

COGNITIVE PERSPECTIVE OF COMMUNICATIVE BEHAVIOR IN GENDER ASPECT

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ABSTRACT

The article is devoted to the description of the specifics of communicative behavior of Kazakhstani women-politicians. The gender aspect influences on presentation of a language image of society at all language levels and on the base of communicative material. Parametric model for description the specifics of gender communicative behavior proves the factual presence the gender differences in modern political discourse. Explicit and implicit language means as gender markers serve for description the aspects of political communicative behavior. Quantitative results of this comparative analysis from the position of gender differentiation demonstrate the intensification of gender asymmetry of Kazakhstani women-politicians, and this fact can be explained by the peculiarity of interview as a genre of political discourse.

Key words: cognitive perspective, communicative behavior, gender aspect.

РЕЗЮМЕ

Данная статья посвящена изучению специфики коммуникативного поведения женщин-политиков Казахстана. Гендерный аспект оказывает влияние на презентацию языкового имиджа социума на всех языковых уровнях, а также на коммуникативном материале. Параметрическая модель описания специфики гендерного коммуникативного поведения доказывает факт присутствия существенных гендерных различий в современном политическом дискурсе. Эксплицитные и имплицитные способы и средства языкового выражения в качестве гендерных маркеров служат материалом для описания аспектов коммуникативного поведения политика. Полученные количественные данные сравнительного анализа с позиции гендерной дифференциации позволяют утверждать, что интенсификация гендерной ассиметрии женщин-политиков Казахстана имеет национальную специфику.

Ключевые слова: коммуникативное поведение, гендерный аспект.

In modern linguistics one of the foreground tasks is the investigation of communicative behavior as an integral component of description the national, group and identity cultures. In the theory of communication the question about the means of communication is the most developed. Obviously, that communicative behavior consists from verbal and nonverbal means and in reality it is realized only in unity of above-mentioned means and they can be separated only in analysis of such kind of phenomenon as communicative behavior.

The term «communicative behavior» was first introduced in 1989 by I.A. Sternin in the work «About the notion of communicative behavior» (Sternin 5: 279-282). According to this research the communicative behavior is the set of norms and traditions of people communication, age, professional and other groups (6: 106). I.A. Sternin presented the model for description the communicative behavior of the separate nation. On the base of it the Russian, Finnish, American communicative behaviors were studied. The researches of such scholars as N.I. Formanovskaya, A.A. and T.Ye. Akishkins were devoted to the linguistic aspect of communicative behavior and stimulated the birth of the science about the style of communicative behavior. These works are the descriptions

of linguistic means of communication. Regarding the verbal behavior in gender aspect, the feminine and masculine image of verbal actions are outlined or so called gender communicative styles.

Communicative behavior is studied in connection with social and communicative significant personal behavior as a set of objective actions that get meaningful interpretation in this lingual and cultural community and included into communicative behavior and this way influencing on social communication. After N.I. Formanovskaya – it is a peculiar kind of language of everyday behavior or social symbolism. “Social symbolism – is a reflection in the conscience of people the semiotic function that acquires the definite action in every culture and it can be the fact, event or any element of the world. All these phenomena obtain the conscience of people the definite symbolic sense, specific and unique for any social group. Social symbolism is a component of national culture” (Formanovskaya 2: 123). According to the opinion of scholars, social symbolism is not noticed by the members of social group, but it is observed and interpreted in interpersonal relations.

In Kazakhstani science there are a few investigations of communicative behavior taking into consideration the gender aspect. In the work of T.Zh. Toktarova the stereotypical forms of men and women are described and national with cultural specific of verbal and non-verbal communication among the representatives of ethnic cultures are studied. (7: 157-160). It is mentioned, that in the etiquette of Kazakhs there are peculiarities not only in the communication between heterosexual individuals and along with the gender differentiation it is important to take into account the following social factors such as age, social status, the degree of relationship, education, social surrounding, nationality. Verbal communication is presupposed to follow the Kazakh rules of etiquette: to start the conversation from the non-informative talk (questions about the health of relatives, friends and then news exchange) and only at the end of the conversation the communicants begin to come to the point. It is not allowed to complain about the health or to talk about problems. The differentiation is also in gestures. The freedom to use gestures expressing the emotions for females is forbidden. Thus, the national and cultural specifics of ethnos’ communicative behavior are demonstrated.

In this article the speech behavior of Kazakhstani politicians is studied in the frame of pragmalinguistic investigations, and in the focus is verbal speech behavior that is the image of speech actions, performed by the human on the base of lingual system. Gender communicative behavior is one of the types of social stipulated communicative behavior and in this aspect it requires the integrated system of description in political discourse.

The data for investigation are 400 interviews in mass media with female and male-politicians of Kazakhstan, Russia, the USA and Great Britain. These interviews were selected from the central newspapers: “Kazakhstanskaya Pravda”, “Ekho Moskvyy”, “Vzglyad”, “Karavan”, “Moskovskiy Komsomolets”, “Megapolis”, “Novoye pokoleniye” and magazines “Zhenshchiny Vostok-Zapad”, “Zerkalo” etc. and internet sources.

The hypothesis of this article is that political discourse is not neutral and the female politicians demonstrate femininity by using the linguistic means of the constituents of communicative behavior.

For this research first of all we identify the notion of discourse that is the focus of interest of many linguists. All above mentioned let us to include the gender component to the constituents of the discourse:

- 1) agent;
- 2) intention;
- 3) sublanguage (social aspect);
- 4) sublanguage (gender aspect);
- 5) situational text;
- 6) interactiveness;
- 7) cultural context.

After Yu.S. Stepanov, the definition of discourse as language inside the language presented in the type of special social entity let us consider it in close interaction with social factors and so through the prism of gender peculiarities. Investigation of communicative behavior was made on the base of interview as a genre of political discourse. In the combination with other types of institutional and non-institutional types of discourse political discourse has genre modes, among them the place of political interview is in combination of political and mass media discourses.

Political and mass media discourses have the common points so the politico-media discourse demonstrates hybrid type of institutional type of discourse. Interview as a genre of political discourse of mass media is a complex communicative phenomenon with the purpose to struggle for power by means of shaping public opinion, including the text as a verbal result of speech, context-situational and socio-cultural, and also with special linguistic means meeting the goals of discourse.

Parameters and linguistic means of determination of female and male speech in oral and written speech can be classified at all language levels and can serve as a base for research of gender markers in political discourse. Gender differences appear because of gender socialization and apparently gender differentiation does not exist in vacuum it is interconnected with social differentiation. But only during the last years the scholars admitted that gender is produced through the prism of communication.

Thus, the model of communicative behavior can be applied not only for description of national specific of people, but also for any social or professional group. According to I. A. Sternin the main factors that systematize the description of communicative behavior are: commutability, communicative emotionality, ability to contact, way of maintaining of communicative contact, the way of ending the talk, communicative affability, communicative democracy, communicative self-feeding, etiquette of communication, communicative pressure, communicative control, thematic range of conversation, controversy, preferable theme for conversation and type of interlocutor, orientation on the collocutor, communicative distance, physical contact, correlation of verbal and non-verbal communication, gestures, facial expressions, loudness, rate of conversation (6: 106). Above-mentioned model serves to work out the new one to describe the gender communicative behavior – field of this research – female politicians of Kazakhstan, but this description is made in accord with the principle of comparison of female and male communicative behavior.

This parametric structure of the communicative behavior model consists of the component, on the base of which the generalized and detailed data about the specifics of gender communicative behavior are calculated according to eight parameters: communicative self presentation – theatrical nature, contact-emotionality, tolerance, agency, politeness, thematic orientation, power-control and communicative leadership.

By means of the modeling method the data about degree of gender differentiation is demonstrated.

On the base of the communicative behavior model in political discourse it is proved that it not only nationally and culturally specific but gender- differentiated.

After O.S. Issers, in self-presentation and creating the “communicative portrait” for study direct and indirect methods were used (4: 174). Peculiar for women are:

- direct self characteristic, realized as speech tactic of acknowledgement;
- serious attitude to rumors about them (the set of the ways of direct self-presentation includes the speech tactics of contradiction and their prediction – the men ignore the negative information and do not use contradictions);
- emphasis on home pragmatism (among men this fact is rare);
- informing about the values that are demonstrated in explicit and implicit form. Explicit denotation of ethic features of personality can be met very seldom – more typical for female is the self-presentation through the plot.

In comparison with men for women the most specific tactic of female self-presentation is the tactic of positive evaluation of the appearance. For communicative behavior the distinctive feature is the scrupulous attention to the critical utterances they give and the inspiration to avoid the confrontation. Signals phrases with deep semantics: “It’s not necessary to be in a hurry”, “There are another ways....” etc. to confirm this fact in the frame of tolerance.

The specific stereotypes of female speech behavior are the ways of implicit self-presentation that are connected with the role-position (eg. “Teacher”) and concerning the density of information the women are hyper informative.

The important component of communicative behavior is theatrical nature of politicians. Contours of “communicative portrait” gives us the ground to determine gender roles of politicians. O.S. Issers outlined the roles of male-politicians and we make the comparative analysis of gender roles with female-politicians and the result is that similar are just the following roles: “patriot”, “an ordinary person”, “family man”, “elected representative” (3: 198).

In the context of socio-deterministic approach gender roles present the stereotypes. Analysis of the newspaper headlines show these stereotypes that are used by mass media in political interview. Gender stereotype of the First lady of Kazakhstan is modeled by the headlines: “Get to know yourself through Love”, “The way of Love, Kindness and Charity”, “The Whole Day about Love”, “All starts from Love”. This semantic field is presented with the dominant concept “love”. In this example the stereotype of “noblesse oblige” propagandizing human beginning in self-cognition and in human relations is demonstrated. The following headlines as “To Force the Way in Life the Woman has to Imitate the Man”, “I Always Worked Among Men”, “Not Biological Sex”, “Not Just a Homemaker But Mother”, “Poetry, and Business, and Love” “Military Secrets of Zhannat Yertlesova”, “Our Lady Among Generals” present the stereotype of a strong woman (the woman with a male nature). For any woman-politician it is typical in speech manipulation to outline “her own circle”, she appears as a defender of women’s interests: “Woman Will Be Protected”, “About a Woman, a Man and a Politician”, “Kazakh Women Never Carried paranja”.

Gender models are formed by the society, i.e. prescribed by the institutions of social control and cultural traditions. In this case mass media is the laboratory on their

production and on above-mentioned examples the tendency is to make the modern stereotype, not discordant to the values of society and national traditions, but demonstrating the woman-politician as “self-confident”, “strong”, “competent”, “successful”, “career-oriented”, “competent how protect the interests of women”, “skilful homemaker”, “loving mother”.

Ability for contact feature includes the usage of metaphor in political discourse. On the base of the quantitative analysis it is determined what conceptual spheres are most appealed to and the hypothesis of diachronic shift the metaphoric “mosaics” was proved. Formation the metaphors demonstrated by prevalence of “physiological” metaphors (during the period of getting the independence by Kazakhstan). Nowadays in political communication the women mostly use the conceptual spheres of “nature”, alongside with “production” and “physiological”, the third place occupy the metaphors of “journey”, “spatial” and “military”. Gender specific of conceptual spheres are metaphors “objects of house”, “family” and “characters of the fairy tales” (the men don not use them at all).

The fact of the coincidence of conceptual spheres of men and women proves the redistribution of social power in society and assimilation of the women in political space.

Tolerance includes the explicit and implicit ways of presentation of “Ours”. The quantitative analysis of these data on the material of interviews with women from different lingual cultures it is shown that high degree of tolerance have the American politicians mostly using the implicit way – deictic. The Ukrainians and Russians reduced it by means of explicit ways of demonstrating the tolerance. Among the implicit ways is the way of nominalization that is the most appealed to. Specifics of tolerance among Kazakhstani women-politicians is defined by the use explicitness i.e. directness of denotation by means of address – signals of belonging to the group. The results show that in manifestation of tolerance the women-politicians from the USA are on one level with the men-politicians of Kazakhstan. Obviously, Kazakhstani women demonstrate nationally conditioned gender specifics in this aspect of the communication behavior.

Quantitative analysis of explicit and implicit ways of agency among men is higher 2, 5 times in comparison with women in political discourse. It is explained that men in Kazakhstan have more active civil position in society.

Quantitative analysis of politeness parameter is made on the ways of expression the “positive” and “negative” politeness. Here we study not only syntax maneuvering, but also communicative tactics of answer evasion at pragmatic, semantic, cognitive levels and classification of explicit and implicit ways of topic digression. In political discourse the balance between two social values (involvement in public relations and independence) being a foundation of politeness, the men are more successive in politics but in real life the women are recognized more polite. We have to mention that, in our opinion, for women it is a manifestation of tolerance rather than low degree of confidence in the information they present. Hereunder, the aspect of politeness is in unison with the aspect of tolerance in the model of the communicative behavior that is also gender differentiated in political communication.

Within the framework of interview the thematic range completely depends on the type of the interview and from journalist. As far as the material of investigation is political discourse it is difficult to speak about the great variety of topics but the certain list of themes are determined - “the sphere of activity” and “fight” but women

are limited by the notions not at the level of decision-making and during the discussion their questions touch only the inner affairs and health of the nation and surrounding both in direct and in figurative meaning. Men at the conceptual level are extroverted and this professional concept sphere is connected with the relationship with the other states what women seldom discuss.

Next interesting fact is a divergence of the notion - "finance" on the conceptual level. For men it correlates with the financial well-being of the state, capital formation by means of the investments, but women, on the contrary, more often think about charity and social programs.

The broader spectrum of thematic orientation of women in the communication is explained by their associative shift from the topic of the talk, distraction on purely situational moments.

In the research of this aspect was shown the national specifics of the image of the woman showing the balance between career and family values for women, herewith for men it is typical the full devotion to the career and work. As a result of this study we defined the thematic specifics of women to matrimonial as well as to ethical nature system.

This aspect of the communicative behavior as power is demonstrated in the control in the process of communication, and given superiority on the territory of power relations is revealed by means of control the topic and initiative in political discourse. The problem of interaction is central in this study and is founded on the interaction of the journalist and the politician and using the tactics and strategies by them solving their communicative goals. The issue is that in mass media interview the initiative always belongs to the journalist, but in political interview, on the opposite, power often has the interviewee i.e. politician. On the material of interviews the frequency of the communication initiatives is difficult to determine, moreover, to correlate with gender aspect.

The degree of communicative leadership among women and men politicians of Kazakhstan in interview as a genre of political discourse in a given aspect was determined, using the term of the mode of dialogue conducting as a complex feature of the speech behavior of interlocutors according to I.N. Borissova (1: 37).

On the base of the I.N. Borissova's formula the communicative tone was calculated and the following quantitative data are revealed:

- 1) the mode of dialogue conducting in the political interview is replicating both for women and men, in our opinion, it is connected with the average length of reply in syntagma and according to this data it is a narrative type of dialogue;
- 2) the communicative leadership of men exceeds the women's 2,7 times. The women-politicians of Kazakhstan concede in leadership aspect and it is connected with national specifics of gender communicative behavior.

On the base of the results of comparative analysis from the position of gender differentiation it is proved that at this moment of development of linguistic genderology it is studied to what extent the gender factor influences on the processes of communication in comparison with the other extralinguistic factors; the accumulation of empiric data takes place as the result of study the gender communicative behavior and becomes relevant for description of gender specifics in the communication. Hence, extralinguistic and intralinguistic factors of gender influence have to be taken into consideration

in the formation of political discourse, i.e. gender aspect has its own impact on the presentation of lingual image of the social group at all language levels and also on the communicative material.

Thereby the parametric model of description the specifics of gender communicative behavior demonstrates the fact of presence of gender differentiation in modern political discourse on the base of explicit and implicit means of language expression as gender markers that is the data for description of communicative behavior of politician. Therefore, dominant language features of gender communicative behavior are reflected in political interviews which are linguistically peculiar. The results of comparative analysis from the position of gender differentiation let us claim that intensification of gender differentiation of Kazakhstani female-politicians has its own specific and this fact can be explained by the peculiarities of interview as a genre of political discourse

Thus, the hypothesis is confirmed that communicative behavior is gender identified, and this fact is dictated by the choice of speech markers of explicit and implicit linguistic means at all language levels that presented the feminine features in political discourse and they can serve as means of improvement of social and political dialogue.

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