

# GENDER AND POLITENESS

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***Abstract.** This article explores the relationship of politeness and gender. Gender plays a significant role in shaping politeness in various cultures and languages. Understanding the gender peculiarities that influence politeness is crucial for effective communication in diverse cultural contexts. This article aims to explore the relationship of gender and politeness in various cultures.*

***Key words.** Politeness, gender, gender differences, stereotypes, politeness markers*

Gender plays a significant role in the expression of politeness. Research has shown that there are differences in the ways men and women communicate politely. Women tend to use more polite forms and expressions in order to maintain social harmony, while men may rely more on direct and assertive speech (Lakoff, Robin p. 45-80). These differences can be attributed to various sociolinguistic factors, such as gender roles and expectations, power dynamics, and socialization processes (Tannen, Deborah). For example, women are often socialized to be more nurturing and accommodating, which may translate into their use of politeness strategies in communication. On the other hand, men may feel the need to assert their dominance or authority in certain contexts, leading them to adopt more direct speech patterns. It is important to recognize and understand these gender differences in politeness, as it can have implications for effective communication and relationships between individuals of different genders.

Gender differences in politeness strategies have been a topic of interest in sociolinguistics. According to research, women tend to use indirect politeness strategies more frequently than men. Studies have shown that women are more likely to use politeness markers such as hedges, tag questions, and intensifiers in their speech (Lakoff, Robin p. 45-80). This can be attributed to societal

expectations and gender norms, where women are often socialized to be more polite and accommodating in their language use. On the other hand, men are found to employ more direct and assertive strategies in their communication, which may be seen as less polite by societal standards (Tannen, Deborah). These differences in politeness strategies can have implications for interpersonal interactions and power dynamics between genders. Understanding and acknowledging these gender differences can contribute to more effective communication and improved gender equality in society.

Stereotypical expectations of politeness based on gender can be observed in various social interactions. Women are often expected to display more nurturing and accommodating behaviors, such as using more polite language and exhibiting active listening skills. On the other hand, men are often expected to be more assertive and direct in their communication, with less emphasis on politeness markers. These stereotypes can influence how individuals interact and are perceived in different contexts, including the workplace, social settings, and even in intimate relationships. For instance, studies have shown that women in leadership positions may face backlash for speaking assertively, as it challenges traditional gender roles and expectations (Lakoff, Robin p. 45-80). These stereotypes can limit individuals' ability to express themselves authentically and contribute to the perpetuation of unequal power dynamics between genders (Tannen, Deborah). It is crucial to recognize and challenge these gendered expectations to create a more inclusive and equitable society.

Gender norms have a significant influence on language choices and politeness behaviors. Sociolinguistic research has shown that men and women tend to use language differently, often adhering to societal expectations of gender norms. For example, women are often expected to be more polite and deferential in their speech, using more hedging and indirect language to soften their requests or opinions (Lakoff, Robin p. 45-80). On the other hand, men are typically socialized to use more direct and assertive language, which can be seen as more confident and authoritative (Tannen, Deborah). These gendered language patterns can be

observed in various contexts, such as workplace interactions, social media, and everyday conversations. Understanding the impact of gender norms on language choices is crucial for studying sociolinguistic factors of politeness and promoting gender equality in communication.

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## ON THE SOCIALLY DETERMINED NATURE OF EVALUATION IN THE SEMANTIC STRUCTURE OF A WORD

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**Abstract.** *This article discusses the problems of the relationship between assessment and norms, the subjectivity of the choice of norms, reveals the role of the context and the situation of communication in the evaluation process, the influence of the characteristics of the worldview of the speaker's personality, his value orientations and speech behavior.*

**Key words.** *Word semantics, evaluation, norm, semantic structure, social component, social parameter.*