

GENDER STEREOTYPES: FORMATION, DEVELOPMENT AND MODERN RESEARCH

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Annotation: This article examines the historical formation of gender stereotypes, their socio-cultural roots, global scientific research, and modern analytical methods. How gender stereotypes are formed and strengthened through social roles, values, language and speech in society has been examined on the basis of scientific sources. There has also been a shift in gender issues in the 21st century, focusing on the role of the internet and media environment. The article also analyzes the scientific significance, relevance and future prospects of the study of gender stereotypes.

Keywords: Gender, gender stereotype, sociolinguistics, social consciousness, the development of stereotypes, linguopragmatics, society, speech, media, Linguistics.

Introduction

Gender stereotypes are a set of regularly repeated, stable, simplified ideas about men and women in society. They are often formed on the basis of traditional values and social roles and directly influence the behavior, choice of profession, manner of speech, demeanor, and daily activities of members of society. Gender stereotypes are not only a product of social processes, but also a force that reinforces them. Since the second half of the 20th century, gender issues have become one of the most active areas of research in disciplines such as sociology, linguistics, psychology, and cultural studies. In particular, since the 1970s, Western scholars have extensively studied gender psychology, the relationship between language and gender, and social equality. From 2000 to 2020, the development of artificial intelligence, corpus linguistics, and media analytics methods has made it possible to analyze gender stereotypes using precise, quantitative methods. Although gender stereotypes are changing and transforming in modern society, many studies show their stability and deep-rootedness in social consciousness. For example, the results of a 30-year study showed that gender stereotypes persist unchanged in many cases[1]. This confirms the relevance of the gender issue to the present day.

Gender stereotypes are formed through traditional divisions of labor in society, family roles, religious beliefs, folklore, school education, media, and language. In many ancient societies, men were associated with more external activities, strength, and decision-making, while women were associated with roles such as household management, child-rearing, compassion, and gentleness. These ideas have been passed down through time in:

- proverbs and sayings;
- mythological stories;
- religious texts;
- public policy;
- popular culture;

has been reinforced in language units (metaphors, typical epithets, appeals). From a linguistic point of view, gender stereotypes are a system of signs stored in the collective consciousness of society, which are reflected in the structure of the language and in the style of speech: opposite visions such as "man – strong", "woman – loving", "man – mind", "WOMAN – feeling" are present in many languages.[2] The scientific study of gender stereotypes began primarily in the field of psychology. By the end of the 20th century, it had also developed extensively in linguistics, sociology, anthropology, and political science. Scientific experiments



have confirmed that gender stereotypes begin to form in a child's life at the age of 3–5 years. Studies show that:

- children quickly absorb gender-specific roles from the speech of those around them, from toys, cartoons and books;
- by the age of 7, the child has fully formed the basic model of gender roles in society;
- stereotypes are reinforced by social pressure and cultural factors even in adulthood.[3]

Linguists have studied the manifestations of gender stereotypes in speech:

- emotional coloring in male and female speech;
- forms of address;
- norms of rudeness and politeness;
- gender expression through metaphors;
- gender representations in media language.[4]

In recent years, gender stereotypes have been analyzed using quantitative methods.

For example: A corpus of Japanese texts from 1900–1999 was analyzed using artificial intelligence, which showed that the meaning and use of gender-related words changed over time. Algorithms are being developed to automatically detect gender stereotypes in literary texts. These methods allow us not only to describe but also to measure gender stereotypes[5].

Analyzing gender stereotypes is important for the following reasons:

1. For social justice. Stereotypes perpetuate misconceptions about women or men and hinder equality.
2. For language culture and speech development. Language is the main carrier of stereotypes. Learning it improves speech culture.
3. For education and pedagogy. Education free from Gender stereotypes will be more effective.
4. For Media and culture. Modern media shapes the views of society; analysis of stereotypes is necessary.
5. For psychology and sociology. Gender stereotypes have a significant impact on personal development.
6. To predict the future. Understanding how gender roles are changing is important for political, economic, and cultural reforms.[6]

In the next 20 years, gender stereotypes are expected to change in the following ways:

Gender neutralization will increase.

- Stereotypes slowly decrease through the Media and the internet.
- Scientific research expands. Identification and analysis of gender stereotypes with the help of artificial intelligence becomes the main focus.
- Gender-sensitive methods will be introduced into the education system.[7]

Therefore, gender stereotypes will continue to be of scientific and practical importance for a long time.

CONCLUSION

Gender stereotypes have been formed in society as a result of long historical processes and are deeply rooted in language, culture, speech patterns, and everyday life. The study of gender stereotypes by world scholars in the 20th and 21st centuries using psychological, linguistic, sociological, and corpus methods has allowed for the interpretation of various aspects of this phenomenon. While gender stereotypes are changing today under the influence of the internet, media, and global culture, most of them remain stable. Therefore, the study of gender stereotypes remains an important scientific area for the social equality, linguistic culture, educational system, and cultural development of society.

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