

PHILOLOGY

Narkiz K. Mullagaliev, Almira K. Garaeva, Ildar G. Akhmetzyanov

(Kazan (Volga) federal university. Kazan, Russian Federation)

Gender marking in English (on the material of Canadian politicians' public speeches)

It is examined the peculiarities of gender identity in the English language, reveals the role of functional and semantic categories of the language, forming the behavioral component of a speech, coming from the speaker's gender. This research analyzes the public speeches of Canadian Prime Ministers Justin Trudeau and Kim Campbell. The authors of the article identify the linguistic tools that can be similar or differ significantly, depending on gender of a person who uses them. The paper is based on the material of an official-business style, which allows to exclude informal, dialectical or specialized speech units and, thus, enables to form the most accurate conclusions on the research topic. Summing up, the authors note that gender marking is a complex phenomenon in speech organizing, and, depending on the goals set, it can also carry a certain manipulative component, when the speaker can consciously use the functional and semantic means related to the opposite gender in order to achieve certain goals.

Key words: linguistics, Germanic languages, English, discourse, gender marking, Justin Trudeau, Kim Campbell, Canada.

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