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GENDER FACTOR IN INTERNET DISCOURSE

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INTRODUCTION

Social networks have become a significant phenomenon of modern life. Among the inhabitants of the developed countries, there are almost no people who do not have an account in one or several social networks. With the help of social networks, people have the opportunity to chat with family and friends around the world, share their own experiences with other users, and even earn money by promoting other products, services, websites, or selling their hand-made items.

In the information era, there is a fundamental change in communication, and the way everyone can express their opinion is also changing. Now a space for communication is Internet posts and comments to them on various websites and social media. Although, we can hide our real data and identity on the Internet, including our location, age, gender. But sometimes with a certain degree of probability, it is easy to recognize the gender of a particular author of a statement. This is the achievement of such a branch of linguistics as gender linguistics.

Gender linguistics is a branch of language science that appeared recently, but already actively developing and finding new research areas. The central subject of the research is the gender of a person and the means of its manifestation in language and speech. These researches including Internet communication and social media. Now it is difficult to imagine our life without different messengers and other websites. Internet communication and especially posts and comments in different social networks allow the deeper study of the problems of gender linguistics.

The relevance of the paper lies in an insufficient amount of issues related to the verbal and nonverbal gender features in different means of Internet communication.

The object of the paper is publications and comments in the English-language social networks such as Twitter, Facebook, Instagram, YouTube, TikTok.

The subject of the paper is the lexicosyntactic means of expressing the pragmatic component in the data statements.

The aim of the paper is to identify the specifics of the verbal and nonverbal means of gender communication in social networks. To achieve this goal, the following **objectives** must be solved:

1. to give a definition of internet communication;
2. to analyse linguistic researches devoted to issues of gender linguistics;
3. to give a short description of the social networks we use for the analysis, the peculiarities of their content;
4. to review the posts and comments of English-speaking users of the social network;
5. to analyse the verbal peculiarities of male and female language on the basis of textual social networks such as Twitter and Facebook;
6. to analyse the verbal and nonverbal peculiarities of male and female language on the basis of multimodal social networks such as YouTube, Instagram and TikTok.

The solution to these problems was carried out using the descriptive method, admission of a continuous sample, contextual analysis of vocabulary, as well as elements of statistical data processing.

The practical significance of the work lies in the fact that the results of research can be used to further explore issues of gender linguistics, in the study of Internet communication.

The novelty of the paper lies in the using the theoretical material in new and still developing area of interpersonal communication such as modern social networks and new forms of communication: tweets, posts, tiktok videos, Instagram posts.

The theoretical basis of the study are the publications of David Crystal, George Lakoff, Susan Herring, Amy Bruckman and many other domestic and foreign linguists.

The work consists of an introduction, three chapters, a conclusion and references. In the introduction of the paper, we define the topicality, the object, the

subject, the purpose, methods of research and the practical significance of the research.

The first chapter is devoted to the analysis and review of linguistic studies on gender linguistics, to definition of the phenomena of CMC and short description of social networks. In the second chapter we analyse the posts and language feature in textual social networks such as Twitter and Facebook. In the third chapter we discover how gender influence multimodal computer mediated communication on the basis of photo and video posts in social networks such as YouTube, Instagram and TikTok.

The division of chapters into paragraphs is due to the logic of solving the set tasks.

The results of the work are presented in the conclusion of the work and answer the tasks we have risen. The bibliography includes fifty-one sources

CHAPTER 1. INTERNET DISCOURSE: THEORY AND PRACTICE

1.1 Computer mediated communication

1.1.1 The concept and specifics of Internet communication

Internet communication is computer-mediated communication between two or more people, characterized by the invisibility of communicators, written messages, the possibility of immediate feedback, as well as interaction or exchange of electronic messages or mutual exchange and the ability to access information in communicators' computers.

Virtual communication has a number of characteristics inherent in other types of communication. From the point of view of scale, computer communication has the features of mass communication (communication with the whole world), personal (communication between the user and the computer), and group communication. From the point of view of time, i. e. the duration of the communication process, computer communication can be both short (receiving e-mail) and unlimited in time (participation in Internet conferences). From the point of view of form, computer communication is divided into oral (in the presence of a voice) and written (text and graphics).

According to the method of contact, Internet communication is indirect communication, as it is carried out by technical means. Through the transmission and perception of information, computer communication is divided into actual (communication with real people) and virtual (communication with unknown, imaginary interlocutors) [22]. Communication via the Web has much in common with traditional communication and has some specifics associated with the features of cyberspace as a communication environment.

According to David Crystal, Internet communication differs from an oral speech by the following factors:

- oral speech is spontaneous because the speaker does not have enough time to think about the answer and reaction to the words of the interlocutor;

- oral communication is personal communication that takes place without any intermediaries; that is, there is human-to-human communication, not human-computer-human;
- oral speech is poorly structured and non-interactive in contrast to written, where the objects of communication have enough time to build their statements logically;
- oral speech is emotional and alive, therefore, the interlocutor has the opportunity to trace the sincerity of the feelings of the communicator, which is impossible to do in written communication [29, p. 51].

The language of Internet communication depends on the characteristics of both oral and written language and makes it so interesting to investigate. The style of Internet communication itself depends on the form of Internet communication and the target audience [23]. For example, some Internet sites and blogs have no idea who their target audience is, so they use neutral language. When we are talking about written or video blogs, the creators have the opportunity to see who their readers or viewers are. That's why they use language more similar to spontaneous oral speech.

However, if we compare Internet sites with such forms of communication as virtual worlds and social networks, we can conclude that, despite the form of written communication, the content differs in a number of characteristics of oral speech. Communication in these forms of Internet communication is regulated by a time frame, requires an immediate response, any message can be immediately deleted or lost sight of.

Despite all the similarities of written communication with oral, there are such differences as the inability to track the immediate reaction of the interlocutor, difficulties in expressing emotions and feelings, lack of confidence in the sincerity of the answer, as the communicator has the opportunity to think every word. When sending a message, it is impossible to see the respondent's reaction to individual elements of the message, as the interlocutor sees only the final text that appears on the screen. [97]

Note also that in the language of Internet communication there are no such extralinguistic means of expression as intonation, volume, rhythm, pauses, tone of voice, which complicates the process of understanding the written text, but despite this, the language uses a huge number of metaphors and personifications, and makes it bright, emotional, and imaginative. [17]

Vinogradova highlights the following features of communication over the Internet:

- Anonymity, invisibility, and a sense of security. This type of communication has the effect of free communication, within which two realizations are possible: the release of negative emotions and the satisfaction of destructive needs (insulting others, hacking sites) or the realization of the opportunity to be open-hearted and don't hide in some very personal aspects.
- The originality of the processes of interpersonal perception in the absence of nonverbal information. As a rule, the mechanisms of stereotyping and identification, as well as the setting as expectations of the desired qualities in the partner have a strong influence on the perception of the interlocutor.
- Voluntariness and desirability of contacts. The user voluntarily establishes contacts or leaves them, and can interrupt them at any time.
- Difficulty of the emotional component of communication, at the same time a strong desire to emotionally fill the text, which is expressed in the creation of special icons to indicate emotions or in the description of emotions in words (in parentheses after the main text of the message).
- The desire for atypical, non-normative behaviour. [93, p. 63].

The lack of emotions and appropriate behavioural reactions leads to difficulties in the perception of interlocutors and the organization of their way. Goroshko highlights the psychological features of Internet communication, including:

- Increased verbal activity, in which there are no communication barriers;

- Interruption, a mosaic of communication. Participants in rapid communication, in the absence of auditory and visual information, perform short and egocentric communicative acts;
- Specific etiquette of communication;
- Emotional communication. In the absence of nonverbal communication, users often resort to the use of words and signs that indicate emotions in their messages;
- Emotional state during communication;
- The experience of "flow", which is characterized by the following features: loss of sense of time, depth of activity, sense of security, sense of control over the situation, change of the object of activity [95, p. 210].

Zaytseva identifies as features of communication via the Internet the following:

- Indirect communication by technical means;
- Communication of large social groups;
- Lack of direct feedback;
- The presence of a mass, anonymous, disparate audience. [96]

The reasons for accessing the Internet as a tool of communication, Vinogradova includes the following:

1. Insufficient saturation of communication in real life. When it becomes possible to meet these needs in real life, users quickly lose interest in Internet communication.

2. The ability to realize personal qualities, play roles, experience emotions, for one reason or another frustrated in real life. This possibility is due to the above features of communication through networks. The desire to experience certain emotions probably explains the desire to emotionally fill the text [93, p. 64].

The integral part of Internet communication is blogging. The language of blogs has become an interesting object of study and analysis by many researchers, both as an independent object of study and in connection with other blogs in the

modern blogosphere. Much attention of researchers is directed to the study of gender characteristics of the language of blogs.

The language of blogs is characterized as more evaluative. Bloggers use platforms to express their own opinions or invite their readers to familiarize themselves with their personal experience, which results in subjectivity in the use of lexical, phonetic, and other units of speech. S. Nouseon demonstrates the display in the language of blogs of both gender and personality. [70]

Depending on their structural characteristics and goals of creation there are three types of blogs: filters, personal diaries, and notebooks. The filters represent certain text entries in the form of comments with external hyperlinks (i.e. hyperlinks to external media, other websites). These links usually pointed to external information for the blogger (events in the world, on the Internet, etc.). The aim of the blog is to gather different types of news or information on one particular page. [52]

Online diaries are blogs consists of personal blogger information, his reflections, reviews, links to personal works and experience, etc. Sometimes these types of blogs can be used as a commercial site where the blogger sells some products or make advertising for other products.

The third form of blogging is the notebook. A book that contained both external and personal information about its owner (as if for internal use). This type of blog was distinguished by the presence of longer text inserts in the form of focused essays. [50]

Today another one kind of blogs is developing. K-logs (short for knowledge-blog) usually have scientific thematic or educational information about modern projects, products, problems. These are kinds of educational blogs which help people learn or understand some new and interesting information.

Distinctive features of blogs from real communication:

- emotive graphic signs;
- features of self-expression;
- discursiveness. [70]

Today more and more people use their personal accounts in social networks as their either personal blog or blog-diaries.

1.1.2. Vlogs as channel of communication

Over time, a video blog arose on the basis of the text blog. Researchers have different opinions about the date of origin of the video blog. However, there are several events that marked the beginning of the era of vlogging. The first post containing a video appeared in 2000 and belonged to Adam Contras [28].

Many scientists are engaged in research Internet communication space, and vlogging is an important part of it. This phenomenon of network communication evokes interest from the linguist researchers because the audience not just the recipient of information, but participates of the communication.

Video blogging is a relatively new cultural phenomenon. This is the activity of forming and presenting certain images and ideas in the form of video clips.

Most video blogs as text blogs are dedicated to specific topics, such as politics, sports, cooking, drawing, travel, and more. They can also perform other functions, such as being a personal diary or advertising of some products or other blogs. [100]

There are such types of video blogs as:

- Liveblog (it is about self-expression, usually does not contain any useful information, but allows you to find out some facts about the author`s life);
- Video blog about culture (the purpose of these blogs is to tell interesting information about cultural events);
- Comedy blogs (the main technique used by the authors is humor, often the comedy genre is mixed with others);
- News blogs (can be dedicated to both blogging world events and global events);
- Educational blogs (the most common type of video blogging, allows you to learn something new or get some skills).

Internet communication has several characteristics: polyphony, interactive capabilities, emotional richness, voluntariness of contacts, striving for individuality and self-expression, replaces communication.[93]

The discourse space of the video blog allows interactive communication between two or more users located in different parts of the country or the world. This is what determines the communicative focus of the video blog. Videoblog as a genre of Internet communication has the following functions: communicative function, self-presentation function, entertainment function, strengthening social ties, self-improvement and reflection function. [28]

Video blogging refers to a type of communication using the Internet, this type of information exchange is called Internet communication and has a great impact on the mass consciousness. The video blog also acts as a mass media. However, when comparing a video blog with traditional media channels (newspapers and magazines, television and radio, etc.), the advantage of the vlogs can be emphasized. Vlogging provides more freedom in the communication process than other media outlets. The video blog allows for a live dialogue with subscribers, adjusting the topics and content of video messages, in accordance with the preferences of consumers (especially in the case of live broadcasts). Communication takes the form of two-way interaction. [99]

Video bloggers are currently becoming full-fledged stars of the modern media space. This channel has already become a means of mass communication. Now subscribers are interested not only in the content of the channel but in the blogger itself. Video blogs telling about the life of representatives of this media sphere are becoming popular.[1]

Today, there is a tendency for vlogging to interact with other media, since often the subject of vlogs overlaps with the subject of television shows.

We can see video bloggers as participants in television programs or their hosts. On the one hand, in this way, the attention of young people is attracted to watching television programs, and on the other hand, video bloggers attract potential subscribers among the audience of TV viewers. Often, the popularization

of a format on the Internet contributes to the appearance of a similar format on television. [93]

Today the number of subscribers on the pages and channels of bloggers is increasing due to children, teenagers, as well as residents of little cities and villages who have access to the Internet. The rise in video bloggers' income is driving the economic development of the industry. Technical equipment is becoming more accessible for use in any city, which makes it possible for anyone to blog their own. Even children have their own vlogs and has great numbers of viewers.

Researchers see video blogging as the future of the advertising industry. An advertisement that is well-written into the content produces a greater effect and does not cause doubts among viewers, who perceive it not as intrusive recommendations, but as advice from a blogger who is significant for the audience. [100]

1.1.3. Short description of blogs (Twitter, Facebook, YouTube, Instagram, TikTok)

Dozens of social networks appear around the world every year. Some immediately become popular, some go a long way from founding to the peak of popularity, some unite a certain circle of people, and some disappear without gaining their target audience.

The latest data says that the list of popular social networks is topped by five worldwide known social networks: Instagram (over 1 billion monthly users), YouTube (more than 2 billion monthly users), Facebook (nearly 2.5 billion monthly users), Twitter (around 300 million active users for a while now and 40% of those users are active on the site multiple times daily), TikTok (over 800 million monthly users). [75]

Twitter and Facebook are social networks that are aimed mainly to share written posts (you also can share pictures, videos, other files) and YouTube and TikTok are for sharing video materials.

Twitter is a free social network used mainly for sharing news and microblogging. This service allows registered members to send short messages that are called tweets. Twitter members can post their “tweets” and “follow” other users.

Basically, Twitter is a public social network. Unlike Facebook, where members need to approve social connections, anyone can follow anyone on public Twitter. But Twitter also has its advantages: users are free to create a page which will hide their real identity. Tweets can be united into a conversation thread or users can connect them to a general topic, add hashtags to a keyword in their post. Hashtags are the distinctive features of the social network.

Also, the hallmark of the tweeter is the limitation in publications: only 140 characters are allowed. Because tweets can be delivered to followers in real-time, they might seem like instant messages to the novice user. But unlike IMs that disappear when the user closes the application, tweets are also posted on the Twitter website. Tweets are permanent, so Internet users can find any tweet whenever they want, whether they are Twitter members or not. [81]

Facebook is one of the popular social networks for communication with family and friends online. The site was created for students in 2004 by Mark Zuckerberg and rapidly become popular throughout the world. By 2006, anyone over the age of 13 with an email address could start using Facebook. Today, it is the largest social network in the world, with more than a billion users in almost every country.

Today many people are expected to have their Facebook account much like to have your own email address. Sometimes you have to give your Facebook link while you filling in a form for a job application or taking place in another social activity.

Facebook users can send messages and post status updates to keep in touch. Users can share different types of content, like documents, photos, links, or check-in points. But sharing something on Facebook is a bit different from other types of

social networks. Facebook is more private than Twitter, because only Facebook users can see the messages from your “wall”.

While Facebook offers privacy tools to limit who can see the things you share, people have to understand that Facebook is created to be more open and social than traditional communication tools like email or messengers. [88]

TikTok is a new and fast-growing video-sharing platform. TikTok is a Chinese social video-sharing app that is used for communication and sharing short videos. Users shoot, edit, and share 15-second videos with different filters, music, animation, special effects, and more. Like in the other social networks, users can follow, like, and comment on the content they see.

Launched in 2018, TikTok reached the ranks of social media giants in record time. It had about a billion active users worldwide by the start of 2021 and had been downloaded in the U.S. at least 200 million times.

The communication in TikTok can take place via video clips when users respond to each other making the video response, in the comment booths and sometimes in private messages. While the videos are available for each Internet user, only TikTok members can comment on content. Private messages also have limitations. Only users who follow each other can have private communication. If the other user doesn't follow you back, you can send him or her only three messages.

So, we can see that TikTok is free for sharing video content but it is difficult to have private communication. Messages are used only for advertising and to offer users cooperation or business deal. [89]

YouTube is a web site for free video sharing. Originally, YouTube was launched for ordinary people who would enjoy sharing their “home videos.” But quickly become one of the largest video hosting platforms.

YouTube has two types of users: video creators and video viewers. Creators are people who have their own channels and create and upload videos to those channels just for fun or to get money from those videos. Viewers are people who watch videos, interact with videos, and subscribe to channels.

Watching YouTube content is free for anyone who has access to a computer or mobile device and the Internet. YouTube user base ranges from young to old, but it is particularly popular among younger people who prefer the variety of content, interactive components, and instant gratification of YouTube video content over traditional television.

Many people use it for entertainment purposes, for learning how to do something (tutorials), for keeping up with their favourite artists' latest music videos, and more. Now it is popular to follow different video bloggers who reveal their lives and upload video blogs to share some experience or just for entertainment. [90]

Instagram is a social networking app that allows its users to share pictures and videos with their friends. The app can be downloaded for free from the usual app stores and takes pride of place on many a young person's smartphones.

The company was founded by Kevin Systrom and Mike Krieger, both Stanford University graduates, in 2010 and now has around 200 million users.

Instagram has a lot of features for communication. Instagram Questions, Instagram Direct, Instagram Stories

Instagram Questions allows users to answer questions posed by their followers. If you send a question to someone you follow, they can post that question to their story and write a response.

Instagram Direct allows users to share photos, videos, hashtag pages, profiles, and locations with a single person or small group of people (up to 15 people) right from a users' newsfeed.

Instagram Stories allows users to post a selection of photos/videos into one story. Instagram Stories are not posted to a user's profile or on the Newsfeed. Instagram Stories follow the same privacy settings as a users' Instagram profile.[10]

1.2. Gender and Computer-mediated communication

1.2.1 The gender aspect of interpersonal communication

Gender, sex, and sexuality are central to individual experience and social life. Sex is the oldest of these three words. Sexuality and gender were introduced to make explicit distinctions often conflated under sex: sex was to be reserved for biological/bodily classification of living beings as female or male, gender is used for sociocultural practices, conventions, and ideologies clustering around the biological classification, and sexuality for sexual practices and erotic desires.

Cameron and Kulick note, English speakers now often use gender where bodily configuration is at issue (under the gender on many forms male and female are the choices) and sexuality is often understood simply as sexual identity (straight or gay often presumed the exclusive and exhaustive choices) whereas sex still covers the full terrain. [25]

Gender can then be seen as a broader, more encompassing, and complex term. As Graddol and Swann state, the many different life experiences of women and men cannot be simply explained by biological differences between the sexes. Biological differences cannot account for the fact that a person may be more or less 'feminine' and more or less 'masculine'. Further, the many variations of maleness and femaleness over time/from one generation to the next, across cultures, and across contexts, show that the traits assigned to a sex by a culture are socially determined and learned, and therefore alterable. [37]

Gender is formed in the human society, especially affected by cultural factors. Gender is not a simple concept of being a men or women. It is about behavior, thinking and communication in a feminine, masculine way or combination of both.[31]

Current theories of gender recognize not only that behaving as men or women within a society will vary from one situation to the next, from one social grouping or community to another, and according to different goals, aims, and interests, but also that people are active agents involved in their own 'gendering' or 'doing gender'[35]

Gender, as one of the most important aspects in communication, has gained much attention in the research field, especially in online communication, because of the increasing number of Internet users. [12]

Originally, the term gender was only used in terms of linguistics, since it referred exclusively to the grammatical gender. The first person to use it for distinguishing social and biological gender was psychologist Robert J. Stoller in 1968. [25]

The specificity of communication between men and women with each other and with others has a deep socio-physiological basis, which is associated with human evolution. According to experts, prehistoric man had a limited circle of communication. During the lifetime person could meet about 150 other persons, and this fact affected the level of verbal communication. The special differentiated activity of the ancient man and the woman played an important role in developing their skills. The man was the hunter had to be more silent, to think logically and to be guided in space and the woman was the housewife and the tutor of children that required the corresponding verbal activity.[63]

Hence the specifics of perception in communication: male use mainly the left hemisphere of the brain, which is responsible for analytical thinking of person, female use both left and right hemisphere, which is responsible for processing information, which is expressed by symbols and images, not by words [34].

It is commonly argued that biological differences between males and females determine gender by causing enduring differences in capabilities and dispositions. Higher levels of testosterone, for example, are said to lead men to be more aggressive than women; and left-brain dominance is said to lead men to be more “rational” while their relative lack of brain lateralization should lead women to be more “emotional.” [31]

Gender linguistics is a scientific stream that studies the process of creating differences between the sexes by culture and society, as well as how the result of this process, manifests itself in language and speech. Almost all 11 areas of language as a system and language in its functioning lend themselves to research in

the gender aspect. In the most general terms, gender linguistics studies two groups of phenomena.[65]

1. Gender linguistics describes and explains the sexual dichotomy in language, its linguistic mechanisms. Revealed gender asymmetries, indicating the dominance in the language of the so-called the male picture of the world, which makes it possible to state that the language is oriented not so much towards a person in general as towards a male person (androcentricity of the language).

2. Gender linguistics constructs gender using speech and other communication means. The probabilistic nature of the differences in male and female speech, as well as their dependence on the communicative situation, genre of communication, level of education, profession, and other parameters of communication, has been established. Gender linguistics is developing in several directions. Among them there are socio-and psycholinguistic, linguocultural studies, the study of intercultural communication, identification diagnostics. The formation and intensive development of gender linguistics took place in the last decades of the twentieth century in connection with the spread of postmodern philosophy and the revision of the scientific principles for studying the categories of ethnicity, age and sex, which were previously considered only biologically predetermined.

Gender manifests itself at various socially conditioned levels and generally forms the communicative behavior of the individual. Communicative behavior is a set of norms and traditions of communication of the people of different age, professional groups and others. [12].

According to experts, it is possible to identify gender features of communicative behavior only by describing it in detail according to certain communicative characteristics. First of all, by showing the ability to make probable contacts, communicative friendliness, camaraderie, communicative emotionality, ability to maintain communicative contact. communicative democracy, communicative self-presentation, ethics of communication, communicative pressure, communicative control, thematic conditionality of communication,

ability to debate, choice of circle of communication and type of interlocutor, orientation on interlocutor, physical contact, ratio of verbal and nonverbal communication, gestures, facial expressions, volume, pace of communication, etc. [98]

The beginning of gender studies of speech behavior is associated with the names of M.R.Kay, R. Lakoff, S. Tremel-Pletz. Kay characterizes women language as the language of apology, and the language of men as a language of explanation. Lakoff believes that a woman in discussion is perceived as an object of sexual attraction, but by no means as a serious person with individual views. Spender Stephen, in his essay, believes that the characteristics of the female language cannot be evaluate negatively. Rather, on the contrary, restraint and politeness in conversation testify to the strength of women.

Observations show that women switch more easily, “change” roles in the act of communication, showing greater psychological flexibility. [40, 61]. For example, in many cultures, mature and educated women, carriers of the literary language. There is more phatic communication and contact, when the goal is the communication itself and the contact itself, and not the informative content of the conversation.

According to researches, we can highlight the number of gender-based stereotypes of communication.

- Women are chatty.
- Women like asking questions.
- Women like to use empty words.
- Women often do not finish their speech.
- Women use less obscene language.
- Women are more polite; they prefer to use indirect requests than orders and direct requests.
- Women interrupt less than men.

There are also certain stereotypes regarding men:

- Men have more erudition and speak more clearly.

- Men's judgments are almost always logical.
- Men speak less, but to the point.
- Men are more likely to use jargon and profanity.
- Men are more focused on the action of the subject than on its description.

Scientists have proven that women are easier to communicate, and also have a higher culture of dialogue than men: when men talk about topic they like (politics, sports, cars), they often do not pay attention and do not hear what is going on nearby.

In addition to speech, we perceive information through other channels, for example facial expressions, gestures and literally micro-reactions of the interlocutor, which can last for about a few seconds. Non-verbal (kinetic) signals play a very large role in perception and assessment of the interlocutor's speech.

Non-verbal communication is a collection of all signals, consciously or unconsciously transmitted to other people in addition to traditional verbal communication. [95, 13].

Kinetic signals – a set of gestures, facial expressions, gait, postures and other body movements. [73, 56]. The body itself complements the conversation, saturates it additional connotations and expression, helps to arrange semantic and emotional accents. As a rule, the set of such movements is culturally determined. In some countries, it is customary to actively gesticulate, in some it is the top obscenities. There are closed poses, or, conversely, poses of active listening.

Tactile cues are the language of accidental and deliberate touch. People all over the world have their own system of welcome tactile gestures: men prefer a handshake or hug, women can complement the greeting with a kiss. Tactile contact helps us show genuine respect or coldness in the attitude of the interlocutor.

Eye contact also plays an important role in successful communication – direction and expression of the gaze. In the process of communication, the gaze can perform a number of functions. With a glance the listener can express attention, approval, or disagreement. Lack of gaze can also be a signal of unwillingness to keep in touch. [95]

As psychologists point out, women tend to use a direct gaze much more than men – they more often they look at the interlocutor and do not avert their eyes longer [62]. Between representatives of the opposite sex there are differences in use in the process communication of non-verbal means. In life situations, a woman has use specially culturally and socially fixed behavioral techniques, combining them with special speech and gesture behavior. It's about free bodily expression, about the desire to be free. Loose poses, free landing, friendly gestures and facial expressions, non-intrusive eye contact. [73]

Lack of gaze can also be a signal of unwillingness to keep in touch. As psychologists point out, women use direct gaze much more than men. It is believed that this is due to the traditional role of a woman as a teacher of children – a view used as a means of communication to establish psychological contact with a child who cannot speak. On gender non-verbal communication differences are also superimposed on differences in age, profession, education, physical and mental condition, at the place of birth and place of residence, and also for the purpose of communication. [62]

1.2.2. Gender aspect in textual CMC

The more women began using the Internet as the mean of mass communication, the more studies of gender CMC started appearing in the 1990s. But the situation was that the findings of those studies show that there was no gender-free equality in cyberspace. According to Selfe and Meyer males and high-status participants in the group dominated the interaction, both under normal conditions and under conditions of anonymity.[79]

Other researchers reported the use of aggressive tactics and bullying behavior towards female participants of computer mediated communication. [40] Women and participants suspected of being female also received a disproportionate amount of unwelcome sexual attention even in services which provide anonym communication. [24]

Researches said that gender is often easy to recognize even in anonym chats. Each individual has its own style of communication – features that the person may

not be consciously aware of or able to change easily. The linguistic features that signal gender in CMC are stereotypically sex-linked and similar to those for face-to-face interaction. They include verbosity, assertiveness, use of profanity, (im)politeness, typed representations of smiling and laughter, and degree of interactive engagement. [28,80]

Herring researchers say that man is more likely to write long posts and messages in social networks. Also, they start and end discussions in groups, they assert opinions strongly as ‘facts,’ challenge others, use crude language (including insults and profanity), and in general, adopt an adversarial stance toward their interlocutors. [76]

In contrast, women tended to write short posts and messages. They were more likely to qualify and justify their assertions, apologize, express appreciation, support others, and in general, adopt an ‘aligned’ stance toward their interlocutors. [39] Also, women They found that women used more often use different emoticons, ellipses (...), expressive lengthening (nooo waaay), complex punctuation (!! and ?!), and transcriptions of backchannels (ah, hmm). [41]

Moreover, Herring described a so-called majority-gender effect: which means that women tend to be more aggressive in male-dominated groups than among other women, and men tend to be more aligned in female-dominated groups than in groups dominated by men. [44]

Synchronous (“real-time”) CMC behavior is close to face-to-face communication. Cherny reported that female-presenting characters in a social networks used mostly neutral and affectionate ‘action verbs’ (such as ‘hugs’, ‘whuggles’ and others), while male characters used more violent verbs (such as ‘kills’, ‘smash’ and others), especially in actions directed toward other male interlocutors.[27]

Herring found that women used three times as many emoticons and pictures of smiling and laughter as males did, while the gender ratio was reversed for challenging and insulting speech acts. [45]

Gender-based harassment affects the women participation in many online discussions. In mixed-sex public forums, females post fewer messages, and chat rooms are typically frequented by fewer females than males. [43] Women are also less likely to persist in posting when their messages receive no response. [23] Even when they persist, their messages receive fewer responses, including from other women. [49]

Internet communication often encourage users to take on pseudonyms to feel free during communication or change personality. For Danet, these pseudonyms function as masks that invite experimentation with gender, liberating users from restrictive gender binaries. [30] Bruckman interviewed participants of CMC and found that females tended to assume gender-neutral pseudonyms in order to avoid unwanted sexual attention, while males assumed female-sounding names in order to attract it, as well as to experience virtually what it is like to be a different gender. [24]

However, empirical observation of synchronous CMC users suggests that genderswitching is actually rather infrequent. But it was claimed that most participants interact as themselves, regardless of the name or character description they choose. Herring found that 89% of all gendered behavior in many means of communication shown maleness and femaleness in traditional, even stereotyped ways; instances of gender-switching constituted less than half of the remaining 11%. [40]

Since female Internet users achieved numerical parity in 2000s, it has popularly been assumed that gender differences in CMC have leveled out, as well. In a study of adolescent blogs, Huffaker and Calvert found no significant gender differences in frequencies of words expressing cooperation and passivity, although males used more resolute and active language. [50] Herring found that gender differences in grammatical word frequency disappeared when they controlled for blog genre – personal diary vs. ‘filter’ blogs commenting on events external to the blogger – although females produce more of the former and males more of the latter genre. [47] Guiller and Durndell also found few gender differences in lower-

level linguistic features in their study of computer-mediated student discussion groups, although stylistic differences were found. [38]

In a multi-level study of teen chat, Kapidzic and Herring discovered that gender differences were most evident in discourse style, somewhat evident at the level of speech acts, and least evident in word choice. [34] However, not all Internet users exhibit gendered discourse styles: female computing professionals on the technology news website Slashdot adopt both aligned and adversarial stances and researchers observed that girls were quite sexually assertive in the two teen chatrooms they studied – although the girls used more sexually implicit communication, whereas the boys were sexually explicit. These findings complicate and refine the body of CMC and gender scholarship.

Other studies directly echo earlier findings. Koch et al. found that men were more dominant and assertive in computer communication, even under conditions of anonymity, similar to the findings of Selfe and Meyer. Thompson and Murachver found that subjects could identify a partner's gender accurately based on features of the gendered styles described by Herring. Gendered discourse styles continue to be used in forums on the social network site MySpace. In addition to using more emoticons and exclamation points, the latest female communication trend is the inclusion of xo ('a kiss and a hug') in tweets, IM, and email. [83, 87, 48]

Alongside difference, disparity also persists. On Twitter, men's tweets are retweeted more often, especially by men, even though women post more tweets overall. Blogs by men are linked to and reported on in the mass media more than women's blogs. Moreover, women are still disproportionately the targets of online verbal violence and harassment, as attested by the case of technology blogger Kathy Sierra, who in 2007 received sexualized death threats on her blog from well-known male bloggers for, as Harding put it, the crime of publicly "Writing While Female." Recent incidents of threatening communication directed toward women 'speaking up' on social media continue to deter women's participation in online environments [46]

1.2.3. Gender aspects in multimodal CMC

The World Wide Web, more than any other Internet application, was responsible for bringing women online in large numbers in the mid-1990s. The main property of the web that sets it apart from text-based CMC is that it is multimodal, encompassing text, graphics, video, and audio. Moreover, CMC itself is increasingly multimodal on “Web 2.0” sites such as blogs, social network sites, media-sharing sites, and multiplayer online games.

Along with these technological changes there has been a shift in the ways people represent themselves online. In early text-only environments, individuals could construct creative self-representations through user names and textual self-descriptions. [66] In the graphical chat environments that followed, users were represented by cartoon-like avatars. [60] In recent years, however, the combination of increased bandwidth and the rise in popularity of social network sites has led many Internet users to post photographs of themselves, which show them, in principle, “as they really are.” Accompanying this is a trend for people to make their personal information openly accessible. Thus, there has been a shift from (relative) anonymity towards ‘nonymity’. [91]

At the same time, one is free to select any image to represent oneself, since the actual physical appearance of the user remains hidden, as in textbased CMC. Unfortunately, little research as yet relates multimodal representations to verbal language. The focus of the following discussion is on how multimodality affects gender and online communication more broadly, although language is mentioned where research findings are available.

The first studies to address this question were of graphical avatars. Subjects in experiments conducted by Nowak and Rauh reported preferring graphical avatars that portrayed them realistically.[69] However, other research found that avatars in chat and 3-D environments exaggerated secondary sex characteristics, especially of females, not only in environments designed by (male) professionals but also in self-chosen and self-designed avatars. [50,77] Avatar gender-switching has also been reported in online games: men sometimes play as female avatars in order to

get more help from other players, and women sometimes play as male avatars in order to be taken more seriously by male players and/or avoid harassment. [51, 82]

There is evidence that the gender of one's avatar reflects and influences one's communication style. In experiments by Palomares and Lee, women were more apologetic and tentative when using a female avatar, whereas gender mismatched avatars encouraged the use of countertypical language. As with user nicknames, it seems that it is easy to select an avatar that differs from one's offline gender, but more difficult to modify one's gendered behavior. [72]

The earliest studies of photographic self-representations were of personal homepages. Blair and Takayoshi found that some women's homepage pictures were sexualized, showing the subjects in provocative clothing and/or postures. This practice has since become the norm on social media sites, arguably due to the ubiquity of pornography online, leading to what Paasonen calls "selfcommodification". On one photo-sharing site, Willem, Crescenzi, and Tortajada found that even girls who did not initially post sexualized pictures moved toward that photographic style over time. [36, 87, 71]

Blair and Takayoshi critique the practice of sexualized self-representation, pointing out that even when girls and women consider displaying their images online as an act of self-empowerment, the reception and use of those images can objectify them. [21] For example, an infamous site from the mid-1990s, "Babes on the Web," linked to photographs on women's homepages without their permission and rated them in offensively sexist terms. In that case, women were objectified independently of the 'provocativeness' of their images.

More recently, a 2012 Facebook page titled "12-year-old slut meme's [sic]" reposted photographs of young girls so that others could comment on their sluttiness; in this case, the girls self-sexualized in their original images. Chemaly concludes that "use of photography (especially without the subject's consent) intensifies harassment, abuse and violence against women." [26]

Self-sexualization online appears to be spreading to young males. The young men interviewed felt pressure to present themselves in an attractive manner and

reported representing themselves as ‘playboys’ on MySpace. Relatedly, 15% of profile photographs of males on a popular teen chat site showed the subject with a nude upper body; this was more often the case for white than for black boys. In contrast to the cases involving females reported above, there is no evidence so far that males who post self-sexualized images are publicly demeaned.

One type of multimodal content that has been associated more with men is video. Following the meteoric rise in popularity of the video-sharing site YouTube, a number of studies reported that males were uploading more video content and using more video-sharing applications than females were. In a study of YouTube video bloggers (‘vloggers’), it was found that almost twice as many men as women posted vlogs, and many more men than women reported visiting YouTube on a daily basis. [33] Further, only 13% of female respondents had ever posted comments on videos or uploaded videos, compared to 50% of males. Biel and Gatica-Perez also found more men (73%) than 10 women (27%) in their study of YouTube use. [20]

However, the women accumulated more subscribers, had more subscriptions, and had double the numbers of friends than men had, leading the authors to conclude that “women, overall, have a more social-driven behavior in YouTube”. Moreover, recent numbers indicate that female teens today are more likely than teen males to videochat and to create and share video, suggesting that video communication patterns may be shifting.

Research on representations of males and females in online videos is lacking. One might posit that because of gender role schemas and the trend towards self-sexualization, some women would represent themselves in online videos in sexualized ways. Anecdotal evidence in support of this is the phenomenon of ‘reply girls,’ young women who seek to garner views by posting video replies on YouTube with the camera focused on their cleavage. Because of its manipulative nature, this practice is generally condemned by both male and female YouTube users. [32]

Gender identity is more difficult to disguise in video than in textual CMC. The same is true in audio chat, which has become popular in multiplayer online games, despite the concerns of some players that it will make playing with an avatar of a different gender more difficult and that it will open the door for discrimination against and harassment of female players. [86]

However, in a study of second language learners communicating online via voice, Jepsen noted that although “the gender of the participant was often identifiable due to the sound quality of the participant’s voice, the participant’s gender could not be verified simply by voice quality”. [59] Issues of gender identification aside, there is a need for research into gender and communication style in audio CMC, including in dyadic interactions using popular applications such as Skype.

CONCLUSION TO CHAPTER 1

Communication is the process of understanding and sharing meaning. It is the relationship that involves interaction between participants. Internet communication, as a new type of communication, is characterized by the following features: it involves a huge number of users, who represent a certain generalized type of personality, which has special goals of communication (whether self-expression, information exchange or emotional contact).

Every day more and more people join social networks, create blogs and share their interests with people all over the world. There are different types of social media for everyone to meet the needs. Sometimes in the process of Internet communication, the participant wears a so-called mask, which facilitates the communication process, removing all barriers, freeing up space for a creative "I". Internet users can reveal or hide their gender identity. Participants in virtual communication become creators not only of the virtual space itself, but also the creators of new personality with the help of some gender features of communication.

Gender is a rather complex concept and reveals the diverse content of the phenomenon. Gender linguistics is a scientific field that studies the way in which language and speech manifest the process of creating differences between the sexes in culture and society, as well as the result of this process.

There are many gender stereotypes that have developed over a long historical period and still affect the relationship between women and men. It is traditionally believed that women are more emotional and talkative, while men prefer serious dialogues and occasionally use jargon and tabooed vocabulary. And all these characteristics affect the way people communicate.

With the development of the Internet, gender stereotypes are manifested not only in face-to-face communication, but also in social networks. It influences textual CMC and multimodal CMC.

CHAPTER 2. GENDER FACTOR IN TEXT SOCIAL NETWORKS

2.1. Male and female lexical features (on the basis of Twitter posts)

The first part of our research is supported by a dataset of microblog posts from the social media service Twitter, which allows users to post 140-character messages, share photo and video content.

Large numbers of Twitter messages we randomly collected using inner search tool, which help us gather a corpus from Twitter over a period of two months between January and March, 2021. Our goal was to collect texts that was representative of British English, so we included only messages from authors located in Great Britain.

We further filtered our sample to only those individuals who are actively engaging with their social network. Only live accounts and personal blogs are used for this research to make results more objective and clearer. We omitted such kinds of text blogs as filters blogs and k-blogs.

To assign gender to user accounts, we first estimated the distribution of gender over individual names, account description and pictures. It was quiet difficult part of research because most people want to share their posts anonymously.

The major part of Twitter users who has their personal blogs are people 15-30 years old. Mostly they hide their personality: use pseudonyms, photos of their favorite stars, characters. Girls like using pictures of their crush-stars as a profile photo while boys use the pictures of game or movie characters.

For the analysis we had the list of 200 tweets written by male and female twitter users. All the tweets were analyzed using eight categories: standard dictionary use, punctuation use, non-standard, not pronounceable unities (e.g., :), lmao) use, non-standard, pronounceable unities (e.g., luv) use, named entities use, numbers use, taboo use, and hashtags use.

We note a few specific details about some of the classes. Pronouns are generally associated with female authors, including alternative spellings u, ur, yr:

- “*but if u close **ur** eyes*” – @cuttiebillie;

- *“besties i do hope phoebe sees all of **ur** tweets but please also remember the reason why she is doing this in the first place” – @gardensignals) [85]*

Also, twitter users rarely use capital letters at the beginning of sentence, because it needs time to press “caps lock” key. People tweet right after the situation they are describing has occurred.

It is also prominent for women use a lot of the emotion terms and emoticons:

- *“this is miku :3 she **loves** attention, when people visit her, and playing with her doggy cousin – @OhHeyTracyy,*
- *“**WHY IS CREAM AUCH A LITTLE SHIT SHE RUINS EVERYTHING DAMN I HATE THIS MF**” – @janaeeewd. [85]*

Very often they use capital letters to be more expressive or to attract the attention of other users.

Men also use emoticons, but mostly those graphical such as :) :D and ;).

- *“The way I breathe you in It's the texture of your skin :-) #SidharthShukla #Sidhearts” – @apexhades;*
- *“a fancam dedicated to the one i love :)” – @mirroredguitar. [85]*

The other gender marker associated with female authors are kinship terms.

- *“the **hubs** finally received my birthday package I sent him last week and he loved all the gifts and goodies in it” – @smolmallowz;*
- *“Good morning my beautiful gorgeous fluffy pals Malibu wishing you all a wonderful toona Tuesday hope you are all doing well sending love [two hearts emoticon] prayers for sick kitties and hoomans especially Luis and my **Auntie** Vicki [Folded Hands emoticon, beating heart emoticon, two hearts emoticon] look after each other love [red heart emoticon] you all [two hearts emoticon, beating heart emoticon] – @sharon_cantley. [85]*

Also, female users tend to use specific friendship terms more often than male users.

- “*from: anon to: @srinvenka you have received a hug from #RYUJIN and #CHAERYEONG! message: **bestie** i love u pls forgive me i hope you're okay #ITZY #오!시!*” – @hugsfromitzzy;
- “*look at the wolf jacket i got from a charity shops **bffs** [smiling face with sunglasses emoticon], [smiling face with sunglasses emoticon]*” – @frogpml. [85]

Only a few kinship-related terms are associated with male authors — wife, wife’s, bro, bruh, bros, and brotha – hough many of these may be better described as friendship terms.

- “***bruh** i only had knife kills my team trash [knife emotico] #MVP*” – @AlphaWo75737132;
- “*Happy born day my **brotha**. Forever an always [hundred points emoticon] [sign of the horns emoticon], [red heart emoticon], [red heart emoticon]*” – @kingof_theville) [85]

The other one female marker is the usage of different abbreviations.

- “***Lol**, while watching delayed streaming my sister said Onew looks like Song Joong Ki [face with tears of joy emoticon] I said yes and gave her receipts [face with tears of joy emoticon]*” – @squishybunnyj;
- “*Please this is one of the best cosplays I've seen it's so cool **omg** I love it so much [crying face emoticon], [raised hand emoticon]* – @cloudynmcyt) [85]

Several ellipses, and expressive lengthening are also female markers

- “***Cooooool** [exploding head emoticon], [rising hands emoticon] I'm a fan, 101% [alien emoticon] Keep up the great work fellow creator, may your collector find you soon! [folded hands emoticon], [white heart emoticon], [sparkles emoticon]*” – @ko_nick_art;
- “*Getting back into shape after having back problems is scary but I'm feeling **gooooood***” – @ramseyerin5. [85]

The enormous number of punctuations is the other one feature of female communication. The most frequent are exclamation marks, question marks, and backchannel:

- *“IM LITERALLY CRYING BEACUSE WTHA WAS THE ACTUAK REASON BEHIND THIS???”* – @jaysaranghanda;
- *“HELLOO???! WTHA IS THISD???? AAAAAOOOUUGGOIGH”* – @jinbabey [85]

Interjections like ah, hmmm, ugh, and grr and hesitation words um and umm, are also associated with female authors:

- *“Hmmm, reading this I start wondering whether I’m partly Candadian cus this is just me... [eyes emoticon]”* – @CoraxGGstreams;
- *“Ugh, hate those accounts. Either leads to a self-help book/paypal/or worse the link was never updated since the last promo and it has nothing to do with the current promo [face with rolling eyes], [face with rolling eyes]”* – @Muzixftprnt_NBU;
- *“talking about the worst thing people do after break up. namjoo said it has happened to her, then lee joon and sleepy were like "really? are you sure? this is going to be a news tomorrow!!!" [eagle amoticon]: **uh.. umm...** i mean it can happen”* – @stellamlie) [85]

The assent terms okay, yes, yess, yesss, yessss are all female markers.

Negation terms nooo, noooo, and cannot are also female markers:

- *“WE'RE ALL MELTIEFESTING, YESSSS KEEP IT UP, MELTIEFESTATION IS THE KEY”* – @haolei1259;
- *“nooo jungkook calling his mom for help to ask the song's name was just the interaction prettier please [crying face emoticon], [crying face emoticon], [crying face emoticon]”* – @kook010313) [85]

Nah, nobody, and ain’t are male markers.

- *“We can talk in front of everybody, it **ain’t** that serious Shannon, u go on tv in front of everybody pushing fake shit but now u wanna talk in private? Why u lying on tv Shannon?”* – @KDTrey5;

- “Anybody else enjoy this movie as much as me or **nah**? #horrorfam #HorrorCommunity” – @Cardio_King) [85]

Swears and taboo words are more often associated with male authors because they are more likely express their aggression:

- “i was lookin for some **shit** and found this unfinished cabinet art from like, Pico Day 2019. LOOOONG story short things didn't got as planned lol, but I don't totally hate it” – @IvanAImighty;
- “DOGE GANG WHERE THE FUCK YOU AT?????!!!! [dog emoticon] #DogecoinToTheMoon #DogecoinRise” – @BENBALLER [85]

Also, men more likely start discussing some sexual topic, speak about women in inappropriate way.

- “If shawty tells me that she wants my fingers inside of her pussy then ima do it cause her wish is my command [crying face emoticon] – @_shawtyriri
- “Love to watch hubby fuck my seed deeper into his wife as she sucks me hard for the next round [Smiling Face with Horns]” – @Duncan56277527 [85]

At the same time, women more often than men posts there nude photos and ask the audience for feedback.

- “Screw it [See-No-Evil Monkey emoticon] every RT and follow gets a nude in dms [Sweat Droplets emoticon] [Face with Tears of Joy emoticon] #horny #sexting #sext #kik #daddy #topless #slut #whore #cumslut #jailbait #cam #nudes #masterbaiting #sc #dmme #fucking #masterbait #cumwhore #milf #pussy #sugarbaby #nsfw #rp #wetpussy #cockslut #squirt #sellingnudes #buy” – @bella_walts [85]

The tweet itself and hashtag the author used is very vulgar. Sweat Droplets emoticon has several meanings and usage. It can be used to show characters working hard or feeling stressed or to represent various types of liquids, including sexual fluids. Also, there is a nude photo of the girl, who post this tweet.

- “I also sell vids of me (: #sellingcontent #sellingnudes #buyingcontent #buyingnudes #horny #nudes #sex” – @luvkassi8 [85]

This tweet does not have vulgar photos, but hashtags shows that girl ready to sell her nude photos to anyone.

Our analysis doesn't show strong gender associations for standard prepositions, but a few alternative spellings had strong gender associations: an abbreviated form of with appears in the female markers w/a, w/the, w/my:

- *“im trying to find a job but since the pandemic its been super hard to find one or one thatll even give me hours to make a livable wage . i plan on moving out w my gf jasper this year nd finally starting a new life w him ! anything helps . these r how u can help” – @Iaapis;*
- *“I made a deal w my mom helpp [crying face emoticon], [crying face emoticon] i need to reach 300 likes and 70 rts before 2nd week of may.... HELP MEEE Kindly like or retweet!! :D [crying face emoticon], [crying face emoticon]” – @chanbngg) [85]*

There is also man marker 2 which is often used as a homophone for preposition **to** and number 4 to replace preposition **for**:

- *“2day is going to be great. 2morrow is going to be great. You're great. Everything is just GR8.” – @dominic_w“*
- *“it's the back tattoos 4 me” – @sporthaplug [85]*

The only conjunction that displays significant gender association is & and it is associated with female authors.

- *“Cute & Pretty #Kaavya” – @camsenthil. [85]*

No articles or determiners are found to be significant markers.

These findings are generally in concert with previous research. Yet any systematization of these word-level gender differences into dimensions of standardness or expressiveness faces difficulties. The argument that female language is more expressive is supported by lengthening like yesss and nooo, but swear words should also be seen as expressive, and they are generally preferred by men.

The rejection of swear words by female authors may seem to indicate a greater tendency towards standard or prestige language, but this is contradicted by abbreviations like omg and lol.

The tendency for proper nouns to be more often used by men:

- *“Those who normally say they don’t like **iPhones** are the same people who starts taking mirror pics when they get **iPhone 6**” – @tymer__ ;*
- *“This is what happened when i bought a big **ikea** mirror... lots of pictures taken...” – @dec1312. [85]*

Non-standard spelling is used more frequently by women:

- *“in 3 days we will be going on our first week long **vacay** and im just so excited. 10 months into our relationship and we’ve already gone to so many new places and on so many fun adventures. i love her so much. loving her is truly life’s greatest adventure. [red heart emoticon]” – @uhmitsalina;*
- *“Ramadan Mubarak to you all As we all know Ramadan is in few days and we’re super excited. **Yayyy** [dancing woman emoticon]. So for this period We’ve decided to add something uniquely nutritious and of great health benefit to our menu. We save you time and stress by providing all the nutrients you need” – @shuqroh4. [85]*

Using hashtags is commonly female gender marker. The great number of hashtags used were from girls who want to be the part of worldwide community or to support favorite stars or movements.

- *“**#WeLoveYouJaredPadalecki** I love how attentive Jensen is towards Jared, someone had just asked an ‘akf’ type question. All Jensen had to do was give a little look & Jared knew he was checking on him & all Jared needed to do was the little arm touch to say yeah I’m good. I [beating heart emoticon]” – them@caz17_04;*
- *“My third time participating.. I have went through one rollercoaster ride of life.. and gonna start on next.. Indeed, Id had been by my side when no*

one else was ever beside me #1DOnlineConcertStayAtHome” – @dreamingdarcy;

- *“There’s a split screen on my TV. On one side, is the #DerekChauvinTrial. On the other, is the lying in state of Capitol Police, Billy Evans. There are good people and bad people, good cops and bad cops. Let’s honor the good ones and hold the bad ones, accountable.” – @ananavarro). [85]*

Using the hashtags shows that women follow the situation in the world and take part and show their worries. For example, hashtag **#WeLoveYouJaredPadalecki** appeared when the actor Jared Padalecki got the flow of the hate in the internet because of his Instagram post. Fans created the hashtag to show their love and support to the actor. In 24 hour, there were 12 thousands tweets with the hashtag. The most tweets posted by girls and women. This shows the stereotypic behaviour when women supposed to help and support other people mentally.

The last category for comparison was the numbers. Analysis shows that using numbers is the male feature of communication. Women are also use numbers in their tweets, but on different purpose. Men mostly give strict information and speak about some particular things:

- *“hi i’m carlos. i’m a 20 year old photographer and musician in the Central Valley of Northern California. here’s my favorite pieces of work so far !! #PortfolioDay” – @CarlosWithUhCam;*
- *“Guess who finally got their degree framed after almost a year of being a college graduate?! [crying face emoticon] I had to mentally prepare myself to pay \$300+ for a freaking FRAME [crying face emoticon], [face with tears of joy emoticon] but wow.. I really graduated magna cum laude (3.9) as a BIOLOGY pre-med student. I did that.” – @itstarekali. [85]*

Women more often use numbers to express their emotions or positive logical assumptions:

- “*Before anyone says anything. I swear, I have my DAUGHTERS BACK fully.. until I know 100% she be killin off the rest of our disfunctional family. #AmongUs*” – @TetraColors;
- “*Redbull [Smiling Face with Heart-Eyes emoticon] Luv u 3000 bro [red herat emoticon]*” – @btwitsgoldie) [85]

The expression “*Luv u 3000*” came from movie ‘Avengers: Endgame’ when the main character's daughter said these words to him. It means that she loves him so much. So, fans of the movie started using it in the social networks to express their feelings and show that they are the part of the Avengers` s fun family.

Figures given in *table 2.1* shows that division between ‘male’ and ‘female’ features are not so strict. The percentage of features is not as great to be able to say that some particular word category is mostly male or female feature.

Table 2.1

WORD CATEGORY FREQUENCY BY GENDER

	Female	Male
Standard dictionary	71.7%	73.2%
Punctuation	13.9%	13.5%
Non-standard, not pronounceable (e.g.,:), lmao)	5.2%	4.1%
Non-standard, pronounceable (e.g., luv)	3.7%	3.5%
Named entities	1.9%	2.5%
Numbers	0.8%	0.9%
Hashtags	0.1%	0.1%
Taboo	0.4%	0.6%

As a result, we can conclude that men mention named entities about 30% more often than women do, and women use emoticons and abbreviations 40% more often than men do. The contrast of named entities versus emoticons may seem to offer evidence for proposed high-level distinctions such as information versus involvement.

However, we urge caution. The ‘involvement’ dimension is characterized by the engagement between the writer/speaker and the audience, which is why involvement is often measured by first- and second-person pronoun frequency. [19] Named entities describe concrete referents, and thus may be thought of as informational, rather than involved; on this view, they are not used to reveal the self or to engage with others. [67] While it is undeniable that many words have strong statistical associations with gender, the direct association of word types with high-level dimensions remains problematic.

It was noted that ‘it is notoriously difficult to unambiguously map given linguistic markers to communicative function; we use the terms ‘involved’ and ‘informational’ ... simply as a suggestive label for a correlated set of lexical features.’ This is an important caveat, and the utility of discussing — and naming — groups of correlated lexical items is undeniable.[18]

Nonetheless, it is difficult to be satisfied with an analysis that permits abstract discourse categories like ‘involvement/information’ and abstract identity categories like ‘male/female’ to get so tightly coupled that we are left with ‘women are involved, men are informational.’

2.2. Male and female syntax features (on the basis of Facebook comments)

For the next part of analysis, we will look through materials from Facebook. As we already say, Facebook is quite different from the twitter, they have different age of the active audience so this factor has an impact on the way users communicate within social network.

This type of analysis dedicated to syntax difference in man and women blogs. We will discover which types of sentences are dominant in man or women communication in social network such as Facebook, because there are no limitations in numbers of characters in the post.

For analysis we have took material from the comments in two popular Facebook communities. These communities have different topics, but they are

gender-neutral, so have equal amount of man and women members. The first community is “National Geographic” (@natgeo) and the next one is “Apple” (@apple).

The first community is the official community of National Geographic with 48 159 923 participants. This is community where participants bring their stories, images and video to the world in real-time. There are a lot of interesting topics for conversation but there are rare arguments between participants. The community has strict policy and do not tolerate words of hate, harassment or disparagement. They reserve the right to remove any posting or other material that they find off-topic, inappropriate or objectionable.

The second community is the official page of world wider known company Apple with 13 727 900 members. Because of the great number of members and popularity of the Apple products there are a lot of commentaries below every post. Community has equal amount of male and female participants. Policy of the community not as strict as National Geographic community has, so there can be some rude commentaries and obscene words.

In the Facebook there were no problems with identifying the gender of the person, because the majority of participants in the communities use their own names and use real photos as a profile picture.

As we mentioned in the first chapter, scholars discovered, that girls and women are inclined to sexualized self-representation and they displaying their images online as an act of self-empowerment. Pictures show the subjects in provocative clothing and/or postures.

During our analysis we haven't come across the profiles with sexualized pictures, but it is obvious, that pictures in home pages play different roles for man and women users. Women photos are there to attract the attention of the users, show their beauty and picturesque places they visited, men posted photos with their cars, in the football match or in the forest during camping. Women show themselves and the beauty around, while men show their hobbies or favorite things (cars, bicycles and others).

The categories we chose for syntax analysis are: using of simple/complex sentences, incomplete sentences, using exclamatory sentences or questions, commands or tag questions.

Next in the paper we will consider the patterns we have identified that characterize the syntax of comments on the social network Facebook. One of the most important among them is the predominance of simple sentences, for example:

- *“Should have also been mentioned”;*
- *“And you didn't think to invite your evil twin why ?”*
- *“I live surrounded by it every day.”*

About a third of all analysed sentences are incomplete, and most often there is no verb component:

- *“Posters anyone?!? or Ah ... sir best work his way through the beer list then.”*

In some sentences, where there is no verb component, there are contextually incomplete sentences in which there is no part of the sentence named in the previous context: *“two years of twatting about avoiding wheat, turns out it's dairy. Nobody give me dairy or there will be consequences; So, less milkshakes more beer ?; And no more Irish coffees in the Shahenshah”* [5].

In these sentences, omitted verbs can be easily recovered from the context. Yes, after reading *“And no more Irish coffees in the Shahenshah”*, we understand that we are talking about a cup of Irish coffee, which the interlocutor will no longer drink; and from the contextually incomplete sentence *“So, less milkshakes more beer?”* it becomes clear that one of the communicators refuses milkshakes and will probably drink more beer. This is confirmed in the first line: *“following a diet, one of them did not eat dairy products - two years of twatting about avoiding wheat, turns out it's dairy. nobody give me dairy or there will be consequence.”*

A feature of Internet commentary is the use of exclamatory sentences. Classifying a sentence by the type of emotional coloring, we take into account that almost any sentence can go into the category of exclamation when pronouncing it with a certain intonation:

- *“Alternatively help to upgrade that App to your corporate identity !;*
- *“Hear hear !!”;*
- *“Do not forget Mr & Mrs Caviarman and John Staines !”;*
- *“Good man! Lol; Love it !”;*
- *“The national insurance premium was gradually rising due to my efforts !!!” [5].*

Social networks indicate a small number of exclamatory constructions that begin with the words **How** and **What**, for example:

- *“How lovely she takes after you”;*
- *“What a privilege to have them.” [5]*

The absence of an exclamation mark in these sentences is justified and natural, because it is due to the principle of linguistic economy, as the construction itself is already exclamatory.

In English, word order is paramount. Due to the limited morphological features of parts of speech, it is fixed: the subject always precedes the predicate, followed by the adverb, and completes the sentence circumstance. This rule, as our material shows, that it is followed in Internet comments:

- *“She was not even born when this song came out!”;*
- *“I can hear the four horsemen coming down the street”;*
- *“They played the Roundhouse in November” [5].*

The predicted connection prevails in the analyzed Internet comments:

- *“I do not think we went”;*
- *“Did you know Yauch died in the week ??”;*
- *“It's there you can see it ...”.*

English is characterized by an attributive relation between the members of the sentence, the most striking example of which is the construction of the phrase "adjective + noun", for example:

- *“the Hertford Town FC marketing committee”;*
- *“An expense account, that infamous Subbuteo”;*

- *“The national insurance premium”*. [5]

Note that in the Internet comments of the social network Facebook, the described phenomenon is not widely used and is presented in the already mentioned body of contexts with only a few sentences of this type: *“I’m retired although I did work from leaving school at 15 the only time I had off.”*

In the analyzed material, we observe deviations from the normative order of words in interrogative sentences, when only the presence of a sign indicates the purpose of the statement:

- *“dude, it's just the internet ?;*
- *Britain? You mean "The south east";*
- *Hear hear !! I think we've probably smashed the attendance average now - surely top of the league now ??;*
- *as it really 13 years ago? we were there, remember?”* [5].

As we discovered, Facebook comments can be bigger than tweets, have fewer short forms, abbreviations, emoticons, but still simple and easy for author to write and for interlocutor to read.

A lot of commentaries are simple common sentences and this is mainly male feature:

- **Hanny Al Khoury:** *“Sorry apple, I stole your verification [laughing face emoticon]”*
- **Jabir Hasan:** *“Apple never had blue verification!”* [11]

Incomplete sentences, which are the main feature of internet communication are commonly used by man:

- **Zorie Higgins:** *“sold separately!”*
- **William Dean:** *“Have many in Maryland.....”* [11]

There is no need to write complete sentence because the subject is already known from the previous comments or the post above.

Women are more likely write complete sentences or even complex. They also use different words and structures to intensify meaning of the sentence. For

example, they use hedges. Aleshia Anderson writes comments below the post about climate changes:

- **Aleshia Anderson** *“Probably because they aren't man-made? I mean these weather instances happened before humans, and they will happen after. Pretty sure that's what "natural" is referring too [Woman Shrugging emoticon] Have humans made them worse? Yes. But it doesn't change the fact that they still occur "naturally".* [68]

Here the word “probably” means expressing some feeling of doubt as well as an emoticon of person shrugging their shoulders. This indicates a lack of knowledge about a particular topic, or a lack of care about the result of a situation.

Men are more likely to use boosters instead of hedges. They show the acknowledgement of the topic of conversation and the confidence in their answers. Richard Roques answers the same post about climate changes:

- **Richard Roques** *“it's obvious, man created to destroy ... don't tell me about the progress of science or medicine, look where it leads us ... the nature of man is thus made humility must disappear in order to rebuild itself better, hope that man will not be in this reconstruction.”* [68]

Also, in this example there is ellipsis which considered the most annoying one. With the usage of the booster, ellipsis has the meaning that needs to be said is so obvious to the knowledgeable writer that it should be obvious to the reader, too.

Male users tend to use taboo words in Facebook as well as in the Twitter. Also, they express their aggression using emoticons which can be interpreted as rude and violent. For example, a middle finger emoji, used in some western cultures as a rude or insulting gesture. Thanks to distinctive cleft, the peach emoji is most commonly used for “buttocks.”

- **Will Hicks:** *“Who in their right fucking mind is going to stand for this ???”*
- **Admir Kni:** *“[Middle Finger emoticon], [Middle Finger emoticon], [Middle Finger emoticon] fuck your passport”*
- **Ken Beaudin:** *“Kiss my [peach emoticon]”* [68]

Using multiple question marks are also women feature. It is the great mean to show the filling of confusion without intonation, facial expression, emoticons and extra words.

- **Amanda Gaymon:** *“So y’all just got rid of golds amp today without telling anyone????? No press release, no email, nothing.”*
- **Billie Devline:** *“Global warming? Social justice? What are you talking about?????”* [68]

The same situation with exclamation mark. Today generation of microblogging write every important thought as we speak. Women have a greater inflection in their voices and express more excitement verbally. To articulate that excitement through text, exclamation points are often the particular kind of weapon.

- **Gaia Loffredo:** *“You are crazy!!”*
- **Lindsey Spates:** *“This is so beautiful!!!! Love, love, love!!!”* [68]

The other feature of expressive communication is all-caps. Traditionally this way of writing is associated with shouting. Also, it can be used to attract the attention of internet users. This is also used as the women marker in internet communication.

- **Katherine Saa:** *“HOW TO GET A REFUND FOR AN IPHONE I BOUGHT LESS THAN 6 MONTHS AGO!! ALREADY SENT IT TO CHECK IT TO THE STORE AND CAME BACK WORST THAN BEFORE!!!, IT ALREADY HAPPENED TWICE WITH 2 DIFFERENTE IPHONES !!!!”*
- **Isabella Young:** *“VACCINES ARE MURDER WEAPONS. WE DON’T NEED IT”* [11]

As we have already mentioned, the most popular exclamatory construction for internet communication is using *How* and *What*. These types of comments are written mostly by man users. For example,

- **Terry Sayre** *“What a nonsense. The natural disasters are only disasters to human. A severe winter storm is weather. A dam failure is a man made*

disaster. The flooding of a river is a natural occurrence. The flooding of a city is a man made disaster, not because of the climate but because we built our city on a river. Learn the difference.” [68]

- **Jeffry Mattisson** “*How beautiful this new colour. Look at it! [Red heart emoticon] [Smiling Face with Heart-Eyes emoticon] [11]*”

The absence of an exclamation mark in the first sentences is justified and natural. The construction itself is already exclamatory and there is no need for the other expressive tools. Also, this comment is the other one example of the thesis that man use simple sentences in internet communication.

The other female feature of communication is using of large number of intensifiers. An intensifier is a word that strengthens or weakens another word. An intensifier has no real meaning by itself and can usually be removed from the sentence. The most common intensifiers are “very”, “extremely”, and “incredibly”. The purpose of an intensifier is to tell us about the intensity of another word.

- **Alicia Monrose** “*Very very big beautiful whales [whale emoticon]. So magical”[68]*
- **Esmeralda Sandt-van Luijk** “*My ipad doesn't update anymore it remains on 10.3.3, this is not friendly to customers because I payed a lot of money for it and I am **very** carefull with my tablet. A lot of apps aren't working anymore. No Apple for me anymore and that this is **extremely** expensive for bying a new one for me and **so** rapidly out of order, because it cost me **really** a lot of money. It is a shame.” [angry face emoticon] [11]*

In this comment there are 4 intensifiers which uses to express emotions the author of the comment wants to express.

Women tend to use tag questions in many conversational situations than do men. This type of questions signifies an avoidance of commitment, causing the speaker ‘to give the impression of not being really sure of himself, of looking to the addressee for confirmation, even of having no views of his own’.

- **Jenny Arroyo:** *“You do realise that vaccine passports are the greatest invasion of privacy ever conceived **don’t** you? This is totalitarianism. If you don’t know what that is, look it up.”*
- **Alexa White:** *“I am rather looking forward to this analysis, **aren’t** you?[smiling face emoticon]” [68]*

Women often ask questions below the posts. They need someone to answer their questions. That’s why women are active users of internet forums. But there we can see difference in the reaction users have for man and women questions.

For example, the user **Sarah Boyd** asks *“Where is my iPhone 12pro charger ??”* below the post about releasing new iPhone 12. She has quiet pleasant answer. The user **Oscar Kessel** answers *“is missing [grinning face with sweat emoticon]”*. The emoticon depicts nerves or discomfort but commonly used to express a close call, as if saying *Whew!* and wiping sweat from the forehead. There is no obscene behaviour. The other answers are also neutral and have no unpleasant meaning. User **Tom Telford** says: *“sold separately!”*, **Daniel Brucher** also answers *“just buy it”*. [11]

Also, men tend to engage in conversation with other men and they are more likely to express their thoughts using obscene or taboo words, rough emoticons, and capital letters. There is the same example in the same community. User **Lucas Kardec** asks *“and the charger?”*. The answers were different and mainly unpleasant with taboo words and inappropriate emoticons. **Stewart Francis** answers *“charger inside you butt hole”*. User **James A Jackson** answers *“go buy one. And if you can’t afford a charger, maybe you shouldn’t be owning an iPhone. I hear LG makes cheap phones you’d like, free charger included [rolling on the floor laughing emoticon]”*. [11]

The emoticon he uses means hysterical laughter and use to show sarcastic mood. Women also answers the question, but mostly they give direct answer and even advices. For example, **Karla Pearce** answers: *“It’s meant to come with a cable, if there is no cable in your box contact Apple. But it will still work with old*

cables as well. Yes it's a problem if it's your first iPhone or you don't have a USB-C plug"[11]

Men and women differently express their requests. Men more likely express their requests as a command using exclamation marks and strict structure, without some markers of politeness:

- **Danny Marciano:** *"Apple support my iPhone 5s!"*
- **Chris Thomason:** *"Don't do it Apple, don't take Parler off the App Store, or I'm done with you forever."* [11]

There are no words or phrases for polite request. While women use such words or expressions.

- **Annette Resch:** *"Apple, please stay professional, do not politicize yourself with everything that is happening in the United States. Let us the people decide and judge."* [11]
- **Eva Rose;** *"Pollution is our fault. Climate change is not. Could someone who believes the warming of earth was caused by humans please explain to me why the planet warmed up after the ice age? Was that because of humans, or because the planet goes through cycles of warming and cooling?"* [68]

To make polite request speakers can use modal words can, could and may. User *Eva Rose* uses not just simple *please*, but verb *could* which is more polite than can.

So, there is the same situation as we have with the lexical analysis of Twitter posts. We can highlight some syntax features as female or male, but the figures in *table 2.2* show that the difference between man and woman communication features are not so great.

Table 2.2

	Female	Male
Using of simple sentences	67.4%	73.1%
Using of complete sentences	65.3%	41.4%

Using of incomplete sentences	34.7%	58.6%
Questions	15.6%	9.7%
Exclamatory sentences	27.6%	20,1%
Commands	10.9%	15.9%
Tag questions	2.1%	1.4%

As a result, we can conclude that men use simple incomplete sentences about 30% more often than women do, and women use exclamatory sentences and questions 40% more often than men do. So, it proves the idea that man have the informational style of communication with this short sentences and logical thoughts, while women use the involved style using a lot of questions, exclamatory sentences. But at the same time figures show, that particular features cannot be fully identified as male or female.

So here we can come to a consensus that differences in models of male / female speech behavior are manifested irregularly and gender is not a determining factor in textual communication. At the same time, in certain situations of verbal communication, the influence of gender is manifested in the preference for some methods of verbal behavior and blocking others.

CONCLUSION TO CHAPTER 2

Our analysis shows that men and women do have different communication styles. They have different sets of norms for speech interaction, use different lexical units and syntactical structures.

Women are more emotional and involved in conversation so they need to express these emotions and feelings in written form by using emoticons, exclamatory sentences and exclamatory structures. They use a lot of shortenings, boosters, hedges. Their requests are more polite and they rarely join arguments in social networks. Women use simple two-member sentences or complex sentences. They write more posts than man do and use hashtags. Women get fewer negative comments and replies and rarely use taboo words.

Men are more likely speak strictly and have 'informational' style of communication. They use standard dictionary and named entities. Men`s syntax characterizes with the using of simple uncomplete sentences. They more likely use commands and tabooed words. Mex can also express aggression in commentaries and get negative feedback.

But the research and figures also show that these features do not true for 100% of comments and posts. It confirms the theory that not only gender influence the way people communicate verbally and nonverbally.

CHAPTER 3. GENDER FACTOR IN MULTIMODAL SOCIAL NETWORKS

3.1 Gender factor in YouTube vlogs

The purpose of this part is to examine gender similarities and differences in vlogs created by popular English-speaking vloggers. By using content analyses of the blogs, we examined how they present their identities in vlogs, as well as how they use language to express their experiences and feelings. Of particular interest to us is:

- the extent to which personal information, such as name, age, or location, is disclosed;
- how emotive features are conveyed;
- how sexual identity is intimated; and
- how language is used to express ideas and feelings.

For this part of investigation, we have 5 hypothesis which will help us analyze male and female behaviour and linguistic features they use to express their identity.

- 1) Man more often than women will provide personally identifying information, such as their name, age, location, and contact information.
- 2) Women will use emoticons and hashtags to express their feelings more often than males.
- 3) Women will discuss intimate topics like their sexual identity more openly than males.
- 4) Man will use language that is more aggressive, resolute, and active than females.
- 5) Women will use language that is more passive, cooperative, and accommodating than males.

For this part of investigation, we have chosen 4 vloges with different topics and different formats of video content who have over 1million subscribers. We have two male vloggers: Philip Leater from the channel AmazingPhil and Ali Abdaal from self-titled channel. Female vloggers for our investigation are Jenna Mourey from the channel JennaMarbles and Aspyn Ovard from self-titled channel.

Philip Lester is an English YouTuber and radio host. He is known for his YouTube channels AmazingPhil, which has over 4 million subscribers, and DanAndPhilGAMES which he runs with his friend Daniel Howell. Lester appeared on The Sunday Times' 2019 list of the top influencers in the UK and known as one of the popular youtuber in Great Britain.

On 27 March 2006, Lester posted his first YouTube vlog titled "Phil's Video Blog" on his main YouTube channel, AmazingPhil. Since then he has posted 310 videos on his main channel and 278 videos on the DanAndPhilGAMES channel.

On his main channel Phil posts different entertainment videos or tell about his life or just play games and comment on the game. For example, in video "Why I Went To Hospital (again)" he speaks about why and how he visited the hospital and what problems he has. The next video he posted was "Answering Questions I Would Usually Avoid". In this video he answers questions which people ask him in different social networks. "Social distancing with Animal Crossing!" is the let's play video, where Phil plays and tells some interesting stories.

Analyzing Phil's channel with the help of the first hypothesis, we can say that Phil provides personally identifying information. His subscribers know his full name, age and the day of birth, the place where he was born and where he lives now. He gave full personal information in his videos and also join the popular format "Draw My Life".

This format appeared in the end of 2011 and rapidly became popular among wester youtubers. This is a type of video clip in which the author narrates their life history. Mainly it is fast-motion video where the author draws illustrations and tells the key events in their life. The basic idea of these videos is to reveal previously hidden upsetting or unfortunate events or stories, and end in the author thanking their audience for aiding in their success.

Phil was one of the first YouTuber who make this kind of video in February 1, 2013. In this video he speaks about his first memories, family. about primary and secondary school, college years and firs steps in YouTube. Speaking about his secondary school he says that *"It was big, scary and intimidating and had loads of*

year 11s that looked like giants". [8] He uses expressive words which help people create the imagine of the school and these giant 11s.

2019, six years after the first Draw My Life, Phil draw the second part of his story. It was his first video after his camming out as gay. This video is more personal and emotional then the first one and also longer. This video and information he discusses is contrary to our third hypothesis where we say that women will discuss intimate topics like their sexual identity more openly than males.

In the video "Coming Out To You" he tells all his story and it is very emotional video where he tries to share his own experience and gives advices to people who wants to come out as well. This vlog is full of exclamations, interjections, and different filler sounds he adds during video editing which also the specific feature of videoblogging and play important role in gender representation.

In this video he often laughs, which is necessary for the entertainment types of videos. He uses different types of laughing: nervous laughter, contagious laughter, silent laughter. According to expert Robert Provine, laughter is specifically a social structure, something that connects humans with one another in a profound way. According to his findings, people are 30 percent more likely to laugh in a social setting that warrants it than when alone with humor-inducing media [74].

In the video Phil uses filler sounds like 'dramatic music', 'celebratory music', 'closet door slides open sound', 'jazzy music', 'upbeat music', 'record scratching sound', 'buzzard sounds', 'sultry music', 'crickets chirping'. All these sounds create particular atmosphere in the video, help the viewers feel the emotions he tries to express.

Phil uses a lot of interjections:

- "*I hit one million subscribers on YouTube. **Woo!***", this interjection is used to show surprise or amazement. [8, 12:54]
- "***Ugh!***" is used to express disgust.

- “*Oh dear!*” for sarcastic response.
- “*Aw! I should've gone with that!*” for mild disappointment or self-deprecation. [6, 0:46]

It makes the way he communicates more expressive and emotional, which is originally not typical for man. But there is one feature which is common for male communicans. He uses taboo words and phrases:

- “*the radio desk looked like a f*cking spaceship.*” [9, 2:04],
- “*What about you, bitch?*” [8, 17:10]
- “*I don't quack a penis.*” [6, 0:12]

Phil uses in videos some things that is normally used during text communication in social networks. For example, using hashtags which he voices as “hashtag Dan And Phil Unplugged” and write it on screen “#DanAndPhilUnplugged” [6, 15:10]

He uses a lot of rhetorical questions in the videos. “*That's meant to be a guitar. That is not a guitar? Oh my God, how do you draw a guitar? What does a guitar look like?*” [8, 02:34 - 02:38]. Also, there are questions which supposed to be unsewered by the audience to create some kind of interaction between blogger and the viewers. “*I hope y'all had a nice festive seez. Do you?*” [9, 02:09]

He often uses the air quotes gestures. For example, when he is talking about how he might react his orientation.

- “*Just be quiet about it for now because you know, it might be a “phase” or “I might grow out of it?”*” [7, 01:27]

In this particular situation he uses the quotation gesture to express sarcasm or irony. He makes that to say that he hasn't pass this “phase” or hasn't “grown out of it” and he is still gay like in his 15.

So, we can say, that Phil is very emotional person who uses a lot of expressive verbal and nonverbal means. He entertains people but also raise the serious and important topics in his blog. According to the hypothesis we proposed at the beginning of the chapter, Phil`s communicative style is nether man`s nor women`s.

Ali Abdaal is a junior doctor from Cambridge, United Kingdom. He started his career as YouTube blogger in 2016 when he was a Cambridge University medicine graduate. Now Abdaal works in the UK's National Health Service (NHS) as a junior doctor. His first videos were about medical student's everyday life, learning difficulties and interesting facts about studying. Now he runs vlog about his lifestyle and work.

He also makes study videos for medical students to help them with studying, tech reviews, podcasts and the occasional video of his everyday life. Also, from time to time he uploads videos with his friends singing songs. Ali updates his vlog once a week and posts on his self-titled website. He runs a small business called 6med that helps students applying to medical school and pass final exams.

On 27 March 2016, Abdaal posted his first YouTube "All of Me (John Legend) - Duranka Perera" where he sings cover for John Legend's "All of me". Since then, he has posted 364 videos on his channel and have 1,57 million subscribers.

Ali don't speak a lot about his private life. The only information we knew is the name, birthday date, a few words about family and where he works. This information is not enough to say that he is a public person. He wants the audience to respect his privacy.

Ali's videos are useful and interesting. His communicative style is serious even when he speaks about funny things like in video "*My Favourite iPhone Apps – 2021*" which is totally entertaining content. He is always self-confident and presents information in right straight order.

His speech is full of boosters which are the male communicative feature which help them to express confidence and self-assurance.

- "*It's actually very very easy to start a YouTube channel.*" [3, 7:24]
- "*In fact, a lot of podcasts grow by having a YouTube channel*" [3, 10:48]
- "*Obviously, if you live in a country like India where the average salary is \$3,600 a year, it's very very difficult to make \$10,000 in savings overall.*" [2, 06:19 - 06:23]

In the previous chapter we found out that hedges are one of the female features. But here we can notice, that Ali uses a lot of hedges. For example, in the video “How I Manage My Time - 10 Time Management Tips” he says such sentences:

- “**Probably**, we should say yes to the majority of things” [2, 01:31]
- “**I think** the more time I spend managing my productivity system, the less time I spend actually getting stuff done.” [3, 04:22 - 04:24]
- “This whole video is so long, it could basically have been an entire online course. **Maybe** I'll do one about this very topic.” [2, 19:03 - 19:05]

Abdaal uses the only expressive collocation in this video: “**Hell yeah**” as to show how people should accept things they really want to do. “If I get an email from someone saying: “Hey, do you wanna do this thing? And I'm like, “**Hell yeah.**” Then I'm gonna do the thing.” [4, 01:55 - 01:57]

He doesn't use swearing words in his videos, his language are pure, without different fillers, hesitation markers which is also one of the feature of male communicative style.

Ali doesn't expose his private life and doesn't discuss intimate topics like his sexual identity. His private life is number one question from his audience. In the last Q&A video on his channel “**Relationships, Annoying Habits and More - Q&A with my Housemate**” he says “We had literally thousands of messages um... I think you had a few dozen I had... I had several thousand and of those about 95 % of them were based around our relationship status and around whether we were dating... [...] “you sure you both ain't dating?” Are we dating? We're very sure we're not dating.” [4, 00:30 - 00:48]

So, here we can say that our first three hypothesis work well. Ali do not provide a lot of personal information in his vlog, only those minimums needed to create good relationship with audience. His communicative style is quiet neutral, he does not use a lot of expressive words, he dot use hashtags, emoticons, sound filler in his videos to share his emotions with the audience. He expresses his emotion nonverbally. He always keeps the eye contact, so even through the camera

and screen you can feel him watching right in your eyes and you can't take your eyes off of screen.

When he enumerating some things like tips, ideas, things, he always uses his fingers to show the number to the viewers. This shows that he is confident and feels free to speak.

When Ali talking about some particular topics, he uses a lot of professional jargonisms and terms which means that he not just says few words about the topic, but he understands it and ready to share his knowledge with other people. For example, in video "*How to Buy Bitcoin for Beginners (2021)*" he speaks about bitcoin using a lot of special professional terms.

- "*As such, this video is my personal guide to the world of **Bitcoin** and **cryptocurrencies**.*" [2, 00:19]

(*Cryptocurrencies* are digital currencies that use cryptographic technologies to secure their operation.)

- "*And they would say that these kinds of **Bitcoin mining farms** are in countries like Iceland and Greenland*" [2, 14:45 - 14:47]

(A *mining farm* is a room or warehouse dedicated to mining cryptocurrencies.)

- "*Like let's say you wanna buy drugs or you wanna buy bad things on the **dark web**.*" [2, 16:23 - 16:25]

(*The Dark Web* is a part of the internet existing on darknets not indexed by search engines, that can be accessed only with the help of specific software.)

Ali Abdaal's communicative style can be identified as male, because of his unwillingness to reveal his personal information, lack of expressive verbal and non-verbal mean. His channel has the informative characteristics, not expressive as women's has. But also, his language is not aggressive as it is expected from male participants of communicative act.

Jenna Nicole Mourey best known by her pseudonym Jenna Marbles, is an American pop artist and YouTube blogger. Her channel has over 20.1 million

subscribers, making it the seventh most subscribed channel on YouTube and the first in the list of channels run by women.

Marbles posted her first video in 2010 titled “How To Trick People Into Thinking You're Good Looking”, which had over 5.3 million views in one week. Now she has 250 videos on her main channel and 280 on “JennaJulian” channel which she runs with her boyfriend.

She took the pseudonym "Jenna Marbles", tried to hide her online activity from her mother, because Jenna often used taboo words and exposed unpleasant behaviour in her videos.

Her videos have different topics and format. She makes videos with her dogs, videos with her boyfriend, challenges, DIY videos, makeup videos, Questions/Answers videos.

One of her first controversial videos was "How To Avoid Talking To People You Don't Want To Talk To" and it was mentioned in The New York Times and ABC News in August 2011. There she said: *“I'm sick and tired of guys thinking that just because I showed up at a club or a dance or a bar, that I want to have their genitalia touching my backside.”* And then she became famous among the YouTube viewers.

She also as Lester made “Draw my life” video where speaks about story of her life. She said about all the troubles and problems she had in her child years and in college. But her narrative style in the video is quiet calm, without extubating stream of emotions and great amount of expressive words and collocations.

Jenna does not use a lot of fillers, expressive words. She mostly uses simple sentences in her videos, do not use difficult constructions, her thoughts are simple and easy to understand.

For a long time, she was known as girl who made scandalous videos “Drunk Makeup Tutorial” and many others which are now deleted from her channel and exists only in other people channels in different fun accounts.

Her early videos contain a lot of swearing words. For example, one video for 7 minutes contains 15 f-words. Also, she uses a lot of different words which is

normally don't associated with female vocabulary. There are the set of her favorite phrases from one of her first video "How To Trick People Into Thinking You're Good Looking

- "*gucci-whore make-up is ready*" [55, 2:30]
- "*I'm really ugly mothefucker*" [55, 1:35]
- "*I bleached absolutely shit out of my hair*" [56, 0:20]

From the very beginning of her vlogger career, Marbles uploaded her vlogs every Wednesday and Friday. That's why all her videos within the period 2011 – 2018 started with headpiece where was the picture of Jenna with bright make-up, short top, mini-skirt and title "Jenna Marbles. Blogger and Entertainer" or "Jenna Marbles. Sexual Wednesdays".

These types of headpiece can be used for self-representation or just to attract the male part of the audience to the videos. But the fact is that her videos never have content which can be considered as "sexual". This headpiece can be identified as Clickbait. Merriam-Webster gives the definition of the word '*clickbait*' as "something designed to make readers want to click on a hyperlink, especially when the link leads to content of dubious value or interest."

She never hides her private life and she starts show her boyfriend as soon as they start dating and, in few months, Julian became frequent guest of Jenna's vlogs.

Last few years Jenna's communicative style become more feminine. She ends up using swearing words in her videos. One of her last vlog with his boyfriend Julian was the 16 minutes video "*Tie-Dying My Clothes With Bleach*". In the video Julian uses obscene words, the only one phrase said by Jenna is "*if I was brave and had any balls, I would just chop this in half right now and then it would be a crop*" [58, 09:31 - 09:33]

Her last one video has no taboo words or gestures. But as well her vocabulary still contains simple and neutral words. She does not express emotions and feelings using expressive vocabulary. The only way she expresses herself is gesturing, but still, she uses this type of nonverbal communication carefully.

She ends up making bright make-up and wearing open cloths. Now she presents herself as housewife with boyfriend and four dogs. She makes videos where she cooks something, DIY videos, many contents with dogs. There are no videos about drunk make up or challenges.

Few months ago, she posted video “*Jenna Marbles Apology*” where she admits all her mistakes and say, that she is ready to step into new era of her life. “*I've tried my best to grow up and to be a better person*” [00:48]. She also explains where disappear almost all her old videos which made her famous in 2011. “*I have spent a lot of the last few days privating almost all of my old content and [...] I'm literally not trying to put out negative things into the world anymore.*” [54, 01:52 - 02:03] She also admits that some of her videos was offended. “*you know about what path I took to get to where I am. It (old videos) offends them now and if that's the case where people will watch something and be offended now, I don't want it to exist*” [54, 02:30 - 02:42]

At the end of the video, she shows her emotions and the audience see her crying, but she is not playing the role, she is honest. She apologizes for her sexist and racist jokes she made in the past. “*I don't think that making jokes about gender is funny and I know that there's a lot of people that struggle with their identity [...] I just don't want that content exist in the world [...] it doesn't make sense it can be hurtful can be harmful and I don't want it there*” [57, 07:22 - 07:40]

Here we can say, that the aggression in communication is not only male feature, women also can use obscene words and hide their emotions. It mostly depends not on gender, but on the personal identity, moral values and the way person think and understand the surrounding world.

Aspin Oward is an American vlogger and famous youtuber. She is best known for her Youtube channel, which was created in 2010 as Haute Brilliance and later changed to Aspyn Ovard. Her YouTube channel has 3.3 million subscribers, to which she frequently posts about beauty, fashion and lifestyle. Now she has 342 videos on his channel.

Her most popular videos are her hair-style tutorials, engagement vlog and wedding videos. Aspyn also runs another YouTube channel with her husband, “Aspyn and Parker” and has 1.8 million subscribers. In addition to success YouTube career, she is also a businesswoman and actress, as well as the owner of “Luca and Grae” clothing store, known as the bohemian brand of modern clothing.

He is very open to her audience; his channel is full of personal information. She always shares her life events with the viewers either it is happy events like proposal, engagement, pregnancy or awkward things such as problems during pregnancy, family troubles, arguments with husband. She tries to be as much honest with the audience as it possible.

Also, it should be noticed, that her channel has totally girlish design. All videos have pastels colours: beige, thistle, white smoke, antique white and others. The fonts she use for video titles in headpieces are also beautiful and associated with Disney or Barbie cartoons.

Topics she rises in her vlog is only for women, men barely can find interesting information. *“Matching Outfits With my Baby For a Week! | Aspyn Ovard”* or *“A Day in my Life with a Baby! QUARANTINE ROUTINE!! | Aspyn Ovard”* is vlogs seen only for women. All her videos contain advertising and link to the other her channels, social networks, products she used in the video, cloths she wears.

The most popular video on her channel is *“I’M PREGNANT!!! + How I Found Out! | Aspyn Ovard”*. When you watch this video, you understand that Aspyn is very emotional, talkative and impressionable. She shares her emotions and feeling with audience so you can’t remain indifferent.

She uses a lot of diminutives.

- *“Look at this **doggie**. She got a haircut yesterday and she’s so much cuter softer”* [13, 05:46]
- *“How are you, my little **cuittie**?”* [13, 03:32]

Also, there are interjections in her speech.

- “we're really matching today **mm** you may hang out while mom cleans up your room” [15, 04:08 - 04:10] The interjection means that she likes how she and her daughter looks like.
- “**ugh**, this is a worst light ever. It is so dark” [15, 06:10] She expresses disgust, she dislikes the light in the room where she makes the video.

One of the main features of her speech is using great number of different intensifiers (very, so, such, really, extremely and others.) For example, one video in 12 minutes have 19 different intensifiers.

- “The second line appear **very** faintly” [14, 06:49]
- “I don't know... I just like **really** didn't believe it” [14, 08:12]
- “I'm **so so so** happy I'm **so** excited thank you guys **so** much for watching” [14, 11:23 - 11:26]

Also, she uses short forms of the words.

- “I **don't** know if she was saying that because she like saw two lines or because I put the smiley face **cuz** again the smiley face to me was like sarcastic” [14, 06:19 - 06:23]
- “As soon as you get a dog like **you'll** get pregnant like **that's** just always how it works” [14, 09:36 - 09:38]

In her speech Aspyn uses very often word **like** as a filler. In video “**Matching Outfits With my Baby For a Week! / Aspyn Ovard**” she uses this word as filler 33 times within 10 minutes. Using these fillers are one of the female communicative features.

Aspyn also uses a lot of hedges in her speech.

- “**It's probably** too cold to wear these so it might change into some pants” [15, 07:07 - 07:09]
- “**I think** this top and jeans **might** be my favorite outfit cold has ever worn” [15, 03:13 - 03:15]

Oward doesn't use taboo words, she uses polite language, never offend viewers with obscene language. She greets her viewers at the beginning of each video.

- “Hey guys welcome back to my channel”

At the end of the video, she always makes polite request and ask audience subscribe her other social media or follow the link she advertises.

- *“You guys can use my code for an extra 15% off link, **please** follow the link down below and I'll see you guys in my next video. Bye guys.”* [16, 09:44 - 09:51]
- *“Thank you, guys, for watching it. You can let me know in the comments what you guys want to see next on my channel. That`s it. So I'll see you guys later. Bye guys”* [16, 11:23 - 11:28]

We can totally call Aspyn`s channel as “women channel”. There is large number of things which are originally female: chose of the topics, colour design, target advertising. She presents herself as pretty women, perfect housewife, loving and caring mother. And her communicative style also fits all stereotypes we have about female communication.

3.2 Gender factor in Instagram

The personal page is a projection of the personality of its owner. For this part of work, we have visited the user pages and analysed photos and text of posts. There we have a complete reflection of the identity of its owner. Photos, user name, personal information, videos, posts are projection of the inner world and personality traits of the user.

In order to study gender characteristics of behavior in social network, we have visited the pages of English-speaking Instagram users with different number of followers and photos: 25 women and 25 men. In total, there are 50 people aged 18 to 50.

The observation plan included the following points:

- compliance of the user with the gender role,
- communicative features,
- emphasis on their gender role,
- social status,
- ways the opposite sex influence on persons.

We had identified the criteria by which we analyzed male pages: number and content of photos, emphasis on profession and life activities, hobby, design of the page and statuses.

39.3% of the surveyed male pages contained a large number of photographs (more than 10). It is not typical for man to post a lot of personal photos in their social networks. Couple of photographs are enough for identity recognition.

The focus on specific parts of the body, such as muscular arms, expressive eyes and others "best parts" of the body may indicate some narcissistic users. Also, some users do this if they want to attract the attention of women. They usually use below the photo such text as:

- **roobsthetics** *"So..I started working out to impress girls at first, but then I quickly realized that ain't it chief [laughing face emoticon]"*[53]

A group photo shows that people are in good relationship and. 17.2% of the respondents post photos with their girlfriend or boyfriend, thereby emphasizing the importance of the relationship. Often, they just put [red heart emoticon] to describe picture or simple description. They often tag the girl or wife in the photo.

- **mikeyway** *"I love @kristincolby a whole heck of a lot - and then some [red heart emoticon]"* [53]

Here the author uses @ sign to tag her wife and also use the exclamation word *heck*.

Photo with friends 25.6% of responders describes as they are important people in their life

- **jamescharles** *"Best news is I get to see my **bro** this Sunday"*. [53]

Men tend to use kinship words such as bro, sis, man, dude which means that the person he addresses is close one.

18.5% of social media users have a photo of any celebrity in their profile photo. The reasons for this phenomena are very different: unwillingness to be recognized, desire to try new social role, low self-esteem and lack of confidence in himself.

Most of the photographs in the men`s pages emphasise their gender role: sports, fishing, relaxation with friends, cars, motorcycles, weapons, travel (72.8% of the questionnaires). To describe such types of photos they also use simple words and texts, some users write interesting facts about the place or thing in the photo.

There is also an emphasis on work and social status: photo in uniform or in a business suit, photos with musical instruments. 12.5% of users put emphasis on their appearance: on fashionable clothes, art photo, etc. These kinds of photos usually described by some philosophical thoughts.

- **hood_atx** *“It ain’t where I been. But where I’m bout to go! #workflow #goodvibes #facts #forward #muscle #inked #recoveryispossible #recovery #onedayatatime #work”* [53]

73.4% of male users do not give information about yourself. A few users forbade the access to their pages without following them. A closed page in social network points in the fact that a man is selective about communication. He may not want the profile to be seen by colleagues, strangers or people from a past life.

The page of an open for communication person, as a rule, is completely filled in and contains all the necessary information: age, hobby, family status, link to the other social media.

Sean Hood Austin, Texas THIS IS MY ONLY ACCOUNT Wifey @clarissahood Family-Faith-Recovery-Fitness [53]

34.3% of men emphasize their success. Such users post photos showing them social role: photo of a scientific conference, achievements in sports, photos with diploms, in the scene.

We can also notice, that man who post selfies in sports cars, photos with wads of money in their hands, with cocktails in expensive clubs and the attributes of imaginary success and glamor write a lot of nonsense words below the photos. Sometimes even quotations of famous successful people - 21.7%.

- **David Oyster** *“The only thing that stands between you and your dream is the will to try and the belief that it is actually possible. - Joel Brown”*

- **the__king__james** *"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Catch the trade winds in your sails. Explore. Dream. Discover."* - Mark Twain. [53]

The analysis of usernames deserves special attention. 3.8% of the questionnaires had megalomaniac nicknames user ("king", "hero"). In this case, they also perform a compensatory function (an attempt to increase their social significance).

Next to the user's photo, you can read some catch phrase, aphorism, anecdote or philosophical statement. All this has a name - status. Statuses appeared along with social networks so that users in a concise form could convey their mood, attitude to life and to the events that are now taking place in it.

Philosophical statuses allow you not only to report a problem, but also to find people, who also found themselves in a difficult situation, and sometimes find together from it the right way out. Most popular statues among the users of social networks are humorous statuses: anecdotes, funny stories humorous phrases. Usually, such statuses cheer up both those who publish them and those who is reading.

Statuses can also be informational. For example, a person who has more than a hundred friends on the list can write to your status about a significant event in your life and thus notify all friends. In most cases, the statuses on the page are – it is an attempt by the user to attract attention.

To analyse women's pages, we have identified the following criteria:

- number of photographs,
- focus on profession,
- revealing private life,
- hobbies,
- statements and statuses.

The vast majority of users with self-presentation on a social network focuses attention on their appearance. It is dictated by natural desire of women to be more

attractive for man. It is important for women to know that men, first of all, pay attention to their appearance. That's why women chose photos in their social networks very carefully. A good angle, landscape, lights are taken into account.

Often, women use photoshop services (edit the waist, the colour of eyes, the tone on the skin, the cup size). 52.7% of users create an image of a beautiful, gentle woman, 13.6% replicate the image of a femme fatale, 11.9% of girls post their candid photo, thereby defining the attitude towards oneself.

The greater number of women use philosophical quotation to describe their photos. They do it to create the image of smart and educated person, but sometimes they use this quotation off topic.

- **brittynicolem** *“Life imposes things on you that you can't control, but you still have the choice of how you're going to live through this.” - Celine Dion [53]*

This is the quotation below the photo of the girl in underwear.

2.1% of women are not aimed at dating on a social network, because they simply upload photos with friends, family. Success in the career tend to stress - 9.7% of women. They also posted emotional description to such kind of photos

- **augusto_dearce** *“Yesterday Christa and I got to be **total** fan girls and run around Stars Hollow! It was **so much** fun and we are currently trying to find a city to move to that is similar so we can live like Lorelai & Rory all year long. [**face blowing a kiss emoticon**] [**smiling face with heart-eyes emoticon**]” [53]*

The nickname on the woman's page also says a lot. Girls mostly use their real names, rarely use words such as queen, princess, star.

Sometimes the nickname underlines the purpose of being on the site. For example, the user "**pussy slayer**" posts vulgar nude photos and make relevant descriptions.

- **pussy slayer** *“Who wan Na taste me [Face Savoring Food] [Face Savoring Food] [Face Savoring Food] [Face Savoring Food] [Face Savoring Food] [53]*

Such behaviour does not correspond the standard image of women. These types of users try to make money exposing their nude photos in the Internet for those men who are ready to pay money for more. This is the legal prostitution masked under the social media communication.

Analyzing the user profile, we pay attention to selected quotes, books and favorite film s, musical tastes hobby. 72.3% of female users' pages contain life orientation, information about hobbies and interests, while in 27.7% there are no interests.

31.2% of female users focus on their careers, 25.6 women on social media share thoughts about motherhood, family and home comfort, which coincides with the traditional perception of the female gender role.

- **kristincolby** *“The girls are riding in style and I’m extremely happy about it in case this picture doesn’t properly depict that! [Rolling on the Floor Laughing emoticon]. I’m truly blown away with all of the features on our new @wonderfoldwagon!! The girls love it so much too that I may or may not be giving them rides around the house when we aren’t out strolling the neighborhood. [Winking Face with Tongue emoticon] Here is a 10% off code *COLBY* for anyone interested! [smile face emoticon] [53]*

Such type of women represents stereotypically female form of communication. She posts posts picture with her daughters and in her text, we can see almost all markers of female communicative style: a lot of emoticons, intensifiers, using exclamation marks in the end of the sentences.

15.5% of users preoccupied with their physical attractiveness and healthy lifestyle (sports, diets, beauty treatments, etc.).

- **ninijakab** *“On a skinny side this time [Boxing Glove emoticon] #backtowork #loveyourself #fitnessjourney #fitnessgoals #healthylifestyle #tattoo #backtolife” [53]*

Such types of sport girls rarely use emoticons (if they do, it is the activity emoticon not the smiles). They prefer short descriptions and a lot of hashtags so that other users can find them to share some experience.

13.2% focus on education, self-development, literature, art.

A blank page with nothing but a name and an avatar, is not always an indicator of its closeness or secrecy owner. Perhaps the person signed up just out of interest, to see what social media is all about.

Also, women try to make their profile more attractive. They pay a lot of time editing photos, chose right colours for better balance and visual perception. They will not post unpretty content like some men can do. Women treat their accounts in social media as their appearance, so they pay a lot of time and recourses to make it as attractive as possible.

3.3 Gender factor in TikTok trends

TikTok is a new popular social network where people shoot and post short videos that last from no more than 1 minute. Absolutely anyone with valid phone number and smartphone can become a user of this application. All videos uploaded to this resource can be divided into several categories:

- talk and dance videos (lipsync);
- reviews;
- makeup shots;
- edits;
- sketches.

Sketches are the most popular videos on the social network. They also have their own hashtags, for example #au (4,9B views) and #pov (264,3B views). AU is the "alternate universe" or the world described in the story, in our case, told in the video. For example, there is a video caption that says

- “#au when you turn 18, you can see the words of the *soulmate* on your hand”
- “#au where every birthday the number of words you speak is determined by “the system” A silent boy finally gets a friend”. [84]

Such types of videos are popular among girls because they can help them to create their imagine reality, where they can be with their “crushes”. 8 out of 10 videos in this hashtag are created by girls.

In this hashtag and in TikTok in general girls more likely use a lot of slang words. For example, “soulmate” usually refers to a romantic or platonic partner, with the implication of an exclusive lifelong bond. “Crush” is used for "a person who you like". You can say, "you are my crash". This expression is now the most often used by girls. There is another word that is associated with the word “crash” – this is the verb “shipper”. It means “to create or dream of a relationship between two people”. You can ship both people and fictional characters.

- *“I cant stop from crying and im Eren mika **shipper!** [snowman emoticon] #aot139spoilers #erenyeager #eremika #AttackOnTitan #MikasaAckerman” @ckeya_*
- *“if you think my taste in fictional characters is bad, wait until I tell about my actual **crushes**” @DanielsansLions*
- *“haven’t had a **crush** on anybody in a minute, maybe money is my **soulmate**” @ohwowitzyanah[84]*

Girls and boys have different slang words they tend to use. For example, boys more likely use word *heather* instead of *crush*. Heather is the beautiful, perfect, desirable person that everyone wants to be with, or just wants to be with. The other popular slang expression is “go chill”, which means "let's go to rest" or "chill out". This expression is very often used by boys in their speech, in particular because it is easy to remember.

- *“I love on a private lake with my own dock and can go chill and sit in the sun whenever I please and it’s very relaxing [calm face emoticon]” @CD3Gator[84]*

The other one popular TikTok trend POV means Point of View, as they say when a person shoots a video in the first person. For example,

- *“#pov that see chips in a pack”*

- “#pov we are in secret relationship and my friends try to flirt with me. #acting” [84]

Another popular video type in «TikTok» is “somethingVSsomething”. This kind of videos girls and boys use to make fun of each other using hashtag #girlsVSboys. They joke about different gender stereotypes, for example how each other see similar things or how behave in particular situations.

TikTok have a great impact on the younger generation. In this social network, you can see how young people express themselves and try on different images and roles.

For example, boys put towels on their heads to look like girls and records a video like “*POV How your girlfriend behaves when you go out for a walk.*” In such videos, young men not only outwardly try to be like a girl, but also adopt their behavior, movements, and manner of communication. At the same time girls, draw their beards, hide their hair and shoot and post “#POV Your ex is looking for a new girlfriend”.

Also, when we looking through the trends in TikTok we can notice, that there are a lot of pranks and most of them are made by boys. We can suppose that it is because man more tend to make fun of other people, while girls tend to be gentler and kinder.

The most popular prank video in TikTok is “*Got my parents so good with this shaving prank [squinting face with tongue emoticon] [laughing face emoticon] #trend #comedy #prank*” by joeyklaasen. This prank video has 14,1 Million Likes. Also, we have noticed that boys likely to have more likes than girls. The main reason can be that the percentage of girls using TikTok is more than percentage of boys, so girls more likely put “like” for boy`s video. At the same time, we can notice that videos in the same hashtags #prank with similar amount of viewers but posted by female user will have more comments then likes.

TikTok is a platform where LGBT teenagers can feel free and don`t be afraid, because the vast majority of users are LGBT-friendly. Users support each other and do not pay attention on some gender stereotypes and norms. It is fully naturally

to come across boy with dyed colour hair or bright nail art and almost 70% of comments will be positive and polite even from the other male users despite the fact that bright nails and hair are female feature.

If we are talking about comments which users write to videos mainly do not have particular gender features. All comments have similar structures, similar lexical features and syntactic forms. Users write simple uncomplete sentences with great numbers of emoticons, all-caps, shortenings, slang words.

- **@wensann:** *“I MIGHT WRITE A WATTPAD STORY ON THIS!!! mb taking the concept of the POV and expanding it. Should I? (Lol would anyone read it?) AHHHGH”* [84]

In this comment the female author uses the all-caps to attract the attention of the other commenters. Three exclamation marks says that she is very excited about the idea to do it. “Wattpad story” is a slang collocation which comes from the name of the site Wattpad where people can publish their story, so now this expression is used as a synonym for word fanfic. There are also short forms of the words like mb for maybe and lol to indicate laughing. Interjection *AHHHGH* also used to express the emotions of the author.

There is also the comment written by male user.

- **@greentiger656 :** *SOMEONE PLS TELL ME WHY I CANT STOP WATCHING THESE [flushed face emoticon] [face with tears of joy emoticon] [red heart emoticon]*[84]

This comment also has all-caps as the intensifier of the feeling the author has towards this video. There is also shortening *PLS* for word *please*, absence of the apostrophe in word “can`t” and three different emoticons.

This non-stereotypical portrayal of representatives of different genders expands the range of desires and aspirations, as well as options for roles that are considered acceptable for their gender. The repetitive image of equal participation of representatives of different genders in certain activities contributes to a steady softening of gender-stereotyped ideas among children who are just starting to use the social network and consider what is happening in the order of things, since for

most teenagers TikTokers are idols of sorts, which they follow and which are imitated.

CONCLUSION TO CHAPTER 3

YouTube and Instagram blogs are modern multimodal types of communication. Thousands of people every day upload different visual content into their profiles. This content depicts users' thoughts, feelings, and also gender identity. This social media is the field for self-expression and it is obvious, that a lot of people do not stick to traditional gender roles, trying to play the other role.

Overall, almost 75% of surveyed social media users prefer the traditional distribution of gender roles and their communicative style corresponds to it. Total 5.5% say they can mix gender roles. 20% effective different circumstances take on a role that does not appropriate to their gender.

Today, gender stereotypes prevailing in the previous historical periods come into sharp conflict with the new gender roles of modern society. However, they are trend towards traditional perceptions of gender roles and gender expectations from both men and women.

The research shows that women can use a lot of obscene words in communication and do not express their emotions which is stereotypical women's feature, while men can be expressive, use a lot of interjections, emoticons which is not a typical male feature. Different factors can influence a person's communicative behaviour and biological sex is one of the majority factors among culture and personal background, education, sexual orientation, and others.

CONCLUSION

Gender linguistics is one of the promising areas of modern linguistic science. Under the term "gender" in this section of linguistics, we understand a set of social expectations, and norms, values, and reactions that shape individual personality traits.

In recent years the development of gender studies becomes more specialised because of the appearance of new means of communication. In linguistics, this process manifests itself primarily in an increase in the number of dissertation studies that include gender issues.

Modern communication is undergoing significant changes. Websites and social networks become the key platform for internet communication. Comments and posts on social networks are one of the sources of news messages and a platform for exchanging views and personal opinions. The ability to comment on posts in social networks enables any Internet user to express their point of view on a particular issue.

Different social networks fit different tasks and needs of internet users. Twitter is for those who need rapidly share short news. Facebook is for more thoughtful and extended content. YouTube is a platform for video sharing and vlogging. Instagram is for sharing photos and short video content. TikTok is a new developing platform for young users for self-expression in different genres.

Posts, comments, and other content reflect gender differences in verbal and nonverbal communication and often they are not stereotyped. We used to think that women emotional, and men are reserved, but thanks to our research we can understand that there are exceptions to each rule.

People of different sex differ in what they talk about and how they talk. We used to think that women talk a lot and often interrupt others, but our research has shown that this stereotype is not completely true. In social networks, men more likely to enter the conversation and be more active and aggressive. But at the same time, the women are polite and compliment more often, which may seem unexpected.

During our study, we have been analysing posts, comments, videos, and photos from Twitter, Facebook, YouTube, Instagram, and TikTok. For the analysis, we have chosen 200 tweets from users with different interests and of different ages, comments from two popular communities on Facebook “National Geographics” and “Apple”, video content from 4 popular YouTube vlogs, posts from 50 Instagram pages, and TikTok posts from trends.

Here we can observe precisely the gender difference in relation to different issues in general. The result of the study shows a certain set of features, which are most often found in male speech, which we talked about earlier: the use of reduced vocabulary, simple and uncomplete sentences, negative evaluative coloration, usage of taboo words, aggressive behaviour in comments, sexualisation of female audience, willingness to show the power and rightness.

Women's speech is replete with the presence of a large number of introductory words, pronouns, fillers, intensifiers, and modal constructions, circumstances expressing varying degrees of uncertainty. In women's posts, we can see their natural values such as family and domestic issues. They were more loyal to the audience, more polite, and do not enter arguments in social networks, especially among male commentators. This indicates their natural softness. Women very emotional, so they use all-caps and emoticons to express their feelings and impressions.

In women's posts and comments, we have found a lot of rhetorical and tag questions, rhetorical exclamations. Male utterances have expressiveness and some features of aggression towards each other and sometimes towards women. Male posts in social networks likely to have more likes and reactions while female posts will have more comments.

Also, with the help of our research, we have discovered that in the modern world some people more and more step away from traditional gender stereotypes and it is possible that in the future we will not have those strict gender features in communication, because some figures and examples have shown that the way people speak and use nonverbal communication depends not only on the

physiological gender but also on sexual orientation, occupation, cultural background, and personal experience.

Our research has shown that the speech of men and women is different but our language and channels of communication are changing as well as the way men and women speak and some stereotypes remain quasi-scientific since they do not have particular scientific confirmation.

SUMMARY

На сучасному етапі розвитку комп'ютерних технологій необхідним стає вивчення розвитку мови в нових умовах. Соціальні мережі стали знаковим явищем сучасного життя. Серед мешканців розвинених країн майже не залишилося людей, які б не мали облікового запису в одній або відразу декількох соціальних мережах. З їх допомогою люди мають можливість спілкуватися з рідними та друзями по всьому світі, ділитися з іншими користувачами власним досвідом та навіть заробляти гроші, рекламуючи товари\послуги\веб-сайти, або продаючи власні вироби.

Не дивлячись на те, що соціальні мережі це ідеальне місце для самореалізації та усамітнення з метою приховати свою справжню ідентичність, достатньо легко визначити стать користувача за допомогою гендерної лінгвістики.

Гендерна лінгвістика – розділ лінгвістики, який виник відносно нещодавно і на даний момент активно розвивається і знаходить нові питання для досліджень. Основним предметом досліджень гендерної лінгвістики є стать людини та як вона впливає на мову та способи спілкування, наприклад в соціальних мережах.

Актуальність роботи полягає у тому, що завдяки глобалізації та науково-технічному процесу дуже швидко змінюється культура та людська поведінка, тому постійно слід проводити дослідження щоб спостерігати динаміку змін вербальних та невербальних гендерних особливостей у сучасних засобах масової комунікації.

Об'єктом статті є публікації та коментарі в популярних англійських соціальних мережах, таких як Twitter, Facebook, Instagram, YouTube та TikTok.

Предметом статті є лексикосинтаксичні, стильові, невербальні засоби вираження гендерної ідентичності користувачів популярних соціальних мереж.

Метою статті є виявлення особливостей вербальних та невербальних засобів гендерного спілкування у соціальних мережах. Для досягнення цієї мети необхідно вирішити наступні цілі:

1. дати визначення поняттю інтернет-спілкування;
2. проаналізувати дослідження, присвячені питанням гендерної лінгвістики;
3. дати короткий опис соціальних мереж, які ми використовуємо для аналізу, особливості їх змісту;
4. підібрати публікації та коментарі англомовних користувачів соціальних мереж;
5. проаналізувати особливості чоловічої та жіночої вербальної комунікації на основі текстових соціальних мереж, таких як Twitter та Facebook;
6. проаналізувати особливості чоловічої та жіночої вербальної та невербальної комунікації на основі мультимодальних соціальних мереж, таких як YouTube, Instagram та TikTok.

Вирішення цих проблем було здійснено за допомогою описового методу, пошукового методу, прийому безперервної вибірки, контекстного аналізу словникового запасу, компаративного методу а також елементів статистичної обробки даних.

Практичне значення роботи полягає в тому, що результати досліджень можуть бути використані для подальшого та поглибленого вивчення питань гендерної лінгвістики в текстових та мультимодальних соціальних мережах.

Новизна статті полягає у використанні теоретичного матеріалу для досліджень в новій галузі міжособистісного спілкування: сучасних соціальних мережах та нові форми спілкування: твіти, публікації, відео в TikTok, публікації в Instagram.

Теоретичною основою дослідження є публікації Девіда Кристала, Джорджа Лакоффа, Сьюзен Херінг, Емі Брукман та багатьох інших

вітчизняних та зарубіжних лінгвістів, які досліджували теми Інтернет спілкування та питання гендерної лінгвістики.

Різні соціальні мережі відповідають різним завданням та потребам користувачів Інтернету. Twitter призначений для тих, хто потребує швидкого обміну короткими новинами. Facebook для більш об'ємних публікацій з різним медійним контентом. YouTube - це платформа для публікацій відео та ведення влогів. Instagram призначений для обміну фотографіями та ведення блогів. TikTok - це нова платформа для молодих користувачів що допомагає самореалізовуватися в різних жанрах.

Публікації, коментарі та інший контент зазвичай відображають гендерні відмінності у вербальному та невербальному спілкуванні, і часто вони не є стереотипними. Раніше було прийнято вважати, що жінки більш емоційні, а чоловіки навпаки стримані, але завдяки нашому дослідженню ми можемо зрозуміти, що з кожного правила існують свої певні винятки.

Люди різної статі різняться між собою тим, про що вони говорять і як вони це говорять. Більшість досліджень з психології та гендерної лінгвістики дотримуються думки, що жінки багато говорять і часто перебивають співрозмовників, але наше дослідження показало, що цей стереотип не є повністю вірним. У соціальних мережах чоловіки частіше вступають у розмову та виявляють більшу активність під час дискусії а іноді навіть і агресивність в відношенні один до одного. В той же час жінки частіше проявляють ввічливі та терпимість, що може здатися дещо несподіваним.

Для дослідження були відібрані та проаналізовані публікації, коментарі, відео та фотографії з Twitter, Facebook, YouTube, Instagram та TikTok. Для аналізу ми обрали 200 твітів від користувачів з різними інтересами та різного віку, коментарі до публікацій у двох популярних спільнотах у Facebook: "National Geographics" та "Apple", відеоконтент з 4 популярних англомовних влогів з сайту YouTube, публікації з 50 сторінок в Instagram та відеоматеріали з соціальної мережі TikTok, які на момент проведення дослідження знаходилися у розділі «популярні».

У проаналізованих матеріалах можна спостерігати певні гендерні особливості публікацій в тих чи інших соціальних мережах. Результат дослідження показує певний набір особливостей, які найчастіше зустрічаються в чоловічій та жіночій вербальній та невербальній комунікації.

Серед особливостей притаманних чоловікам можна виділити наступні:

- мінімальний словниковий запас, якого вистачає для передачі лише необхідної інформації без зайвих емоційних забарвлень.
- використання простих і неповних речень;
- використання нецензурної лексики,
- агресивні коментарі,
- сексуалізація жіночої аудиторії,
- готовність демонструвати силу та правоту.

Жіноча мова переважно має наступні особливості:

- наявністю великої кількості вставних слів,
- велика кількість займенників;
- вживання підсилювачів;
- використання модальних конструкцій;
- наявність обставин, що виражають різний ступінь невизначеності.

Зазвичай публікації жінок відображають їх природні цінності, такі як сім'я та побут. Жінки більш лояльні до інших користувачів, зрідка вступають в суперечки, особливо з представниками чоловічої статі. Це свідчить про їх природну м'якість. Жінки дуже емоційні, тому вони використовують багато значків та смайлики, щоб висловити свої почуття та враження.

У жіночих публікаціях та коментарях ми знайшли багато риторичних запитань, риторичних вигуків. Висловлювання чоловіків мають виразність та деякі риси агресії по відношенню один до одного, а іноді і до жінок. Чоловічі дописи в соціальних мережах, ймовірно, матимуть більше лайків та реакцій, тоді як жіночі отримують більше коментарів.

Однак, за допомогою цього дослідження ми виявили, що в сучасному світі люди все більше і більше відходять від традиційних гендерних

стереотипів, які склалися протягом століть і цілком можливо, що в майбутньому ми не матимемо чітких гендерних особливостей у спілкуванні, оскільки цифри та приклади показали, що спосіб та особливості вербальної та невербальної комунікації залежить не тільки від фізіологічної статі, а й від сексуальної орієнтації, роду занять, культурного походження та особистого досвіду того чи іншого користувача.

Наше дослідження показало, що чоловіча та жіноча комунікація відрізняється, але мова та способи спілкування змінюються під впливом різних соціокультурних факторів тим самим впливаючи на спосіб вербальної та невербальної комунікації чоловіків і жінок. А деякі гендерні стереотипи залишаються квазінауковими, оскільки вони не мають чіткого наукового підтвердження.

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