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GENDERED LANGUAGE AS THE DEVIATION
FROM HETERONORMATIVE LANGUAGE

Language is the mirror of people's perception of each other. English is one of the languages in which nouns are given male and female statuses. This very process is highly connected with the topic of language discrimination that is a part of gender inequality. While we are talking about this fact we have to talk about these concepts in terms of gendered language which is a part of lavender linguistics.

Traditionally, lavender linguistics – is one of the branches of sociolinguistics, which studies the language peculiarities among LGBTQ-community. Some scholars broaden the circle of scientific interests and study the gender issues, cultural studies, heteronormativity and heterosexism of the language in terms of lavender linguistics [1].

The aforementioned branch of sociolinguistic studies is not well known among our native linguists; however, it takes its start in the middle of XX-century by Gershon Legman [2].

Since lavender linguistics – is a branch of sociolinguistics, every single example and case should be regarded separately and in context. Gendered language today is regarded as the alternative to heteronormative language. The last is the combination of all social and linguistic norms that are attributed to women and men in particular, and all linguistic steps aside are regarded as a deviation from the language norm. As far as that would be regarded as something that goes beyond the scope, certain social

groups decided that there should be something that could equalize every participant of every social group. For this purpose gendered language is needed.

The thing is that heteronormative language implies a lot of discrimination in everyday communication. It became a usual thing to assault people because of their «deviation from the norm», despite the fact that the concept of this very «norm» is not established. Anne Pauwels in her work gives her reason for the language to start the changes, because there should be «a desire to amend the present language system to achieve a symmetrical and equitable representation of women and men» [3].

To prove that I would like to provide a simple example. If one opens any student's book or enters any classroom, we all can face the use of the referential pronoun «he» when one wants to refer to a person in general.

While we are talking about the concept of gendered language and heteronormativity we should talk not only about gender and sexual identity of a speaker but as well as the system of behavioral patterns that are ascribed to men and women. «You throw like a girl» is a common phrase to hear in the time-out of one of the matches. It's not said directly, but this phrase implies that it's shameful to be a woman and women are second-class citizens. It American movies it's a common practice to hear the address of one male character to the other as «faggot». It is not used in order to identify the male as the gay-person, but is used to assault. And the practice of heteronormative discrimination is widely used in everyday communication regardless of the language of speakers.

While we are talking about gendered linguistics, we have to understand the difference between gender (a social construct) and sex (a biological condition).

«Man» and words ending in «-man» are the most commonly used gendered nouns in English. These words are easy to spot and replace with more neutral language, even in contexts where many readers strongly expect the gendered noun. It became a general issue to use the alternative forms of sex-coloured words. «Congressman» transferred into «congressional representative», «policeman» into «police officer» but unfortunately it is rather an exception than a rule.

One of the ways out from this heteronormative lexicon is the usage of *«singular they»*. This pronoun is gender neutral, is highly used in everyday spoken English, but is still the target of criticism.

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