

THE CONCEPT OF STEREOTYPE AND ITS ORIGIN

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Annotatsiya. On the basis of the science of linguistics lies a study of a number of problems, such as stereotype, benchmark, symbol. When these concepts are analyzed in studies on linguistics, we observe that the views on them are seriously different from each other, one concept is mistaken for another. In this article, stereotypes belonging to the national culture of the Uzbek and other peoples are interpreted as an expression of the character of any nationality. It has been proven that a certain stereotypical universe specializing in the status of a mirror of any folk culture is important in the expansion of perceptions regarding the linguistic landscape.

Key words: gender stereotypes; gender research; gender differences; “female” and “male” stereotypes; gender characteristics; gender education.

Introduction: The nature of a person, eager to realize the phenomena of being, is realized on the basis of analysis and synthesis of the reality that surrounds him through the knowledge that exists in him. That is, a person assesses any self-alien phenomena, first of all, on the basis of measures known to him. Such a primitive measure will later become a criterion of assessment in culture.

Main parts: Stereotypes are formed in such a process and take place from the knowledge system of the people. The phenomenon of stereotype is studied within the framework of studies of such fields as sociology, psychology, ethnography, ethnopsychology, cognitology. Another of the problematic points in linguistics is the benchmark. The relationship of Etalons with precedent units is also manifested in the same situation as above. Within the framework of the benchmark, any mutually comparable objects are defined as provided that they are taken within the framework of a common property, that is, they must belong to one logical class. “The stereotype is the image of a particular group or team with a simplified, schematic emotional coloring and extraordinary stability, the peculiarity of the language and thinking of representatives of different cultures.” Stereotype-gives objective information about the national character of one or another people. V.A. Maslova comments that “the stereotype is a type present in the world that measures activity, behavior, etc. Stereotypes never appear in individuals, they always occur in groups. The term “stereotype” (Greek. stereos-hard, typos - trace, stamp) is a scientific treatment by American sociologist Walter Lippman). In his book “public opinion”, published in 1922, he attempted to determine the role and role of stereotypes in the system of public opinion. Walter Lipman explained the stereotype as a form of separate perception of the environment, in which emotions have a certain influence on information in the face before they reach our minds. G-science scientists’.[1;3] Held stereotypes “ as a phenomenon linguistic...the mental structure of the individual, but present in the collective consciousness of the type of molded objects and phenomena, they imagine the stagnant language by the association, including the image adjective realizable”, i.e. Also, some objects of Science in a person's life-phenomena and, as a result of these stereotypes, are based on the formation of a realizability of states of expression of a person's attitude to objects and phenomena. O. Kirpicheva, according to the main purpose of stereotypes about the imaginary

phenomenon of the “adaptation” asset from this process, is carried out by cleaning or confusing them and sending them to the imagination .[2;5]

Indeed, the concept of stereotypes, common to all specific nationalities, or, if we trace, a certain sign will not be a mistake. As mentioned, each has its own imprint, which is called a distinctive feature of each nation, which is pierced. For example, we have analyzed common cultures that we respect:

- The people of Uzbekistan are the owner of a unique house and my landlord, kind, country-tanti guys, all high, and girls and women are LBO-imagination, hard joy from death;
- The Russian people at risk, sharta sees open communication and knows;
- A word is a lot, and let the Caesar leave
- Turkish nationality, although impressive, emotions bariloche;
- Chinese, as well as takalluf if many tend to have only rich campsites; - cultured, very polite Japanese who strictly follow my rules of etiquette, ;
- Natural Estonia tends to delay;
- Italians are very enthusiastic, combustible when they say that you love a little;
- While the British are just a flash -- it's a bit difficult for you to feel the feeling of many Cold-Blooded Italians altogether;
- Germans all over the world have been regulated by observing them in a strict descriptive of their “thoroughness” painted. The concept of gender, social life, human burden kate is one of the most important. Representatives of the norms of behavior for the gender of the rules of society and the requirements of a certain amount differ from the other sex.

E. fundamentals of gender studies in language their writings, von Humboldt v. and o. Jespersen like to put famous scientists. Critical theory was also taught by Humboldt von W. the basic concept of feminist “ human psychology, language, human consciousness and thinking that affects a certain universe” is the idea associated with it. Feminist theory in linguistics, according to the rule of patriarchy in society, in the values of the text, Society includes the patriarch's discourse. Grammatical rod maskulin is widely used in English, which is the name associated with the profession of maskulin in horses femida rod for the implementation of the rod, allowing gender imbalance is recognized as a factor in the language opened.[3;8]

The transformation of the paradigm of modern linguistics, that is, the analysis of cognitive activity comes as a new direction for the development of gender, the transition from the human mind and experience to the anthropological science of traditional linguistics, and linguistics to science. This language changes the status of women and the elimination of gender inequality in the language at a high level oriented to lead to practical changes. The study shows that women and men often use equipment in a negative context related to the social aspects of dependence on the lower division and weakness. Unity reflects men's strength, leadership qualities and ability to make decisions. Persistent gender stereotypes, a form of expression through inequality between men and women, can strengthen the hierarchy if it acts.

To combat such stereotypes, it is necessary to show the influence of conscious and active language practice and reduce gender inequality, respecting the difference between an appropriate phrase, jeans and equality aimed at developing relationships, linguistically prepare. In modern society, discrimination on the basis of Gender still exists and serves as a means of reflecting and managing such language. For example, in some languages there are differences in verb form, depending on the gender of the speaker, if you have a certain role in society, it can impress men and women. Through the study of language and language researchers, we understand how important conclusions can be to take measures to combat gender stereotypes

and Inequality about the philologist and other people of the collaborative form of Gender issues in our world. Therefore, research in this area on the creation of equality and inclusive cooperation in society is of great importance. It turns the unity of gender studies through the language of men and women, which will help you identify and analyze the difference in the image. They also help to understand the role of gender when they enter the language through culture and the ideas and beliefs they have and how they influence our perception. The Society for research on the socio-cultural aspects of fighting Gender stereotypes can help you understand more deeply and be effective. The study shows that in various discourses, “female” affection is often associated with the concept, caring, sensitive, and emotional. Women look elegant, soft, beautiful image. Women are usually the etiquette of emotional expression, empathy characteristics, and emotion is characterized by caring for others. Socially, women are often associated with the role of mother, housewife, beauty, and wife. At the same time, the “male” power is the concept of strength, determination, responsibility, as well as the dignity associated with it. A man is often described as the appearance of a muscle, and men as strong. Identification of traits is usually characterized as courage and self-confidence, rather than male etiquette. In English and Uzbek, the concepts of “female” and “male” imagination and the concept of gender stereotypes about women and men in society. Such stereotypes dictate certain rules that limit the freedom and opportunities of choice for men and women. A female face that does not fit stereotypes and discrimination can lead to male judgment. It may also lead to a lack of criticism, aiming to demonstrate the power and independence of women. Fight against these stereotypes and perceive the role of gender characteristics. Various values and norms of social behavior of men and women in the culture of society and their violation do not approve read. Society, different sexes see the difference in the concept of an Israeli, but this is often an asymmetric system and everything is described by the applicant in the main, dominant and important and, everything, “female” — medium, social and insignificant subject(representatives of character traits, actions, professions, etc.).[4; 5] [5; 2]

For men and women, as well as a man and a woman perceived as fixed actions, tasks and obligations, as well as a man and a woman, are also known as the role of gender in action. They arise and develop under the influence of the individual in society and culture. The role of sexes is diverse, in the process of developing their content, historical society changes. Each man needs a wife, sister, mother, business woman or father, husband, friend, honorary student, etc., for example, to fulfill different roles. Many roles can contribute to the fact that a person's performance has psychological well-being. The components of a role or role may conflict with each other, in which case they produce the role of conflict. Gender roles in gender stereotypes-about behavior in society, men and women should differ from directed ideas (beliefs) to generalize the formation.

To do this, there are no words to describe men in different ways and women in special terms and these forms are reflected separately in the church mind to be an expression — cliché, etc. Traditionally, stereotypes of the word are understood, since a certain scheme of its information is based on perception and assessment. This scheme has a certain phenomenon, the element performs a function synthesis. Usually I try to evaluate events or with the help of his person automatically act without thinking. [6; 4]

The concept of social stereotypes refers to the ability of a person. Evaluation in a world-oriented way of generalization, positive and critical conclusions are conclusions that serve as the basis of his will. Ibaraki teaches how to act quickly on the positive side of social stereotypes, lack of information, and changes in circumstances or ongoing changes.



The conclusion I have made is that the area in their language is chosen linguoculture which shows where the area of the nation in a special national Danube. The concept of stereotypes while making it more obvious means.

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