GENDER STEREOTYPES OF CHINESE LINGUOCULTURE

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Purpose of the study: The article discusses the national-cultural characteristics of the Chinese gender culture and methods of its implementation in linguistic units: words, phraseological units, euphemisms, proverbs, and sayings. This research also examines the nominative system of the Chinese language, the lexicon, as well as what ratings are attributed to men and women and in what semantic areas they are most clearly expressed.

Methodology: In order to describe the internal form of gender vocabulary, the authors used the following methods common for studies: description, semantic definition, classification, and linguistic interpretation, and the statistical method (quantitative calculations). The etymological approach used to identify primary sources of gender vocabulary.

Main Findings: A study of linguistic facts shows that the gender stereotypes of Chinese culture possess not only general cultural, but also general linguistic properties, which are fixed by different kinds of language units. Gender stereotypes in modern Chinese are objectified by an extensive and well-structured lexical and phraseological field, proverbs and sayings, case-texts (discourse) and other language units, which indicates its communicative relevance to Chinese linguistic consciousness.

Applications/Implications of the study: The results of the study can be used in the further researches of gender stereotypes and its linguistic objectification in both related and genetically distant languages, in various types of discourse. The results of the work can also be used in the teaching of Chinese, as well as in courses on the theory and practice of translation, regional studies. The authors believe that the results of the study will help to better understand the native Chinese speakers, which can help increase the effectiveness of intercultural communication.

Novelty/Originality of the study: In this article, the author first showed that gender stereotypes in modern Chinese are objectified by an extensive and well-structured lexico-phraseological field, proverbs and sayings, and other linguistic units, which testifies to its communicative relevance to Chinese linguistic consciousness. It is one of the first studies analyzed the language objectification of the gender code of Chinese culture.

References

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