

Thirdly, semantic: “National-cultural semantics primarily refers to such meanings and elements of the meanings of linguistic units that fix and transmit from generation to generation the features of nature, geography, economy, social structure of the country, folklore, fiction, art, science, peculiarities of life and customs of the people, their way of life, etc.” [3, p. 216].

The cognitive-communicative features of purely English include and are strongly encouraged “flexibility of thinking, the ability to adapt, the ability to change their decisions depending on changes in the situation, conditions”.

So, we consider grammatical, lexical, semantic and communicative factors to be the most striking national-specific linguistic and cultural parameters of a linguistic personality, among which etiquette, emphasized politeness, in particular, stereotypical ideas, myths, are in the first place for an English-speaking linguistic personality. Purely English cognitive-communicative traits include language restraint, self-control, demonstration and protection of self-esteem, distance and privacy.

References

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REPRESENTATION OF GENDER STEREOTYPES IN ENGLISH PAREMIOLOGICAL UNITS

Репрезентация гендерных стереотипов в паремиологических единицах английского языка

Being a special form of language functioning and a component of people's folk culture, revealing stereotypes and norms of their behavior, paremiological units act as specific linguocultural texts and serve as a rather interesting source for linguistic research. **The**

purpose of our study is to identify the structural and semantic features of paremiological units of the English language, representing gender stereotypes.

Research results. In the process of analyzing gender-marked English proverbs (more than 30 units), we found that in English linguistic culture, quite a lot of attention is paid to various manifestations of female beauty. First of all it is proved by the wide use of proverbs, reflecting the connection between a woman's appearance and her intellect. For example: english. *Every woman would rather be beautiful than good* — russian. *Каждая женщина лучше будет красивой, чем хорошей*; english. *You may know a foolish woman by her finery* — russian. *Можно узнать глупую женщину по её нарядам*; english. *Women are wacky, women are vain, they'd rather be pretty than have a good brain* — russian. *Женщины самовлюбленные предпочитают быть красивыми, нежели умными*. Based on the above examples, we can conclude that the more modest a woman looks, the smarter she seems. This belief, as we see, is quite firmly ingrained in the linguistic consciousness of the British. At the same time, it should be noted that in English linguistic culture, as well as in Russian, it is not customary to attach great importance to male beauty. The appearance of a man finds almost no description in the apt sayings of the British people: english. *And man without ambition is like a woman without looks* — russian. *Мужчина без амбиций подобен женщине без наряда*. Based on this, it is logical to draw the following conclusion: in the traditional mind of the British the idea that such qualities as determination and ambition are much more important for a man unlike a woman has strengthened.

According to men the priority factor for a woman is the preservation of honour, while a self-respecting man should make every effort to earn money: english. *A gracious woman retains honor and strong men retain their riches* — russian. *Благородная женщина сохраняет честь, а сильные мужчины сохраняют свое богатство*. The paroemias united by the common semantic component “personal qualities” are quite widely represented in the English linguoculture. Among the British, there is a widespread opinion about female talkativeness and the inability to keep secrets. For example: english. *A sieve will hold water better than a woman's mouth a secret* — russian. *Сито лучше удержит воду, чем женский рот удержит секрет*; english. *A woman's sword is her tongue, and she does not let it rust* — russian. *Мечом женщины является ее язык, и она не позволяет ему ржаветь*; english. *Women and sparrows twitter in company* — russian. *Женщины и воробьи болтают в компании*.

In quantitative relation paremiological units representing female personal qualities predominate. The paroemias the semantics of which is associated with the image of a man in English linguistic culture, as a rule, semanticize the dominant place of a man in society and they also indicate his leadership qualities inherent by nature. For example, english. *Nature makes women to be won, and men to win* — russian. *Природа создаёт женщин, чтобы их завоевывали, а мужчин — чтобы побеждать*.

Thus, the studied paremiological units representing gender stereotypes in the English language, quite interestingly and meaningfully reflect the peculiarities of the national character of the British, their philosophy of life and the specifics of behavior in society.