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Gender factor in Internet communication

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INTRODUCTION

Gender roles and their influences have been researched for decades. One of the areas in which gender differences has become evident is in the use of technology, as this usage in academia and by practitioners has increased tremendously over the last decade.

One of the main standards and the most important indicator of the democratization of European countries is the adoption and approval of gender equality.

Gender relations created in society are constantly changing. In accordance with the new views on the development of gender equality in society, defined by various organizations at the international level, gender is one of the key elements of human development. For the reason that both women and men are constantly and inextricably linked to each other through relationships, family ties, roles and responsibilities.

The emergence and rapid development of internet communications significantly affects this problem, affects a wide range of processes related to the transformation of gender relations, opens up new opportunities for positive trends, and at the same time creates new serious risks and complications. The topic sociological analysis of gender aspects of internet communications is an extremely urgent scientific problem, without solving which it is impossible to build a fair and effective gender policy of society, its state and non-state institutions.

The way of men and women speaks has become an interesting topic to study. In some cases, men and women have different ways in using a language. These differences could arise from the structure, form, vocabulary, syntax, and so forth. In term of the voice, Wardhaugh (2006) advocates that men and women have different voice in term of the characteristics such as the difference of using verbal skills. In term of vocabulary, for instance, women normally tend to use colorful words and maintain adjectives such as lovely, sweet, and beloved which are rarely used by men. In short, men and women have different styles of using a language because they are brought up in different ways and they possess different roles in society.

A number of studies related to the differences of language use both men and women were previously conducted by researchers.

Gender difference emerges in both social and professional settings. This is not surprising as at the core of all dealings whether they be social or professional is the art of conversation. Often the professional-social lines cannot be drawn. Do men and women behave differently?

Gender and communication have a variety of fascinating topics which includes interruptions in conversations, gender bias in vocabulary and language, patterns of inequality in speech and conversations, cultural images of men and women, male-female differences in movement and kinesics, the intriguing communication patterns in different ways in cultures around the world. It also carves new territory in its examination impact of gender on key areas of speech, language, social interactions, and nonverbal behavior.

Many works of various researchers are devoted to the issues of gender specificity of texts in Mass Communication Media, among Ukrainian authors such as – O. Kis: "Gender Discourse in Online Communication: Patterns and Strategies" (2014), "Gender Identity Construction in Online Communication: Ukrainian Context" (2017), O. Dembitska "Gender Representations in Online Political Communication: A Comparative Analysis of Ukraine and Poland" (2016), "The Role of Online Social Networks in Constructing Gender Identity" (2018), S. Matviyenko: "Digital Labor and Gender Inequality in the Online Gig Economy" (2017), "Gendered Digital Inequalities: From Access to Skills" (2018), T. Ostiuchenko: "Gendered Discourse in Online Communities: A Case Study of Ukrainian Forums" (2015), "Gender Identity Performance in Social Media: A Study of Ukrainian Users" (2019).

The field of study- This research examined gender differences in Internet use and factors responsible for these differences.

Topicality- Research on gender communication online remains highly topical and relevant in today's society. The digital landscape continues to shape and influence how individuals communicate and interact with each other, and gender plays a significant role in these dynamics.

Purpose of the research- to investigate gender factors in communication on the Internet.

The goals for achieving the purpose of the research- research on the difference of gender communication on the Internet. Identify the main distinguishing features and features characteristic only of men or women.

The object -how men and women communicate on the Internet.

The subject - is language of different genders.

The aim is to investigate the impact of gender stereotypes in advertising and Internet communication.

According to this goal the following tasks were set:

- Clarify the concept of gender stereotyping.
- Identify modern gender studies.
- Identify and characterize gender in Internet communication.
- Determine gendered language in Internet communication.

The material for the research –15 posts of famous people (Jim Carrey, David Beckham, Emma Watson, Barack Obama, Malala Yousafzai, Dwayne Johnson, Rihanna, Arianna Huffington, Neil deGrasse Tyson, Nina Dobrev) on social networks Instagram, Twitter and 2 video-materials on YouTube.

Research methods:

•Discourse Analysis: Discourse analysis examines language use in social contexts, focusing on how meaning is constructed and negotiated through communication. In the study of online communication, discourse analysis can reveal how gender identities are performed, negotiated, and reinforced through language in various online platforms, such as social media, posts, forums, or chatrooms.

•Content Analysis: Content analysis involves systematically analyzing the content of online communication, such as text-based messages, posts, or comments. Researchers can apply content analysis to examine gendered language use, stereotypes, and representations in online communication. This method allows for quantitative analysis of linguistic features, such as word frequencies, language style, or sentiment, to identify gender differences or patterns.

- **Interactional Sociolinguistics:** Interactional sociolinguistics focuses on how social and cultural factors shape language use in interaction. It explores how gender norms, power dynamics, and social roles influence online conversations, including turn-taking patterns, interruption strategies, or politeness strategies. This method helps understand how gender influences the dynamics of online communication and the negotiation of meaning.

- **The semantic method:** The semantic method is used to investigate the meaning of words and sentences, and how they contribute to the overall meaning of a language. It involves analyzing the relationships between words, such as synonymy (words with similar meanings) and antonymy (words with opposite meanings), as well as the hierarchical organization of concepts.

- **Contextual analysis:** Contextual analysis refers to the examination and interpretation of language within its broader context to understand its meaning, usage, and communicative functions. It involves analyzing the surrounding linguistic, social, cultural, and situational factors that influence the interpretation and production of language.

Structure of the term paper: this work consists of introduction, two sections (theoretical and practical), conclusions, a list of references, illustrative materials and summary.

1. Theoretical foundations of gender studies in Internet communication

1.1. The concept of gender in linguistics

The term “gender” appeared in the contemporary linguistic paradigm much later, than in other humanities, namely in the second half of XX century. Originally works in this field and the first systemic descriptions of male and female peculiarities of speech were made on the basis of German and Romanic language groups. But starting with the middle of the nineties the researches in this sphere began to develop rapidly. Nowadays this process is so swift, that it is possible to speak confidently about the appearance of a new branch of Linguistics – Linguistic genderology (or “Gender linguistics”).

Though “gender” is not a linguistic category, the analysis of language structures enables us to get the information about the role of the gender in this or that culture; about the behavioral norms, fixed in various texts for men and women; about the way the concept of gender norms, femininity and masculinity changes in time; which stylistic peculiarities can be rendered as purely female or male; how femininity and masculinity are conceived and interpreted in different languages and cultures. Thus, language study helps determine by means of which linguistic mechanisms the manipulation with gender stereotypes becomes possible.

At the present stage there is a number of works [2], where an attempt of systemic understanding and language description is made in connection with the phenomenon of sex; where a theoretical model of a gender is created and the systematization of methodological approaches to the research of the gender problem in linguistics is done [2, p. 123]. The questions, connected with the elaboration of a system of linguistic research of a gender, with creation of concepts in gender, are at the moment regarded of a paramount importance in modern linguistics.

Generally, when studying the problems of correlation between gender and language, we can distinguish three main approaches:

A purely gender approach comes to interpretation of an exclusively social nature of male and female language and is aimed at revealing of those semantic differences, which can be explained by peculiarities of redistribution of social power in society. For all that “male” or “female” language is defined as a certain functional derivative from the basic language, used in those cases, when speech partners are on different levels of social hierarchy.

A socio-psycholinguistic approach - reduces scientifically the “female” and “male” language to the peculiar features of language behavior of sexes. For scientists, working in this direction, statistics or determination of average parameters have a fundamental importance and are a basic for creation of psycholinguistic theories of male and female types of speech behavior [18, p. 384].

The representatives of the third direction emphasize a cognitive aspect of distinctions in the language behavior of sexes.

In the modern scientific paradigm all three approaches are considered to be complementary and only in their integrity they possess an explanatory power. N. Bonvillian, making the more detailed and systemic analysis of linguistic genderology's problems, distinguishes six basic tendencies, which can be differentiated conceptually, as well as from the point of view of methodology and the character of material under investigation: sociolinguistic gender researches, feminist linguistics, gender researches proper (studying speech behavior of both sexes), researches of masculinity (the youngest direction which appeared in the end of XX century), psycholinguistic researches, cross-cultural, linguo-cultural researches including the hypothesis of gender subcultures [7, p. 78].

At the same time N. Bonvillian considers, that the given classification is rather relative, and all these schools have much in common, since similar problematic and the object of research are characteristic for all groups listed above [7, p. 89].

First of all, as a rule, the correlation between the language and gender become the object of research, i.e. the question of how gender is manifested in the language – nominative system, lexicon, syntax, the category of gender, etc.

In the second place, the aim of gender researches in language can be considered as studying of speech behaviour of sexes, the allocation and the description of male and female speech pattern's features [1, p. 56].

In the fourth place, practically any area of linguistics can be viewed from the point of view of gender.

Finally, the gender problematic in linguistics has a pronounced applied character, and particularly within this research paradigm a great number of successful attempts were made in the course of language planning and reforming.

The gender problematic in linguistics refers to the exploration of biases, inequalities, and stereotypes related to gender within language. It involves recognizing that language is not neutral and can perpetuate gender-based discrimination. This field of study has an applied character, with efforts focused on language planning and reform. Successful attempts have been made to address gender biases, including the development of inclusive language practices, the implementation of language policies, and educational initiatives. These endeavors aim to create more equitable and inclusive linguistic practices that reflect the diversity of gender identities and challenge societal norms. The gender problematic in linguistics is instrumental in promoting awareness, understanding, and change in language use to foster a more inclusive society.

1.2 Modern gender studies

The relationship between language and gender has long been of interest within sociolinguistics and related disciplines. Early 20th century studies in linguistic anthropology looked at differences between women's and men's speech across a range of languages, in many cases identifying distinct female and male language forms. Gender linguistics is concerned with various aspects of the representation of gender in language. They can be divided into two categories: How the genders speak (or write), and how they are spoken (or written) about. Karin M. Eichhoff-Cyrus,

editor of a volume on gender linguistics published by DUDEN, expresses the importance of the subject as follows: “[...] Language not only reflects reality, it also creates reality” [16, p. 363].

One of the earliest linguists who examined gender ways of speaking was the Dane Otto Jespersen, in his article *The Woman* (1990). His analysis dates from 1925 and is therefore to be interpreted with caution. Nevertheless, it serves as a useful starting point in this exploration of the study of gendered language and its ideologies and to a certain degree anticipates Cameron’s deficit framework [7, p. 67].

According to Jespersen, women’s speech is clearly deficient to men’s. Reasons for this value judgment could be that there was no adequate record of the speech of both genders produced in comparable situations or that his analysis is the result of pre-conceived stereotypes. What is clear, however, is that Jespersen’s article is extremely judgmental and it has been cited by many feminists to cover “a whole tradition of patronizing and sexist commentary by male linguists before feminism” [7, p. 89].

Linguists agree that the way we speak is gendered, and that women and men do talk differently from each other. The speech of men is usually considered the norm, and women’s speech to be deviant from the norm. An example of this can be seen in the frequently encountered stereotypical opinion that women talk a lot, but never that men talk little.

Linguists’ opinions differ as to the extent to which these distinctions exist. Also the interpretations as to why the differences exist are based on widely different theories. Three generally accepted approaches also referred to as frameworks, have been established for analyzing female speech; these can be explained broadly by concepts of deficit, dominance, and difference [20, p. 78].

The “deficit framework suggests that women’s ways of speaking are, whether by nature or nurture, deficient in comparison to men’s”. Robin Lakoff supports this view of gendered female language. Sometimes, women who feel that their way of speaking is deficient and that they lack something (e. g. credibility or power) due to their language usage go to classes offering such subjects as assertiveness training,

which basically teach them to “talk like man”. In the documentary *Venus Boyz*, Diane Torr teaches aspiring drag king how to talk, move and behave like males in order to gain respect, power and credibility. Like the assertiveness training for women, her course confirms the notion of the deficit framework: Women lack something that men have.

The “dominance framework suggests that women’s ways of speaking are less the result of their gender per se than of their subordinate position relative to men: the key variable is power”. In this case, female speech is an interlocutory device signaling subordination.

Finally, the “difference framework suggests that women’s ways of speaking reflect the social and linguistic norms of the specifically female subcultures in which most of us spend our formative years” [3, p. 75]. It was the anthropologists Maltz and Borker who originally created this framework. They compared sex differences of culture differences and in those two “cultures” boys and girls “learn to do different things with words in a conversation” [20, p. 98]. Proponents of this framework (e. g. Maltz and Borker, 1982 or Deborah Tannen, 1990) often base their research on data from interaction between and among same sex groups only. When criticized for ignoring the factor of dominance or power imbalance between the sexes, they claim that this factor may exist on the elocutionary level, but it is not intended by the speaker. Knowing that their research does not consider the interaction of mixed sex groups, it is not surprising that they do not find an intended dominant linguistic behavior of males over females. Sometimes it is not completely clear which of the frameworks a theory belongs to because they may interplay and cannot be seen as totally isolated from each other [12, p. 557].

In the most general terms, the study of gender in linguistics concerns two groups of problems.

1. Language and its reflection in gender. The purpose of this approach is to describe and explain how language is manifested in the presence of people of different sex (studied primarily nominative system, vocabulary, syntax, the category

of gender, and so on.), which are attributed to assess men and women and in which semantic areas most notably, they are clearly expressed.

2. Speech and communicative behavior in general, men and women, where they emphasize the typical strategy and tactics, gender-specific choice of vocabulary units, how to achieve success in communication preferences in vocabulary, syntax and so on. The specificity of male and female speaking is the subject of scientific interest [25, p. 11].

In the study of speech in general, there is communicative behavior and gender-sensitive. However, in recent years, its role is not considered as radical as it was initially. Gender is considered as one of the parameters by which to communicate the speaker's social identity is constructed. The science has not yet developed a unified concept of gender in the study of communication. One of the most famous works in this area was the work of Deborah Tannen, "You just do not understand me. Women and Men in Dialogue" [7, p. 23].

The author analyzes the communication failure in the communication of men and women, and explains their different requirements of the society of men and women, as well as the specifics of socialization during childhood and adolescence, when communication takes place mainly in same-sex groups. Under the influence of these factors in men and women speech produced by different motives, different strategies and tactics of communication. Speech behavior of men, as a rule, has aim to achieve and maintain independence and high status. From a reconciled society expects women, concessions, emotionality. These differences are, according to the concept D. Tannen, differences in order to communicate and interpretation statements. The same statement can be interpreted from the perspective of the status or position of the maintenance relationship, solidarity and assistance. Uttering the same phrase, men and women can be guided by different motives and different ways to interpret the words of the interlocutor. For example, aid could be interpreted as an expression of solidarity and the strengthening of the relationship [4, p. 239].

But you can see in help and a hint that helps or demonstrates its superiority and tries to dominate the relationship. In addition, in every culture, there are traditions

and rituals of communication are not the same for men and women. Thus, during the feast word is often given to men. It is unlikely that a woman will play as a toastmaster. In this regard, D. Tannen says genderlekte — socially and culturally defined features of communication between men and women [7, p. 24].

As it was shown, men and women seem to talk in different ways. A set of features characterizing the speech of men and women was compiled on the basis of relevant works and theories in the field of gender linguistics. According to these, women tend to speak more grammatically correct and use more well-formed sentences, speak more politely, and have a tendency to facilitate and foster conversations. They also tend to ask more questions, to hedge more frequently, and to speak in a more personal and emotion-related way [3, p. 345].

Men's speech, on the other hand, includes more colloquial language, is more direct and factual, and revolves more consistently around them. Explanations for the differences point to boys and girls being socially trained to behave male or female. The differences seem to be linked to a different social status of men and women, and women holding a disadvantageous role in society that is deficient or subordinate to that of men.

Finally, the author emphasizes that men and women may interpret the same statement differently based on their respective perspectives on status, relationship maintenance, solidarity, and assistance. For instance, an offer of help can be seen as an expression of solidarity or as a demonstration of superiority and dominance. Additionally, each culture has its own communication traditions and rituals that are often gender-specific. D. Tannen terms these genderlects, referring to socially and culturally defined communication features between men and women.

The analysis suggests that men and women exhibit distinct speech characteristics. Women tend to use more grammatically correct language, employ well-formed sentences, speak politely, and engage in facilitating conversations. They tend to ask more questions, hedge their statements more frequently, and express themselves in a personal and emotion-related manner. Conversely, men's speech tends to be more colloquial, direct, fact-based, and self-centered. These differences

are attributed to social conditioning, with boys and girls being trained to conform to gender-specific behaviors. The observed disparities are linked to the unequal social status of men and women, with women often occupying disadvantaged and subordinate roles in society compared to men.

1.3. Gender in Internet communication

The emergence of the Internet and Web 2.0 has opened up new avenues for studying gender differences, particularly in the context of computer-mediated support groups. With the increasing scale and number of such groups, researchers have an opportunity to explore the dynamics of gender within these online communities.

One significant characteristic of computer-mediated support groups is the absence of social and physical cues. Participants in these groups have the option to remain fully anonymous, which can influence their behavior and interactions [25, p. 10]. This anonymity allows individuals to express themselves more freely and explore different aspects of their identity without the constraints imposed by offline social norms and expectations.

Studying gender differences in computer-mediated support groups provides insights into how gender influences communication patterns, support-seeking behaviors, and the formation of online identities. Researchers can investigate how gender impacts the ways individuals engage, provide support, and seek assistance within these virtual communities.

Furthermore, the online environment offers a unique opportunity to explore gender dynamics in a setting where social and physical cues are minimized. It allows researchers to examine how gender roles, stereotypes, and power dynamics manifest and evolve in an environment that may differ from traditional offline contexts.

By studying gender differences in computer-mediated support groups, researchers can deepen our understanding of how gender shapes online interactions and community dynamics. This knowledge can inform the development of

interventions, policies, and platforms that promote inclusivity, support, and equal participation for individuals of all genders in online spaces.

In the modern global community, the question of expanding boundaries in terms of property, knowledge, communication, influence, media, and sciences is more relevant than ever. The only environment in which humanity can still colonize and conquer, with expandable boundaries, is the infosphere. The Internet is one of these expanding infospheric spaces, real and unrestricted, much like the Earth was five hundred years ago. The space of the Internet is limitless, but it also needs structuring, conceptualization, and the creation of certain boundary spheres - systemic-linguistic, visual, verbal, genre-related, discursive, and more globally, cognitive, pragmatic, linguo-cultural, etc.

Both contemporary linguistics and Internet communication are addressing a common task - defining the possible boundaries of their further development. It is impossible to determine the physical boundaries of Internet communication, but it is possible to outline the principles of delimiting norms and usage, written and spoken language in online communication, genre creation, identify the reasons for "discourse wars," describe and predict the consequences of intersecting linguo-mental and linguo-cultural spaces. These are tasks that can captivate generations of linguists.

Characteristics such as age, gender, and status all influence how people communicate [13, p. 193]. In general, interactions between peer groups tend to perpetuate gender stereotypes [16, p. 96]. This observation aligns with thought indicating that socialization processes, including peer interactions, can reinforce and perpetuate societal gender norms and expectations.

During social interactions, individuals often learn and internalize social roles, behaviors, and expectations associated with their gender. Peer groups can play a significant role in this socialization process by shaping individuals' attitudes, beliefs, and behaviors regarding gender. These interactions may involve reinforcing traditional gender roles, promoting specific gendered behaviors, or engaging in gendered practices that align with societal norms.

It's important to note that not all peer interactions perpetuate gender stereotypes, and individuals within peer groups can also challenge and resist gender norms. The extent to which gender stereotypes are perpetuated can vary across different peer groups, cultural contexts, and individuals.

Research suggests that there are gender differences in communication styles in various contexts, including online communication. Women tend to use apologies, justifications, questions, and support in their communication, while men tend to display assertiveness, self-promotion, presuppositions, rhetorical questions, authority, challenges, and use humor and sarcasm more frequently. Men also contribute more and longer messages. Additionally, women contribute more interactive messages, while men contribute more socio-emotional messages. Women initiate more agreements and open-ended questions, but they have a similar number of disagreements as men. However, there are inconsistencies in the research findings. Some studies indicate that more men than women tend to use the web for dialogue with their instructors, while other studies suggest the opposite. These discrepancies may be attributed to methodological differences, such as the use of actual data versus self-reported data.

Computer-mediated communication, such as email, involves less information exchange compared to face-to-face interactions. This has led to the theory that meeting in person allows for a more detailed conveyance of information than communicating through email. Consequently, learners who rely solely on email communication with their professors or supervisors may receive less information when asking questions, potentially limiting their educational experience. Phone or in-person contact may provide a richer and more comprehensive level of education compared to email communication alone. [13, p. 193].

According to research, lying and misinterpretations are more prevalent in computer-mediated communication compared to face-to-face interactions, primarily due to the absence of nonverbal cues [14, p. 160]. As previously mentioned, while the use of punctuation and capitalization can help partially address the lack of nonverbal communication in text-based communication, it still negatively affects how others

perceive remarks made through computer-mediated communication. Additionally, the informality of email and other text-based communication platforms may contribute to individuals feeling more comfortable lying or misrepresenting information. The absence of face-to-face interaction and the perceived anonymity of online communication can lower inhibitions and make it easier for individuals to engage in deceptive behaviors.

The trend of miscommunication extends to both business settings and universities. Large companies often prefer to use email as a communication tool due to its ease of use, near-instantaneous delivery, and ability to facilitate collaboration among individuals in different locations [9, p. 33]. However, alongside these advantages, email communication can also lead to miscommunication problems.

One factor contributing to miscommunication in emails is the tendency for people to hastily compose and skim through their messages without thoroughly checking or reviewing the content before sending. This rushed approach to email communication increases the likelihood of errors or misunderstandings. One possible explanation for this behavior is the overwhelming volume of emails individuals receive on a daily basis, making it challenging to allocate sufficient time and attention to each message [25, p. 12].

These factors collectively contribute to the potential for miscommunication in email exchanges. It highlights the importance of adopting mindful communication practices, such as proofreading emails before sending them and carefully reading the content of received emails, to reduce the risk of misinterpretation or misunderstanding in email interactions.

The research on the effects of gender on computer-mediated communication (CMC) suggests that a gender gap still exists, although conflicting reports exist within the literature [18]. Furthermore, the literature lacks sufficient research on the types and frequencies of lying and misinterpretations in CMC. Given the increasing use of CMC and the ongoing challenges in obtaining clear results, it is crucial for researchers to rigorously examine the issues associated with CMC usage. Further

studies are needed to gain a deeper understanding of the gender dynamics and communication challenges in CMC contexts.

The emergence of user-generated content and online communities has broadened the scope of gender research [23, p. 23]. Teso et al. (2018) on an online e-book brand community revealed a trend where women were more interested in lifestyle books, while men showed a preference for science fiction and humor books. This suggests that gender can play a role in shaping the topics of interest within specific online communities.

These findings highlight that gender can influence the way individuals engage with online communities and express themselves within specific contexts. However, it is important to note that these studies focus on specific online communities and may not be representative of all technology-related communities or users. User behavior can vary widely across different platforms and contexts, and individual preferences and experiences should be taken into account.

Further research in the field of gender and online communities can help provide a more comprehensive understanding of how gender influences user behavior, communication patterns, and experiences within technology-related online spaces. By addressing these research areas, scholars can contribute to a more comprehensive understanding of the intricate relationship between gender and online communities. This knowledge can inform the development of inclusive and equitable digital environments and help address any gender disparities or biases that may exist.

One reason for the contradictory conclusions in research on gender differences in computer-mediated online support groups is the variation in sampling strategies, specifically regarding the number of messages analyzed and the time period considered [20, p. 47]. To overcome limitations associated with small sample sizes and specific time frames, using all available text data from an online community can provide a broader understanding of gender differences. The online technology community offers a unique platform for knowledge acquisition, allowing individuals to share information that may not be easily found through search engines. The interactive nature of posting and replying fosters knowledge exchange among

community users [12, p. 218]. By examining the entirety of text content across different time periods, valuable and comprehensive insights can be gained for online learning. Notably, the open source software community within the online technology community offers opportunities for learning through participation [12, p. 219]. However, research on gender differences in this context has been overlooked, with only a few scholars studying user behavior within the open source community [18, p. 240]. Addressing this gap in research can contribute to a more comprehensive understanding of gender dynamics in online technology communities.

It is necessary to study gender differences in the specific social context of the online technology community to understand how individuals use the online technology community.

Studying gender differences in the specific social context of the online technology community is essential for gaining insights into how individuals utilize and engage with this platform. The online technology community presents a unique environment where individuals interact, acquire knowledge, and exchange information. By examining gender differences within this context, researchers can uncover valuable information about how men and women navigate, participate, and contribute within the online technology community.

Understanding gender differences in the online technology community can shed light on various aspects, such as communication patterns, information-seeking behaviors, collaboration dynamics, and participation levels. It can provide insights into how gender influences the ways individuals engage with technology, the types of content they create and consume, and the social interactions that take place within the community.

Moreover, studying gender differences in the online technology community can help identify any potential disparities or barriers that may exist. This research can contribute to the development of strategies and interventions aimed at promoting inclusivity, addressing gender biases, and creating a more equitable and supportive online environment.

By examining gender differences within the specific social context of the online technology community, researchers can uncover nuanced insights that contribute to a comprehensive understanding of how individuals, regardless of their gender, utilize and experience this platform.

2. Gender language in Internet communication

2.1 Lexical and nonverbal ways of female and male communication online

Communication styles vary among individuals, influenced by a myriad of factors including culture, upbringing, personality, and personal preferences. While it is essential to avoid generalizations, certain trends can be observed in the lexical and nonverbal communication patterns associated with females and males in online interactions. However, it is crucial to note that these patterns are not definitive or exclusive to any gender, as individuals' communication styles can vary significantly.

In terms of lexical communication, females often exhibit a greater tendency towards emotional expressiveness. They frequently employ emoticons, expressive language, and empathetic phrases to establish rapport and create a supportive environment. Females may utilize words that reflect their emotions and focus on building connections by sharing personal experiences. Relational language is also common among women, as they emphasize building and maintaining relationships. Sharing personal anecdotes and seeking consensus are key elements of their communication style.

Emma Watson, an actress and activist known for her advocacy work on gender equality, often uses inclusive language in her social media posts to promote inclusivity and empower her followers. Here's an example from her Instagram page[11] :

• This is 33. Holy moly. Before 29 I hadn't even heard of a Saturn Return as a concept. Let's just say that now I am well acquainted. 😊☾♀♈☀️🌟🌱

I stepped away from my life - I learned to surf (badly), 🐎♀ I rode some horses (🐎 that went better), I did a lot of therapy (YESS 🤗 therapy!). My brother and I joined forces together @renaisspirits. I adopted Sofia in Mexico, who seems to be an angel not a dog 🐕. We filmed a Harry Potter reunion 🎬. I said goodbye to my Grandma and Grandpa. I retraced my steps. I started a women's environmental investment fund 📈. I played Pickleball with @sugarrayleonard and I even played golf and then tried to make all of my girlfriends learn too. I cut my thumb nail off on both hands trying to cook for myself and then was only able to do things one handed for months 🧐🔪👁️👁️👁️. I felt really sad and really pissed off about a lot of things. I learned more about love and being a woman (👩❤️). It took me three years but I have finally figured out a daily practice and can actually keep it for more than a few days in a row. I burned some things down 🏠🔥. I eat green things now 🌿! I got obsessed with making Squarespace websites. I directed my first commercial 🎥. These pictures were actually taken on my birthday last year, but I wasn't ready to come out of my Covid Cocoon. Today I feel ☺️☺️☺️☺️ Thank you to the witches in my coven who were so pivotal in helping me arrive at where and who I am now. ❤️☾♀, 🌟, 📈♀, ☺️, ☺️, 👁️, 🌸, ☺️, 🧑🏻🔪 and 🌿. You are my Avengers and you inspire me and kick ass. It takes a village, don't let anyone tell you otherwise. And lastly - thank you to my brother @alex.s.watson for helping me find the most challenging things, with time, incredibly funny. Thank you @jessicaediehl - I'm obsessed with you. 😊

Thank you to the incredible - @thea.beauty_ @macksfilms @storyslaughter @lomyring @majormoonn Thank you to @pradabeauty @prada #MiucciaPrada #RafSimons #pradabeauty #pradaparadoxe #pradafragrances #partner @naja @mvskintherapy [26].

In this example, Emma Watson uses inclusive language to connect with her audience and share her own achievements and show what she has achieved or been able to do in her 33 years of life. Vonea emphasized the importance of different kinds of activities and family values. She uses phrases like "we filmed", "My brother and I joined forces together" and , emphasizing the value of inclusivity and creating a safe space for different voices and experiences.

Conversely, males often adopt a more direct and assertive communication style. They tend to use concise language to convey their thoughts, focusing on providing information and achieving specific goals within the conversation. Males may rely more on fact-based communication, employing factual information, data, and logical arguments to support their points. They may be more inclined to engage in debates or discussions that involve providing evidence and reasoning.

Barack Obama, the former President of the United States, often uses concise language in his social media posts to convey his message effectively. Here's an example of a tweet from him.[6]

- *To all our veterans and your families: thank you. There's no tribute that can truly match the magnitude of your service and sacrifice. But all of us can do our best to live up to the American values of service, responsibility, generosity, and citizenship that you helped defend.*[27]

In this example, Barack Obama uses concise language to emphasize the importance of unity and appreciation for veterans and their families. He uses such phrases as "thank you", "There's no tribute that can truly match the magnitude of your service and sacrifice", "you helped defend".

In this way, he succinctly conveys a powerful message and inspires his audience to remember the veterans and victims of war and their immense contribution to the country's history.

Regarding nonverbal communication in online interactions, females may display a broader range of facial expressions and incorporate emoticons to convey their emotions. They utilize visible signs of empathy through virtual expressions such as hugging or comforting symbols. Females may also utilize techniques such as exclamation marks, capitalization, and punctuation to emphasize their feelings or intentions.

Let's consider a well-known activist and author, Malala Yousafzai, who tweets about an upcoming event focused on girls' education. [19]

Her tweet reads, " *So lovely to meet you and hear about all your accomplishment! "Cricket like a girl" is my new motto 🏏️*".[34]

On the other hand, males tend to rely less on nonverbal cues due to the limitations of text-based communication. They often focus more on the content and explicit verbal expressions, utilizing straightforward language to convey their message.

Dwayne "The Rock" Johnson, a renowned actor and former professional wrestler, is known for his direct and relatable communication style on social media.[10] In one of his Instagram posts, he shares a photo of himself working out at the gym. The caption reads:

- *It's ok to talk about it. We all talk. It's fun to talk about goals and dreams. But the conduit that turns talk into real success is action. Hard work. Relentless hard work. Applied to all aspects of life. Stay hungry and healthy, my friends. #twohandphilosophy#sacredrepetition* [31]

Rihanna's online communication often incorporates authentic and informal language. She uses slang, colloquial expressions, and casual vocabulary to connect with her audience and create a relatable atmosphere. Rihanna, also known as @badgalriri, frequently incorporates slang words in her Instagram posts. She utilizes slang to express her emotions, share updates about her daily activities, and promote her business ventures. Additionally, her fans enthusiastically follow suit by using slang in

their comments on her posts. These comments often contain flattering remarks, expressions of enthusiasm, and appreciation for their beloved idol. [24]

- @tiajonsson drippin in “cotton candy” & “dusty peach” from #UCUTE... 3 dayz left til you can get dat new @savagexfenty. [38]
- Nahhhhh 😊! I love y'all so much![39]
- shut down the met in marble! what's more gilded than that? Lol! Thank you @metmuseum and @voguemagazine for this historic tribute! y'all bad for this one![40]

In these examples, Rihanna uses slang terms like "drrippin ,"dayz"," and " dat"," y'all" to convey her confidence and assertiveness. The informal language adds a touch of personality and relatability to her Instagram communication, allowing her to connect with her followers on a more casual level.

Jim Carrey, the renowned actor and comedian, is known for his dynamic and expressive nonverbal communication, which he seamlessly incorporates into his online presence. Through various platforms, including social media and interviews, Carrey utilizes nonverbal cues to enhance his communication and connect with his audience.[17]

Here are some notable aspects of his nonverbal communication online:

- Facial Expressions: Jim Carrey's facial expressions are iconic and a key element of his comedic style. He employs a wide range of expressions, from exaggerated smiles and eyebrow raises to comically contorted faces. Even in still photographs, his facial expressions can convey humor, surprise, and a range of emotions[33].
- Physical Gestures and Body Language: Carrey's physicality is a prominent aspect of his comedy. He uses exaggerated body movements, gestures, and postures to enhance his comedic delivery. Whether it's wild arm swings, quirky dance moves, or comedic

walks, his physical gestures add another layer of nonverbal communication to his performances.[41]

- Live Performances and Impersonations: On certain platforms, Carrey may showcase his nonverbal communication skills through live performances and impersonations. He might imitate famous personalities, capturing their distinctive mannerisms and vocal nuances, effectively communicating their essence through nonverbal cues[42].

- Energy and Enthusiasm: Carrey's nonverbal communication often reflects his energetic and enthusiastic personality. He radiates passion and excitement, which can be seen through his animated expressions, dynamic movements, and high-energy performances.

These examples highlight some of the ways Jim Carrey incorporates nonverbal communication into his online presence. His unique style, combining facial expressions, physical gestures, and playful interactions, allows him to engage and entertain his audience beyond words alone.

2.2 Grammar and syntactic ways of female and male communication online

Gender differences in grammar and syntactic patterns in online communication have been studied to understand potential variations in how men and women express themselves online. However, it is important to recognize that these observations are general trends and may not apply to every individual. Communication styles are complex and can be influenced by various factors such as cultural background, personal preference, and context.

In terms of grammar and syntax, here are some general observations of potential differences in online communication between genders:

Sentence Length and Structure:

Female Communication: Women may often use longer sentences and complex sentence structures. They may provide more context, share personal experiences, and express emotions in their messages.

Arianna Huffington is a Greek-American author, businesswoman, and co-founder of the news website The Huffington Post. She is known for her blog, which covers a wide range of topics including politics, lifestyle, and personal well-being. Huffington often shares her own experiences and insights on issues such as work-life balance, burnout, and the importance of sleep and self-care. Her blog has become a platform for her to share her wisdom and encourage others to prioritize their health and well-being in a fast-paced world.[5]

- *Empathy and connection are at the core of building a culture of diversity, inclusion and belonging.*

I loved my conversation with @synchrony CHRO @dj_casto at their Global Diversity Experience summit in Chicago. @thrive and @synchrony are deeply aligned on our whole-human approach to enabling employees to improve their lives. As DJ said yesterday, “We have to provide wellness resources for all, not for a few.” And I’m thrilled that during Mental Health Awareness Month, Synchrony and Thrive Global just announced a partnership to help employees and leaders take care of their well-being by building habits to improve their overall health. Together, we’re embedding employee well-being into everyday workflows, which lowers stress, builds resilience and improves performance. When we take time to recharge and link it to outcomes, we will be more creative, more innovative, more productive and more empathetic. Click my link in bio to learn more about our partnership...#ThriveGlobal #Employee #Wellbeing #Diversity #Equity #Inclusion #thriving-belonging [26].

Male Communication: Men may use shorter and more direct sentences, focusing on conveying information concisely. They may emphasize facts, opinions, and action-oriented language.

Neil deGrasse Tyson is an astrophysicist, author, and science communicator who has gained popularity for his ability to explain complex scientific concepts in a clear and engaging manner. On his Instagram account (@neildegrassetyson), he often shares informative posts about space, astronomy, and scientific discoveries, using concise captions and visually appealing images or videos to convey his messages effectively. His ability to distill complex ideas into concise and understandable snippets has made him a favorite among science enthusiasts and a prominent figure in popularizing science on social media platforms like Instagram.[21]

- *Calling All New Yorkers...*

8:12 pm, NYC Time

Monday, May 29, 2023

Tuesday, May 30, 2023

Crowds gather. Traffic halts. Cross streets glisten with fiery orange light, rendering otherwise-shadowed urban canyons aglow. Behold sunset on the Manhattan grid.

Behold #Manhattanhenge. [37]

In his post, he concisely and succinctly conveyed the mood of his post and added a photo next to it that conveys the same atmosphere as the signature under it. In this way, the author does not immerse his audience in the world of long and boring texts, but adds sparkles in simplicity.

David Beckham, the former professional footballer, has been known to use a sophisticated grammar style in his online communication[8].

Well-Structured Sentences: Beckham's communication often consists of well-structured sentences that adhere to proper grammar rules. He uses appropriate punctuation, sentence structures, and maintains clarity in his expression.

• *"Great to celebrate National Sports Day in Doha yesterday and see so many young people getting active 🧑🏻🏃🏻🧑🏻🏃🏻 Fun to be back on a pitch. Thanks to @Qatarfoundation and @Roadto2022en #QNSD2022"* [28].

Precision and Clarity: Beckham is known for his precise and concise communication style. He uses language effectively to convey his thoughts and ideas clearly without unnecessary elaboration.

• *"No words needed 🔥#MichaelJordan, @tombrady , @lewishamilton & @flmia 🔥"* [29].

Varied Sentence Structures: Beckham demonstrates versatility in his sentence structures, incorporating both simple and complex sentence forms. This variation helps to maintain interest and readability in his communication.

• *Happy 80th birthday Boss... A man who has meant so much to me since i was a young boy & also gave me the opportunity to play for the club that I always dreamt of playing for THANK YOU ...Have the best day with Cathy and the family Boss @manchesterunited #SirAlexFerguson* [30].

Nina Dobrev, a Canadian actress, has a vibrant online presence and engages with her followers on various social media platforms [22].

Emphasis on Engagement: Dobrev may use language that encourages engagement and interaction with her audience. She may ask questions, initiate discussions, or invite her followers to share their thoughts and experiences.

• *"got to see my Jules in @potusbway !!☐!!☐!!☐ and she crushed! This fully female play is so funny. So entertaining. So timely and so important. #myfriendsaremoretalentedthanyours series is back!!! Go see POTUS on Broadway NOW* [35].

Positive and Supportive Language: Dobrev may incorporate positive and supportive language in her online communication, aiming to uplift and inspire her followers. She may use encouraging words and expressions to motivate and empower her audience.

•" *There's a great quote: "You can do anything as long as you have passion, the drive, the focus and the support." That quote does not apply here. I missed the ball and it touched the ground. This is a straight up volleyball FAIL.* " [36].

CONCLUSIONS

After the research, given the tasks, the following conclusions can be drawn:

1. The emergence of gender in linguistics occurred later compared to other humanities disciplines, but it has rapidly developed into a new branch called gender linguistics or linguistic genderology. Language analysis provides valuable insights into gender's role in cultures, behavioral norms, changes in femininity and masculinity, and linguistic mechanisms that manipulate gender stereotypes. Three main approaches—purely gender, socio-psycholinguistic, and cognitive—complement each other and contribute to a comprehensive understanding. Various research directions within gender linguistics further explore gender and language, addressing biases and inequalities. Efforts in language planning and reform promote inclusive practices, challenging gender-based discrimination and fostering a more equitable society.

2. The study of gender in linguistics reveals that men and women exhibit distinct speech characteristics. Women tend to use more grammatically correct language, speak politely, and engage in fostering conversations. They ask more questions, hedge their statements, and express themselves in a personal and emotional manner. On the other hand, men's speech tends to be more colloquial, direct, fact-

based, and self-centered. These differences are attributed to social conditioning, with boys and girls being trained to conform to gender-specific behaviors. The observed disparities reflect the unequal social status of men and women, with women often occupying disadvantaged and subordinate roles in society.

3. Studying gender differences in online communication provides valuable insights into how gender shapes communication patterns, support-seeking behaviors, and the formation of online identities. Computer-mediated support groups offer a unique setting to explore gender dynamics, as they allow individuals to express themselves more freely and explore different aspects of their identity. Research indicates that gender can influence communication styles, participation levels, and topic preferences within online communities. Understanding these dynamics can inform the development of interventions and policies that promote inclusivity and equal participation for individuals of all genders in online spaces. Additionally, further research is needed to examine the effects of gender on communication challenges, miscommunication, and knowledge acquisition within computer-mediated contexts. By addressing these research areas, we can foster a deeper understanding of the intricate relationship between gender and online communication and work towards creating more equitable and supportive digital environments.

4. Gender language in internet communication exhibits certain trends in lexical and nonverbal communication patterns, but it is important to remember that these patterns are not definitive or exclusive to any gender. Females often display emotional expressiveness, employing empathetic phrases, emoticons, and relational language to build connections. Males tend to adopt a direct and assertive style, using concise language and fact-based communication. In terms of nonverbal cues, females may utilize a broader range of facial expressions and emoticons, while males focus more on explicit verbal expressions due to the limitations of text-based communication. Notable examples of celebrities incorporating gendered language in their online communication include Rihanna's use of slang to connect with her audience and Jim Carrey's dynamic and expressive nonverbal communication.

Overall, gender language in internet communication is diverse and influenced by individual preferences, making it important to avoid generalizations.

Gender differences in grammar and syntactic patterns in online communication are observed as general trends but may not apply universally. Females tend to use longer sentences, and complex structures, and emphasize emotions, personal experiences, and connection. Males often use shorter, direct sentences, focus on conveying information, and rely on factual language. Examples from celebrities such as David Beckham demonstrate well-structured and precise communication, while Nina Dobrev showcases engagement and supportive language in her online presence. It is important to recognize that individual communication styles can vary and are influenced by various factors.

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SUMMARY

Adopting and approving gender equality in European countries are considered key indicators of democratization. Gender relations are constantly evolving, and gender equality is recognized as a crucial element of human development. However, the rapid development of internet communications introduces both opportunities and risks, necessitating a sociological analysis of gender aspects in online communication. This research aimed to investigate gender factors in communication on the Internet. The thesis focuses on the differences in language use between men and women, encompassing structure, form, vocabulary, and syntax. Previous studies have examined gender-specific language use in social and professional settings. The study of gender and communication covers various intriguing topics such as interruptions in conversations, vocabulary bias, patterns of inequality, cultural images, and nonverbal behavior. The research contributes to the field by examining gender differences in internet use and the factors influencing these differences. The study is highly relevant as the digital landscape continues to shape communication dynamics, and gender plays a significant role in online interactions. The research employs discourse analysis, content analysis, and interactional sociolinguistics as

research methods. Based on the results of the work, conclusions were drawn regarding the concept of gender stereotyping, modern gender studies, gender in Internet communication, and gendered language in Internet communication.

Keywords: gender, communication, Internet, stereotypes, language.