

LINGUISTICS

O.V. Kirina

(Tambov state technical university. Tambov, Russia)

Gender specifics of aposiopesis: cognitive aspect

It has been considered the gender specifics of communication strategies on the example of aposiopesis as a specific means of sense formation. A short characteristics of the modern stage of linguistic genderology development is provided. The emphasis is put on a new approach to gender which is no more regarded as a constant feature. The cognitive matrix of gender is studied as a basis for the conceptual analysis of feminine and masculine communicative styles. Feminine strategy firstly aims at private communication and can be symbolized by *speech* while masculine strategy is oriented mostly at public communication and can be symbolized by *writing*. The article studies the peculiarities of aposiopesis functioning in speech of male and female characters of modern literary texts and its specific role in sense actualization according to the cognitive approach.

Key words: linguistic genderology, cognitive matrix, aposiopesis, feminine and masculine communication strategies.

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