 2017–2018. The total volume of the empirical base was 60 fragments. 30 posts from five men's blogs and 30 posts from five women's blogs were analyzed. All blogs have a common political theme, but the authors have different political views.

At the level of vocabulary, one can trace the obvious differences between male and female speech. More evaluative adjectives are used in feminine text (*excellent, beneficial, efficient, competent, agreeable*) (in the texts of women: 35, in the texts of men: 17. Adjectives are also more frequent in the excellent degree: «*International agreement to tackle climate change, where those responsible make **the deepest** cuts first and developing countries are supported to grow in a local carbon way*» (*Sluggertool.com*) (Mole, 2005, p.380).

This is an example from Ariana Grande's Instagram account «... knowing you has been one of the greatest gifts...» (@arianagrande)

In women's blogs, one can note the more frequent use of modal verbs in the past tense in speech. In men's blogs, the verb *can*, which expresses a real possibility, prevails, and in women's blogs, verbs that indicate the likelihood of performing an action (*could, may*) prevail. In the female text, interjections, intensifiers are more often used, which indicates increased emotionality “*Aaagghhh... Twitter not working and it's #askthechancellors time!*” (*Talkcarswell.com*) (in female texts: 15, in male texts: 6).

Let's take an example from Ariana Grande's Instagram account. «... and *I'm* beyond excited to finally tell you...» (@arianagrande); Lena Dunham's Instagram «... that's when I learned to walk...» (@lenadunham)

More abstract nouns are found in the male text, such as *fortune, admiration, beauty, courage*, etc. (in women texts: 15, in men: 29) (Nowson, 2006, p.117).

Also more common formal business style words denoting specific items. There is practically no slang in either the feminine or masculine language. Apparently, this is due to the seriousness of the political discourse.

A more frequent presence of diffuse words and expressions is found in the female text, especially the frequency of the typical diffuse construction "*I think*". In the masculine text, this phrase is used less (in the feminine texts: 37, in the masculine: 10).

Laura's (@bsquared.social) Instagram account: «I think we have all done this...»

It was also confirmed that women use more personal pronouns *I* and *You* (in women's texts they are found 93 (I), 68 (You) times, in men's 46 (I), 15(You), respectively), which may indicate a greater concentration of women bloggers on their own personality and on the personality of the interlocutor.

The number of pronouns *we* and *they* are about the same. In both masculine and feminine texts, the number of pronouns *he* (masculine: 45, feminine: 41) prevails over the number of pronouns *she* (masculine: 14, feminine 15).

Let's take a post in Lady Gaga's instagram account.

Female - «*I* like to always start ... Then *I* carve my lid... *I* do this ... with a thin brush *I* take» (@ladygaga)

One more example from Cynthia Germanotta's (@momgerm) Instagram account: female - «...*I* can't wait to share my list with *you* all...»

Example from Hana's Instagram account (@hanatruly) «...sending *you* all warm hung...tell those that *you* love...they mean to *you* every change *you* get! »

Cameron Russell instagram account (@cameronrussel) female «...*She* would provide...*She* has our backs...»

Frederic Aspiras Instagram account (@fredericaspiras) male - «...*I've* known you, *we* have shared... »

This may be due to the fact that the topics of the studied blogs are political, and the majority of politicians are men. Therefore, when discussing political events, the pronoun *he* is used more. Men are characterized by a higher degree of referential attribution. They provide factual information more often than women. However, acronyms are used in much the same way. Women bloggers used the word «*woman*» much more often in their texts (occurs 15 times).

In the analyzed texts of men, this word was never used. It can be assumed that female political bloggers are more interested in female politicians than male bloggers.

The words *man*, *person* and *human* are used by both men and women with approximately the same frequency. (Baalen, 2001, p.141).

Mail - Erik Michael Estrada (@iamerikestrada) «*I am Iron Man...*»

Female – Emily Dimant (@makeupbyemilydimant) «...my whole *men's* grooming portfolio...»

Gender neutral language is almost never found in the blogs under study. These political bloggers in their online diaries appeal to the general population. If they used gender-neutral language, it would not generate understanding and approval among the majority of their readers. The use of the *spokesperson* token in the women's blog instead of the traditional *spokesman* can be attributed to the manifestations of a gender-neutral language (Остапенко, 2004, с.35).

However, words that include the root *man* are much more common in both men's and women's blogs.

The pronoun *they* is used in a traditional function to replace plural nouns. In male texts, the future tense is more often used, and in female texts, the past.

Male – LeRoy Bennett post in Instagram account (@leleroybennett) «...It's either the real deal or *I'll pass*».

Female – Inanna (@inanna) post in Instagram account: «... God *made* us more resilient than men...»

Men are more likely to show negative emotions.

The number of negative sentences in the masculine text is large (35 in masculine texts, 21 in feminine texts), which indicates a greater tendency to categorical judgments: in the feminine text there are much more exclamation sentences expressing emotions (feminine text 19, masculine 3).

Male – Luke McCabe (@ipjmccabe) post in Instagram account «...but due to shifting schedules he *wasn't* around for the event...»

Female – Adut Akech Bior (@adutakech) post in Instagram account: «...It was an honor to walk for you!»

The number of interrogative sentences is higher in women's blogs (women's text 29, men's text 18).

Female – Amanda de Cadenet (@amandadecadenet) post in Instagram account: «...What does Indigenous Peoples Day mean to you? »

Elliptical and inverted constructions are more common in feminine text. In masculine texts, there is a transposition of verb forms. Their function is to express emphasis. Female authors use ellipses to create emphatic pauses.

It should be recognized that in the discourse of political blogging, the difference between female and male language is smoothed out. The more informal the communication, the greater the difference. Despite this, the language of a women's blog is more imaginative, a variety of means that serve to express emotions and are aimed at obtaining an emotional reaction from readers. The style of communication with readers in women's blogs is more informal. In men's blogs, one can trace the presence of clearer formulations, an abundance of factual information interests (Herring, 2005, p. 89-93).

### **2.3 Gender masks of the blogger in English Internet Blogs**

Gender linguistics deals with the expression of gender in language, studies the issues of representation of men and women in the act of communication, determines the linguistic mechanisms of the functioning of gender relations and contributes to understanding the essence of the phenomena that occur in language and society.

Sexual differentiation is one of the universal phenomena that, in one way or another, are considered and studied by all the sciences of man. It permeates all spheres

of human knowledge and culture. If until recently it was believed that gender differentiation is not directly related to language, and in linguistics it was not paid much attention, then the works that have appeared recently have created a rich basis for constructing a theoretical model of male and female behavior, although many issues are still controversial and require additional research (Goodwin, 1980, p.153-163).

According to a study by HypeAuditor, the number of women and men bloggers on Instagram is almost the same: 50.5% are women, and 49.5% are men, respectively. As for youtube, the situation is quite the opposite: most bloggers are men. This can be explained by the fact that women use instagram more often, and men - youtube (Greenhow, 2009, p.1130-1161).

**2.3.1 Feminine gender masks of blogger.** The first scientists who conducted gender studies on the material of European languages were F. Mautner (Mautner, 1913, p. 126) and O. Jespersen (Jespersen, 1922, p. 156)

Fritz Mautner, in his book «Towards a Critique of Language», attempted to highlight gender-specific differences in the speech of native speakers. In his opinion, men more often used the vocabulary of their native language, while women used borrowings. He explained this by the higher level of education of men in comparison with women. The female gender more often used foreign words, since it had certain difficulties with the selection of words with synonymous meaning in their native language (Mautner, 1982, p.65).

In addition, the scientist noticed that women show the ability to «creative» the use of linguistic units, but the lot of women is to assimilate what is created by the stronger sex. This is due to the role of theater in people's lives. So, in the theaters of Ancient Greece and Ancient Rome, absolutely all roles were performed by men, and accordingly their speech was considered to be the standard (Mautner, 1982, p.65).

The feminine language has been extensively studied since gender studies attracted the attention of researchers. In the mid-1970s, during a period of growing interest in gender studies, it became apparent that men and women use language differently.

Robin Lakoff's 1975 publication, *The Language and Place of Women*, is considered the first work in this area, examining the relationship between language and gender, and opened a new field of study in linguistics. Since then, many scholars have chosen gender and gender relations in linguistics as the subject of research (Lakoff, 1975, p.51-54)

Lakoff believes that the use of language reflects our relationship to reality, that is, reference. Robin Lakoff discusses the impact of language on gender inequality and raises the question that women have nothing to do with the serious problems of life, compared to the role and voice of men (Lakoff, 1975, p.53-54)

The author talks about two areas in which inequality manifests itself. The first area is the language used to talk about women, the second is the language used by women themselves. She assumes that there are some lexical and syntactic characteristics that help distinguish between female and male language (Lakoff, 1975, p.)

Women often use adverbs *such, terrible, awful, nice, maybe, possibly, probably* <...>, a large number of interjections: *wow, gee, geez, how, so, oh, ouch, whew* <...> diminutive and evaluative suffixes, lexemes that convey feelings and emotions.

Female - Temiloluwa Otedola's (@temiotedola) post in Instagram account: «...in @tods bravo on *such* a beautiful show».

Female – Lady Gaga (@ladygaga) post in Instagram account: «...*So*...I use products I develop...».

Female – Courtney Carver's (@bemorewithless) Instagram account: «*Maybe* for today, or the even just...»

Female - Teresa's (@sweetcreekmoon) post in Instagram account: «...But *ohhhhhh*, October».

In 1990, Lakoff's student Deborah Tannen published *You Just Don't Understand: Women and Men in Conversation*. In his work, the author examines gender differences in the way of conducting dialogue and speaking, as well as what men and women look for from communication. The author claims that men strive for independence, women - for intimacy and intimacy. According to Tannen, women are more likely than men to conduct so-called «rapport conversations» - a communication

style aimed at determining social belonging and establishing an emotional connection with a partner (Lakoff,1975, p.55-56).

Women's written speech (Conklin, 1974, p.155).

1) the presence of a multitude of introductory words, definitions, circumstances, pronoun subjects and additions, as well as modal constructions expressing varying degrees of uncertainty, presumptiveness, uncertainty (maybe, apparently);

2) a tendency to use «prestigious», stylistically elevated forms, cliches, book vocabulary (felt a sense of disgust and disgust; sharp conversation; silhouettes of adolescents);

3) the use of connotatively neutral words and expressions, euphemisms (swearing instead of swearing; drunk instead of drunk);

4) the use of evaluative statements (words and phrases) with deictic lexemes instead of calling a person by name (this bastard; these scum);

5) great imagery of speech when describing feelings, a variety of invectives and their accentuation with the help of amplifying particles, adverbs and adjectives (Pan, 2011, p.1015-1018).

All these features and some new ones will be analysed in detail in the following section so as to compare them to those found in female language in the blogs of this study. Overall, the following table offers a summary of the findings from previous research on the features of female and male language:



	MALE	FEMALE
LEXICO-GRAMMATICAL FEATURES	<ul style="list-style-type: none"> <li>- Rude words</li> <li>- Colloquial expressions</li> <li>- Second-person singular pronouns</li> </ul>	<ul style="list-style-type: none"> <li>- Hedges</li> <li>- Empty adjectives</li> <li>- Super-polite forms</li> <li>- Tag questions</li> <li>- Indirect requests</li> <li>- Hyper-correct (prestige) grammar</li> <li>- Minimal responses</li> <li>- Questions</li> </ul>
PRAGMATIC FEATURES	<ul style="list-style-type: none"> <li>- Aggravated or explicit directives</li> <li>- Hedging devices</li> <li>- Expressions to preserve independence and maintain status</li> </ul>	<ul style="list-style-type: none"> <li>- Expressions of solidarity</li> <li>- Directives and informatives</li> <li>- Signs of agreement</li> </ul>

**Figure 1. Most common features of female and male language**

When analyzing the intonation of male and female voices, attention is usually paid to such phenomena as the speech competence of women, avant-garde or conservatism, emotionality, social status and social speech. The question of speech (intonation) competence was identified by comparing male and female readings of the text in a group of the same social status. Educated women have the same intonational reading skills as men.

Many linguists, including Pan Q. emphasizes that one of the characteristic features of female speech is the use of evaluative adjectives. If a man uses evaluative adjectives, then rather those of them that determine quantitative and parametric relations. A woman would rather say awful or pretty instead of very or so. (Pan, 2011, p.1015).

In the 21st century, women began to play a more active role in society, reached almost the same status as men, which could not but be reflected in the language. Pan Q. talk about the style of commanding women in high positions, noting that they try to seek consensus, maintain connections and minimize differences in status. Women overcome traditional ideas about women's speech as a reflection of their passivity and submission (Pan, 2011, p.1015).

If you look at the use of Internet resources in a gender perspective, then here some peculiarities are also observed. Modern life is rapidly changing stereotypes that

women are far from information technology. In the 21st century, the number of women Internet users is constantly growing, and globally (Alizar, 2004, p.246).

For example, in the United States, the country with the highest level of Internet development, there have been more women on the Internet since 1999 than men

In Ukraine, this gender gap is also narrowing. Thus, according to data for the fall of 2007, 22% of women and 28% of men from the total population of the country are users of the Global Web.

At the same time, in the age group under 18, as well as among those whose work experience on the Internet is no more than a year, in Ukraine there are almost equal shares of men and women, And there are already more women bloggers than men (Blogosphere of the Internet, 2006).

The development trends of the Network are such that its growth is carried out due to the inclusion of less educated segments of the population and an increase in the proportion of women (Alizar, 2004, p.250).

Research also shows that female Internet users differ from men in socio-demographic and psychological characteristics (Tannen, 1994 p. 246; Wallace, 1999, p. 179; Weiser, 2000, p. 130). These features relate to the age composition and professional affiliation, the nature of the information used, the general structure of interests (Herring, 2005-2008, p.89)

It is shown that women are more interested in information about education and culture. They are less interested in information of a technical and scientific nature than men: work necessity, access to an important source of knowledge, interesting communication, filling the lack of spiritual and cultural contacts - these are the main motives for using the Network by women (Arestova, Voiskunsky, 2004, p.114; Goroshko, 2005, p.56).

The results of the polls in general show that among women, a shift of interests towards humanitarian knowledge and communication prevails, a more significant place is occupied by the motives of creative self-realization, recreation and communicative motives. Men, on the other hand, are dominated by a clearly pragmatic attitude in the use of Internet technologies (Nowson, 2006, p.110).

We will refer to the female mechanisms of self-presentation in blogs:

- the mechanism of softening the categoricalness of the statement, «indirect command»: markers - adverbs ending in *-ly*; modal words (*clearly, obviously, apparently, certainly, surely, well, only, simply*); expressions; constructions; passive verbs; dividing questions, interrogative constructions to express a motivation for action with the absence of a proper verb in the imperative mood;

Female - Lady Gaga (@ladygaga) post in Instagram account: «...We *sincerely* hope the album is putting a smile...»

Female - Jam Rostron (@planningtorock) post in Instagram account: «...*Massively* excited for this Thursday's show...»

Female – Donatella Versace (@donatella\_versace) post in Instagram account: «...It was *deeply* painful to...»

- a mechanism for reducing the distance with the interlocutor, establishing a friendly contact: markers - elliptical structures; polite words, apologies, requests; gerund;

- the mechanism for creating a colorful statement: markers - evaluative adjectives; metaphors, phraseological units; means of semantic hyperbolization of speech; partially desemantized intensifiers, contributing to the hyperbolization of the statement;

- conflict avoidance mechanism - ignoring the interlocutor (Litosseliti, 2006, p.289).

Women's speech includes a large concentration of emotionally evaluative vocabulary, and masculine evaluative vocabulary is more often stylistically neutral. Often, women tend to intensify, first of all, a positive assessment. Men use negative assessments more pronouncedly, including stylistically reduced, abusive vocabulary and invectives; they use slang words and expressions much more often, as well as non-literary and profanity (Baalen, 2001, p.140).

Women also have more important motives for creative self-realization, rest and communication, i.e. motives that are often not directly related to the business and professional sphere of using the Web.

It can be assumed that the work of women is more likely to be of the nature of compensatory practice: for example, women in “playing solitaire on the Web” and

participating in online games are now clearly “ahead” of the strong half of humanity (apparently, in this way the lack of creative, highly cultural communication that is felt them in everyday life).

However, e-mail service (the most popular communication service on the Web) in most countries is used by men and women equally often (Goroshko, 2000, p.263).

Research results show that, as in the analysis of motivation, Internet use also has more significant consequences for women than for men. Women note that the Internet contributes to both their personal development and the expansion of their communicative experience, i.e. for women, the developmental “component” of work in the Network is more important. This development is complex and concerns the communicative, intellectual and personal spheres of their life.

Less relevant for women compared to men is the aspect associated with the pragmatic, business (information, career) sphere of interaction. Women also appreciate the influence of the Internet on the way people communicate.

Thus, women more often than men find using the Internet: good companions (44% of men and 31% of women); acquaintances in different countries (47% and 38%); people with whom it is pleasant to meet (32% and 21%); useful acquaintances (51% and 41%) (Nowson, 2006, p.117).

In terms of the number of use of nicknames-anthroponyms, women are in the lead. Female nicknames-anthroponyms, as a rule, contain only a first name, or a combination of first and last names (much less often). Male nicknames-anthroponyms are usually only a surname, or a first and last name (much less often).

@rinasonline – is the musician Rina Sawayama (female)

@arianagrande – is a singer Ariana Grande (female)

@lenadunham – is a actress Lena Dunham (female)

@iammarkronson – is a dj Mark Ronson (male)

@tomeerebout – is a stylist Tom Eerebout (male)

@richieakiva – is a businessman Richie Akiva (male)

Typical for «female» speech is the use of the following linguistic means.

1. Rhymed adjectives (Lakoff, 1975, p.101; Goroshko, 1999, p.180):

It should be noted that rhymed adjectives were found by us in the speech of women in chat rooms. No rhymed adjectives were found in the blogs in our sample. However, since the number of such adjectives in chat rooms was very small, in relation to our work, this factor will not be considered as a gender marker.

Teresa's (@sweetcreekmoon) post in Instagram account: «...Bibbidi-bobbidi-boo»

2. Adverbs ending in -ly (Furfey, 1944, p.40; Fitzpatrick, Mulac, 1995, p.143):

Lady Gaga's (@ladygaga) Instagram account: «...We *sincerely* hope...»

@planningtorock's Instagram account: «*Massively* excited...»

@donatella\_versace's Instagram account: «It was *deeply* painful»

Gerundial constructions are often traced in the speech of women in the blogosphere. In chat communication, where simple grammatical constructions are preferred, the use of gerund is much less common. All analyzed material gerundial constructions were encountered in female contexts, which allows us to consider this speech feature as typical for women in both blogs and chats:

@planningtorock's Instagram account: «*Wearing* the unisex hoodie...»

@imperfectmomof4's Instagram account: «*Dancing* our way...»; «Doing my best to keep my patience»

Laura's Instagram account @bsquared.social: «*Having* an intentional content strategy...»

3 Modal words (clearly, obviously, apparently, certainly, surely, well, only, simply) (Henley, Thorne, 1975, p.133):

Eva Gutowski's (@mylifeseva) Instagram account: « Me, in Japan, *obviously* on film.»

4. Imperfect forms of modal verbs: might, could, would (Goroshko, 1999, p. 11):

Female - Eva Gutowski's (@mylifeseva) Instagram account: «...that I *could* achieve anything I wanted...»

4 Verbs in the passive voice (Smith, 1985, p. 46; Куницина, 2011, с.177):

Female – Sarah-Jade Bleau (@sj.bleau) Instagram account: «....My neck is already broken ...»

Summarizing the above analysis of chat and blog contexts generated by female communicants for the presence of linguistic means of gender self-presentation, let us designate those that can be considered as gender markers in chats and blogs.

So, in the blogosphere, gender markers of female speech within our sample can be considered: frequently used adverbs ending in -ly, gerund, modal words (*clearly, obviously, apparently, certainly, surely, well, only, simply*), evaluative adjectives, metaphors, expressions *I mean, I think, Sort of, Well, Just, I suppose, You see, You know, constructions I wonder if, It seems to me, My impression is, I wouldn't mind*, partially desemantized intensifiers that promote hyperbolization statements, verbs in the passive voice, means of semantic hyperbolization of speech, elliptical constructions, dividing questions, interrogative constructions for expressing the urge to action with the absence of the actual verb in the imperative mood, polite words, apologies, requests (Baalen, 2001, p.146).

A different picture is observed in chats, where gender markers of female speech, in our opinion, are: expressions *I mean, I think, Sort of, Well, Just, I suppose, You see, You know, constructions I wonder if, It seems to me, My impression is, I wouldn't mind*, partially desemantized intensifiers, contributing to hyperbolization of utterances, gerund, metaphors, means of semantic hyperbolization of speech, elliptical constructions, polite words, apologies, requests (Goroshko, 1999, p.110).

In our opinion, such a situation in chats is largely due to the technical features of this form of communication: the speed of typing messages, when the desire to get a response from the interlocutor as soon as possible is more important than creating a colorful and completely lexically and grammatically formalized statement, and anonymity, hiding a real person, allows you to break generally accepted rules and norms of behavior, boldly speak out, openly order the interlocutors, even insult them and provoke a conflict. In addition to the gender markers of female speech described above, our analysis showed the need to highlight another marker of this type of speech activity, which is characteristic of chat communication.

According to our observations, manipulations with the graphical form of text in chats as a way of giving more emotionality to a statement are characteristic of female

speech in the framework of chat communication and can be considered a gender marker typical of the discursive self-presentation of women.

Female – Bree Runway’s (@breerunway) Instagram account is a great example of changes in the graphical form of text: «...I’LL BE POSTING ABOUT THESE SHOWS 4EVAAAAAA»; «words cannot *describееееееееееееееее* how I feel...»; «STEPPING INTO THE WEEK *SEEEEXYYY*».

Female - Teresa’s (@sweetcreekmoon) post in Instagram account: «...But *ohhhhhh*, October».

Research data also shows that working on the Internet helps women in professional and social growth. Perhaps this happens through the acquisition of new knowledge and skills, as well as communication with competent people. The ability to use the Internet sets a woman apart from her colleagues, making her more competent, increasing her self-esteem and self-confidence.

At the same time, network analysts argue that women are more consistent in using the Internet: they act more efficiently, spend less time online, because they always know exactly what they are looking for, and turn off as soon as they find what they need, and when they find something once, they remember the location of the necessary information more reliably (Ilyin, 2002, p.145).

It is noteworthy that the consequences of working on the Internet for women are not only more significant, but also more positively assessed by them in contrast to men, although the differences in assessing the negative consequences of working on the Internet (the presence of annoying clients, unnecessary contacts) between men and women do not reach a significant value (Остапенко, 2004, с.35).

Of course, there is another point of view, which is that the Internet is a convenient and modern means of self-realization of any person, regardless of his gender and related responsibilities and roles.

The Internet provides an opportunity to discuss creative results and plans in a competent and meaningful audience, which is equally important for women and men (Katz & Rice, 2002, p.203).

In the course of our work, we examined 2500 male and female contexts from blogs and chats, accumulated by the method of continuous sampling.

The following are obvious trends for female speech. In chat communication, the percentage of the use of rhymed adjectives turned out to be very insignificant. In the blogosphere, rhymed adjectives were completely absent in our sample. This speech characteristic is not considered by us as a gender marker.

In the blogosphere, 86% of the selected female contexts used evaluative adjectives; 73% of contexts contain gerunds; 53% of phrases are elliptical constructions. We consider evaluative adjectives, gerund and ellipsis in our sample as gender markers of female speech in the blogosphere.

In chat communication, the role of evaluative adjectives as a marker of female speech is not confirmed, while elliptical constructions and gerund, as in the blogosphere, retain the meaning of gender parameters of female speech.

It was confirmed that modal words in the blogosphere (*clearly, obviously, apparently, certainly, surely, well, only, simply*) represent a gender marker of female speech. In chat communication, modal words are not a marker of gender identity.

1. Cases of the use of preterite forms of modal verbs (*might, could, would*) in both men and women were observed equally often both in chat rooms and in blogs. Within our sample, this speech feature was not recognized as a marker of gender identity either in blogs or chat rooms (Goroshko, 1999, p.107).

Partially desemantized intensifiers, so often observed in the speech of women and in chats and blogs, are almost completely absent in men, as well as hyperbolization. These speech features are markers of the gender identity of female speech in blogs and chats.

Expressions *I mean, I think, I suppose, You know, constructions I wonder if, It seems to me, My impression is, I wouldn't mind* are not excluded from masculine speech, although they are not so common.

Discourse markers *Well, Just* can be seen to some extent as markers of hesitation in women's speech both in the blogosphere and in chat communication (Baalen, 2001, p.140).

In the speech of women, both in chats and blogs, there is the use of polite words, apologies, requests, which we consider as an important parameter of gender identity.



A controversial point is the predominant use by women of complex sentences with a compositional connection, and by men - complex sentences with a subordinate connection. This trend is not supported by our sample data either in the blogosphere or in chat communication.

In addition, in chat communication, adverbs ending in -ly, passive constructions, metaphors, dividing questions cannot act as gender markers of women's speech, while in blogs these features are characteristic of women's speech and serve as gender markers.

In addition to the above, it should be noted: we have found that manipulations with the graphic form of the text are a marker of the gender identity of female speech in chat communication.

Research shows that there are still significant differences between segments of the population in access to information resources and technologies in the post-Soviet space and in developing countries: in general, there is a deepening of gender inequality in the social space of the Network. This phenomenon has even received the special term Gender Digital Gap in Western social science, which manifests itself in the sharp dominance of men in discussion groups formed by computer communication, a certain assertiveness in communication style, orientation of software on male images and so on (Prino, 2003; Bridging the Gender Digital Divide, 2004, p. 312)

In the works of Cheryl Teckle and Janet Morahan-Martin, it is indicated that women often take a conciliatory and subordinate role when communicating on the Internet. Men, on the other hand, dominate this communication and are more often the initiators of new topics for discussion.

At the same time, as in ordinary communication, female speech behavior is more emotional, and unlike ordinary offline communication, women on the Web do not «suffer» from increased speech activity, and their messages and remarks are much shorter than male ones.

Topics initiated by women often “hang” in the electronic space, not finding support and continuation among other participants in electronic communication, or

they meet direct and not always fair criticism (Mitina, Voiskunsky, 2005, p.; Goroshko, 2006, p.89).

Describing male and female communication styles using the example of modern English Internet bloggers, studying discussion sheets and groups of scientific-thematic news, S. Herring argues that the male style can be characterized as a style of communicative rivalry, and the female - communicative cooperation (Herring, 2000; 2003, p.143).

The messages of women are often aimed at alleviating the tension that has developed in the group, at maintaining emotional comfort and stability, and the proposed opinions are expressed in a cautious and hypothetical manner. True, according to some reports, women are relatively more likely than men to initiate unpleasant discussions, scandals and showdowns («flame» or «trolling») (Mitina, Voiskunsky, 2005, p.208).

Analysis of literature sources on this topic also showed that in terms of the relationship of the gender parameter with other psychophysiological or social factors, a stable correlation of gender with the age and professional activity of participants in electronic communication was recorded. Social status and ethnicity have become less significant, which indirectly testifies to the greater democracy in general of all virtual reality (Crystal, 2011, p.111).

If we turn to the gender aspects of education, then gender characteristics are manifested in the division of the educational «space» between men and women, and in access to educational resources, and in the peculiarities of information perception and on a number of other parameters that have an indirect effect on the effectiveness of the learning process (Swann, 1993, p.51-52).

In general, the assimilation of social roles and stereotypes leads to the fact that women have a relatively lower (compared to men) interest in technology and mathematics, with which information technology is most often associated. At the same time, individual inclinations in some cases overlap factors associated with asymmetric learning, gender stereotypes, attitudes, etc. (Herring et al, 2004; 2005; 2008; Kirkup, 1995; Sensales & Greenfield, 1995; Statham, Richardson, Cook, 1991 ; Shashaani, 1993; Weil & Rosen, 1995).

And these gender characteristics in the IT sector, skills and experience gained from childhood, as well as the constantly reinforced stereotype that men are better versed in high technologies than women, lead to the fact that in adulthood men have more positive attitudes, high self-esteem and a greater degree of confidence when working in this area. The work of women in this area is sometimes characterized by a feeling of insecurity and anxiety, a belittling of their own abilities. This is especially true for distance education (Blum, 1999, p.213).

**2.3.1.1 Gender mask of fashion lady.** People think that the blogger is at a creative level of development of abilities, i.e. he creates a new, original product, but in fact the blogger is at a reproductive level of development of abilities, when he completely copies ideas created before by other bloggers and provides a product based on them, or at a reconstructive level of development of abilities, when an instagram blogger takes an idea created by other bloggers as a basis, but at the same time he adapts it for himself, adds details that have not been previously described by other bloggers. It is proved that there are differences between people's perception of the blogger's appearance and the real appearance of the blogger. (Куницкая, 2011, с.177)

When ranking the accounts of fashion lady in Instagram we received the following profiles.

From the point of view of appearance of bloggers it is possible to allocate: *@mylifeaseva*, *@emmabrooks*, *@rileyhubatka*, *@azramian*, explaining that these accounts have harmony and aesthetics.

Let's look at some profiles in more detail:

*@mylifeaseva*

Almost all photos are professional, successfully selected, thought out. Many photo with laundry, clothing. Photo aesthetically beautiful, girl loves fashion and stylish dress up. Some posts are provocative; almost all photo blogger tries to show her figure.

Ewa's (*@mylifeaseva*) Instagram post: «Outfit inspo from *@harlsfrech*». All of her posts are about fashion.

*@emmabrooks*

The blogger lives in public life, attends fashion shows, advertises famous brands, friends with popular people and teaches photos with them. All this indicates that the girl loves public life, fashion, beautiful clothes, entertainment.

That is, people may think that bloggers have exactly the same appearance as shown in the photographs, but in fact bloggers can bring it closer to their ideal appearance using filters and various functions in applications. It has been proven that there are differences between people's perception of the blogger's degree of self-confidence and the blogger's real degree of self-confidence.

*@rileyhubatka*

A mysterious blonde named Riley Hubatka is best known for her beautiful looks and original content on social media. Being very popular in Tik Tok, the girl still remains extremely friendly and open. She has risen to fame for her comedic memes and clips.

She may well communicate with subscribers live, answer questions of interest, or even leave comments. Thanks to this attitude towards her fans, the girl's fame continues to grow every day.

She has amassed more than 7 million TikTok fans. Her Instagram account has also gained more than 2.2 million followers. She primarily posts selfies and other stylized pictures of herself to her Instagram.

Riley is very friendly and open-minded, thanks to these qualities she has made many friends. People create activity by leaving a large number of comments under the blogger's post. She makes her photos bright and colorful with the help of apps.

In stories (short video in Instagram), you can see short videos from Riley's life online. She likes to share important things with her fans, she is not afraid of the increased interest in her life. She is used to such nuances, and considers her fans to be the best, because they do not creep into her personal life and she does not have to hide too much.

Popularity did not affect personal qualities in any way and her environment values it very much

*@azramian*

Widely known for her regular appearances on the Squared YouTube channel, she has gained popularity there alongside her twin sister Aisha for their twin vlogging and challenges amongst the channel's network of twin vloggers.

She has a good relationship with her audience, she often thanks her subscribers:

*«The people that are supporting me is actually like making me motivated to go further and do things that I want to do. Thanks guys»*

She is popular for her lip-sync videos that are celebrated by millions of her fans. Azra is fairly active on Instagram and maintains a strong following on the platform. She and her sister have a shared TikTok account, miantwins, and have 5.7 million fans.

### **2.3.1.2 Gender mask of social media celebrity. @sj.bleau**

Sarah Jade Bleau is known for uploading her hot, sizzling, and curvaceous body pictures on her Instagram account. She uploading fun and comedy short videos on her TikTok account and gained huge popularity and fan following over the internet. Thanks to her popularity, she often gets featured on popular YouTube channels like Young Hollywood and Tiktok Trends. She frequently shares her fashion and lifestyle selfies on her social media.

She is a hot and gorgeous beautiful-looking girl with an impressive and charming personality, so Sarah uploads her beautiful hot and sizzling pictures and flaunts her curvaceous body on her Instagram account. In her every pictures, she looks smoking hot. She also uploads fitness and lifestyle-related videos on her social media accounts and also works as a model who endorses several renowned fashion and style brands on her accounts.

She is active on Instagram with over 399k followers. She isn't active on Twitter and Facebook.

She's obsessed with TikTok. Her TikTok videos which show her making jokes, dancing or jumping on the latest trend.

**2.3.2 Masculine gender masks of the blogger.** In recent decades, new areas of research have been intensively developing in linguistics, based on an anthropocentric approach to the study of linguistic phenomena. Gender studies occupy a special place in such linguistic areas. The basic concept of gender studies is gender, which is understood as a specific set of cultural characteristics that determine the social behavior of women and men, their relationship with each other (Pan Q., 2011p.1015).

The focus of gender studies is on cultural and social factors that determine the attitude of society towards men and women, the behavior of individuals in connection with belonging to one or another sex, stereotypical ideas about male and female qualities - everything that transfers the problem of gender from the field of biology to the sphere of social life and culture.

The peculiarities of the speech style of men and women are manifested at two levels: speech behavior and speech. (Key, 1975, p.44)

For example, men interrupt more often, are more categorical, and tend to control the topic of the dialogue. It is significant that, contrary to popular belief, men speak more than women. Male sentences are usually shorter than female sentences. Men in general are much more likely to use abstract nouns, while women use concrete ones (including proper nouns) (Baalen , 2001, p.141).

Men are more likely to use nouns and adjectives, while women use more verbs. Men use more relative adjectives, while women use more quality ones. Men are more likely to use perfective verbs in the active voice.

Kraig Adams (@kraigadams) Instagram account: «...Challenges, survival and drama...».

One of the main functions of communicative interaction on the Web is to achieve a social community of communicants, while maintaining the individuality of each. It is noteworthy that the means of communication between users at the beginning of the development of the Internet were not an end in themselves, but were intended for purely utilitarian purposes. Therefore, in relation to the Internet, we can talk about the evolution of technological education, which has acquired the features of a social space based on interaction (Greenhow, 2009, p.1130).

It should be noted that the Internet forms a special communicative environment - a place of language implementation that had no analogues in the past. It can be argued that verbal communication, expressed by means of written speech in the form of electronic texts, is a system-forming feature of the entire Internet as a social reality (Smirnov, 2004, p. 140; Herring 2008, p. 114; Turkle, 1995, p. 75).

Studying the features of electronic communication, many researchers state that the virtual linguistic personality is extremely creative in the choice and use of linguistic means of communication. A higher degree of ease in the use of speech means, perhaps, is explained by the fact that the main users of the Internet are young people who are characterized by irony, a desire to look in their own way at well-known things and present even the ordinary in an unusual way and, of course, portray everything with humor (Herring, 2003, p.145).

Interesting observations about the gender characteristics of the use of nicknames and avatars in bloggers Internet chats, guest books and blogs were made by L.F. 2004.

One of the most frequently encountered research subjects in terms of gender representations in electronic communication is chat and the construction of gender identity in it. To clarify gender identity in chat rooms, special abbreviations «Morf» ((Male or Female) in translation from English: «man or woman») or «Sorg» (straight or gay) in translation from English: «straight or homosexual»), designed to «clarify» the gender or sexual identity of the virtual person research (Goodwin, 1980, p.153).

A number of works have shown that «indefinite» gender identity is often a fairly strong communicative barrier in electronic communication and leads to its failures (Goroshko, 2004, p.170). Some researchers of the communicative phenomenon of chat also draw attention to the fact that «... the indisputable leadership in the topic of chat action belongs to sex <...> In a carnival atmosphere of permissiveness, people begin to realize their repressed sexual desires <...> Flirting in chat is universal and omnipresent ...» (Нестеров, 2002, с.224).

Our research showed that gender-unmarked in the fragments of electronic communication we analyzed are: types of syntactic connection, types of sentences according to the purpose of the statement, the ratio of the number of simple and

complex sentences (approximately equal for men and women), the predominant use of preterite forms of modal verbs by women: might, could, would.

A. V. Kirilina cites the following observations of some features of male and female speech behavior:

1. In male speech, there is a striving for accuracy and explicitness of the evaluative nomination:

Male – Nikhil Chinapa's (@nichilchinapa) Instagram post: «...and feeling good in Nepal»

Male – Mingma Gyabu Sherpa (@mingma\_david\_sherpa) Instagram post: «...I am so delighted and glad...»

2. In male speech, there is a tendency to use expressively reduced means, deliberate coarsening of speech:

Male - @thefatjewish's Instagram post: «...we paid for this cackling dipshit...»

Women, using such vocabulary, may seek to indicate their emphasis in speech and behavior. A tendency was noted according to which men are more inclined to use a non-standard language, while women tend to maintain the standard (Tokareva, 2006, p. 124).

3. In general, men are characterized by an authoritarian discourse, women are more likely to be able to establish verbal contact, find the right tone in communication with a partner, and avoid a possible conflict situation (Kirilina, 2005, p.170).

The study of the sample confirms the fact of the active use of preterit forms of modal verbs not only in the speech of women, but also in the speech of men in the format of Internet-mediated communication (Greenhow, 2009, p.1130-1136):

The use of compound and complex sentences in speech is also typical for both men and women (Litosseliti, 2006, p.289):

Male – Mark Ronson's (@iammarkronson) Instagram account: «... I hate how many times I'm about to use the word «I» - because none of this is about me, but here goes: me entire love of music, hell, my entire career is based on and indebted to the music Black artists».

The use of the following linguistic means is considered typical for "male" speech.



1. Verbs in the active voice (Kunitsyna, 2011, p. 221; Cherny, 1994, p.77):

Male - Mark Ronson's (@iammarkronson) Instagram account: «I don't even know what to say».

Male speech in both chat rooms and blogs contains many verbs in the active voice. However, passive constructions in chat communication are found in equal proportions and in the speech of men and in the speech of women (Vekker, 1998, p.88)

2. Appeals to someone else's opinion (Goroshko, 1999, p.116).

For example, let's take a post from Kyland Young (@kylandyoung) Instagram account: ««It's not enough to make my dreams come true. I'm gonna enjoy them as I do» - @inqlife». In Instagram account people appeals to someone else's opinion with a help of link to the person to whom appealing to.

3. Imperative sentences and rhetorical interrogative constructions (Kunitsyna, 2011, p. 150; Goroshko, 1999, p. 96; Furumo, Pearson, 2007, p. 118), for example:

A post from Eminem's (@eminem) Instagram account: «Repost @shadyrecords. What you know about s'ghetti sandwiches? »

Eminem's (@eminem) Instagram account: «What do these 2 Shady labelmates have cookin? »

Conklin, N.F. and Holmes in their article Linguistic gender studies "gave distinctive characteristics of male and female written speech. Male written speech (Holmes, 1993, p.166):

1) the frequent use of introductory words, especially those that have the meaning of statement: obviously , undoubtedly, of course;

Steve Giralt's (@stevegiralt) Instagram account: «Of course, the Insane fire breathing spin rig that...»

2) the use of a large number of abstract nouns;

Travis Wall's (@traviswall) Instagram account: «Today was one of my favourite classes I've ever taught! Bringing in @shobean to sing one of my favourite *song* ... and having ... by my side was a *dream* come true! I'm having the most amazing *time* ...»

3) a combination of officially and emotionally marked vocabulary in addressing family and friends;

Gregorio Campos (@gregorio) Instagram account: «Always amazed by YOU. Can't wait to meet our 2<sup>nd</sup> son very soon»

4) the use of obscene words

Gary Vaynerchuk's (@garyvee) Instagram account: «Garage sale'n like a motherfucker...»

5) discrepancy between punctuation marks and emotional intensity of speech (Conklin, 1974, p.155).

Tim Stewart's (@timstewart) Instagram account: «My bro ... just released an amazing album. Very proud to be a part of its with my brother»

Emoticons acquire special significance in the language game, expressing emotions that are conveyed in oral communication by intonation, gestures and facial expressions. The language game erases barriers in the interpersonal communication of communicators of the blogosphere, brings communication to an informal level even among strangers or virtual language personalities (bloggers are united by a conscious belonging to their social environment).

Passing on to the final, fifth principle of modeling a generalized speech portrait of a military blogger, we set ourselves the task of discovering his texts in different styles and genres. Such speech works may include scientific texts, fiction, journalistic texts, memoirs, etc. (Бойко, 2018, с.114).

Earlier in our research, we mentioned that the texts of bloggers exist in different styles and genres, forming new macro- and microgenres - the blogger himself chooses the style, genre, theme, design of his idiolectic texts (Шляховой, 2017, с.942-945).

The task of highlighting a certain functional style in a blog turns out to be difficult, because often the features of various functional styles are combined (Рябова, 2018, с.39-43).

In the military blogosphere, we find texts of the artistic, journalistic, colloquial styles, less often - the official business and scientific styles. The mix of functional styles is ubiquitous in the blogosphere

So, the differences between these parameters were most fully summarized by the sociolinguist J. Holmes as follows:

- different models of language use are formed in men and women;
- women pay more attention to affective (interpersonal) functions of communication than men;
- women more often than men use linguistic forms that emphasize solidarity;
- women build communication in such a way as to maintain and strengthen relationships of solidarity; men in communication (especially in official contexts) strive to maintain and strengthen power and status;
- in the same social situation, women use more standard forms than men from the same social group (Holmes, 1993, p.164).

Differences in the use of forms of treatment and personal introductions by men and women are in the ratio of quality and quantity. The quantitative advantage is noted in the masculine texts. The qualitative difference lies in the fact that men in most cases prefer neutral forms of naming, or - if they contain evaluativeness - with a grain of irony that explicates familiarity and familiarity. Women in most cases use positive assessment and expression and never irony (Nowson, 2006, p.133).

Summarizing the analysis of the male contexts of chats and blogs for the presence of the above-mentioned linguistic means in them, let us designate those that can be considered as gender markers in chats and blogs.

So, in the blogosphere, gender markers of male speech within our sample can be considered: verbs in the active voice, appeals to someone else's opinion, adjectives that determine quantitative and parametric relationships, invectives, jargon, imperative sentences, rhetorical interrogative constructions.

**2.3.2.1 Gender masks of big boss.** Let's start with some traits that are considered masculine (Нестеров, 2002, с.225).

- Dominant
- Strong
- Independent
- Assertive

- Brave
- Innovative

One social media platform that remains favored by the majority of people nowadays is Instagram. Instagram users can present themselves in a visual form (photos, video) and text. Instagram facilitates visual use, coupled with editing features which give Instagram users an opportunity to present themselves accurately on the web. Friendship-contingent self-esteem is an underlying factor in presenting one's behavior in the context of friendly relations (Рябова, 2018, с.41)

Nevertheless, there is negative influence of the use of social networking platforms, including lowering self-esteem, mediated by the fear of losing or fear of missing out (FoMO).

The lifestyle of the most popular celebrities was evaluated in terms of the content they showcase on their social media, or how frequent they post photos and videos of highly expensive belongings on the Internet aimed at showing the public how ideal their life looks like.

For example, Conor McGregor posted a photo demonstrating how lavish his lifestyle is. This image was posted to induce the perception among his subscribers on Instagram that he has accomplished everything in life. This technique can be described as exemplification strategy.

The impression Conor was trying to make was to show the whole world how luxurious his life is. By using exemplification strategy, he wants to produce an identity of sacrifice, dedication, commitment, and moral worthiness. He provides expressions of encouragement and validation.

Conor states in his posts: «Honesty, integrity, loyalty, commitment! A solid crew with a dedicated, life changing work ethic for all of our athletes, our clients, and our partners. So proud of this amazing company!»

Communicative means of exemplification are repetition and use of emotional vocabulary with a positive assessment. Prior to that, he is engaging in intimidation to look fearful or dangerous: «Big as a horse, strong as an ox, everyone knows baldly can box!»; «You can run, but you cannot hide». The use of proverbs and famous sayings make his speech more emphatic and eloquent. The phrase «notorious team»

written in his Instagram posts emphasizes the opposite, dangerous, powerful side of the word «famous», the one that evokes fear and shows his superiority. Conor engages in more intimidation because in this way he appears as a powerful person in his competitors ‘eyes. Intimidation is used to create an image of authority with the help of anger statements, threats, and other power imposing techniques. Intimidators want to project attributes of danger and elicit fearful respect from their readers.

To make it easier to understand the presented image, we set the appropriate characteristics (Figure 2).

Mask of big boss	Serious Active Rational Leading Knowing Clever
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**Figure 2. Characteristics of Big Boss**

Example:

*@gpstephan*

With 3.35 million subscribers as of August 2021, Graham Stephan is one of the top-watched Millennial finance YouTube personalities.

According to his website, he created his YouTube channel to share his successes, failures, and experiences in the real estate industry and to support others.

Graham's main YouTube channel focuses on sharing financial tips, including tips on cryptocurrency, investments, and how to save money on rent.

On his «about» page on his YouTube channel, Graham states that he created the channel to share his successes, failures, and experiences with real estate so he can help others who are looking to do the same. Common topics include financial independence, saving money, investing money, and real estate investing. Stephan's philosophy is to save money whenever possible.

With his popular content, such as where he details how he bought a Tesla for \$78 per month, Graham's videos are watched by thousands of Millennials each month who are looking to improve their finances.

When he's not talking about finance, Graham loves to talk about cars and share his favorite new models with his viewers.

His success in real estate makes him well-positioned to help aspiring real estate agents learn about the business on his YouTube channel.

*@marianodivaio*

This man has literally grown into a suit. In it, he goes to fashion shows and rests outside the city. Mariano entered the list of men who most often fall into the lens of cameras. Today he has 4.3 million followers and is a true style icon for many men.

*@alessandrosquarzi*

Alessandro Squarzi owns a showroom in Italy and actively posts his own photos on Instagram. This Italian's style is impeccable and needs no comment. And this can be seen even in the content of the profile photo. Alessandro takes pictures of his left wrist with particular consistency, showing off his watch; his «bows» are most often filmed on the porch of the house, and on the tables he neatly lays out his favorite things to make a stylish still life

Thus, gender identity, being one of the basic structures of self-awareness, plays an important role in the processes of building a life plan, self-determination, shaping the image of the future. Gender identity, which coincides with the biological and psychological sex of the individual, contributes to the successful self-determination, in particular professional, as well as the further formation of the professional image of «I». Blurred gender identity, low differentiation of gender standards reduces the impact of gender identification as a mechanism influencing the choice of values, the formation of a professional image of «I» and the attitude to himself as a professional.

#### **2.3.2.2 Gender masks of artist. @finneas**

American singer, songwriter, producer, audio engineer and actor. He wrote and produced music for various performers.

He leads his profile in the installation chaotic, which he likes: as a photo of life and concerts. Not so many photos associated with music.

He shows his sense of humor signatures to a photo, thus joking with the audience.

So, he addresses his audience in one of the posts:

*«My album is out. I can't believe it. Thanks for listening to my songs and letting me do this for a living. I hope you carry this record around with you and listen to it in your cars and on trains and planes and sitting in the park and cleaning your room. I hope you listen to it when you're down and when you're at an all time high. Love you all very very much».*

There are his videos with his songs, it is clear that he loves what he does. His profile shows that he is a creative, open, cheerful and humorous person.

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## Conclusions to Chapter Two

1. Component structure of LP that reveals itself in communication as a set of the following constituents: axiological component (mindset, level of education), personal component, cultural component.

2. Blogs are distinguished by the use of a large amount of colloquialism. A blogger means a person who has created his profile on the Instagram network and shows some activity in it in the form of publishing information about events in his real life

3. Gender masking in standard written English not only requires less concentration, but it can also be done without being obvious; the mask looks like a human face of as-yet-undetermined gender, rather than a disguise.

4. Bloggers deliberately and actively use language tools to create an atmosphere of a language game: vocabulary, syntactic constructions, spelling and punctuation are modified.

5. Texts of bloggers exist in different styles and genres, forming new macro- and microgenres - the blogger himself chooses the style, genre, theme, design of his idiolectic texts

6. At the lexical level, women express their opinions using adjectives, adverbs and colloquial expressions in the same way as men.

7. Men are characterized by an authoritarian discourse, women are more likely to be able to establish verbal contact, find the right tone in communication with a partner, and avoid a possible conflict situation



## GENERAL CONCLUSIONS

The Internet environment requires the user to go through the stage of self-presentation and self-realization, creating a certain image of the interlocutor, constructing a certain identity. For virtual linguistic personalities, the main ways of self-presentation are the created author's nickname and the actual speech work.

The Internet today is a sphere of communication, equally used by both men and women. At the same time, the features of this communicative environment leave a significant imprint on the nature of communication and the language through which this communication becomes possible.

Any personality is revealed not only through objective activity, but also through verbal behavior, which turns out to be more or less preferable for this particular person. The verbal behavior of an individual is determined by a set of mental, mental, as well as social and gender stereotypes that have developed in a given linguistic community, or part of it. Moreover, gender and social-role characteristics of a person act as the leading ones in identifying a linguistic person.

A speech portrait is considered as one of the ways to describe a linguistic personality, a set of personal and communicative linguistic traits of an individual, presented in the form of an open model

Based on the premise that in network communication a person has the opportunity to show himself as he wants, the only source of information about a blogger can be his speech, embodied in an electronic text. The blog language is a mixture of a variety of functional styles. It is characterized by the presence of both neutral means of the literary language and colloquial forms. In this sense, it can be argued that blogs are a space for the evolution and development of linguistic means in the 21st century, which is reflected in the state of the blogosphere as a whole.

It is concluded that if we take into account that the emergence of the blog genre was facilitated by the development of technologies, and the same factor influences the evolution of this genre, it can be argued that as the technology develops further, new opportunities will open up for studying the blogger's linguistic personality, identifying

how the language is used subject of speech, depending on the method of communication.

At the moment, stereotypical qualities of men and women, speech, social behavior, depending on gender, are of great interest in gender studies. Masculine and feminine stereotypes do not just shape people - they often prescribe people (depending on their gender) certain occupations, social qualities, norms of behavior, etc.

Male mechanisms of self-presentation in the blogosphere boil down to setting a distance with an interlocutor; expression of aggression, provocation of a scandal; to direct command; facilitating the perception of one's own speech for others. Having traced the hierarchy of the use of these mechanisms, we conclude that the prototypical mechanism of self-presentation of female communicants in the blogosphere is the mechanism of mitigating the categoricalness of the statement, «indirect command», and for male communicants this is the mechanism of facilitating the perception of their own speech for others.

An analysis of the existing theoretical literature, therefore, shows that gender is indeed a linguistically relevant factor that finds diverse manifestations in the speech activity of native speakers.

The results of the analysis of the chat communication contexts actualize the existence of the following female mechanisms of self-presentation in chat rooms: reducing the distance with the interlocutor, establishing a friendly contact; avoidance of conflict; creating a colorful statement. Also revealed are the male mechanisms of self-presentation in chat rooms: expression of aggression, provocation of a scandal; facilitating the perception of one's own speech for others; setting the distance with the interlocutor.

## RESUME

Робота присвячена розкриттю специфіки гендерної репрезентації мовної особистості блогера в англомовному інтернет-дискурсі.

Блог розглянуто в роботі як структуру мережевої зв'язку, яка становить окремий жанр інтернет-дискурсу.

Дослідження гендерного аспекту саморепрезентації мовної особистості блогера виявило такі гендерні маски: чоловічі маски: поважного боса, актора та жіночі маски: фешн леді та медіа-знаменитість.

Магістерська робота складається зі вступу, двох розділів з висновками до кожного з них, загальних висновків, резюме українською мовою та списку використаної літератури.

У першому розділі узагальнено основні терміни та поняття дослідження, розглянуто концепції мовної особистості в річищі сучасних лінгвістичних розвідок, обгрунтовано доцільність гендерного підходу до вивчення мовної особистості блогера.

У другому розділі встановлено лексико-семантичні та стилістичні маркери гендерної ідентифікації мовної особистості блогера у сучасних англомовних інтернет-блогах, виявлено гендерні маски блогера в англомовних інтернет-блогах.

**Ключові слова:** English Internet discourse, gender mask, linguistic personality, network communication, blogger, Instagram.

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2. @imperfectmomof4's
3. @thefatjewish's ([https://instagram.com/thefatjewish?utm\\_medium=copy\\_link](https://instagram.com/thefatjewish?utm_medium=copy_link))

4. Adut Akech Bior (@adutakech)  
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5. Amanda de Cadenet (@amandadecadenet)  
([https://instagram.com/amandadecadenet?utm\\_medium=copy\\_link](https://instagram.com/amandadecadenet?utm_medium=copy_link))
6. Ariana Grande (@arianagrande)  
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8. Cameron Russell (@cameronrussell)  
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9. Courtney Carver's (@bemorewithless)  
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20. Jam Rostron (@planningtorock)  
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23. Lady Gaga (@ladygaga)  
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24. Laura (@bsquared.social)  
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29. Mark Ronson (@iammarkronson)  
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([https://instagram.com/imperfectmomof4?utm\\_medium=copy\\_link](https://instagram.com/imperfectmomof4?utm_medium=copy_link))
33. Sarah-Jade Bleau (@sj.bleau)  
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