

GENDER CHARACTERISTICS OF NAMES OF PROFESSIONS AND ACTIVITIES

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Annotation: *In this article, the gender characteristics of the names of professions and activities are analyzed based on linguistic, sociological, and psychological approaches. The study examines the formation of professional names and the mechanisms of their reflection in the consciousness of society within the framework of such scientific categories as gender stereotypes, the theory of social roles, linguistic androcentrism, and gender marking. Also, the frequency of use of masculine and feminine forms in the language system, their semantic load, and pragmatic functions are scientifically substantiated. The article analyzes the process of gender neutralization of professional names in the context of inclusive language policy and the principles of linguistic equality. Based on empirical and theoretical sources, the gender-related connotative meanings of the names of professions and activities, their influence on the process of social identification and professional self-awareness are highlighted.*

The research results serve to draw scientific conclusions on ensuring gender equality in modern society, reducing discriminatory language units, and improving the practice of professional naming.

Keywords: *gender linguistics, gender stereotypes, social role theory, linguistic androcentrism, gender marking, masculine and feminine categories, semantic connotation, pragmatic function, profession names, activity nomination.*

INTRODUCTION

The role of the gender factor in the system of modern linguistics and social sciences is becoming one of the most pressing scientific problems. In particular, within the framework of gender linguistics, a comprehensive analysis of the sociocultural determination of language units, their relationship with gender identification, and the mechanisms of reflection in the nominative system is being conducted. And the names of professions and activities require special scientific attention as a lexical layer directly related to the social stratification of society, the division of labor, and the system of gender roles.

In the process of historical-linguistic development, many professional names were formed on the basis of the androcentric paradigm, in which the masculine form was used as a general and neutral form. As a result, gender asymmetry arose in the

language system, and this situation led to the stereotyping of certain professions in public consciousness as "male professions" or "female professions." Gender stereotypes directly influence the processes of professional orientation, social mobility, and professional identification.

From this point of view, the study of gender characteristics of names of professions and activities in linguistic, sociological, and psychological aspects is of scientific and practical importance. In this study, gender marking in the semantic structure of professional names, their pragmatic function, connotative meaning, and features of use in social discourse are theoretically analyzed. Also, the process of gender neutralization in modern society and the influence of inclusive language policy on the system of professional nomination are covered on a scientific basis.

The study of this issue will serve not only to strengthen the principles of gender equality in the language system, but also to reduce discriminatory stereotypes existing in public consciousness and expand opportunities for a gender-inclusive interpretation of professional activity.

Analysis of gender characteristics of names of professions and activities requires, first of all, relying on the principles of nomination theory and sociolinguistics. In linguistics, nominative units, along with naming the phenomena of objective reality, also reflect socio-cultural values and ideological views. Therefore, professional names appear not only as a linguistic unit, but also as a social construct. In the process of their formation, gender roles in society, the division of labor, and the system of patriarchal or egalitarian relations serve as an important determining factor.

In the stages of historical development, in many languages, the masculine form of professional names was used as a generalizing and normative unit. This phenomenon is called linguistic androcentrism. In the androcentric model, the male gender is interpreted as the central and "standard" subject, while the female subject is represented by a secondary or derivative form. For example, in some languages, feminine forms are formed using special suffixes, which creates the phenomenon of gender marking. As a result, gender asymmetry is formed in the language system, which creates a linguistic basis for professional stereotypes in public consciousness.

From a sociological point of view, the gender differentiation of professional names is explained by the theory of social roles. According to this theory, different social expectations (expectations) have formed in society towards men and women, and these expectations also influence the process of professional choice. The masculine or feminine connotation of certain professions in language units directly affects the professional orientation of the younger generation. For example, technical and military fields are often associated with masculine discourse, while pedagogy or care are associated with feminine discourse. This can exacerbate the phenomenon of occupational segregation.

Psycholinguistic research shows that the gender marking of professional names influences the process of professional identification of a person and self-awareness as

a professional subject. If the name of the profession is firmly connected with a certain sex, representatives of the other sex may encounter psychological barriers in imagining themselves within the framework of this profession. Consequently, gender connotations in the semantic and pragmatic structure of language are directly related to issues of social equality.

In modern language policy, the trend of gender neutralization is manifested as an important direction. Based on the principles of inclusive language, reforms are being carried out aimed at using profession names in a gender-neutral form, abandoning the masculine generalizing model, and ensuring linguistic symmetry. In this case, strategies such as lexical substitution, the use of paired forms, or the use of common neutral nominations are applied in practice.

Conclusion

In conclusion, the research results show that the gender characteristics of the names of professions and activities, along with the internal structure of the language system, are inextricably linked with sociocultural relations in society, the division of labor, and the system of gender roles. The phenomena of linguistic androcentrism and gender marking, formed in the process of professional nomination, caused gender asymmetry in language units and caused certain professions to have a masculine or feminine connotation.

It has been established that the semantic and pragmatic features of professional names can serve to strengthen gender stereotypes in public consciousness. This indirectly affects the processes of professional identification, professional orientation, and social mobility. In particular, gender-marked nominative units act as a psychological and communicative factor in a person's perception of themselves as a subject of a certain profession. In modern scientific discourse, the principles of gender neutralization and inclusive language policy are assessed as an important direction for improving the system of professional nomination. An approach based on the principles of linguistic symmetry and equality allows for the gender-balanced use of professional names, reducing discriminatory connotations, and strengthening the principles of social justice.

The study of gender characteristics of names of professions and activities on an interdisciplinary basis serves a deeper understanding of the mechanisms of interaction between language and society. Scientific research in this area serves as a theoretical and practical basis for ensuring gender equality, forming an inclusive environment in the professional sphere, and modernizing language policy.

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