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ГЕНДЕРНИЙ ФАКТОР В ОНЛАЙН-СПІЛКУВАННІ
(на матеріалі англійської мови)

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Abstract. The impact of gender in online communication has been a subject of growing interest and research. This research work explores the nuances of gender differences in online communication tactics and strategies, focusing on social media platforms and digital forums. Using a mixed-methods approach, data was collected from various online sources and analyzed to identify patterns and trends.

The study found significant differences in the ways males and females engage in online communication. Males tend to use more direct and assertive language, focusing on providing solutions and asserting their opinions. Females, on the other hand, tend to use more emotive and inclusive language, focusing on building connections and fostering relationships.

These differences in communication styles can lead to misunderstandings and misinterpretations, especially in mixed-gender interactions. However, they can also be seen as complementary, with each style bringing unique strengths to online communication.

The study also examined the impact of gender on the use of communication tactics such as humor, persuasion, and self-disclosure. It found that while both genders use these tactics, they do so in different ways. For example, males tend to use humor and self-disclosure more for self-promotion, while females use them more for building rapport and empathy.

In conclusion, the study highlights the importance of recognizing and understanding gender differences in online communication. By doing so, we can improve the effectiveness of our online interactions and create more inclusive and respectful digital environments.

Keywords: gender, online communication, social stereotypes, communication strategies, social networks, behavior patterns, virtual communication.

Анотація. Вплив гендеру на онлайн-спілкування є предметом дедалі більшого інтересу та досліджень. Ця дослідницька робота вивчає нюанси

гендерних відмінностей у тактиках і стратегіях онлайн-комунікації, зосереджуючись на платформах соціальних мереж і цифрових форумах. Використовуючи підхід змішаних методів, дані були зібрані з різних онлайн-джерел і проаналізовані для виявлення моделей і тенденцій.

Дослідження виявило значні відмінності в тому, як чоловіки та жінки беруть участь у спілкуванні онлайн. Чоловіки, як правило, використовують більш пряму та напористу мову, що знаходить вираження у використанні простіших граматичних/синтаксичних конструкцій, непоширених речень та активних дієслів, зосереджуючись на пропонуванні рішень та відстоюванні своєї думки. Жінки, з іншого боку, схильні використовувати більш емоційну та інклюзивну мову про що свідчить вживання великої кількості прикметників, прислівників, емотиконів, окличних знаків тощо, зосереджуючись на побудові зв'язків і зміцненні стосунків.

Ці відмінності в стилях спілкування можуть призвести до непорозумінь і неправильного тлумачення, особливо у змішаних гендерних взаємодіях. Однак їх також можна розглядати як взаємодоповнюючі, оскільки кожен стиль привносить унікальні сильні сторони в онлайн-спілкування.

Дослідження також розглядало вплив статі на використання тактик спілкування, таких як гумор, переконання та саморозкриття. Було виявлено, що хоча обидві статі використовують ці тактики, вони роблять це по-різному. Наприклад, чоловіки частіше використовують гумор і саморозкриття для самореклами, тоді як жінки більше використовують їх для встановлення стосунків і співчуття.

На завершення дослідження підкреслює важливість визнання та розуміння гендерних відмінностей у спілкуванні онлайн. Завдяки цьому ми можемо підвищити ефективність нашої онлайн-взаємодії та створити більш інклюзивне та шанобливе цифрове середовище.

Ключові слова: gender, online communication, social stereotypes, communication strategies, social networks, behavior patterns, virtual communication.

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Introduction

In the modern information society, online communication has become not only an integral part of our daily lives but also the subject of active research. One of the key aspects of this communication is the gender factor, which influences how people interact online. Research in this area helps to better understand the specificities exhibited by men and women in online communication, and how it affects their perception of information and mutual understanding.

Relevance

The study of the "Gender Factor in Online Communication" is crucial in today's digital age. It helps us understand how gender stereotypes play out online, how people express themselves differently based on gender, and how we can create more inclusive online spaces. This research is essential for promoting gender equality and improving online communication for everyone.

Objective

The objective of this paper is to study the features of the gender dimension in online communication, identify differences in the ways men and women interact online, and analyze the impact of these differences on the process of information perception.

Tasks

To achieve the set objective, the following tasks need to be addressed:

1. Conduct an analysis of scientific literature on gender specifics in online communication.
2. Collect and analyze data on typical forms of communication among men and women online.
3. Identify the main differences in information perception and mutual understanding between men and women in the online environment.

Problem Statement

Despite the considerable amount of research in the field of online communication, the question of the impact of the gender factor remains quite open. The lack of a comprehensive approach to analyzing this issue can lead to an incomplete understanding of the interaction mechanisms in the online environment.

Research Object

The object of the study is online communication, focused on studying gender differences in communication methods on the Internet.

Research Methods

To achieve the set goals, the following research methods are used:

1. Analysis of scientific literature.
2. Empirical research, including observations.
3. Comparative analysis.
4. Pragmatic analysis.
5. Discursive analysis.
6. Stylistic analysis.
7. Corpus analysis.

Research Subject

The subject of the study is language tools and means as a manifestation of gender in online communication.

The material of the research

The empirical basis of the research was made up of materials collected from the spaces of social networks and psychological forums - name them . Gender features were studied; gender features of Internet communication; gender realities of society. The Internet source was analyzed using system-centric Internet research methods.

CHAPTER 1. Online communication and its effect.

Online Communication aims to help you conceptualize the human uses of the Internet by examining the emerging theories that offer explanations for what people are doing with this technology, socially and communicatively. Now, for some people, *theory* is a dirty word. It suggests lofty and vague treatises, far beyond the grasp of the average person. Theory, however, has gotten a bad rap. When explained with accessible language and concrete examples, as we have tried to do here, theory helps us to see how processes tend to function in a variety of occurrences rather than in just one case. The value to using theory when approaching the Internet is this: Understanding how communication processes function in general will allow you to apply them to recognizing specific instances of these occurrences in your own life [50].

Online communication has revolutionized the way people interact, connect, and collaborate. With the rise of the internet and social media, individuals can now communicate instantaneously, transcending geographical boundaries.

One of the most significant benefits of online communication is its ability to connect people globally. Through platforms such as social media, email, and instant messaging, individuals can communicate with others regardless of their location. This has facilitated the exchange of ideas, cultures, and knowledge, fostering a more interconnected global community. Online communication has also transformed the way businesses operate. Companies can now reach a wider audience through online advertising and marketing strategies. Additionally, online communication has facilitated remote work, allowing employees to collaborate and communicate effectively from anywhere in the world [50].

Furthermore, online communication has democratized access to information. With the proliferation of online resources and educational platforms, individuals can now access a wealth of information at their

fingertips. This has empowered people to learn new skills, pursue higher education, and stay informed about current events.

Despite its many benefits, online communication also poses several challenges. One of the most pressing issues is the spread of misinformation and fake news. With the rise of social media, false information can spread rapidly, leading to confusion and misinformation.

Additionally, online communication has raised concerns about privacy and data security. With the amount of personal information shared online, individuals are at risk of identity theft and data breaches. This has led to calls for greater regulation of online platforms to protect user privacy.

Another challenge of online communication is the impact it can have on mental health. Studies have shown a correlation between excessive social media use and feelings of anxiety, depression, and loneliness. The constant exposure to curated online personas can also lead to feelings of inadequacy and low self-esteem.

Online communication has reshaped the way people form and maintain relationships. While it has facilitated connections with people around the world, it has also altered the nature of face-to-face interactions. Some argue that online communication has led to a decline in the quality of personal relationships, as people rely more on digital interactions than physical ones [36].

However, others argue that online communication has enhanced relationships by enabling people to stay in touch more easily. Platforms such as video calling have made it possible for people to have face-to-face conversations, even when they are thousands of miles apart.

Furthermore, online communication has provided a platform for marginalized groups to connect and find support. Social media has been instrumental in amplifying the voices of minority communities and raising awareness about social issues.

Online communication has had a profound impact on society, revolutionizing the way people connect, collaborate, and communicate. While it has brought about numerous benefits, such as global connectivity and access to information, it also poses challenges, including the spread of misinformation and privacy concerns. Moving forward, it is essential to strike a balance between the benefits and challenges of online communication to ensure a positive impact on society [36].

1.1 Types and kinds of online communication.

Effective communication is a powerful skill for building teams and enterprises. Since the beginning of humankind, societies have flourished through the development of many types of interactions: verbal, non-verbal, written, spoken, and now online communication. All of these have always had one purpose — to transfer information from one person (or group) to another. [33]

Humans are social creatures, and for successful interactions they need to understand what the messenger is saying. That's why many people have adopted online interaction as an easy means of talking to others and staying connected with family and friends. Some find it a more comfortable type of communication. [3]

Email is a common form of online communication that allows users to send and receive messages and attachments over the internet. Email is also called as electronic mail. This is one of the oldest tools in online communications. It can help users to change photos, get news and send files from different part of the globe. This is not exhaustive, because there are other fundamental online tool for communication like newsletters, websites and social networks. Email communication offers several advantages, including the ability to send messages instantly, store messages for future reference, and attach files

and documents. However, email also has its drawbacks, such as the risk of spam and the potential for messages to be intercepted or hacked [45].

Instant Messaging (IM) is a real-time communication platform that allows users to send and receive messages in real-time. Examples include WhatsApp, Facebook Messenger, and Skype. This tool is availed by technical members. Instant messaging is a downloadable program which people avail to communicate. We can mention here chats. Chats can be explained like online text messages which occur in real time. One of the key advantages of instant messaging is its immediacy. Users can receive and respond to messages instantly, making it an efficient way to communicate. However, instant messaging can also be distracting, as users may be constantly bombarded with messages and notifications.

Social media platforms such as Facebook, Twitter, and Instagram allow users to share content, connect with friends and family, and join online communities. Social networks has established from knowing that active users online might need to connected and get in touch with each other providing news, life updates, interests etc. Profiles pages which assist you in learning about each other. Social media communication offers a wide range of benefits, including the ability to connect with a large audience, share information quickly, and engage in real-time conversations. However, social media also has its challenges, such as the spread of misinformation and the potential for cyberbullying and harassment.

Video conferencing platforms such as Zoom, Skype, and Google Meet allow users to participate in real-time video and audio conversations with others from anywhere in the world. Video conferencing have progressed to become one of the best types of online communication. Organization benefit from online conferencing through meetings. The reason for this is meetings let for the discussion of business improvement and the coordination of ideas [48]. Video and voice calling offer several advantages, including the ability to have more

personal and engaging conversations, as well as the ability to collaborate in real time. However, these forms of communication also require a reliable internet connection and may not be accessible to everyone.

Online forums and communities allow users to participate in discussions and share information on a variety of topics with other users. Examples include Reddit, Quora, and LinkedIn Groups. These forums online are keyboard accessible. These tools use inaccessible for registration. These are insightful tools in education because they has plenty of valuable and important data.

File Sharing: File sharing platforms allow users to share and exchange files, such as documents, photos, and videos, over the internet. Examples include Dropbox, Google Drive, and OneDrive. Online forums offer several benefits, including the ability to access a wealth of information and expertise, as well as the opportunity to connect with a diverse range of people. However, online forums also have their challenges, such as the risk of misinformation and the potential for heated debates and conflicts.

Virtual reality platforms allow users to experience immersive, computer-generated environments and interact with others in real-time.

Voice and Text Chat: Voice and text chat platforms, such as Discord and Slack, allow users to communicate with others in real-time through voice or text messages. VoIP (Voice over IP) is a word which is availed in reference to a voice changing that is made over the internet link instead of over the normal phone line. Several big companies avail VoIP in place of the traditional phone line. The calls are audio oriented and a good example of this kinds of communication tools is Skype.

Interactive whiteboards are the most modern kinds of communications tools on the internet. They are well-known tools for online communication in education. They are useful and important, because they let users to paint, write and communicate with the assistance of an interface that activates a real

physical whiteboard. These have become the best online education tools according to some educational reasons [48].

These are some of the common types and kinds of online communication that are used for personal, educational, and business purposes. Each type of online communication has its own unique features and benefits, and it's important to choose the one that best fits your communication needs. The internet is over simply the web, the big collection of linked networks functions like a worldwide communications hub for data. Internet traffic has mostly of text in the way emails and other folders. When the internet develops in speed and size, users included new capabilities like video and audio services. The internet possess great flexibility, taking any kind of data. Learn the different types of online communication. Choose the best tool for your company according to your needs.

In conclusion, online communication encompasses a wide range of types and kinds, each with its own unique characteristics and impact on society. From email and instant messaging to social media and video calling, online communication has revolutionized the way people connect and interact. Moving forward, it is essential to understand the diverse nature of online communication and its implications for society.

1.2 Effect of brain segmentation method on the studies of male and female gender discourse.

Gender discourse has long been a topic of interest across various fields, including linguistics, sociology, psychology, and neuroscience. Understanding how gender is expressed in language is a complex and multifaceted issue that involves investigating the linguistic features, communication styles, and cultural influences that shape male and female speech patterns. Brain segmentation methods, such as magnetic resonance imaging (MRI) and functional MRI

(fMRI), have been used to study the neural basis of gender differences in language processing.

Brain segmentation methods, such as MRI and fMRI, are used to visualize and analyze the structure and function of the brain. MRI produces detailed images of the brain's anatomy, allowing researchers to study differences in brain structure between males and females. fMRI, on the other hand, measures changes in blood flow in the brain, providing information about brain activity during language processing tasks. These methods have been used to investigate how gender differences in brain structure and function relate to language use [50].

Research in sociolinguistics has identified several differences in language use between males and females. For example, females tend to use more polite forms, express more emotions, and use more intensive adjectives compared to males. For example, females tend to use "please" and "thank you," compared to males. On the other hand, males are more likely to use assertive language, engage in more competitive speech, and use more directive forms. For example, in a meeting, a male employee might say, "We should implement this strategy," in a confident and assertive tone, showcasing assertive language. These differences in language use are influenced by a variety of factors, including socialization, cultural norms, and biological differences (O'Barr and Atkins, 1980).

Gender is expressed in language through a variety of linguistic features, communication styles, and cultural influences. Sociolinguistic research has identified several ways in which males and females differ in their language use, including vocabulary choice, speech patterns, and conversational strategies. These differences manifest across various linguistic features, communication styles, and cultural influences.

One such example is the use of intensifiers in language. Females often use more intensive adjectives, such as "completely," "absolutely," and "utterly,"

to convey the strength of their emotions or opinions. For instance, a female might say, "I am absolutely thrilled to be here," to express her excitement. In contrast, males tend to use more straightforward language, such as "very" or "really," to convey similar sentiments, as in, «I'm really excited to be here.» (Holmes, 1995).

One way in which gender is expressed in language is through vocabulary choice. Studies have shown that males and females tend to use different words and expressions in their speech. For example, research by Newman et al. (2008) found that females were more likely to use adjectives related to emotions and relationships, such as "love" and "caring," while males were more likely to use adjectives related to achievement and status, such as "success" and «power.».

Emotional expression is another area where gender differences in language use are evident. Females tend to express emotions more openly and frequently in their speech, using words and phrases that convey their feelings and emotional states. For instance, a female might say, "I feel really happy about this.» In comparison, males are more likely to downplay or suppress their emotions, using language that is more reserved and less emotionally expressive (Brody and Hall, 2000). In a conversation about a challenging situation at work, a male colleague might say, "I'm fine, it's not a big deal," downplaying his feelings and suppressing his emotions. He might use language that is more reserved, such as avoiding detailed descriptions of his feelings or using vague language to minimize the emotional impact of the situation.

Assertiveness in language use is another area where gender differences are pronounced. Males are more likely to use assertive language, employing direct and forceful speech patterns to assert their opinions or intentions. In a group discussion about a project, a male team member might say, "We should do it this way," using assertive language to express his opinion. He might employ a direct and forceful speech pattern to assert his ideas and intentions, making it clear that he believes his approach is the best. In contrast, females

often use more tentative language, hedging their statements with qualifiers such as "I think" or "maybe," reflecting a less assertive communication style (Tannen, 1990).

Another way in which gender is expressed in language is through speech patterns. For example, research has shown that females tend to use more complex and elaborate speech patterns, including longer sentences and more varied vocabulary, compared to males (Mulac et al., 2001). Females also tend to use more polite forms of speech, such as indirect requests and expressions of gratitude, compared to males (Lakoff, 1975). For example, she might say, "I believe that we should consider all possible options before making a decision," using a longer sentence with varied vocabulary. Additionally, a female might use more polite forms of speech, such as saying "Could you please pass the salt?" instead of "Pass the salt," to make an indirect request. She might also express gratitude more frequently, saying "Thank you so much for your help" to show appreciation.

Competitive speech is also more prevalent among males. In a group discussion, a male participant might interrupt others to assert his ideas, saying, "I disagree, let me finish my point," to assert dominance in the conversation. He might also speak over others to control the direction of the discussion, saying, "I think we should focus on this aspect," to assert his control. In contrast, a female participant might use cooperative speech to seek consensus and avoid conflict. For example, she might say, "I see your point, and I think we can find a solution that works for everyone," to acknowledge others' ideas and suggest a compromise. She might also use inclusive language, such as "Let's work together to find a solution," to encourage collaboration. These examples illustrate how males are more likely to engage in competitive speech, while females are more inclined to engage in cooperative speech in group settings (Fishman, 1978).

Directive forms of language, such as commands or instructions, are also used differently by gender. Males are more likely to use directive language to assert control or authority in a conversation. In a team meeting, a male manager might use directive language to assert control or authority, saying, "I need everyone to focus on this task," to set clear expectations. He might also give instructions using direct language, such as "You need to complete this by the end of the day," to assert his authority and ensure tasks are completed on time. While females tend to use more indirect forms of language to make requests or give instructions, reflecting a more collaborative communication style. In a group project meeting, a female team member might use indirect forms of language to make a request, reflecting a collaborative communication style. For example, she might say, "I was wondering if we could consider incorporating this idea into our project," instead of giving a direct instruction (Lakoff, 1975).

In terms of conversational strategies, research has shown that males and females tend to use different communication styles. For example, males are more likely to use assertive language and engage in competitive speech. In a debate, a male debater might use assertive language to state his arguments forcefully, saying, "It is clear that my position is the correct one." He might also engage in competitive speech by challenging his opponents' arguments directly, saying, "Your argument is flawed because..." While females are more likely to use cooperative language and seek consensus in conversation (Tannen, 1990). In a group discussion, a female participant might use cooperative language to seek consensus and maintain harmony. For example, she might say, "I agree with your point, and I think we can build on it together," to acknowledge others' contributions and suggest collaboration. She might also use inclusive language, such as "Let's work together to find a solution," to encourage a cooperative atmosphere. Additionally, females are more likely to use tag questions, such as "isn't it?" or "don't you think?" to seek confirmation or agreement in conversation (Holmes, 1995).

These differences in language use between males and females are influenced by a variety of factors, including socialization, cultural norms, and biological differences. Societal expectations regarding gender roles and behavior play a significant role in shaping these differences, as do individual differences in personality and communication style. Overall, these gender differences in language use highlight the complexity of human communication and the importance of considering gender as a key factor in understanding linguistic behavior [30].

Brain segmentation methods, such as functional magnetic resonance imaging (fMRI) and structural MRI, have significantly contributed to understanding the neural basis of gender differences in language processing. These methods allow researchers to visualize and analyze brain structure and function, providing insights into how the brain processes language differently in males and females.

One study that utilized fMRI to investigate gender differences in language processing was conducted by Shaywitz et al. (1995). In this study, participants were scanned while performing a language task, and the researchers found that males and females showed differences in brain activation patterns. Specifically, females showed greater activation in areas associated with language processing, such as the left inferior frontal gyrus and the left superior temporal gyrus, compared to males. These findings suggest that there may be differences in the neural mechanisms underlying language processing in males and females.

Another study by Kansaku et al. (2000) used fMRI to examine brain activation patterns during a language task in males and females. The researchers found that males and females showed differences in brain activation patterns, particularly in regions associated with semantic processing. Males showed greater activation in the left inferior frontal gyrus, while females showed greater activation in the right inferior frontal gyrus. These findings suggest that there

may be differences in how males and females process the meaning of words and sentences.

Structural MRI studies have also contributed to understanding gender differences in language processing. For example, one study by Leonard et al. (2008) used structural MRI to examine differences in brain structure between males and females. The researchers found that while there were some differences in brain structure, these differences did not predict gender-specific language abilities. Instead, they found that brain structure was more closely related to individual differences in language abilities, regardless of gender.

Overall, brain segmentation methods have provided valuable insights into the neural basis of gender differences in language processing. These methods have revealed differences in brain structure and function between males and females, suggesting that there may be differences in the neural mechanisms underlying language processing in males and females. However, it is important to note that these differences are not deterministic and can vary among individuals. Additionally, societal and cultural factors play a significant role in shaping language use, and these factors interact with biological differences between males and females to influence how gender is expressed in language [47].

1.3 The influence of gender on online communication.

Gender plays a significant role in shaping communication styles, preferences, and behaviors, both online and offline. Online communication platforms offer unique opportunities for individuals to interact, collaborate, and express themselves.

Research has shown that gender differences manifest in various aspects of online communication, including language use, communication styles, and online behavior. For example, studies have found that women tend to use more

emotive and expressive language in their online communication, while men may use more assertive and direct language.

Furthermore, gender differences have been observed in the choice of communication channels and platforms. For instance, women are more likely to use social networking sites and instant messaging apps, while men may prefer online forums and gaming platforms. These differences in communication patterns reflect broader societal norms and expectations regarding gender roles and communication [45].

Despite the opportunities afforded by online communication, women often face unique challenges and barriers in online spaces. One significant challenge is the prevalence of online harassment and cyberbullying, which disproportionately affects women. Research has shown that women are more likely to experience online harassment, including threats, stalking, and abusive language.

Additionally, women may encounter stereotypes and biases in online communication, which can impact their participation and engagement. For example, women's contributions to online discussions may be dismissed or overlooked, leading to feelings of marginalization and exclusion.

Furthermore, the anonymity afforded by online communication can facilitate the spread of harmful stereotypes and misinformation about women. This can contribute to a hostile online environment that undermines women's confidence and sense of safety.

The influence of gender on online communication has broader implications for gender equality and social change. Online platforms have the potential to challenge traditional gender norms and empower women to participate more actively in public discourse. However, they can also reinforce existing inequalities and stereotypes if not managed effectively.

To promote gender equality in online communication, it is essential to address the underlying factors that contribute to gender differences and

challenges. This includes promoting digital literacy and online safety, as well as fostering inclusive and respectful online environments.

Furthermore, efforts to promote gender equality in online communication should also consider intersectionality, recognizing that individuals may experience multiple forms of discrimination based on factors such as race, ethnicity, sexuality, and disability [40].

In her study titled "Gender and democracy in computer-mediated communication" published in the *Electronic Journal of Communication* in 1993, Susan C. Herring explores the influence of gender on communication styles in online discussions and its implications for democratic participation. Herring's research focuses on computer-mediated communication (CMC), which encompasses various forms of communication facilitated by computers, such as email, online forums, and chat rooms.

Herring's study involves a qualitative analysis of messages exchanged in online discussions to examine gender differences in communication styles. She analyzes the language used by participants in these discussions to identify patterns of communication associated with gender.

Herring's analysis reveals distinct communication styles between men and women in online discussions. She observes that women tend to use more collaborative and inclusive language, engaging in cooperative and consensus-building behaviors. In contrast, men often use more assertive and direct language, displaying a more competitive and argumentative approach to communication.

Herring's findings have implications for democratic participation in online environments. The collaborative and inclusive communication style exhibited by women may contribute to a more participatory and democratic decision-making process. In contrast, the competitive and argumentative communication style of men may lead to more confrontational interactions, potentially hindering democratic dialogue and consensus-building.

Furthermore, Herring's research highlights the importance of considering gender differences in online communication when designing and implementing online democratic processes. By understanding these differences, policymakers and online community moderators can create environments that promote inclusivity and facilitate meaningful participation for individuals of all genders.

Overall, Herring's study sheds light on the complex interplay between gender, communication styles, and democratic participation in online environments. It underscores the need for further research and the development of strategies to promote gender equality and effective democratic engagement in computer-mediated communication [43].

Walther and D'Addario's (2001) study, published in the *Social Science Computer Review*, delves into the impacts of emoticons on message interpretation in computer-mediated communication (CMC). Emoticons, which are pictorial representations of facial expressions used to convey emotions in textual communication, have become a ubiquitous feature of online communication platforms.

The researchers conducted an experiment to examine how the use of emoticons influences the interpretation of messages in CMC. Participants were presented with messages containing either positive or negative content, with some messages accompanied by emoticons and others without. The participants were then asked to rate the emotional tone of the messages and provide their interpretations.

The study revealed that the use of emoticons significantly influenced the interpretation of messages. Participants were more likely to perceive messages containing emoticons as having a positive emotional tone, regardless of the actual content of the message. This suggests that emoticons can help to convey emotions and tone in textual communication, enhancing the clarity and effectiveness of the message.

One of the key findings of the study was the gender differences in the use of emoticons. The researchers found that women were more likely to use emoticons in their messages compared to men. Furthermore, women were more likely to use emoticons to convey emotions, such as happiness or sadness, while men tended to use them more sparingly.

The study's findings have several implications for understanding gender differences in online communication. The use of emoticons by women to convey emotions may reflect broader societal norms and expectations regarding gender expression and emotional expression. Furthermore, the study highlights the importance of considering the impact of nonverbal cues, such as emoticons, on message interpretation in CMC.

Overall, Walther and D'Addario's study provides valuable insights into the use of emoticons in online communication and how they are interpreted differently based on the gender of the sender. The findings underscore the complex interplay between gender, communication styles, and nonverbal cues in CMC, highlighting the need for further research in this area [49].

Dhir, Pallesen, Torsheim, and Andreassen's (2016) study, published in *Computers in Human Behavior*, explores age and gender differences in selfie-related behaviors on social media. Selfies, self-portrait photographs taken with a smartphone or camera and shared on social media platforms, have become increasingly popular in recent years, shaping online self-presentation and communication.

The researchers conducted an online survey of 1,023 participants to investigate selfie-related behaviors. The survey included questions about participants' frequency of taking and sharing selfies, their motivations for taking selfies, and their perceptions of selfie behavior.

The study revealed several interesting findings regarding age and gender differences in selfie-related behaviors:

1. Gender Differences:

- Women were found to be more likely to take and share selfies compared to men. This finding is consistent with previous research indicating that women are more active in selfie-taking and sharing on social media.

- Women also reported higher levels of selfie-related behavior, such as editing and enhancing selfies before sharing them online.

2. Age Differences:

- Younger participants were more likely to take and share selfies compared to older participants. This finding reflects the trend of younger generations being more engaged in digital self-presentation and social media activities.

3. Content of Selfies:

- Men were found to focus more on the content of their selfies, such as showcasing activities and locations, while women tended to focus more on their appearance in selfies.

- This finding suggests that men and women may have different motivations and preferences when it comes to taking and sharing selfies.

The study's findings have implications for understanding gender and age differences in online self-presentation and communication. The higher prevalence of selfie-taking and sharing among women and younger individuals highlights the importance of considering these factors in studies of online behavior and social media use.

Furthermore, the study's findings suggest that men and women may have different motivations and preferences when it comes to taking and sharing selfies. This has implications for marketers and advertisers seeking to target specific demographics on social media platforms.

Overall, Dhir et al.'s study provides valuable insights into age and gender differences in selfie-related behaviors on social media. The findings contribute to our understanding of online self-presentation and communication, highlighting the role of gender and age in shaping selfie behavior [37].

In conclusion, gender plays a significant role in shaping online communication patterns, challenges, and opportunities. While online communication has the potential to empower women and challenge gender norms, it also presents unique challenges and risks. To promote gender equality in online communication, it is essential to address these challenges and create inclusive and respectful online environments. By doing so, we can harness the transformative power of online communication to advance gender equality and social change.

Conclusion to Chapter 1.

Online communication has become an integral part of modern life, revolutionizing how people connect, collaborate, and share information. It encompasses various forms such as email, social media, instant messaging, and online forums, offering instant and global communication opportunities.

Types and kinds of online communication tools include email, newsletters, websites, social networks, and online forums, each serving different purposes and audiences. These platforms enable individuals and organizations to communicate, share information, and engage with others across the globe.

Gender differences play a significant role in shaping online communication patterns and behaviors. Women often exhibit more collaborative and inclusive language, while men tend to use more assertive and direct language. Additionally, women are typically more active in selfie-taking and sharing on social media, reflecting broader societal norms and expectations regarding gender expression.

Gender discourse is a complex and multifaceted topic, studied across various fields like linguistics, sociology, psychology, and neuroscience. Brain segmentation methods, such as MRI and fMRI, have been crucial in studying

the neural basis of gender differences in language processing. These methods visualize and analyze brain structure and function, providing insights into how the brain processes language differently in males and females. Research has identified several differences in language use between males and females, including vocabulary choice, speech patterns, and conversational strategies. While there are differences in brain structure between genders, these differences do not directly relate to gender-specific language abilities. Instead, brain structure is more closely related to individual differences in language abilities, irrespective of gender. Societal, cultural, and biological factors all play significant roles in shaping these differences in language use and brain function.

The evolution of online communication has transformed how individuals and groups interact and exchange information, offering unprecedented opportunities for global connectivity and collaboration. However, gender differences and methodological considerations in neuroimaging studies can affect the accuracy and interpretation of online communication patterns and brain structure analyses. Understanding these influences is crucial for promoting inclusive and effective communication practices online and in scientific research.

CHAPTER 2. The category of gender in online communication as an object of linguistic research.

The emergence of the internet and digital communication platforms has revolutionized the way people interact and communicate. This transformation has also significantly impacted the study of language and communication, particularly concerning the category of gender. Gender in online communication has become a fascinating and complex area of linguistic research, offering insights into how gender is constructed, expressed, and perceived in digital

spaces. This chapter explores the significance of gender in online communication as an object of linguistic research, examining various aspects such as language use, communication styles, and identity construction.

One of the key aspects of gender in online communication is how language is used to express gender identity and reinforce gender norms. Linguistic studies have shown that individuals often adopt different language styles and vocabulary based on their gender identity. For example, research has found that women tend to use more emotive and communal language, emphasizing relationships and emotions, while men often use more assertive and competitive language, focusing on achievement and status.

Moreover, the use of emojis and emoticons in online communication has also been studied in relation to gender. According to D. Tannen women tend to use a wider variety of emojis and emoticons, often using them to convey emotions and create a sense of intimacy in their communication. In contrast, men are more likely to use emojis and emoticons to convey humor or sarcasm, reflecting traditional gender stereotypes about emotional expression [47].

Another area of interest in the study of gender in online communication is how communication styles and strategies differ between genders. D. Tannen concludes that men and women often have different preferences for communication styles, with women generally valuing more personal and relational communication, while men prefer more direct and task-oriented communication. For example, in online forums or social media platforms, women may be more likely to engage in collaborative and supportive communication, seeking to build connections and foster relationships. In contrast, men may be more inclined to engage in competitive or argumentative communication, using language to assert their opinions and establish dominance.

In addition to language use and communication styles, D. Tannen states that gender in online communication is also studied in terms of identity

construction and performance. Online platforms offer individuals the opportunity to explore and experiment with different aspects of their gender identity, leading to complex and multifaceted expressions of gender online. For example, individuals may use different usernames, avatars, or profiles to present themselves in ways that align with their gender identity or to challenge traditional gender norms. This phenomenon has led to the concept of "gender bending," where individuals deliberately adopt personas or identities that differ from their offline gender presentation [47].

So, the category of gender in online communication is a rich and multifaceted area of linguistic research that offers valuable insights into how gender is constructed, expressed, and negotiated in digital spaces. By studying language use, communication styles, and identity construction in online communication, researchers can gain a deeper understanding of the complex interplay between gender and language in the digital age.

2.1 Gendered linguistic differences in online communication.

Gendered linguistic differences in online communication refer to the ways in which language use can vary between males and females in digital interactions. These differences can manifest in various forms, including vocabulary choice, sentence structure, and communication style. Understanding these differences can provide insights into how gender identities are constructed and performed online [47].

One key aspect of gendered language use in online communication is vocabulary choices. Women often use words that emphasize emotions and relationships, such as "love," "care," and "empathy." These words are used to create a sense of closeness and intimacy in their communication. In contrast, men may use vocabulary that emphasizes competition and achievement, such as "win," "success," and "challenge." These words are used to assert dominance and showcase accomplishments. For example, a woman might say, "I really

appreciate your support," while a man might say, "I achieved success in my project."

The abundant use of intensifiers is one of the characteristic features more typical of female gender ("much too young", "awfully pretty", "too dressed up", "perfectly happy", "totally lost", etc). Women employ a large number of lexical units in their posts.

Susan C. Herring states that female gender widely employ lexical approximators which can be considered markers of femininity in certain way ("sort of right", "kind of mysterious", "sort of distant"). One of the reasons related to approximate nomination is uncertainty in some situations.

Modern women tend to express their viewpoint on any issue or news. In some messages slang and taboo words can be conveyed which indicates women's independence and active position in the society ("jerk", "What's the hell with....", "totally out of whack"). In order to make posts more colourful and provoke the feedback women use lexical stylistic devices. The most frequently used of them are trite and genuine metaphors ("My heart has melted", "wipe my smirk off the face") and logical comparisons and simile ("sing like a diva", "act like a nightmare", "behave like a bizarre creature") [13].

One of the characteristic features of masculinity that can be traced in male blogs are contracted forms (ya, kinda) and interjections (Oh, gee, uh, oh, no). Men tend to stick to a more neutral tone in their posts and stories. We have analysed instagram accounts of men specializing in design, cooking, sports, and psychology. It is interesting to note that men employ jargon and terms a lot to speak about this or that sphere of life and their profession mainly (flavour, have a bite, boil, freshly grilled, do jumps, hamstrings, snatch, deadlift, liquid coolant). Self-description is vividly viewed in male blogs as well as self-expression. Most posts are job or hobby-related and less emotional in comparison with the female blogs. Male bloggers are more reserved and self-

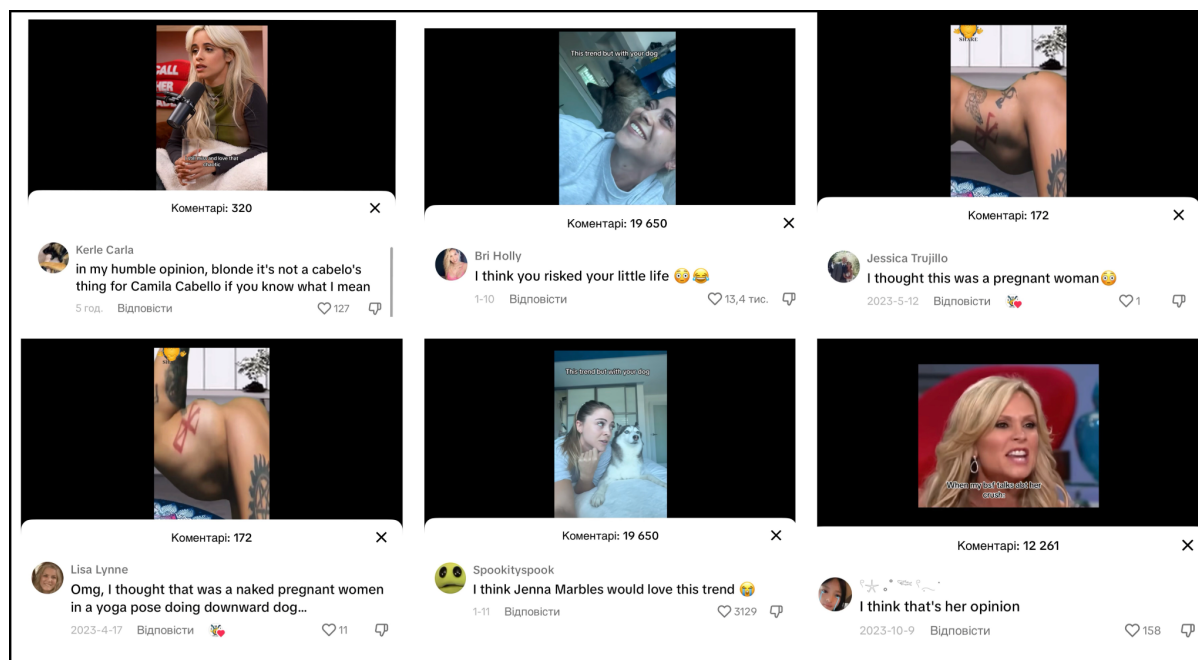
contained. As well as female bloggers male bloggers use a variety of lexical units which are similar to that of women's vocabulary and speech behavior (slang and taboo words (dammit, ass-hat, can cop a feel), epithets (handsome men, pretty women, marvelous mood, magic moments), metaphors (Love is the best medicine), logical comparisons and simile (like a monster, like a real man), idioms (horse around, shoot the breeze)) [23].

Another aspect of gendered language use is sentence structures. P. Eckert concludes that women tend to use longer and more complex sentences, often incorporating emotional or relational elements. These sentences are used to express nuanced thoughts and feelings. Men, on the other hand, tend to use shorter and more direct sentences, focusing on conveying information or making a point. For example, a woman might say, "I had a great time at the party, thanks to your kindness and generosity," while a man might say, "The party was fun, thanks."

Gendered linguistic differences in online communication can also be observed in various linguistic features. For example, women may use more qualifiers and hedging devices, such as "I think," "maybe," or "sort of," to soften their statements and show uncertainty. In contrast, men may use more assertive language, avoiding qualifiers and stating their opinions more directly. For example, a woman might say, "I think we should consider this option," while a man might say, "We should consider this option."

According to the videos on TikTok there are some evidences of using qualifiers and hedging devices (Picture 1). In our opinion, using qualifiers and hedging devices can be seen as a way to avoid appearing too assertive or aggressive, which are traits that may be less socially acceptable for women; help women conform to these expectations by downplaying the certainty of their statements. It can be a way for women to show empathy and consideration for others' perspectives, even when expressing their own opinions. By

presenting their statements as less definitive, women may feel that they are less likely to be challenged or judged harshly by others.



Picture 1. Women's using qualifiers and hedging devices.

In these comments, we found the use of acronyms and simplifications. The use of acronyms is prevalent in online communication as a means of simplifying expressions. In the sentence "Omg, I thought that was a naked pregnant woman in a yoga pose doing downward dog," the acronym "omg" stands for "oh my god," expressing surprise or shock. Acronyms like these are often used to convey emotions succinctly. Simplifications of words are another common feature in online communication. For instance, in the sentence "in my humble opinion, blonde it's not a cabelo's thing for Camila if you know what I mean," the word "it's" is used as a simplification of "it is" and "I think that's her opinion" - simplification is "that's" (that is). This simplification serves to streamline the sentence and make it more colloquial. This sentence also contains repetition of intensifier words: "it's not a cabelo's thing for Camila Cabello".

The word 'cabelo's' also serves as metaphor to transfer the features of one object to another on the basis of their similarity.

Gendered linguistic differences in online communication extend beyond language use to include communication styles according to L. Penny. These styles reflect broader societal expectations regarding gender roles and behavior. Women tend to prefer communication styles that are collaborative and inclusive, focusing on building connections and fostering relationships. In online forums, women may engage in discussions by offering support, empathy, and encouragement to others. They often seek consensus and try to maintain harmony in the conversation. For example, in a parenting forum, a woman might respond to a question about child-rearing by sharing her experiences and offering advice in a supportive and empathetic manner. She may use language that acknowledges the challenges of parenting and expresses understanding towards other parents [35].

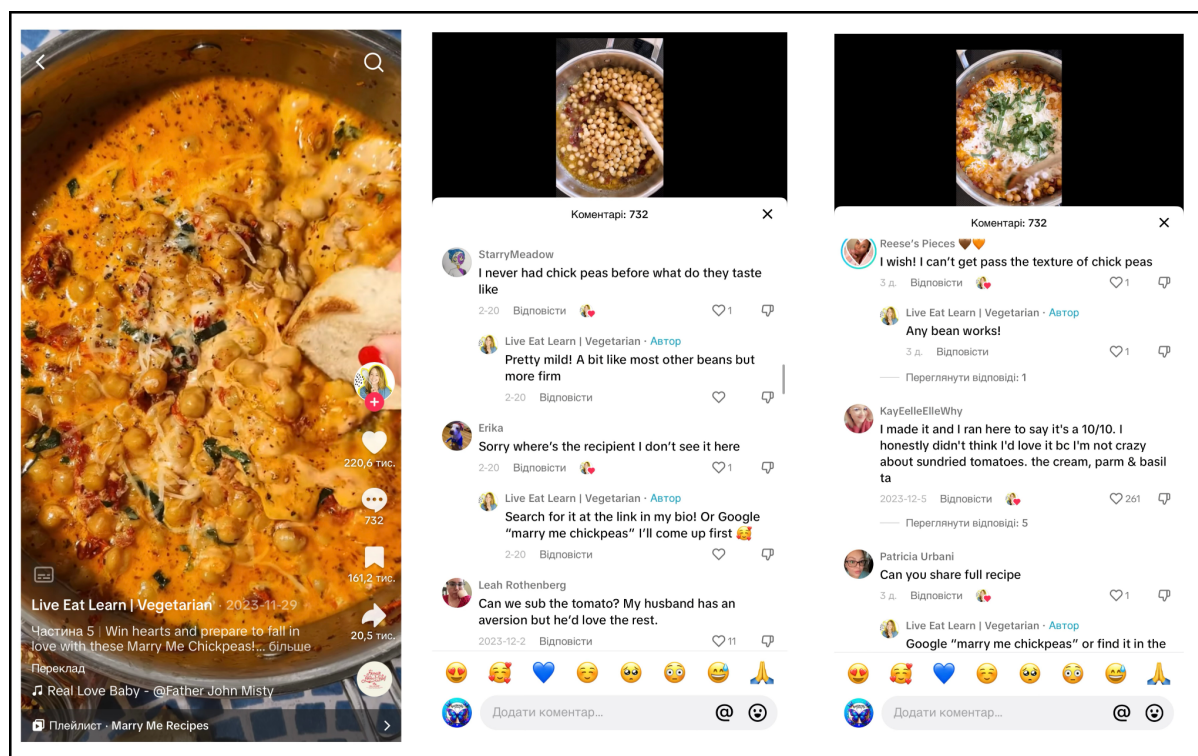
The video on TikTok about cooking and helped us to form a conclusion that 90% of women had a conversation in the comments. They shared other recipes, advised how to speed up the process, clarified the details of the recipes, etc. They express their admiration, gratitude and write pleasant words. They were all encouraged to communicate, because this topic was close and interesting to them, look at Picture 2.

As for the stylistic analysis we can see that a lot of language peculiarities. For example, the sentence "I wish! I can't get past the texture of chickpeas" has an ellipsis because the second clause omits the helping verb "can't" for a more concise and informal tone. The sentence expresses frustration and longing. The exclamation point emphasizes the strong desire to enjoy chickpeas despite the textural aversion. The sentence clearly conveys the speaker's feelings about chickpeas. The informality can be relatable depending on the context.

Another example is "Can we sub the tomato? My husband has an aversion but he'd love the rest". The use of "we" and "can" creates a polite and

indirect request. Mentioning the husband's aversion shows concern for his preferences. Highlighting his love for "the rest" conveys a positive attitude towards the dish. The sentence effectively conveys the request for a substitution while being respectful of both the restaurant and the husband's preferences.

The comment "I made it and I ran here to say it's 10/10. I honestly didn't think I'd love it bc I'm not crazy about sundried tomatoes. the cream, parm & basil ta" is characterised so: It's a compound sentence with two parts connected by "and." The second part is grammatically incomplete, missing the verb after "basil." The use of "ran here" and "10/10" conveys strong excitement. Admitting initial hesitation due to disliking sun-dried tomatoes adds credibility. "Crazy about," "bc," and the unfinished sentence create a casual and conversational tone. The message effectively conveys the speaker's enjoyment despite initial doubts. However, the incompleteness might leave the reader curious about what the cream, parmesan, and basil "do."



Picture 2. Interesting topic for women.

In contrast, men often prefer communication styles that are competitive and assertive, focusing on asserting their opinions and achieving goals. In online forums, men may engage in discussions by presenting their ideas confidently and directly. They may use language that emphasizes their expertise or knowledge in a particular topic. For example, in a sports discussion forum, a man might express his opinion about a player's performance in a game by using assertive language that highlights his perspective. He may engage in debates with other users, aiming to persuade them to agree with his viewpoint. They may use language that challenges or criticizes the opinions of others, aiming to assert their own viewpoints.

A video on TikTok about engineering led us to the conclusion that 100% of men had a conversation in the comments. If we look at the first comment «Not Civil engineering, this is Structural engineering», we will see a sentence that encourages in debate and discussion. There are more than 30 answers to this comment, that can be seen at Picture 3. In this example, we remark how easy it is to turn a normal conversation between men into a discussion, where everyone will express their opinion and provide their point of view. So, these examples confirm all of the above.

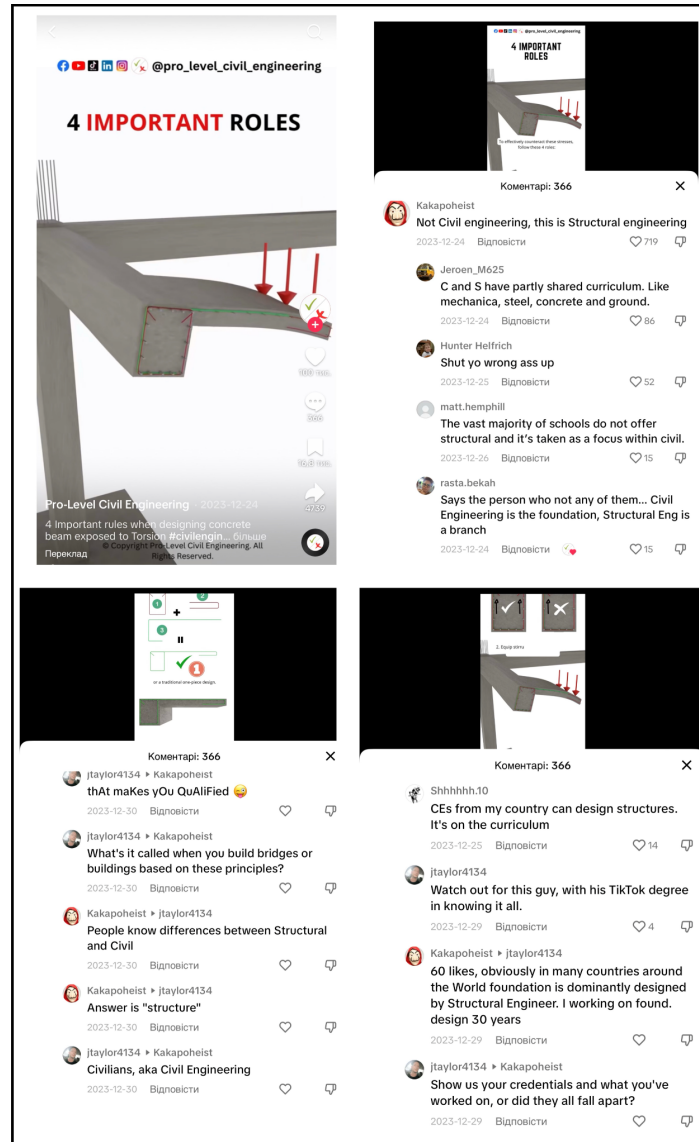
Apart from it, we can see here different stylistic means of language. Let's discuss the comment "watch out for this guy, with his his TikTok degree in knowing it all". The sentence uses sarcasm to mock the person. A "TikTok degree" is obviously not a real qualification, and "knowing it all" is a hyperbolic exaggeration. The sentence uses informal language ("watch out," "guy," "his his") which contributes to a dismissive and mocking tone. The repetition of "his" is likely an error, but it could also be used for emphasis to mock the person's supposed arrogance. The sentence is dismissive, mocking, and sarcastic. It aims to belittle the person and their perceived know-it-all attitude.

Another comment "Says the person who not any of them... Civil Engineering is the foundation, Structural Eng is a branch" we can analyze in

such way: the sentence has a grammatical error. It should be "Says the person who knows nothing about them..." The missing verb after "who" creates a dangling modifier. We can also remark that this comment is an attack on the person's character or knowledge rather than addressing the argument. In whole, the sentence is argumentative and condescending. It dismisses the other person's opinion by implying they lack knowledge. The use of "...not any of them..." is grammatically incorrect but emphasizes the speaker's belief in the other person's ignorance. While the sentence asserts the importance of Civil Engineering, it does so in a way that weakens the argument. An attack on the person is unlikely to convince them and may escalate the disagreement.

One more comment that was noted here is "Show us your credentials and what you've worked on, or did they all fall apart?". The second part "or did they all fall apart?" is a rhetorical question, not meant to be answered literally. It's used for emphasis and to cast doubt on the quality of the other person's work. The tone of sentence is aggressive and confrontational. It demands proof of competence and implies potential failure. It uses a false dilemma ("show credentials or your work failed") which doesn't allow for other possibilities.

While it might get a reaction, the aggressive tone is unlikely to foster trust or a productive conversation. It puts the other person on the defensive and makes them less likely to engage constructively.



Picture 3. Interesting topics for men.

In addition to language use and communication styles, gendered linguistic differences in online communication also influence how individuals construct their identities online. P. Eckert states that online platforms provide a unique space for individuals to express their gender identity and challenge traditional gender norms [8].

One way in which gendered linguistic differences manifest in identity construction is through the expression of gender identity in usernames, avatars, and profiles. Individuals may choose usernames that reflect their gender identity, such as using a name that is traditionally associated with their gender.

For example, a person named "Alex" might choose to use the username "Alexandra" to express a feminine gender identity online. Similarly, individuals may choose avatars or profile pictures that reflect their gender identity, such as using images of themselves or symbols associated with their gender.

Another aspect of gendered linguistic differences in identity construction is the performance of gender through language use. Individuals may adopt speech patterns, vocabulary, and expressions that align with stereotypical notions of masculinity or femininity. For example, a person identifying as male may use assertive and direct language to assert his masculinity, while a person identifying as female may use more emotive and expressive language to perform femininity. Similarly, individuals may use gender-neutral language to challenge binary notions of gender and express non-binary or genderqueer identities.

Penny L. claims that gendered linguistic differences in online communication also provide individuals with the opportunity to challenge traditional gender norms and stereotypes. By using language in innovative and unconventional ways, individuals can subvert expectations and expand the possibilities of gender expression. For example, a person may use humor or irony in their language use to challenge stereotypes about gender roles. They may also use inclusive language that acknowledges and respects a diversity of gender identities, thereby challenging the binary concept of gender [22].

In conclusion, gendered linguistic differences in online communication are a complex and multifaceted phenomenon that reflect broader societal norms and expectations regarding gender. Linguistic analysis of online communication can provide valuable insights into how gender identity is constructed and performed in digital spaces. By studying language use, communication styles, and identity construction in online communication, linguists can deepen their understanding of the relationship between language and gender in the digital age.

2.2 Stylistic gender differences in online discourse.

Stylistic gender differences in online discourse refer to the ways in which males and females may use language differently in digital communication. These differences can encompass various aspects of language, including vocabulary choice, sentence structure, punctuation, and overall communication style. Research in this area has identified several patterns that are often associated with gender differences in online communication [47].

One prominent aspect of stylistic gender differences in online discourse is vocabulary and word choice. P. Eckert states that women often employ more expressive and emotive language, using a rich array of adjectives, adverbs, and inclusive pronouns to convey their thoughts and feelings. They may also use more tentative language, qualifiers, and intensifiers to soften their statements. Gender differences in online communication in terms of language style can be expressed in several ways:

Metaphor: attributing specific metaphors solely to men or women in online communication is tricky as they are more likely influenced by context and individual communication style. Nevertheless, there are some scenarios where metaphor use might differ based on gender roles:

- Giving Advice:

Woman: "You're feeling overwhelmed with work? Maybe think of it as a big puzzle. Take things one piece at a time, and eventually the picture will come together." (Focuses on collaboration and process)

Man: "Feeling stressed about that deadline? Don't sweat it, just tackle it head-on like a bull charging through a field." (Focuses on direct action and overcoming obstacles)

- Describing a Relationship

Woman: "Our relationship is like a beautiful garden. We need to nurture it with love and care to keep it flourishing." (Focuses on growth and shared responsibility)

Man: "Our bond is like a strong rope. We can weather any storm together." (Focuses on strength and stability)

Another stylistic means is personification that also appears in online communication. Personification can be a way to express emotions in a more vivid way. Giving a human quality to something inanimate can make it feel more relatable. The most important is that the tendencies and individual styles can vary:

Women and Personification:

- Encouraging a friend: "Come on, girl! Don't let this setback get you down. You are strong and capable, you can overcome anything!" (Personifying the setback as an entity to be defeated)
- Expressing frustration with technology: "Ugh, my computer is acting up again! It's being so slow, it's driving me crazy!" (Personifying the computer as if it has bad intentions)

Men and Personification:

- Talking about a sports team: "The defense needs to step up tonight! If they can hold their own, we have a good shot at winning!" (Personifying the defense as a single entity)
- Complaining about traffic: "This traffic is a nightmare! It's going to take forever to get home at this rate." (Personifying traffic as a negative force)

Similar to metaphors and personification, attributing similes directly to men or women in online communication can be difficult, but it can be differentiated based on tendencies and communication styles:

- Describing a Feeling

Woman: "I'm feeling as nervous as a butterfly before a big presentation." (Focuses on emotional state through a relatable image). By the

way, we can notice the degree of adjective 'as nervous as' that is in neutral form, but has a comparison showing equality.

Man: "I'm as pumped as a tire before a race. Ready to give it my all!" (Focuses on energy and action using a traditionally masculine simile)

- Offering Support

Woman: "You're as strong as an ox, you can get through this tough time." (Focuses on inner strength using a traditionally masculine image)

Man: "Think of yourself as a flower pushing through the concrete. You're resilient and determined." (Focuses on perseverance using a nurturing image)

Attributing allusions directly to men or women can be even trickier than metaphors or similes. Allusions rely on shared cultural knowledge, which can vary greatly between people. However, here are several scenarios where allusion use might differ based on interests and communication styles:

- Discussing a Difficult Situation

Woman: "This project feels like a never-ending Sisyphus task!" (Refers to the Greek myth of Sisyphus perpetually rolling a boulder uphill)

Man: "We're stuck between a rock and a hard place here, just like in that movie 'The Princess Bride'." (Refers to a popular film)

- Expressing Admiration

Woman: "Her work ethic is like that of Wonder Woman - unstoppable!" (Refers to a comic book superhero)

Man: "He's a real Michael Jordan on the basketball court, scoring every time!" (Refers to a famous athlete)

Irony is a widely used stylistic means of language, especially in online communication. Here are some examples of irony used by men and women:

- Situational Irony:

Woman: "Ugh, I spent all day cleaning and the apartment already looks messy!" (The opposite of the intended outcome)

Man: "I finally got a good night's sleep, now I'm late for work!" (The opposite of the desired result)

- Verbal Irony (Sarcasm):

Woman (after partner asks if she wants takeout): "Sure, let's just order takeout again, because that's all we ever eat!" (Saying the opposite with a sarcastic tone, possibly implying frustration with routine)

Man (after struggling with a simple task): "Nailed it!" (Saying the opposite with a sarcastic tone, possibly implying self-deprecation)

- Dramatic Irony:

Woman complains about a bad date online, not realizing a friend of hers was the one who set her up. (The audience knows something a character doesn't)

Man confidently posts a solution to a technical problem online, only to be corrected by someone with more expertise. (The audience knows something a character doesn't)

Unfortunately, ridicule is a common issue in online communication, and it can happen between anyone, regardless of gender. Here are some examples of how ridicule might manifest in online interactions between men and women:

- Direct Insults:

Woman: Posts a selfie online. (Man responds): "Wow, you look rough in this picture." (This is a direct attack on her appearance)

Man: Shares an opinion on a forum. (Woman responds): "That's the dumbest thing I've ever heard. Do you even think before you speak?" (This is a personal attack on his intelligence). Apart from this, 'the dumbest thing' is remarked as the superlative form of adjective that shows us the highest level of manifestation emotions.

- Undermining Achievements:

Woman: "I just got promoted at work!" (Man responds:) "Must have been a low bar this year." (This downplays her accomplishment)

Man: "I finally finished writing my novel." (Woman responds:) "Yeah, good luck getting anyone to publish that." (This dismisses his hard work)

- Using Stereotypes:

Woman: Expresses an interest in video games. (Man responds:) "Girls don't play games like that." (This relies on a gender stereotype)

Man: Wants to stay home and raise the children. (Woman responds:) "You can't be a stay-at-home dad, that's a woman's job." (This relies on a gender stereotype)

The repetition of lexical units is used by men and women in online communication so widely. Its function is to enhance expression since the repeated lexeme draws the addressee's particular attention to the message. Among the syntactic repetitions, we single out anaphora, chiasmus, anadiplosis, and epiphora, illustrated in the following examples:

Anaphora:

- Expressing Shared Values (for a woman who is discussing the importance of healthy relationships with a friend): "We deserve to feel respected. We deserve to feel loved. We deserve to feel supported." (Anaphora for emphasis on shared values)
- Stating Priorities (for a man who is explaining his goals for the upcoming year): "I want to focus on my career this year. I want to improve my fitness. I want to spend more time with family." (Anaphora for listing priorities). 'More time' gives us the understanding of the aspect that would be better to be improved, as we see here the comparative form of degrees of adjectives.
- Building Consensus (for two people who are brainstorming solutions to a problem):
(Woman): "We can try this approach. We can ask for help from a colleague. We can research alternative solutions." (Anaphora for listing options)

(Man): "Let's consider all the angles. Let's weigh the pros and cons. Let's make an informed decision." (Anaphora for emphasizing thoughtful approach)

- Emotional Impact (Someone who is expressing their disappointment about a canceled event):

(Woman): "I was so looking forward to this trip. I had planned outfits. I booked activities. I saved up for months." (Anaphora for emphasizing the extent of disappointment)

(Man): "This is so frustrating. We practiced for weeks. We were ready to compete. We deserved a chance." (Anaphora for emphasizing the frustration over lost opportunity). Apart from this, the tiny particle 'so' has a significant meaning in the sentence as it enhances the expression of emotion.

Chiasmus emphasizes ideas by mirroring the structure of the first part of a sentence in the second part, but reversing the order. Mostly used expressions with such stylistic means are given as examples below:

- Expressing Emotions:

"I care about your feelings, but I also need you to understand mine." (Woman)

"I'm tired of negativity, let's focus on the positives." (Man)

In both examples, chiasmus emphasizes the contrasting emotions or ideas.

- Offering Advice:

"Don't let fear hold you back, chase your dreams instead." (Woman)

"Focus on the solution, not the problem." (Man)

Here, chiasmus creates a clear call to action by emphasizing contrasting elements.

Anadiplosis repeats a word or phrase at the end of one clause and the beginning of the next and attributing it solely to men or women in online communication can be tricky. For example:

- Encouragement (a woman who is motivating a friend who is feeling down): "You are strong. You are capable. You can get through this." (Anadiplosis for emphasis on positive qualities)
- Problem-solving (a man who is outlining steps to troubleshoot a technical issue): "First, restart the computer. Restarting the computer can often clear up minor glitches." (Anadiplosis for emphasizing the solution and its potential benefit)
- Emotional Connection (two people are expressing their excitement about an upcoming event):

(Woman): "I can't wait for the concert! It's going to be amazing. Amazing, isn't it?" (Anadiplosis for shared enthusiasm)

(Man): "The game is finally here! We've been waiting for this day. This day is going to be epic!" (Anadiplosis for shared anticipation)

Epiphora, the repetition of a word or phrase at the end of successive clauses, can be used in online communication by both men and women, but there might be some tendencies based on communication styles. Here are some examples:

- Offering Support (a woman who is reassuring a friend who is going through a tough time): "This situation is difficult, I know it. But you're strong, and you'll get through it, I know you will." (Epiphora for emphasis on overcoming challenges)
- Expressing Determination (a man who is discussing his goals with a colleague): "This project is important, no doubt about it. We need to put in the hard work, that's for sure." (Epiphora for emphasis on commitment)
- Building Rapport (two people are getting to know each other online and finding common interests):

(Woman): "I love to travel! Where's your favorite place you've been? Mine is definitely Italy." (Epiphora for creating a sense of connection)

(Man): "I'm a big movie buff. What kind of movies do you like? Action films are my favorite." (Epiphora for establishing shared interests)

- Adding Emphasis (Someone is expressing their strong feelings about something):

(Woman): "This new policy is unfair, completely unfair!" (Epiphora for emphasis on the injustice)

(Man): "This opportunity is incredible, absolutely incredible!" (Epiphora for emphasis on the excitement)

Parallelism, structuring sentences with similar grammatical forms to create rhythm and emphasis, is a powerful tool in online communication for both men and women. While some research suggests tendencies in communication styles, parallelism is more likely influenced by the message itself. Here's why:

- Clarity and Conciseness (Explaining steps in a process):

(Woman): "First, you need to create an account. Then, you can upload your photos. Finally, you're ready to share your profile." (Parallel structure for clear instructions)

(Man): "Practice makes perfect. Stay focused, stay disciplined, and stay motivated." (Parallel structure for concise motivational message)

- Highlighting Contrasting Ideas (Debating an issue):

(Woman): "Some people value tradition, while others embrace change." (Parallel structure to emphasize opposing viewpoints)

(Man): "Winning is important, but sportsmanship is essential." (Parallel structure to highlight contrasting values)

- Emotional Impact (Expressing strong feelings):

(Woman): "I feel happy, grateful, and excited for the future." (Parallel structure to emphasize positive emotions)

(Man): "This is frustrating, disappointing, and frankly unacceptable." (Parallel structure to emphasize negative emotions)

Here are some examples of enumeration used in online communication, highlighting how it might differ based on tendencies in communication styles, though it's important to remember these are not rigid rules:

Women and Enumeration:

- Sharing Details (A woman is describing a positive experience online): "The concert was amazing! The music was incredible, the lights were dazzling, and the crowd was so energetic." (Enumeration of details to create a vivid picture)
- Providing Options (A woman is brainstorming ideas for a group activity): "We could go see a movie, grab dinner at that new restaurant, or have a game night at someone's place. What sounds fun?" (Enumeration of options for a collaborative decision)

Men and Enumeration:

- Listing Steps (A man is explaining how to fix a technical problem online): "First, restart your device. If that doesn't work, try updating the software. As a last resort, you can reset the system to factory settings." (Enumeration of steps in a clear order)
- Highpointing Achievements (A man is listing his qualifications for a job online): "I have five years of experience in this field. I'm proficient in multiple programming languages. I'm also a strong team player." (Enumeration of skills and experience to showcase qualifications)

In conclusion, gendered linguistic differences in online discourse are a fascinating area of study that sheds light on the ways in which gender influences language use in digital communication. From vocabulary and sentence structure to punctuation and overall communication style, these differences reflect broader societal norms and expectations regarding gender roles. By understanding these differences, we can gain a deeper insight into how gender is

expressed and perceived in the digital world, and how it shapes our online interactions and identities.

2.3 Gendered grammar differences in online communication.

Gendered grammar differences in online communication reflect the intricate interplay between language, culture, and gender identity. Online platforms serve as a unique space where individuals can express themselves freely, yet they are also influenced by societal norms and expectations regarding gender. This chapter explores the various ways in which gendered grammar differences manifest in online communication, focusing on word choice, sentence structure, emojis and punctuation, and capitalization.

Sara Mills states that one of the most noticeable aspects of gendered grammar differences in online communication is word choice. Certain words and phrases are often associated with specific genders, reflecting societal stereotypes and expectations. For example, terms like "bossy" or "feisty" are sometimes used to describe assertive women, while men might be described as "assertive" or "strong." These gendered terms can reinforce stereotypes and expectations, shaping how individuals perceive themselves and others in online interactions [34].

Additionally, gendered pronouns play a significant role in online communication. In English, gendered pronouns like "he" and "she" are used to refer to male and female individuals, respectively. However, there has been a growing use of gender-neutral pronouns like "they" to refer to individuals of unspecified gender or those who identify outside the traditional gender binary. This shift towards gender-neutral language reflects a broader effort to be more inclusive and respectful of diverse gender identities in online spaces.

Some online communities use capitalization to signify gender. For example, a person who identifies as female might write "She" instead of "she" to signal their gender more prominently, while "he" might be capitalized for the

same reason. It serves as a form of self-identification and recognition in online spaces. The use of capitalization to signify gender in online communication is a significant example of how language is used to assert identity and challenge traditional norms [16].

Jaffe, Lee, Huang, and Oshagan (1999) suggest that analyzing the gender aspects of pseudonyms in English chats reveals how people express their gender identity online. Pseudonyms, or nicknames, act as digital identities allowing individuals to showcase aspects of themselves, including gender. Women's nicknames tend to be longer and more intricate compared to men's, possibly reflecting a preference for expressive language. Women often incorporate emotional or expressive elements, like hearts or positive adjectives, into their nicknames, indicating a tendency to use language that conveys emotion and empathy. Their nicknames may also be more personalized, incorporating elements of their name, interests, or personality traits, showcasing a desire for self-expression and individuality. Additionally, women's nicknames might reference popular culture, fashion, or social trends, demonstrating their engagement with and awareness of these phenomena. Some women's nicknames may even reflect gender stereotypes, such as being overly cute or feminine, which could be a reflection of societal expectations. For example, names like SparklingDiamondQueen, LovingHeartForever, FashionistaDiva-Chic, CuteKittenPrincess, and GirlyGlamourQueen. On the other hand, men's nicknames typically have a more professional or serious tone, often including references to their profession, hobbies, or achievements, suggesting a desire to present a competent and authoritative image. Men's nicknames are usually simpler and more direct than women's, often including abbreviations or acronyms, indicating a preference for efficiency and practicality in communication. Examples include TechSavvyPro, BusinessLeader2022, Mike-Gamer24, DIYExpert123, and MBAStudent55 [7].

On the syntactic level it is necessary to note that the dominant constructions employed by women are elliptical sentences (“Care to think?”, “Still alone?”), modal verbs (“You might be thinking”, “I must confess”), emphatic constructions (“I do believe”, “She did speak on it”, “We put on a pretty marvelous show, didn't we?”).

The differences in choosing grammar tenses between women and men are often subtle and can vary depending on the context and individual communication styles. Women may use a wider range of tenses in their narratives, including the present, past, and future tenses, to provide detailed and expressive accounts. Men may focus more on the past and present tenses in their narratives, using them to convey factual information and concrete details. For example: women: "I am walking to the store when I see a beautiful sunset. I stop and take a picture to capture the moment."; men: "I walked to the store and saw a beautiful sunset. I stopped to take a picture." Women may use the present tense to describe ongoing actions or states, focusing on the context and emotions surrounding the event. Men may use the past tense to describe completed actions or events, focusing more on the sequence of events and factual details. For example: women: "She is running late because she had to drop her kids off at school before coming to work."; men: "He ran late because he missed his alarm this morning." Women may use the conditional tense more often to discuss hypothetical situations or to express uncertainty or politeness. Men may use the conditional tense less frequently, preferring to make definitive statements or to focus on practical outcomes. For example: women: "If I were you, I would take the job offer."; men: "I will take the job offer if it comes with a higher salary." Women may use the future tense to discuss future plans or possibilities, often incorporating more nuanced and speculative language. Men may also use the future tense to discuss future events, but may focus more on concrete plans or predictions. For example: women: "I am planning to travel to Europe next summer."; men: "I plan to travel to Europe next summer." Women

may use a more consistent and detailed approach to tense usage, providing a thorough and coherent narrative. Men may use tenses more selectively, focusing on key events or actions and providing less overall detail in their narratives. For example: women: "I have been studying Spanish for three years, and I plan to continue learning the language."; men: "I studied Spanish for a few years, but I haven't practiced much lately."

In online communication, Sara Mills discovered that hedging plays a significant role in shaping the tone, clarity, and politeness of messages. Hedging involves the use of words or phrases that soften the impact of a statement, indicate uncertainty, or convey politeness. While both men and women use hedging in their online communication, research suggests that women tend to use it more frequently than men. This difference in hedging behavior can influence how messages are perceived and how relationships are formed in online interactions. Women often use hedging to qualify their statements and express uncertainty. For example, they may say, "I think this is the best approach," instead of stating definitively, "This is the best approach." This can be a way for women to appear more tentative or polite in their online interactions. Hedging can also be used by women to mitigate the impact of their statements and avoid coming across as too assertive or aggressive. For example, they may say, "Perhaps we could consider this option," instead of saying, "We should consider this option." Men, on the other hand, may use less hedging and express their opinions more directly in online communication. They may be more inclined to state their beliefs or preferences without qualifying them. For example, a man might say, "This is the best approach," without using words like "I think" or «maybe." This directness in men's online communication can be perceived as more confident or authoritative. However, it can also be seen as overly blunt or dismissive, depending on the context and the tone of the conversation. The use of hedging can impact how messages are received and interpreted in online communication. Women's use of hedging may make their

statements seem less forceful or certain, which can affect how their ideas are perceived by others. Conversely, men's less frequent use of hedging may contribute to a perception of greater confidence or assertiveness. However, it can also lead to misunderstandings or conflicts if their directness is perceived as insensitivity or arrogance [24].

Holmes J. and Meyerhoff M. confirm that in online communication, the frequency of interruptions can impact the flow, dynamics, and effectiveness of conversations. While interruptions can occur in various forms, such as in text-based chat, voice calls, or video conferences, the underlying patterns and effects can be similar to those observed in face-to-face interactions. Men may interrupt more frequently in online conversations, mirroring patterns often seen in face-to-face communication. This behavior can stem from assertiveness, eagerness to express opinions, or a desire to take control of the conversation. Women, on the other hand, may be more inclined to listen actively and wait their turn to speak. This behavior can be influenced by social norms that value attentiveness, empathy, and collaborative communication styles. The frequency of interruptions can impact the overall dynamics of online communication. Frequent interruptions can disrupt the natural flow of conversation, leading to misunderstandings, incomplete exchanges, and challenges in conveying ideas effectively. Women may feel less empowered to speak up or assert themselves in conversations where interruptions are common, potentially leading to unequal participation and a lack of diverse perspectives [25].

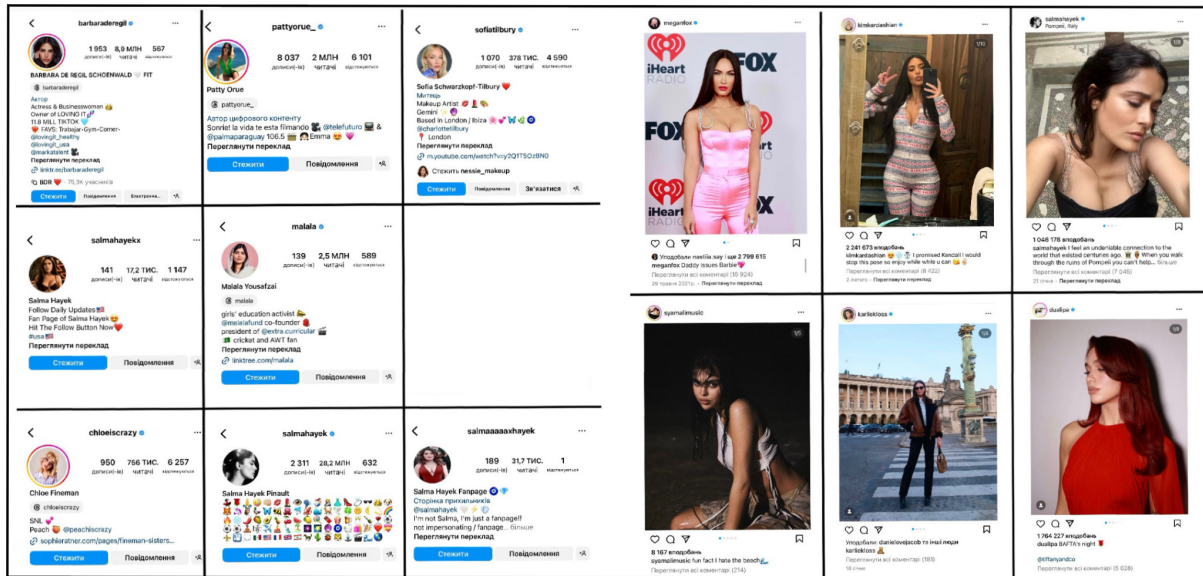
2.4 Pragmatic differences in female and male online communication.

Pragmatic differences refer to variations in the use of language in different contexts and situations. Pragmatics is the study of how language is affected by the situation in which it is used, of how language is used to get things or perform actions, and of how words can express things that are different from what they appear to mean [49]. In our work we will follow this

definition: Pragmatics is the study of how language is influenced by the context in which it is used, how it is used to achieve goals or perform actions, and how words can convey meanings that go beyond their literal definitions. Pragmatic differences can encompass a wide range of aspects, including conversational strategies, politeness norms, speech acts, and the use of nonverbal communication cues.

One key difference in online communication between genders that D. Tannen researched is language use. Females often use language that is more emotive and expressive in online communication. They may use a variety of linguistic features to convey emotions and create a friendly, engaging tone. D. Tannen claims that females tend to express a wider range of emotions in their online communication compared to males. They may use emoticons, emojis, and expressive language to convey their feelings more vividly. Females are more likely to use emoticons and emojis to enhance their emotional expression and create a more engaging and expressive tone in their messages. For example, a female might write "I'm so excited about our upcoming trip! 🎉" to convey enthusiasm or "I'm so thrilled about this news! 😍" to convey excitement and joy. Another feature of female language use is the use of exclamation marks to emphasize emotions and create a sense of excitement. Females may use multiple exclamation marks to show extreme excitement or enthusiasm. For instance, a female might write "I can't wait to see you!!! 😍😍" to express intense feelings of anticipation and affection [10].

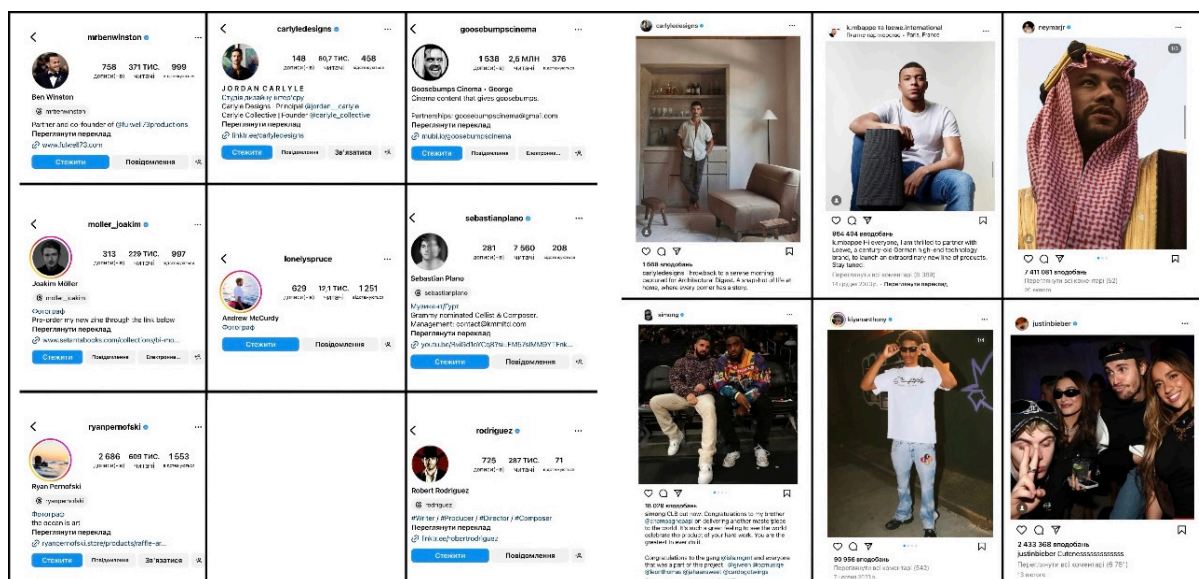
As an example, we took the social network Instagram and analyzed the use of emoticons in the women's profile description and analyzed the descriptions under the women's posts, you can see the results in the Picture 5.



Picture 5. Women's using of emoticons in profile.

From these examples, we can understand that women like to use emoticons and do it often, even sometimes there are too many emoticons or they don't make any sense. In our opinion, women may use emoticons to add emotional context to their messages and make their communication more expressive. Emoticons can be seen as an extension of this communication style, allowing women to enhance the emotional content of their messages. Women may feel more pressure to be polite or friendly in their communication, which could lead to the use of emoticons to soften their messages.

Then, we analyzed the use of emoticons in the men's profile description and analyzed the descriptions under the men's posts, you can see the results in the Picture 6. Males, on the other hand, tend to express emotions more subtly in online communication. They are less likely to use emoticons or emojis and may prefer to convey their emotions through words alone. For example, a male might write "I'm excited about this opportunity" without adding additional emotive language or symbols. Males tend to express emotions in a more understated manner, focusing more on the content of their message rather than on emotive expression [46].

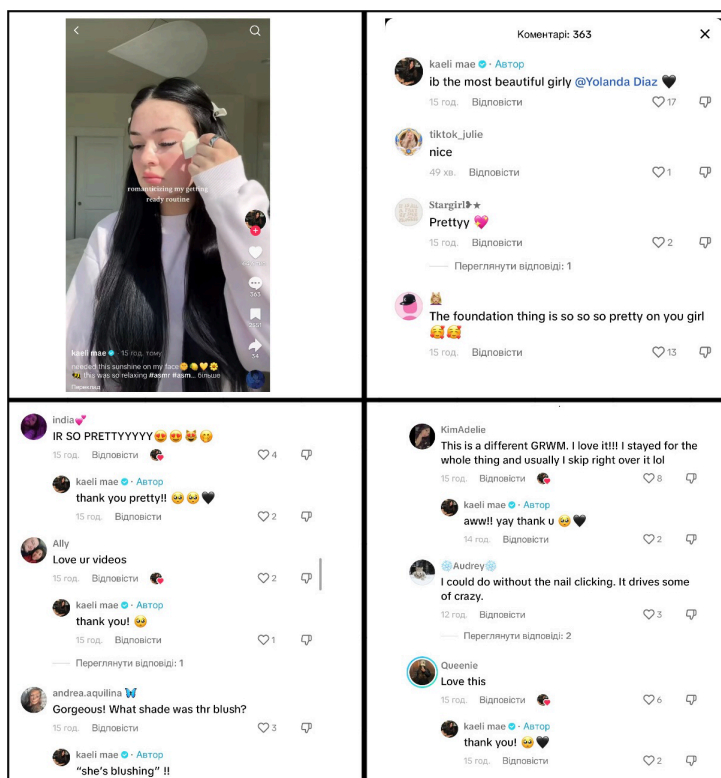


Picture 6. Men`s using of emoticons in profiles.

If we look carefully at these examples, we will not see a single emoticon in the male profiles and we can conclude that emoticons are not characteristic of men, they use them very rarely or not at all. They may prefer to convey their messages using clear and straightforward language, rather than relying on emoticons to express emotions or tone. There may be social norms or stereotypes that discourage men from using emoticons, as they may be perceived as less masculine or overly emotional.

Additionally, females often use colorful language and descriptive adjectives to convey emotions, add emphasis to their statements, provide detailed descriptions or explanations. This attention to detail can enhance the clarity and richness of their communication. They may use words like "amazing," "fantastic," or "incredible" to express admiration or excitement. For example, a female might write "That was an amazing concert! I had so much fun!" to express her enjoyment of an event. Males, on the other hand, tend to use language that is more straightforward and concise in online communication. They may focus more on conveying information and facts rather than emotions. If we look at the example of women comments under the video on TikTok on

Picture 7, we can see that women use different adjectives, such as «pretty», «gorgeous», «beautiful» and so on to add emphasis to their statements and to strengthen their feelings, attitude, admiration.

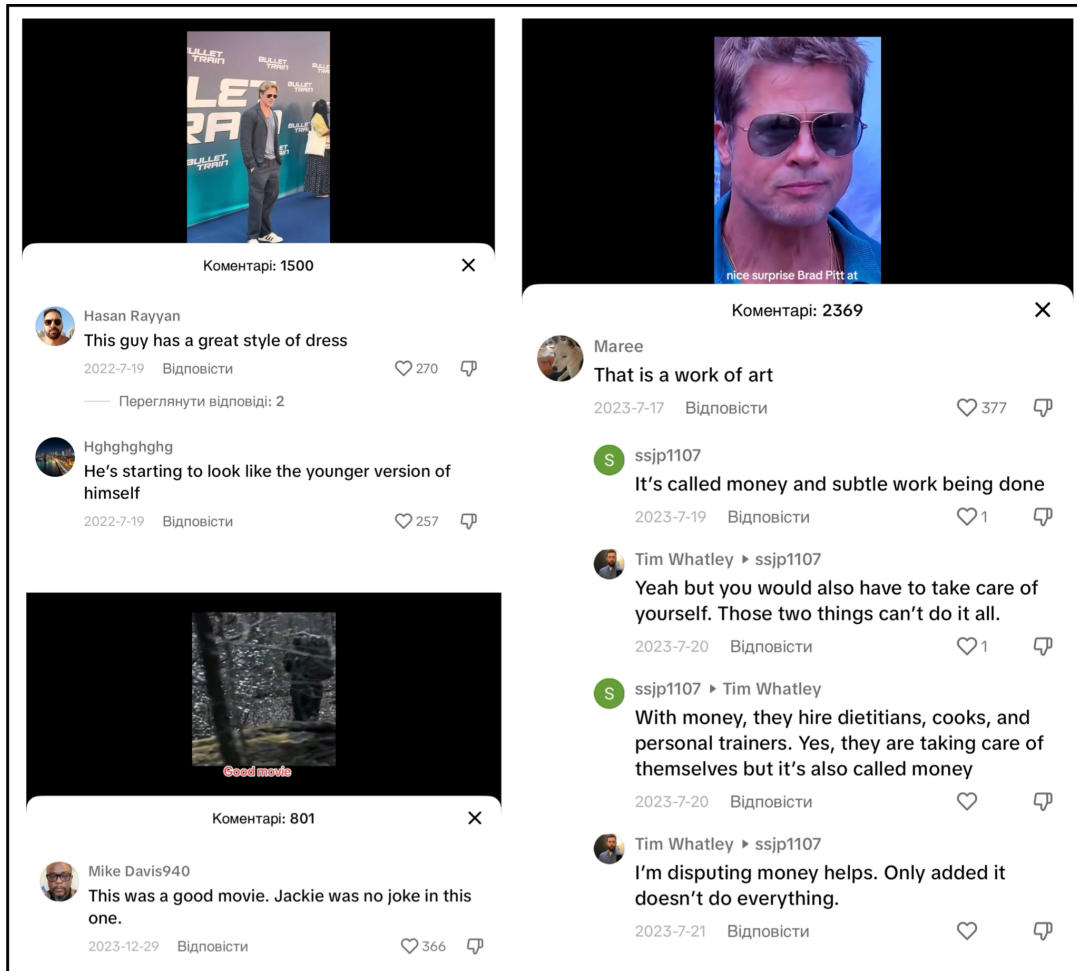


Picture 7. Women's using of adjectives.

D. Tanner states that males often use simple and direct language to communicate their thoughts and opinions. For example, a male might write "I agree with your point" to express agreement without elaborating further. In contrast to females, males are less likely to use emojis or emoticons in their communication. They may prefer to express emotions through words rather than symbols. For example, a male might write "I'm happy to hear that" instead of using a smiley face emoticon. Males also tend to use fewer adjectives and adverbs in their language use, preferring to keep their statements concise and to the point. They may use more neutral language to convey their thoughts and

opinions. For example, a male might write "That was a good book" without adding additional descriptive words [10].

We analyzed different videos on TikTok and found examples of men's neutral language (Picture 8). To our opinion, this can help men to avoid ambiguity and ensure that their message is understood as intended, convey professionalism and authority in communication. Men may be socialized to prioritize logic and reason in their communication, leading them to use language that is more factual and objective. they can minimize the risk of their message being misconstrued or misinterpreted by others. Also, on the picture #3, you can see a discussion ensued between the men in comments. The man, after reading the other man's comment, could not pass by and expressed his opinion, and then they began to prove their rightness in the discussion. This is one more example that proves that it is very easy for men to start a discussion.



Picture 8. Men`s neutral language.

As for communication style, P. Eckert claims that females often use more cooperative and inclusive language in online communication, aiming to build rapport and establish connections with others. They tend to use language that emphasizes collaboration and consensus-building. While emphasizing collaboration and consensus-building doesn't necessarily require dividing language, here are strategies that use language differently to achieve the same goal:

1. Highlighting Strengths and Expertise:

Collaboration: "Let's leverage [Name]'s design expertise to create a visually appealing solution."

Consensus-building: "By combining [Team member A]'s market research with [Team member B]'s technical knowledge, we can reach a well-rounded decision."

2. Framing Differences as Opportunities:

Collaboration: "The different perspectives from marketing and engineering will lead to a more robust product launch strategy."

Consensus-building: "Let's hear the pros and cons of both approaches before reaching a consensus."

3. Focusing on Shared Goals and Outcomes:

Collaboration: "By working together on this project, we can achieve the shared goal of increasing customer satisfaction."

Consensus-building: "Reaching an agreement on this budget will ensure we have the resources needed to achieve our common goals."

4. Using Inclusive and Open-Ended Language:

Collaboration: "I'd love to hear everyone's ideas on how to approach this challenge."

Consensus-building: "Is there anything we can adjust to find a solution that works for everyone involved?"

5. Emphasizing Process and Steps:

Collaboration: "Let's break down the project into smaller tasks and assign them based on team member strengths."

Consensus-building: "We can address each point of concern raised and then vote on the final decision."

Here's a breakdown of language that emphasizes collaboration and consensus-building in online communication:

Opening the conversation:

- "Let's brainstorm some ideas together."
- "What are your thoughts on this approach?"
- "I'd love to hear everyone's perspective."

- "What are some potential solutions we can consider?"
- "Is there anything we can adjust to find a win-win situation?"

Acknowledging contributions and fostering participation:

- "That's a great point, [Name]."
- "Thank you for sharing your insights."
- "I appreciate your perspective on this."
- "This is a valuable contribution to the discussion."
- "Does anyone have any further thoughts?"
- Finding common ground and building consensus:
- "Can we identify some key areas of agreement?"
- "Let's build on the ideas that have already been raised."
- "Perhaps we can find a compromise that works for everyone."
- "I see your point, and here's another way to consider it..."
- "How can we combine our strengths to achieve this goal?"

Closing the conversation and moving forward:

- "Based on our discussion, here are some next steps..."
- "Let's summarize the key takeaways from this conversation."
- "I feel confident that by working together, we can achieve this."
- "Is everyone comfortable with how we're moving forward?"
- "Thank you for your valuable contributions."

For example, a female might write "I think we can work together to find a solution that works for everyone" to encourage cooperation and teamwork. Females also tend to use language that acknowledges others' contributions and perspectives. They may use phrases like "That's a great point, and I agree with you" to show respect for others' opinions and build a sense of camaraderie. Additionally, females often use inclusive pronouns such as "we" and "us" to create a sense of unity and shared goals. Males, on the other hand, often use more competitive language in online communication, focusing on asserting their ideas and opinions. They may use language that emphasizes their own

knowledge and expertise. For example, a male might write "I believe my approach is the most effective based on my experience" to assert dominance in a conversation. Males also tend to use language that highlights their achievements and accomplishments. They may use phrases like "I have successfully implemented this strategy before" to establish credibility and authority [34].

These differences in communication styles can impact how individuals perceive and interact with each other online. For example, females' use of emotive language and cooperative strategies may be perceived as more friendly and approachable, while males' use of competitive language may be seen as more assertive and confident. Understanding these differences can help individuals navigate online communication more effectively and build better relationships with others.

Conclusion to Chapter 2

Gendered linguistic differences in online communication are evident in the language patterns used by males and females. Females tend to use more emotive and expressive language, incorporating emojis, exclamation marks, and colorful language to convey emotions and create a friendly, engaging tone. In contrast, males often use more straightforward and concise language, focusing on conveying information rather than emotions. These differences can influence how messages are perceived and the tone of online interactions.

Females often use more cooperative and inclusive language, seeking to build rapport and establish connections with others. They may use phrases that encourage collaboration. In contrast, males tend to use more competitive and assertive language, focusing on asserting their ideas and opinions. They may use phrases which assert dominance in a conversation.

Gendered grammar differences in online communication refer to variations in grammatical structures used by males and females. For example, females may use more descriptive language and adjectives to provide context

and detail in their messages. They may also use more complex sentence structures to convey nuanced meanings. Males, on the other hand, may use simpler and more direct language, focusing on conveying their message efficiently.

Pragmatic differences in female and male online communication encompass variations in conversational strategies, politeness norms, and emotive expression. Females often use more cooperative language, seeking to establish connections and build relationships. They may use language that acknowledges others' perspectives and seeks consensus. In contrast, males may use more competitive language, focusing on asserting their ideas and opinions. Understanding these differences can help individuals navigate online communication more effectively and avoid misunderstandings..

CHAPTER 3. Research on gender factor in online communication

3.1. Problem of methodology in gender linguistic studies

Modern linguistic science examines various linguistic phenomena in close connection with a person and the peculiarities of his thinking, increasingly moving to an anthropological paradigm. The focus of gender research is on cultural and social factors that determine society's attitude to men and women, people's behavior in connection with belonging to a certain gender [42].

The development of new theories of personality, in particular the theory of social constructivism, required new methods of research that would more accurately reflect ideas about the sociocultural nature of the category "gender", which was previously interpreted only as biologically determined. The change of paradigms involved the adoption of a fundamentally new ontology, that is, a system of views on the object of analysis.

In modern science, we observe a variety of methodological approaches in the study of gender. General scientific and linguistic principles of the gender parameter are relevant for the methodological basis of gender studies.

The study of gender is impossible without taking into account the following general scientific principles [30]: gender is a product of the development of culture and society, which has a relative character; like any socio-cultural product, gender is dynamic and changes over time; gender is a general scientific category in linguistics; the principles of the gender approach can be applied to any other discipline, but must be implemented taking into account its specificities.

The following linguistic principles are also applied to the study of gender in language [17]: gender is reflected in language and is a parameter of variable intensity in communicative communication; the cultural-symbolic character of gender determines the emergence of a gender metaphor, which functions in the same way as other types of metaphors; the study of gender aspects of the relevant linguistic phenomena is preceded by their analysis as units of language.

Approaches in gender studies [35]: the theory of social construction of gender; understanding gender as a stratification category related to other stratification categories; the interpretation of gender as a cultural metaphor; pseudogender approach.

Different approaches cause language researchers to choose different methods. Gender linguistics and gender linguistics are distinguished. The study of the gender parameter in language and speech should be conducted in two directions: there is gender linguistics, which studies language and speech behavior using gender methods; there is linguistic genderology, which studies gender categories using the means of linguistics. Gender ethics integrates separate human sciences that study gender and reveals their common patterns, it constructs the apparatus of gender studies. The author also recognizes the

existence of gender research methods. Gender as a multifaceted phenomenon needs new methodologies and methods. In particular, it is a methodology for understanding a person and his worldview [40].

Language appears as a tool for learning an independent interdisciplinary paradigm with a corresponding branch, linguistic genderology. The linguist also used the concept of "language centrism" in her research and explained it as the power of language over a person, which ultimately forms gender as a social sex.

The basis of scientific methodology is the principles of universal interrelationship, dialectical contradiction, qualitative and quantitative unity, dialectical negation and reflection. In the practice of linguistic gender studies, methods of both quantitative and qualitative analysis of texts are used. To select the most productive methods of gender research, we will use the criteria of reliability, validity, reliability, and field of application [39].

Thus, language is a tool for learning about gender as an independent interdisciplinary paradigm. Language units, depending on the will of the author of the text, build different paradigmatic characteristics of one gender study. The concept of gender is a crucial component of each research method. Gender linguistics needs its own methodology and methods. Today, there is a need for further fundamental scientific investigations regarding the coverage of the gender approach in the methodology of gender linguistics [32].

3.2. Methods of researching gender differences in language of men and women

Language plays a crucial role in expressing one's thoughts, emotions, and identity. It is also a medium through which gender differences are often manifested. Studying these differences can provide insights into the social and cultural influences on language use [41]. There are different approaches of researching gender differences in language of men and women:

Inferiority approach. The first systematic approach to the study of gender issues was the approach of inferiority. Its essence lies in the underestimation of the qualities of women's speech in comparison with the "male version". It was believed that the language of men is the norm, and the language of women is a deviation from it, hence the term "inferiority". Women's language and speech were indeed perceived as inferior, and scientists tried to find out what was really lacking in it compared to the standard version of male speech [29].

Dominance approach. The main goal of linguist researchers in this field was to expose the facts of male dominance in linguistic terms, fixed by socio-cultural tradition, as well as the impact on the existing situation.

The difference approach. With the passage of time, it becomes obvious that the essence of the problem of gender determination in language is not fully revealed either within the framework of the approach of inferiority or within the framework of the approach of dominance, so popular in the first decades of the development of the feminist movement. Turning to the topic of gender determination in linguistics already indicates the recognition of the importance of these differences at the level of linguistic science, not to mention the recognition of the very fact of the existence of such differences. However, the essence of the difference approach is not so much in recognizing the presence of determining characteristics of the immanent "women's language", but in giving these differences a prominent role in describing and solving the problems of gender linguistics [23].

A dynamic approach. The newest in gender linguistics is the so-called dynamic approach. According to this approach, gender differences are considered not as immanently inherent innate qualities, but as socially determined characteristics. At the same time, gender is considered as a dynamic category. According to the dynamic approach, the language of a communicator of any gender can possess both masculine and feminine features, so gender is

not considered as something that people possess, but as something that they create. Hence the concept of "creating gender" [27].

Each of the approaches described above has certain pros and cons, within the framework of each approach certain results have been achieved and characterized, which cannot be ignored and despised.

Psychological skills of men's written language [25]:

- use of army and prison jargon;
- frequent use of interjections, especially those with an emphasis on stating facts: obviously, without a doubt, of course;
- the use of a large number of nouns of abstract meaning;
- the use of words with the least emotional indexing when conveying an emotional state, or an assessment of a subject, or a phenomenon;
- uniformity and extreme simplicity of lexical techniques when conveying emotions;
- a combination of vocabulary, which is marked both emotionally and officially, when addressing relatives and friends;
- the use of profanity as an introduction and the uniformity of profanity used;
- inconsistency of punctuation marks with the emotional stress of speech.

Psychological skills of women's written language [26]:

- the presence of a large number of introductory constructions, artistic devices, definitions, expressions of speech, circumstances, definitions, pronominal additions, as well as modal constructions that express and possess different degrees of uncertainty, probability and uncertainty;
- tendency to use "prestigious", stylistically elevated forms, clichés, book vocabulary, loftiness and formality of speech;
- use of neutral phrases and expressions, euphemisms;

- the use of expressions that have a degree of evaluation with deictic lexemes instead of names of persons by name;
- great imagery and sublimity of speech when describing feelings and impressions, a variety of invectives and their accentuation with the help of reinforcing parts, adverbs and adjectives;
- zoonyms have a high frequency in invectives;
- swearing-nouns and verbs used in the passive state prevail;
- the use of combinations "adverb + adverb", simple and complex sentences, syntactic phrases with double negation is also quite frequent;
- frequent use of punctuation marks, high emotional coloring of language.

It's important to note that these are general tendencies and may not apply to all men or all writing contexts. Individual differences in writing style and approach can vary widely based on factors such as education, culture, and personal preferences [21].

3.3. Research on the expression of gender in online communication

The study of such a social phenomenon as gender and its relationship with language as a way of representing oneself in society began in the 50s of the twentieth century and continues to this day [10].

Today, the life of modern society is rapidly changing, gender roles are being updated, which inevitably affects people's perception of themselves, and the choice of strategy for presenting themselves in society. An individual's verbal behavior is part of his behavioral strategy in interaction with society. On the one hand, the conscious or unconscious choice of a specific model of speech behavior allows a person to broadcast a certain image of himself, the purpose of communication and the position that he is trying to take in the communication process. On the other hand, a person's speech says a lot about his picture of the

world, which makes it possible to influence the formation of his opinion about a particular object of reality and influence his choice [28].

Let us consider in more detail the lexical features in the speech of men and women in Internet communication using the example of a psychological forum and a forum dedicated to discussing the series “The Witcher”. A total of 71 male messages and 60 female messages were taken for analysis.

The following categories were identified in the texts as units of vocabulary analysis:

Affective adjectives, that is, those adjectives that express emotions and feelings and are of a subjective nature. Example: *interesting; blackest; best; fabulous; darling; cruel; silly; insane; spoiled; unbalanced; snotty; sad;* important, the use of this type of adjectives is considered more characteristic of female speech.

Words and expressions used to describe feelings, emotions, attitudes toward an object, psychological interaction, romantic experiences and psychological states. For example: *loves; Love; loved one; sympathy; happiness; delight; sadism; pleasure; rage; shocked; disappointed; masterpiece; just gives me goosebumps; it hurts me.*

Neutral adjectives, that is, those adjectives that are used to describe an object, while the subjective, evaluative characteristics in them are reduced to a minimum. For example: *linguistic; career; deserted; surrounding; orthodox; field; real; guerrilla; equestrian; nominal.* We also took adjectives that, within the context, had a neutral meaning, for example, the *adjective emotional; non-evaluative*, in the phrase a non-evaluative judgment. This type of adjectives is considered more characteristic of the speech behavior of men, since these types of adjectives describe the objective characteristics of an object, without adding emotional perception and subjectivity.

Words and phrases of diffuse semantics that soften the categorical nature of the statement. For example: *kind of; perhaps; in a sense; maybe.* Words that

do not carry a serious semantic load and increase the wateriness of the text, such as: *although; seems; maybe; it's a pity; certainly; for sure; In fact; marvelous; fortunately; imagine*. This feature is considered an attribute of female speech behavior.

Adverbs that modify, enhance or soften the meaning of adjectives. For example: *too soft; perfectly clean; really high quality*. Presumably this can be attributed to female characteristics of speech behavior, since such modifications make speech more florid and emotionally charged.

Abstract nouns. For example: *thinking; perception; life; death; superiority; pleasure; disgust; happiness*. This trait is considered predominantly masculine. It is generally accepted that women use concrete nouns more often in speech.

Terms, for example: *super-ego; materiality; emotional intellect; hormone therapy; factors; mentality; way of knowing*. It can be assumed that this feature may be inherent in women, since due to more literate speech, which contains scientific terminology, their messages may seem more significant.

Lexical units related to slang. For example: *taxis; don't be stupid; sad; mobile; sidekick; spoil; bang*. Slang is considered an attribute of male speech.

Stylistically reduced, abusive language to express a negative assessment, for example: *tabloid nonsense; bastard; brat*. Stylistically reduced language is considered more characteristic of men as a form of expression of rugged masculinity and dominance.

A separate unit of analysis for the forum dedicated to discussing the series "The Witcher" was military vocabulary that describes the hunt for dangerous monsters that threaten humanity and the weapons of the protagonist. Example: *swords; axes; trenches; battles; squad*. This layer of vocabulary is traditionally considered a characteristic of male speech, as it serves to describe the male sphere of interests.

In the course of analyzing messages on a film forum dedicated to discussing the television series “The Witcher,” the following features of vocabulary in the speech of men and women were identified.

Regarding the use of affective adjectives in speech, for men 52 uses of affective adjectives were identified in 38 messages, which is about 1.3 affective adjectives per message, for women this value was 50 affective adjectives found in 30 messages, which is equal to approximately 1,5 affective adjectives per message (Chart 1). The difference in frequency of use is negligible, and yet women on this forum are slightly more likely than men to use affective adjectives in their speech.

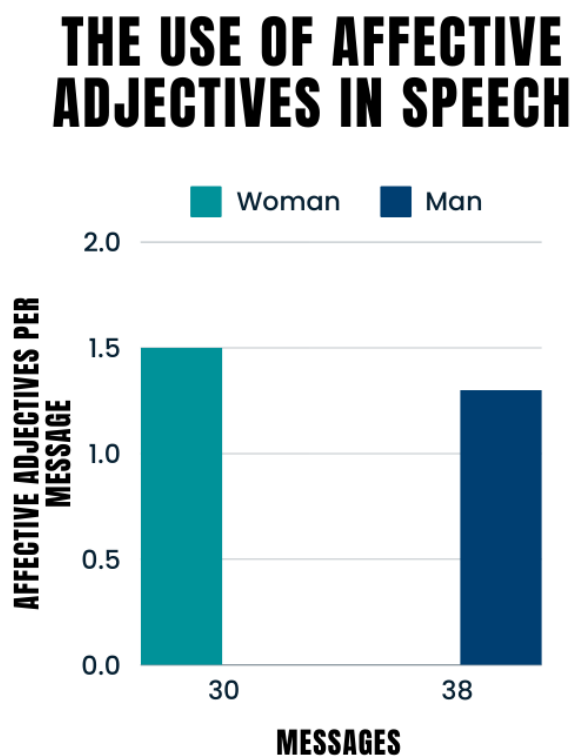


Chart 1. The use of affective adjectives in men and women`s speech.

Neutral adjectives occurred 35 times in 38 messages from men and 34 times in 30 messages from women, which is 0.9 occurrences per message in men and 1.1 occurrences per message in women (Chart 2). According to these

results, it turns out that on this forum women use neutral adjectives slightly more often and more than men.

NEUTRAL ADJECTIVES

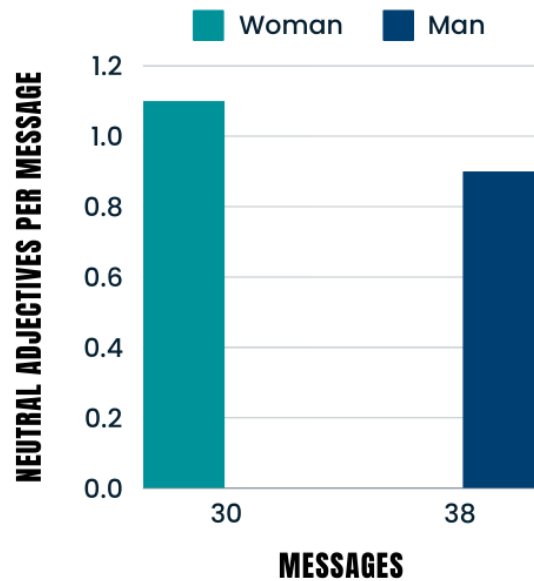


Chart 2. The use of neutral adjectives in men and women`s speech.

In general, we can conclude that the use of adjectives in speech is more typical of the female half of the forum participants.

An interesting observation while working with messages on this forum were words and expressions that describe feelings, experiences, emotions, emotional perception, which are traditionally considered indicators of women's language. For example: *love; darling; very unhappy; real love; loved one; human drama; suffered; cruelty; I feel disgusted; really loved; goosebumps; feelings; sympathy; sadly.*

An equally interesting discovery was a layer of vocabulary for describing war, military operations, struggle, weapons, and the desire for power. The words used to describe these phenomena of reality are considered by many researchers

to be characteristic features of the speech of men. Here are examples of phrases and expressions found in messages from men and women on a forum dedicated to the series “The Witcher”: *external enemies; divisions; tactics; war; daggers; to the embrasure; pierce with a sword; fight; swords; spears; survivors; battles.*

With regard to words and expressions that convey feelings, emotions, experiences, emotional perception of phenomena and situations among women on the forum, 58 uses per 30 messages were identified, which corresponds to approximately two uses per message, 27 of them are in the description of love and love relationships, which is approximately half of all uses - 0.5. For the male part of the audience, the picture looks like this: 25 uses of words and expressions of emotional vocabulary and they account for 6 words and expressions describing love relationships (Chart 3).

WORDS AND EXPRESSIONS THAT CONVEY FEELINGS, EMOTIONS, EXPERIENCES, EMOTIONAL PERCEPTION OF PHENOMENA AND SITUATIONS

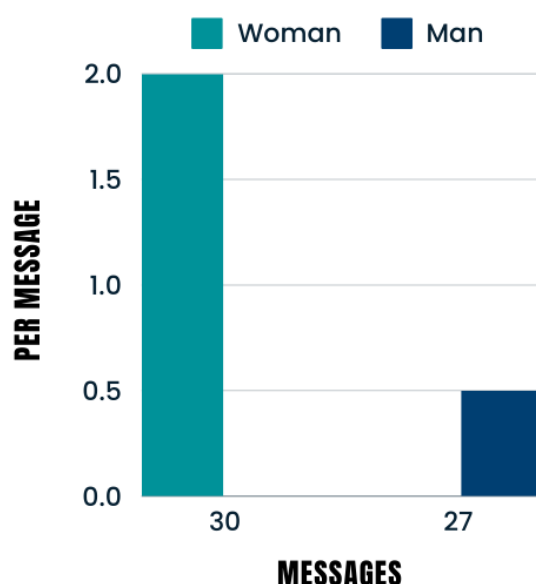


Chart 3. The use of words and expressions that convey feelings, emotions, experiences, emotional perception of phenomena and situations in men and women`s speech.

By calculating the ratio of the use of emotional vocabulary to the total number of men's messages and how much space in this vocabulary is occupied by words and expressions describing love relationships and experiences, we obtain the following indicators: 0.7 and 0.2, respectively (Chart 4).

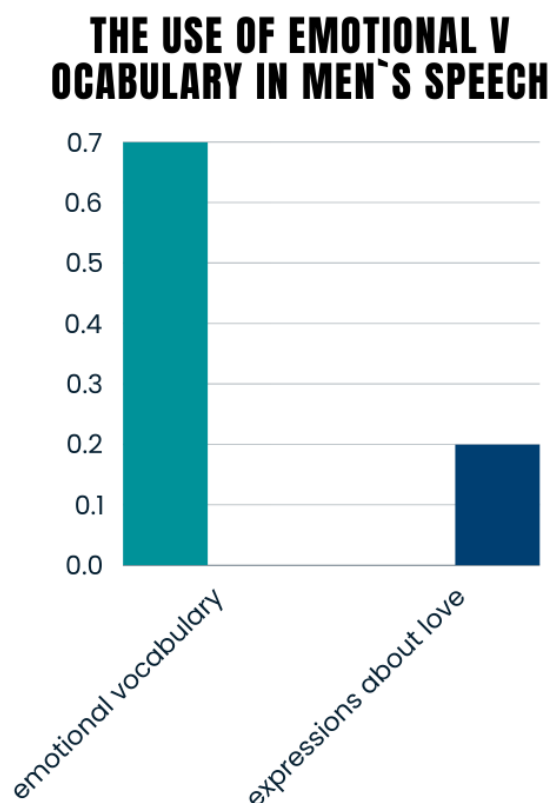


Chart 4. The use of emotional vocabulary and words and expressions describing love relationships and experiences in men and women's speech.

Vocabulary considered typically masculine, describing military operations and weapons, is found on the forum in the following ratio: 71 uses per 30 messages among women, which corresponds to a rate of 2.4, and 69 uses per 38 messages among men, a ratio rate of 1.8 (Chart 5).

THE USE OF VOCABULARY CONSIDERED MASCULINE, DESCRIBING MILITARY OPERATIONS AND WEAPONS.

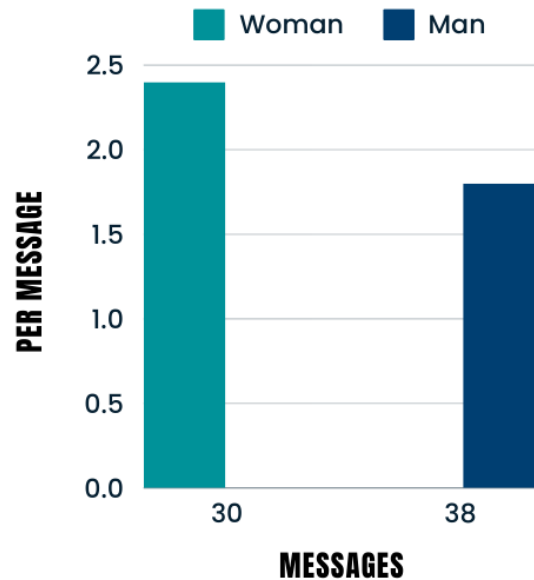


Chart 5. The use of vocabulary considered masculine, describing military operations and weapons in men and women`s speech..

As we see, the results obtained regarding vocabulary that conveys emotions, feelings, experiences, emotional relationships, as well as vocabulary for describing love experiences and relationships, are fully consistent with the hypothesis that female speech is more characterized by the use of these words that describe important. For women, reality is the area of feelings and experiences.

In relation to military vocabulary, we see, on the contrary, a contradiction of the theory that military topics and military terms are a predominantly male feature.

Moving on to the use of words and phrases of diffuse semantics, used to soften the categorical nature of the statement. For example: *kind of; perhaps; in a sense; maybe*. Words that do not carry a serious semantic load and increase the wateriness of the text, such as: *although; seems; maybe; it's a pity;*

certainly; for sure; In fact; marvelous; fortunately; imagine. Note that men had 169 uses in 38 messages, which is approximately 4.5 uses per message, and women had 237 uses in 30 messages, which is 8 uses per message. As we can see from the data we have, the use of words of diffuse semantics and words that increase the wateriness of the text among women on this forum is almost twice as high as among men, which generally corresponds to the hypothesis being tested (Chart 6).

THE USE OF WORDS AND PHRASES OF DIFFUSE SEMANTICS

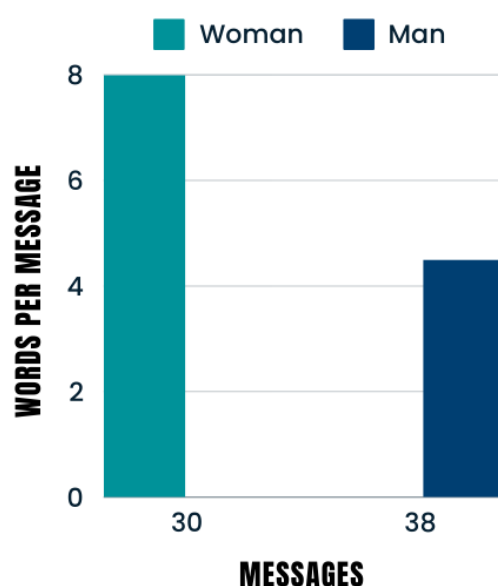


Chart 6. The use of words and phrases of diffuse semantics in men and women`s speech.

Adverbs that modify the meaning of adjectives were encountered by men on this forum site 11 times per 38 messages and among women 7 times per 30 messages, which corresponds to the following indicators of frequency of use: 0.2 for women and 0.3 for men. As we can see, the difference in frequency of use is not significant; the assumption that this feature is predominantly female in the materials we examined was not confirmed (Chart 7).

THE USE OF ADVERBS THAT MODIFY THE MEANING OF ADJECTIVES

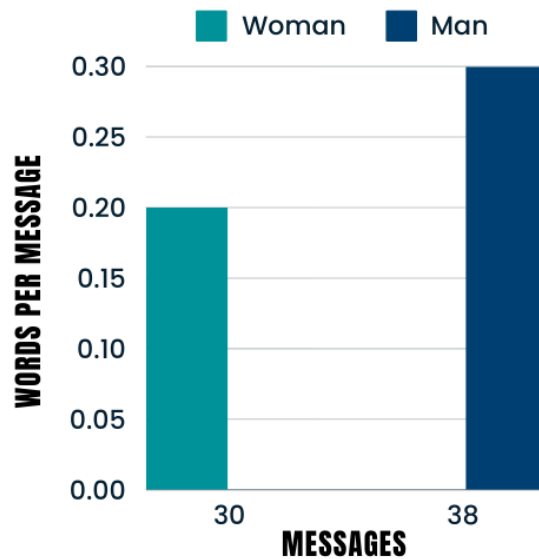


Chart 7. The use of adverbs that modify the meaning of adjectives in men and women`s speech.

Abstract nouns in the speech of men occurred 23 times per 38 messages, and in the speech of women 26 words were recorded per 30 messages, which gives us the following indicators of frequency of use: 0.6 for men and 0.8 for women (Chart 8). As we can see, the difference is not significant. Women on this forum, based on the messages we examined, somewhat more often resorted to the use of abstract nouns, which contradicts the original hypothesis, according to which abstract nouns are predominantly a feature of male speech.

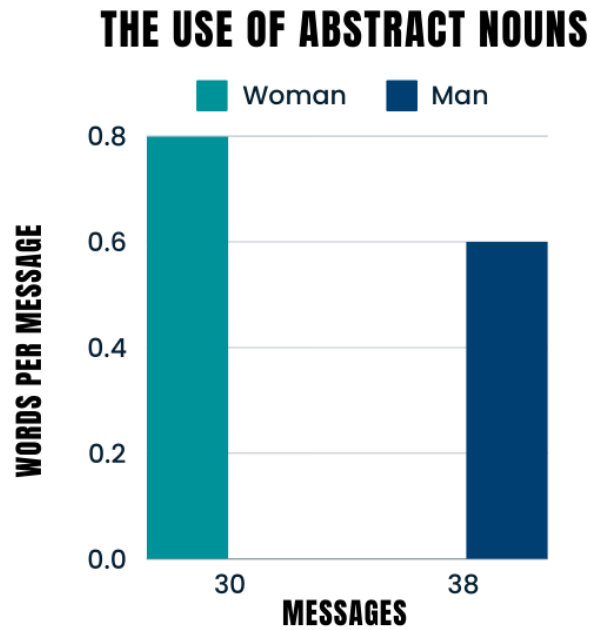


Chart 8. The use of abstract nouns in men and women`s speech.

The following feature was noticed in the use of terms in our material: men used 26 terms in 38 messages, and women had 16 terms in 30 messages. These data correspond to the following frequency of use indicators: 0.7 for men and 0.5 for women. The difference we observe is insignificant, but, nevertheless, the results obtained are not consistent with the original hypothesis, according to which women use terms in their speech more often than men (Chart 9).

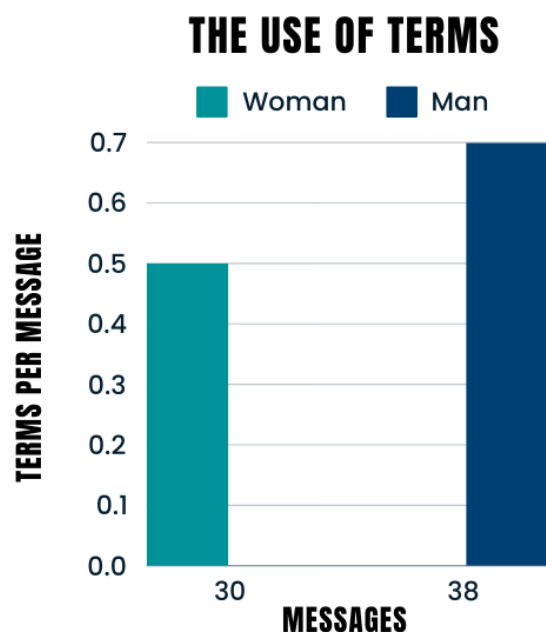


Chart 9. The use of terms in men and women's speech.

With regard to slang and stylistically reduced vocabulary, we identified the following features in the speech of forum participants: words and expressions related to slang were used 13 times by men and 9 times by women, taking into account the number of messages analyzed, we obtain the following indicators of frequency of use: 0.3 for men and 0.3 for women (Chart 10).

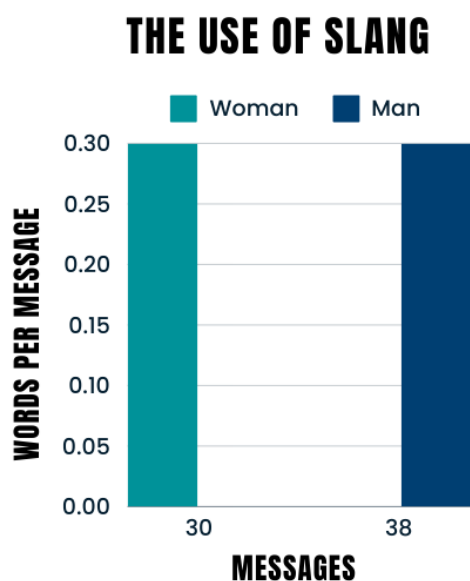


Chart 10. The use of slang and stylistically reduced vocabulary in men and women`s speech.

With regard to stylistically reduced vocabulary, we have the following picture: 11 uses in men and 4 uses in women. As a result, we get indicators: 0.3 for men and 0.1 for women. Although, as with regard to the use of terms, we are talking about a slight difference in indicators, but, nevertheless, the results of the use of stylistically reduced vocabulary are consistent with the basic hypothesis, according to which men tend to use it more often than women (Chart 11).

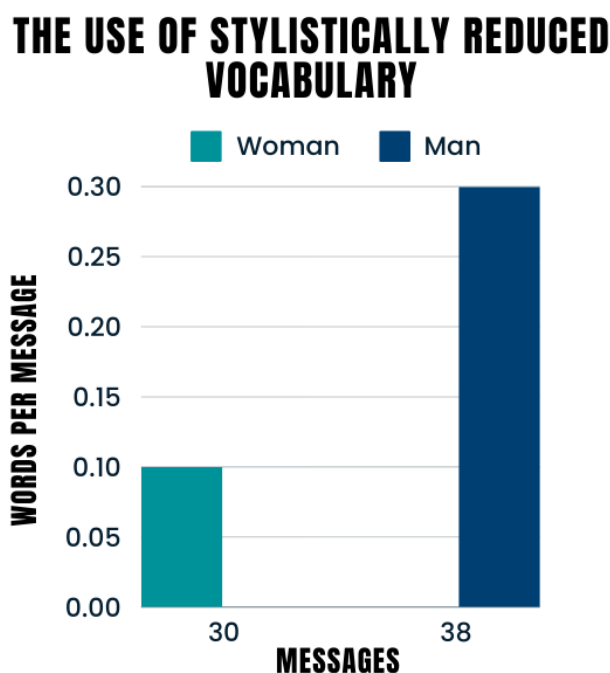


Chart 11. The use of stylistically reduced vocabulary in men and women`s speech.

During the analysis of messages on the psychological forum, the following features were identified: just like on the forum dedicated to discussing the series “The Witcher,” a layer of emotional vocabulary was discovered that describes emotional perception, feelings, experiences regarding

various objects of reality, such as other forum participants, life circumstances , events. In the case of the male audience of the psychological forum, words and phrases of a pronounced emotional nature had a more negative connotation, conveying a reaction of irritation, sarcasm, rejection, sadness, and disappointment. For example: *to become useless to anyone; don't care; painful past; tabloid nonsense; sadly; snotty thoughts; life is crap*. In the emotionally charged vocabulary used by representatives of both sexes, no words and expressions were identified that would convey the idea of love, affection, or romantic relationships between a man and a woman.

A small number of adverbs modifying the meanings of adjectives were identified, so it was decided to exclude them from the analysis.

In the case of the use of affective adjectives in the analyzed messages on the psychological forum in the speech of men, 17 uses were identified per 33 messages, the frequency coefficient of use was 0.5. For women, this value was 32 affective adjectives per 30 messages, the coefficient of frequency of use in speech was 1 (Chart 12).

THE USE OF AFFECTIVE ADJECTIVES

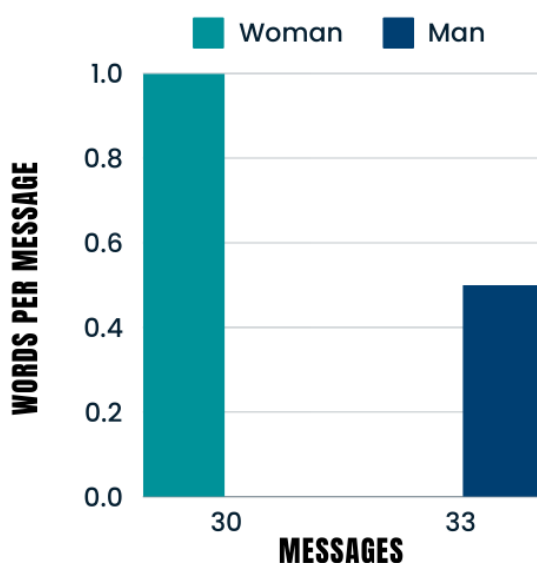


Chart 12. The use of affective adjectives in men and women`s speech.

Data on the use of neutral adjectives in the speech of men and women are as follows: men used 26 neutral adjectives, women used 40. The frequency coefficients for the use of neutral adjectives in the speech of men and women were 0.8 for men and 1.3 for women (Chart 13).

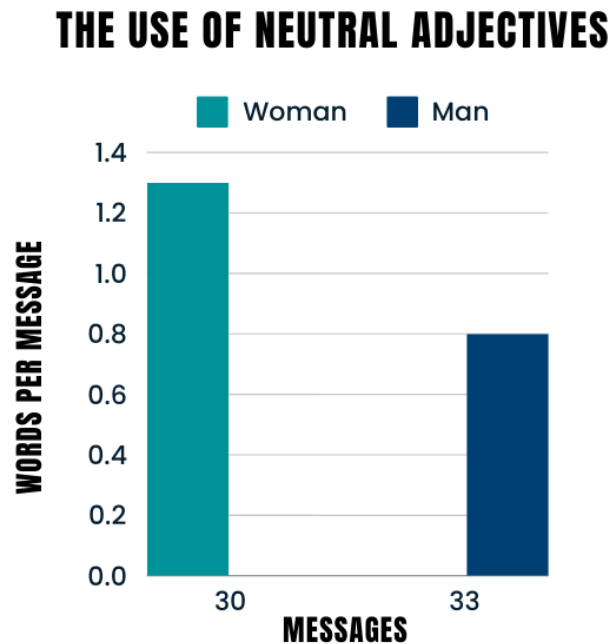


Chart 13. The use of neutral adjectives in men and women`s speech.

Just as in the case of the forum on the topic “The Witcher,” we identified a layer of emotional vocabulary to describe feelings, experiences and attitudes towards various objects of reality. As a separate observation, we can note the fact that women used this vocabulary to convey both negative and positive emotional reactions.

In terms of emotional vocabulary, we obtained the following results at the psychological forum: men used 18 words and expressions of an emotional nature, the frequency of use was 0.5. For women, these figures were 36 and 1.2, respectively (Chart 14).

THE USE OF EMOTIONAL VOCABULARY

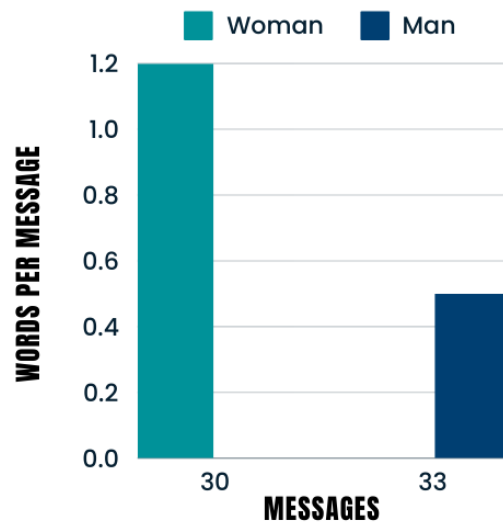


Chart 14. The use of emotional vocabulary in men and women`s speech.

Words and phrases of diffuse semantics, and words that increase the wateriness of the text, were used 77 times in 33 messages by the male audience - 2.3, this value for thirty female messages was 73 uses - 2.4. The frequency of use coefficients for men are 2.3, for women – 2.4 (Chart 15).

THE USE OF WORDS AND PHRASES OF DIFFUSE SEMANTICS

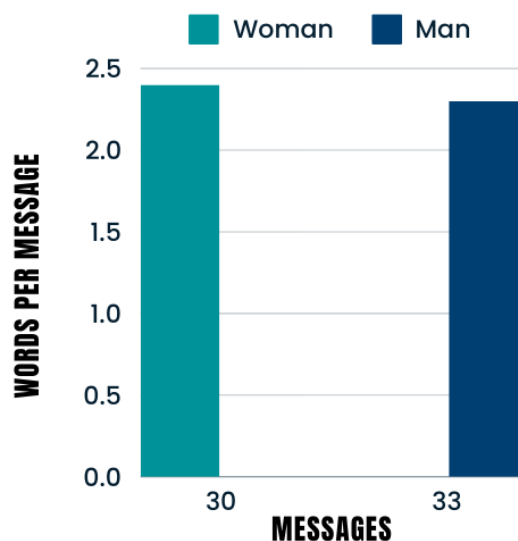


Chart 15. The use of words and phrases of diffuse semantics in men and women`s speech.

Abstract nouns in the speech of men occurred 67 times per 33 messages, in the speech of women 64 words were recorded per 30 messages, which gives us the following indicators of frequency of use: 2 for men and 2.1 for women. As we can see, the difference is not significant. Women on this forum, as well as on the forum dedicated to discussing the series “The Witcher,” resorted to using abstract nouns somewhat more often, which does not agree with the initial hypothesis, according to which abstract nouns are predominantly a feature of male speech (Chart 16).

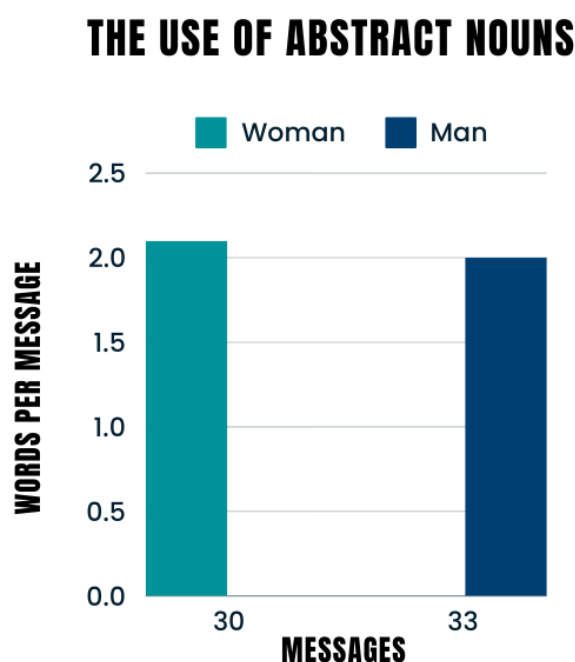


Chart 16. The use of abstract nouns in men and women`s speech.

In the case of terms, we identified 86 uses in male discourse and 100 uses in women`s communication, which corresponds to the following frequency of use coefficients: 2.6 for men and 3.3 for women (Chart 17).

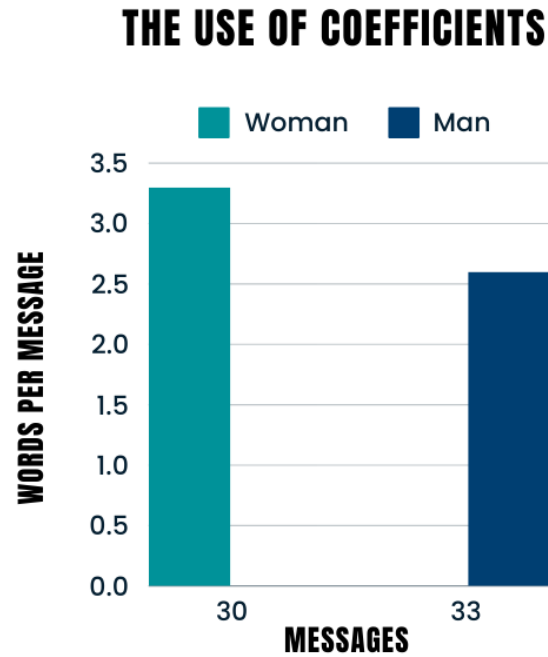


Chart 17. The use of coefficients in men and women`s speech.

The results are consistent with the original hypothesis, according to which women are more likely than men to use terms in their speech.

With regard to slang and stylistically reduced vocabulary, we identified the following features in the speech of participants in this forum: words and expressions related to slang were used 14 times by men and 7 times by women, taking into account the number of messages analyzed, we obtain the following indicators of frequency of use: 0.4 for men and 0.2 for women (Chart 18).

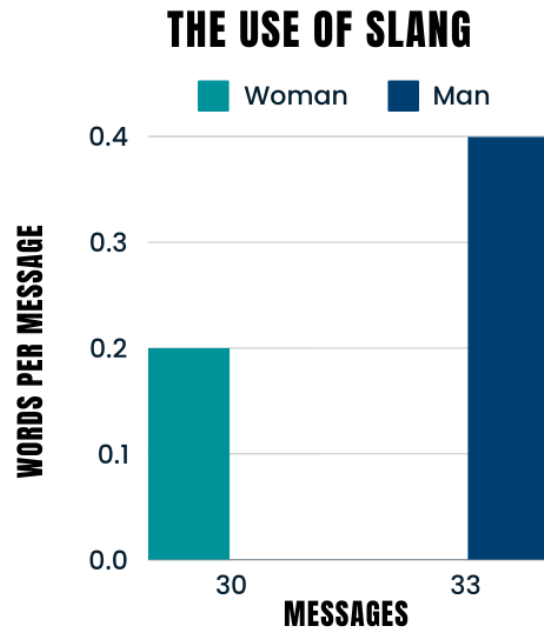


Chart 18. The use of slang in men and women's speech.

With regard to stylistically reduced vocabulary, we have the following picture: 18 uses in men and 3 uses in women. As a result, we get indicators: 0.5 for men and 0.1 for women (Chart 19).

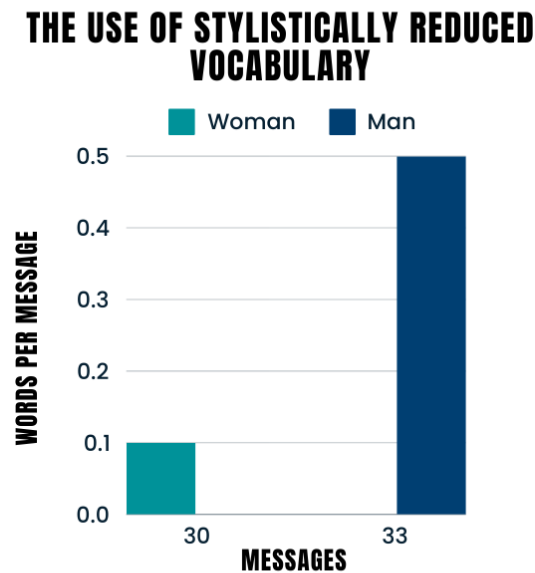


Chart 19. The use of stylistically reduced vocabulary in men and women's speech.

Although here we are talking about a slight difference in indicators, nevertheless, the results of using stylistically reduced vocabulary and slang are consistent with the basic hypothesis, according to which men tend to use it more often than women.

It is worth noting that women on the Witcher forum used affective adjectives more often - indicator 1.5, than women on the psychological forum - frequency indicator - 1 (Chart 20).

THE USE OF AFFECTIVE ADJECTIVES

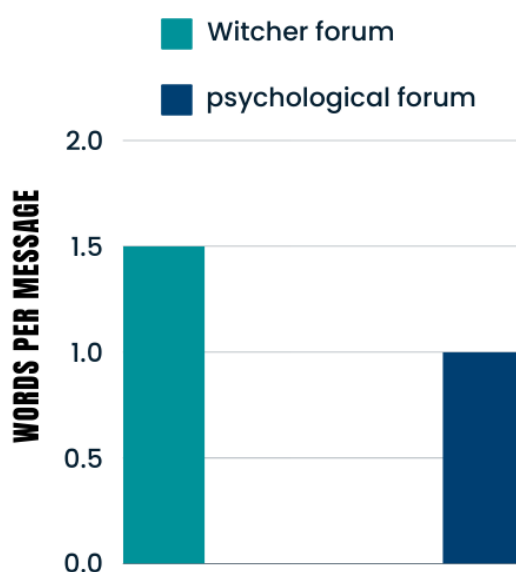


Chart 20. The use of affective adjectives in the Witcher forum and psychological forum in women`s speech.

In the case of neutral adjectives, the picture looks different, they are used more by women on the psychological forum, frequency indicator - 1.3 for forum participants and 1.1 for participants in a forum dedicated to The Witcher (Chart 21). The difference is insignificant, but nevertheless, it reveals a trend.

THE USE OF NEUTRAL ADJECTIVES

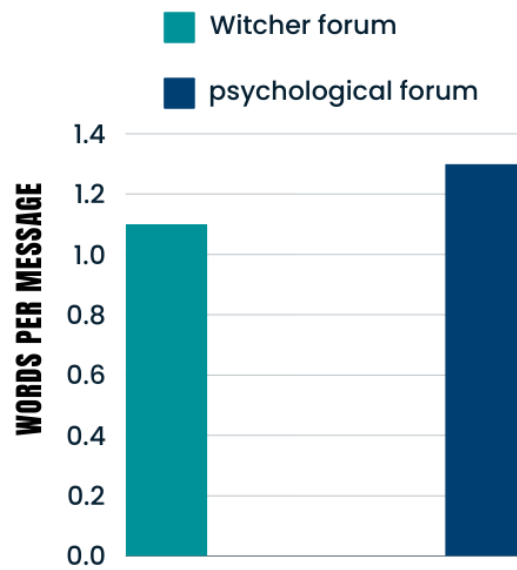


Chart 21. The use of neutral adjectives in the Witcher forum and psychological forum in women`s speech.

We see the same dynamics in the case of the use of adjectives by men. Men on the psychological forum use neutral adjectives more than affective ones: 0.8 is the frequency coefficient for neutral adjectives and 0.5 for affective adjectives (Chapter 22).

THE USE OF ADJECTIVES BY MEN

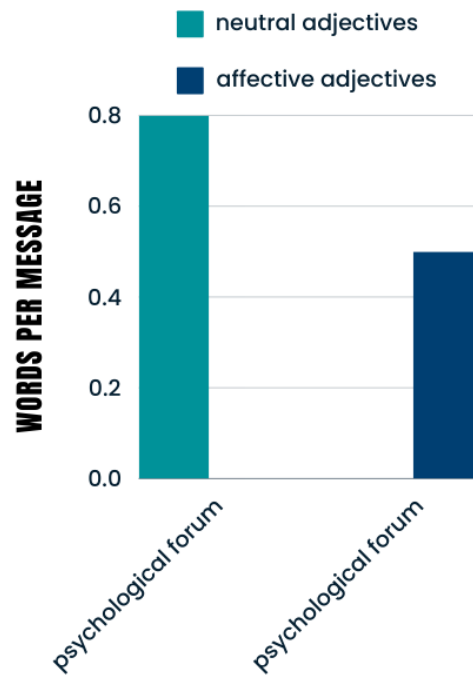


Chart 22. The use of adjectives in the psychological forum in men's speech.

The opposite difference in frequency of use coefficients on the Witcher forum is 0.9 for neutral adjectives and 1.3 for affective ones (Chart 23).

THE USE OF ADJECTIVES BY MEN

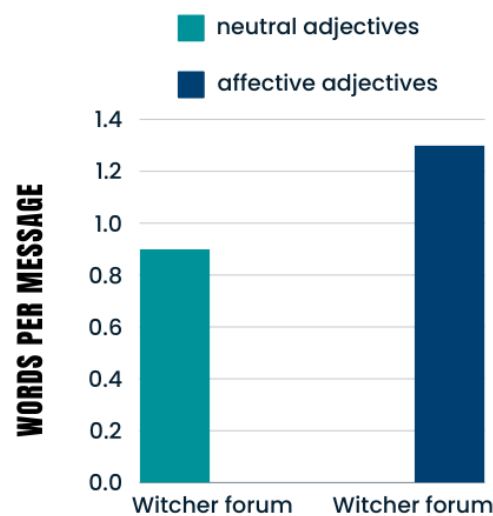


Chart 23. The use of adjectives in the Witcher forum in men's speech.

As we can see from the example of these two parameters, the trend is common for both men and women - parameters that have traditionally been considered characteristics of female speech: wateriness of the text and emotional language - are higher among representatives of both sexes on the Witcher forum. Moreover, in each of these forums, women have higher rates than men.

Upon further comparison of the two forums, we observe that such characteristics of speech as the use of terms and abstract nouns are higher among both men and women on the psychological forum and lower on the forum on the topic "The Witcher"; men used terms more often than women and less often than women used abstract nouns in of your speech.

In the case of slang and stylistically reduced vocabulary on the forums, women used these layers of vocabulary much less often than men; in the case of the Witcher forum, the use of slang by men and women was equal in frequency; stylistically reduced vocabulary was used by men more often than by women.

Conclusion to Chapter 3

The study of gender and the way it relates to language as a means of self-representation in society has been a subject of research since the 1950s and continues to develop today. With the rapid changes in modern society, including the redefinition of gender roles, people's self-image and their social presentation strategies are undergoing transformation. Verbal behavior plays a crucial role in this dynamic, serving as a component of behavioral strategy in social interactions. It not only reflects how people project their image and communication goals, but also reveals their worldview, influencing their thoughts and choices.

Chapter 3 delves into methodological intricacies and empirical research related to gender linguistic research in the field of online communication. A

study of the methodology of gender linguistic research revealed the complexities and problems inherent in the study of gender differences in language use. The nuanced nature of language and its relationship to gender requires a methodological approach that takes into account the social, cultural, and individual factors influencing language expression.

The analysis of language usage in two distinct forums, one dedicated to discussing "The Witcher" series and another focused on psychological topics, reveals intriguing patterns regarding gender-specific linguistic tendencies.

In both forums, we observed a consistent trend where men tended to use slang and stylistically reduced vocabulary more frequently than women, supporting the hypothesis that these linguistic features are more characteristic of male speech behavior. This was evident in the frequency of use of slang terms and stylistically reduced expressions across the messages analyzed.

Regarding emotional vocabulary, women exhibited a higher frequency of use in both forums, particularly in expressing feelings, emotions, and attitudes towards various aspects of reality. Women often use language means such as adjectives and adverbs to express their emotions vividly. This manifests itself in their detailed descriptions of emotional states, such as 'overwhelming joy,' 'profound sadness,' and 'intense anger,' providing a rich and nuanced portrayal of their emotional experiences.

However, it's noteworthy that emotional vocabulary in the psychological forum tended to convey negative emotions for men, while women used emotional language to express both negative and positive emotional reactions. For example, men often utilized words like 'anger,' 'frustration,' and 'disappointment,' whereas women employed a broader range of emotional expressions, including 'joy,' 'excitement,' and 'gratitude.'

The use of affective and neutral adjectives showed interesting dynamics. Women on the Witcher forum used affective adjectives more often than women on the psychological forum, whereas neutral adjectives were more prevalent

among women in the psychological forum. This difference highlights the contextual influence on language use, where the topic of discussion can shape the choice of linguistic expressions.

Additionally, the analysis revealed that terms and abstract nouns were used more frequently by both men and women in the psychological forum compared to the Witcher forum. Men tended to use terms more than women in both forums, while women used abstract nouns somewhat more often, contrary to the initial hypothesis associating abstract nouns with predominantly male speech.

Combining a theoretical framework with empirical research, this chapter lays a strong foundation for further analysis and discussion, contributing to a deeper understanding of gender expression in online contexts.

CONCLUSION

In the contemporary information age, online communication has evolved into an indispensable aspect of daily life and a subject of active scholarly inquiry. A pivotal aspect within this domain is the gender factor, influencing the dynamics of online interactions. Research in this field serves to elucidate the distinct patterns exhibited by men and women in digital communication, illuminating their information processing and mutual comprehension.

The study of the "Gender Factor in Online Communication" is crucial in today's digital age. It helps us understand how gender stereotypes play out online, how people express themselves differently based on gender, and how we can create more inclusive online spaces. This research is essential for promoting gender equality and improving online communication for everyone.

The primary objective of this thesis is to delve into the gender dimension of online communication, discerning the nuances in how men and women engage digitally, and examining how these disparities impact information assimilation. To fulfill this objective we conducted a thorough analysis of existing literature on gender-specific traits in online communication, collected and analyzed data from digital platforms to discern typical communication patterns among men and women. We also identified key differences in information processing and mutual understanding between genders in online settings.

Research has identified various language use disparities between genders, including vocabulary preferences, speech patterns, and conversational strategies. Despite structural brain differences between males and females, these variances don't directly correlate with gender-specific language abilities. Instead, brain structure is more closely linked to individual language capabilities, irrespective of gender.

Societal, cultural, and biological factors all contribute to shaping gender-specific language differences and brain function. The evolution of online communication has significantly affected global communication and collaboration, but gender differences and methodological considerations in neuroimaging studies may affect the interpretation of communication patterns and analysis of brain structure.

The study was focused on online communication as its object of investigation, particularly examining gender-driven disparities in communication methodologies within digital realms.

The subject of the study was language tools and means as a manifestation of gender in online communication. The empirical basis of the research consisted of materials collected from social networks and psychological forums. Thus, the study provided a detailed examination of gender-specific aspects of online communication, their impact on information perception and mutual understanding, and developed recommendations for improving communication strategies in this context.

We've made a thorough analysis of the scientific literature to understand the gender features of communication in the Internet space, as well as a statistical analysis to provide a quantitative assessment of gender differences. Empirical research, including comparison and observations, was conducted to capture the real dynamics of communication. The work included a comparative analysis, where we have analyzed language use, adjective usage, emotional expression, stylistic expression and other criteria, to identify general patterns.

The empirical foundation of this study comprises data sourced from social networks and psychological forums, with an examination of gender-centric features, online communication modalities, and societal gender realities. Systematic internet research methods were employed to analyze this digital corpus comprehensively.

We have discovered the variety of online communication and its profound impact on relationships. The study of different types of digital interactions creates a basis for a subtle discussion of the impact of cognitive differences, particularly through the prism of the brain segmentation method, on the study of gender discourse on the Internet.

Through a thorough analysis of gender linguistic differences, we have uncovered stylistic variations, grammatical nuances, and pragmatic aspects that characterize the use of male and female language in digital discourse. Exploring these linguistic subtleties allowed us to enrich our understanding of how gender shapes language strategies in virtual interaction.

The research methodology employed in this study encompasses a meticulous blend of theoretical frameworks, empirical analyses, statistical evaluations, and comparative examinations. It commences by establishing a robust theoretical foundation rooted in gender linguistics, delving into the diverse linguistic approaches utilized to scrutinize gender-based language disparities.

The empirical phase of the study involves an examination of linguistic features prevalent in two online forums: one dedicated to discussions surrounding the popular television series "The Witcher," and the other centered on psychological discourse. By analyzing lexical units as adjectives, adverbs, emotional vocabulary, slang, and stylistically reduced language, this research endeavors to unveil the nuances and distinct patterns characterizing language use among men and women.

The main findings we were able to obtain through the comparative analysis, where we have analyzed language use, adjective usage, emotional expression, stylistic expression and other criteria, highlight significant differences in language use along gender lines. Men quite often use slang, stylistically reduced language, and neutral adjectives, consistent with traditional notions of male speech tendencies. Conversely, women show a tendency

towards emotional vocabulary and affective adjectives, showing a wider range of emotional expressions.

Pragmatic differences in how females and males communicate online involve variations in conversational strategies, politeness norms, and emotive expression. Females tend to adopt a cooperative approach, acknowledging others' viewpoints and seeking consensus during discussions, whereas males may exhibit a more competitive style, focusing on assertively presenting their ideas and viewpoints.

Contextual research highlights how the thematic content and dynamics of the forum influence language patterns. The use of women's language shows variability depending on the thematic focus of the forum, showing differences in emotional expression, deployment of adjectives, and lexical richness. This emphasizes the adaptive nature of language, emphasizing its sensitivity to contextual nuances and social cues.

The analysis revealed significant differences in the perception of information and mutual understanding between the genders in the online environment. These differences highlight the need to refine communication strategies, which will contribute to more meaningful and effective interaction on the Internet.

The research process included the works of the following linguists: B. Shaywitz, D. Tannen, A. Mulac, T. Nadvinichna, L. Penny, F. Liping, L. Males, A. Martynyuk, Y. Maslova, K. Levchenko.

The work consists of an introduction, three chapters with conclusions to each of them, a general conclusion, and a summary.

In conclusion, this thesis contributes valuable insights to the fields of linguistics, sociolinguistics, and digital communication studies. It not only deepens our understanding of how gender influences online interactions but also provides practical implications for optimizing communication strategies in the ever-evolving digital landscape.

SUMMARY

У сучасному інформаційному суспільстві онлайн-комунікація стала не лише невід'ємною частиною нашого щоденного життя, а й об'єктом активних досліджень. Одним з ключових аспектів цієї комунікації є гендерний фактор, який впливає на спосіб взаємодії людей в онлайні. Дослідження в цій галузі допомогло краще зрозуміти специфіку, яку проявляють чоловіки і жінки в онлайн-комунікації, та як це впливає на їх сприйняття інформації та взаєморозуміння.

Ця робота була спрямована на вивчення особливостей гендерного виміру в онлайн-комунікації, визначення відмінностей у способах взаємодії чоловіків і жінок в онлайні та аналізу впливу цих відмінностей на процес сприйняття інформації.

Для досягнення поставленої мети необхідно було виконати наступні завдання:

1. Провести аналіз наукової літератури з гендерної специфіки в онлайн-комунікації.
2. Зібрати та проаналізувати дані про типові форми комунікації чоловіків і жінок в Інтернеті.
3. Визначити основні відмінності у сприйнятті інформації та взаєморозумінні між чоловіками і жінками в онлайн-середовищі.

Незважаючи на значні дослідження в галузі онлайн-комунікації, питання впливу гендерного фактору залишається відкритим. Недостатній комплексний підхід до аналізу цього питання може призвести до неповного розуміння механізмів взаємодії в онлайн-середовищі.

Об'єктом дослідження була онлайн-комунікація, зосереджена на вивченні гендерних відмінностей у методах комунікації в Інтернеті.

Для досягнення поставлених цілей ми скористалися кількома методами дослідження. Нами зокрема був проведений аналіз наукової літерату-

ри, емпіричні дослідження включаючи спостереження, порівняльний, прагматичний, стилістичний та корпусний аналіз.

Предметом дослідження були мовні інструменти та засоби як прояв гендерних відмінностей в онлайн-комунікації.

Емпіричну базу дослідження склали матеріали, зібрані з соціальних мереж і психологічних форумів, з фокусом на гендерних особливостях та патернах Інтернет-комунікаціїю

Важливо зазначити, що гендерні відмінності в онлайн-комунікації відображають загальні тенденції суспільства щодо сприйняття ролей чоловіків і жінок. Наприклад, велике значення у взаємодії в мережі мають такі аспекти, як культурні стереотипи, рольові очікування та інші соціально-психологічні фактори.

У результаті аналізу наукової літератури та проведення емпіричного дослідження було виявлено, що чоловіки частіше використовують прямість та лаконічність у комунікації, тоді як жінки виявляють більшу схильність до емоційного вираження та використання мовних засобів, що сприяють побудові стосунків. Це відображає загальні патерни спілкування, які можуть бути викликані як біологічними, так і соціокультурними чинниками. Ці різниці можуть призводити до непорозумінь та конфліктів у взаємодії в онлайн-середовищі.

У дослідженні гендерних відмінностей в онлайн-комунікації було виявлено, що жінки використовують більш розмаїтий та емоційно насичений словник для вираження своїх почуттів та емоцій. Вони частіше використовують деталізовані описи свого емоційного стану, які дозволяють краще розуміти їхні внутрішні переживання. Наприклад, у порівнянні з чоловіками, жінки частіше вживають слова, що виражають радість ('радісний', 'щасливий'), сум ('сумний', 'засмучений') та гнів ('злющий', 'розлючений'). Такі особливості можуть бути пов'язані з соціокультурними стере-

отипами щодо жіночої комунікативної поведінки, а також зі специфікою сприйняття та вираження емоцій відповідно до статевої приналежності.

Крім того, важливим є інклюзивний підхід до дослідження гендерних відмінностей, що передбачає увагу до різноманітності гендерних ідентичностей та врахування особистих виборів кожного користувача. Розуміння та повага до різноманітності допомагають створювати більш відкрите та толерантне онлайн-середовище.

Також варто зазначити, що врахування гендерних відмінностей у онлайн-комунікації має важливе значення для побудови гармонійних та ефективних відносин у віртуальних спільнотах. Розуміння та урахування індивідуальних особливостей сприяє створенню сприятливого середовища, де кожен користувач може вільно виражати свої думки та почуття без страху перед непорозуміннями або конфліктами.

Зважаючи на динаміку розвитку технологій та зміну соціокультурних уявлень про гендер, дослідження гендерних відмінностей в онлайн-комунікації потребує постійного оновлення та адаптації. Нові технології, такі як штучний інтелект, впливають на способи взаємодії в мережі та можуть впливати на сприйняття інформації залежно від гендерних особливостей.

Також важливо враховувати, що деякі аспекти гендерних відмінностей можуть бути контекстуальними та залежати від конкретної ситуації. Наприклад, у спілкуванні на робочому форумі можуть виявлятися інші аспекти комунікації, ніж у діалозі у віртуальному кафе або групі за інтересами.

Наприкінці, варто відзначити, що дослідження гендерних відмінностей в онлайн-комунікації є лише початком для подальших досліджень та розвитку практичних рекомендацій. Неперервна увага до цієї теми дозволить не лише краще зрозуміти специфіку взаємодії в інтернеті, а й сприя-

тиме розвитку більш ефективних інструментів комунікації та побудові гармонійних відносин у віртуальному просторі.

Таким чином, дослідження гендерних відмінностей в онлайн-комунікації має широкі практичні застосування і може бути використане для розробки більш ефективних комунікаційних стратегій, підвищення рівня взаєморозуміння та покращення якості спілкування в інтернеті.

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