

CHALLENGES OF LINGUO-PRAGMATIC ASPECT OF GENDER DISCOURSE IN LITERARY TEXT

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ABSTRACT

This article is based on basic issues and peculiarities of linguo-pragmatic aspect of discourse related to gender in the fiction. Female fiction discourse includes peculiar specificity of outlook and gender in linguistic features, presenting female linguistic personality. The main directions to expose the linguistic awareness of the female linguistic personality in the literary text in terms of cognitive linguistics are given in the article. One of the ways to show the cognitive level of female linguistic personality in the literary text is considered in the concept “man”, containing the object, image, bearing, notional and valuation, estimative constituents. The results of the article can be utilized to create gender tendencies in modern society and they can supply the material to predict treatment, approach, attitude, manner, status and behavior of women. The analysis of female literature, conducted in this investigation, is used against the sociological research of gender and orientations on family, love, marriage in the women society.

KEYWORDS: *Awareness, A Gender, A Female Discourse, Linguistic Aspects, A Concept “Man”, Behavior, Reproductive Behavior, Stereotype.*

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