Lexical and grammatical means of expression of dominant assessment in media speech of virtual language personality in blogs: gender aspect

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Abstract
The aim of the study is to present an analysis of the lexical and grammatical means of expression of dominant assessment in the speech behavior of the Russian-speaking and English-speaking virtual language personality in blogs, depending on belonging to a particular gender. The research material is a card index of more than 200 posts of beauty bloggers on the social network in 2021. There were used 15 accounts of the Russian-speaking and 15 accounts of the English-speaking addressers. All blogger's virtual language personalities position themselves on the Internet as men, transgender people (mtf – male-to-female) and women. In total more than 3,800 small syntactic groups have been analyzed. The following research methods were used in the work: the lexico-semantic, lexico-grammatical, and stylistic analyses, method of objective pragmalinguistic analysis combining modified content analysis and the comparison method. When studying the differences in the media speeches among the English- and Russian-speaking virtual communicative personalities, several lexical differences in the speeches of the women, men and transgender people were identified. Thus, among the Russian-speaking bloggers the highest percentage of negative attitudes and in general the brightest emotional coloring of lexis and grammar constructions was observed in the men's media speech despite the widespread stereotype about the greater emotional intensity of women's media speech. The women in their media speech tend to prevail in the formation of positive assessment. For the transgender people in blogs, all three indicators of the formation of assessment using lexical and grammatical means occupy a middle position between the media speech of the women and the men, which indicates the presence of female and male traits in the media speech of the transgender people. For the English-speaking virtual communicative personalities in the media speeches of the women and the men, all three indicators are approximately equal, while for the transgender people the index of the formation of a negative attitude using lexical and grammatical means is twice exceeded, and the indicator of the formation of a positive attitude through vocabulary is twice reduced. In general, the media speech of the English-speaking transgender people in blogs is characterized by a more open and more emotionally colored lexical and grammatical constructions in media speech. The transgender bloggers share all the events from their lives, regardless of whether they are positive or negative, which indicates maximum self-presentation and maximum attention of Internet users to their language personality and lifestyle among Internet users. It seems promising to consider the linguopragmatic aspect of gender self-presentation of virtual language personalities in blogs, to identify the main tactics of their self-presentation in media space.
Key words: lexical and grammatical means, assessment, dominance, virtual language personality, gender, speech behavior, media communication, blog

Introduction

The relevance of studying the speech of a virtual communicative personality of representatives of different genders and nationalities is determined by the fact that modern research pays special attention to the problem of media communication in the virtual world, gender differences, as well as the national specifics of media speech, which is an important element for understanding the aspects of intercultural communication in the media sphere. The purpose of this study is to identify the lexical features of a virtual communicative personality represented by English-speaking and Russian-speaking women, men and transgender people (male-to-female – mtf) in the context of Internet beauty blogs in 2021.

Literature Review

Gender linguistics studies various forms of gender representation in a language. Scientists have been actively engaged in the study of the differences between feminine and masculine speech since the middle of the 20th century. The forms of gender representation can be divided into two categories: how people of different genders speak (or write) and how they are spoken (or written) about (Tannen, 1990; Holmes, 1995; Bornstain, 2016 etc.).

The specificity of male and female speech is still a subject of scientific interest. Studies of language, gender, and sexuality are conducted by scholars working in various fields of sociocultural linguistics, including conversation analysis, critical discourse analysis, discursive psychology, linguistic anthropology, lexicology, phraseology, sociophonetics, and variational sociolinguistics.

The relevance of gender for linguistic analysis was first noted in the early 20th century, when descriptive linguists observed differences in female and male vocabulary and speaking patterns in non-European languages. But it was only after the publication of R. Lakoff's (1973) book "Language and Woman's Place", originally published as a lead article in the issue of Language in Society, that disparate works on language and gender began to merge into one area of research. Research in this era of the second wave of feminism has focused on the everyday micro discourse practices of women and men as instantiating hierarchical power relationships, analyzing phenomena such as turning, interruption, and absorption of topics. Fifteen years later, D. Tannen (1990) popularized the "two cultures" approach to a language and gender in "You just don't understand. Women and men in conversation" (Tannen, 1990: 50-76), which shifted the source of gender differentiation from patriarchy to linguistic socialization in same-sex peer groups.

The R. Lakoff's and D. Tannen's models, which were called the 'dominance' and 'difference' models respectively, laid the foundation for modern language and gender work. In the mid-1990s, this area was revitalized by what is often called the "discursive turn" in social theory.

Every culture has a specific gender picture in the consciousness of population, a person's vision of reality, where things, properties and relationships are categorized using binary oppositions "male" – "female".

In the 1970s, the trend towards studying and understanding the differences between the sexes found its way into various scientific disciplines. Language and gender studies are such an interdisciplinary field that aims to provide answers to the question of whether men and women speak differently. Asking such a question is considered extremely important for understanding a language as a social practice that influences how people perceive and position themselves and others in social schemes.

The challenge of such a science includes the broader challenge of exploring and transforming existing conceptual frameworks (McElhinny, 1998:B310), challenging the assumptions usually underlying gender studies. However, these assumptions, largely based on stereotypes rather than solid scientific evidence and firmly grounded in deep-rooted ideas about how women and men use a language that has been fixed from childhood (Coates & Cameron, 1989), make up the bulk of the so-called 'folk knowledge'.

As important as it is to study gender differences in linguistic usage through the analysis of actual linguistic data, a more detailed understanding of native speakers' attitudes towards these differences may be key to further understanding the human perception of social reality through a language and thus to the development of this area.

Thus, R. Lakoff (1973) argues that 'feminine language' is a form of language that is somehow insufficient in comparison with the 'neutral' form of a language – the one that the author uses to refer to the form of the language used by men. As stated in R. Lakoff's work, 'feminine language' is taught to women in childhood and is expected to be used by them in adulthood at the expense of their own expressiveness. Thus, women cannot express themselves fully and sincerely due to the limitations of the language that were imposed on them by society, which leads to eternal social gender inequality (Lakoff, 1973).

Female language, according to R. Lakoff (1973), is characterized by the following features:

1) vocabulary related to their interests (e.g., magenta, shirr),
2) 'empty' adjectives (for example, adorable, charming),
3) interrogative intonation where declaratives are expected (what is your name, dear? Mary Smith?),
4) hedging (I think something like, I'm wondering),
5) intensifiers (so, very much),
6) hyper-correct grammar (for example, the ending almost never falls out when pronouncing words such as singing),
7) too polite forms (for example, often using 'please' and 'thank you'),
8) lack of sense of humor,
9) speech in italics (using tone to emphasize some words during conversation).

R. Lakoff's (1973) work generated widespread interest in the unexplored field of exploring whether men and women do speak differently. It covered the core of female speech stereotypes that still exist in varying quantities and qualities in various societies around the world. However, it was also heavily criticized for the lack of solid scientific evidence, and for citing 'male language' as the norm.

The author argues that the female vocabulary is filled with words that have less meaning for a language, that 'female language' is much more polite and sophisticated, or simply more 'feminine' and permeated with verbosity that has survived through the centuries. While there is no clear evidence for such claims, J. Coates (2003) argues that Western European culture is imbued with the belief that women do speak a lot, and there is evidence that silence is an ideal that has been promoted (and imposed) on women on for many centuries (Coates, 2003: 3). Numerous studies that tested R. Lakoff's (1973) claims disproved the idea that there is a uniform difference between men and women in their language practice, which reflects their social inequality, and argued that the differences that may exist do not necessarily reflect impotence, about which R. Lakoff says when discussing 'feminine language.' However, there are other studies that support the existence of the aforementioned deep-seated beliefs and stereotypes regarding women's speech.

Currently, interest in gender research is constantly growing. This is expressed in an increasing number of scientific conferences devoted to the problems of gender differences, in a variety of scientific works on gender identity, processes aimed at the formation and manifestation of gender characteristics, expressed in the speech behavior of representatives of different genders. Gender linguistics focuses on the study of the ratio of the categories 'gender' and 'language', identifies a specific set of linguocultural characteristics that determine the social behavior of women and men, pays special attention to the issues of social marking of language and speech, as well as the analysis of linguistic means of constructing gender identity in modern discursive space (Monogarova, Shiryaeva & Bagiyan, 2020).

Gender is defined as "a sociocultural construct associated with the attribution of certain qualities and norms of behavior to an individual based on his/her biological sex" (Kirilina, 2005: 7).

On the other hand, we following N.V. Belaya (2009) understand gender as a fundamental dimension of representation of gender differences and gender identity in various socio-cultural aspects.

Scientists identify three main models of differences between feminine and masculine speech behavior:

– scarcity (emphasis on the defectiveness of the female language in connection with the subordination of women in society) (Fishman, 1980);

– dominance (subordination of women and dominance of men in the social environment) (O'Barr & Atkins, 1980: 93-110);

– difference (different goals of speech behavior: for men it is a 'conversation-message', for women – 'conversation-consent') (Tannen, 1990).

In general, the category of gender influence has not been fully studied yet by Western and Russian scientists, since a language is undergoing constant changes, many new approaches and characteristics appear. Intermediate states, for example, transgender, raise many questions. "Transgenderness is a discrepancy between the gender identity or gender expression of a person and the sex registered at birth" (Altilio & Otis-Green, 2011: 380).

Groups of people whose gender identity and behavior do not correspond to sociocultural norms for women and men are often described by scientists as 'the third sex' or 'third gender.' Attention to the body is critical to understanding gender variance, as very often it is a combination of apparently incongruous social and biological gender characteristics – such as a woman's dress on a man's body – that distinguishes a group from gender-normative women and men. In addition, many gender-variative communities engage in transformative bodily practices that physically mark their gender differences. For members of these groups, the deviant body is often both a reflection of identity, self-determination, and a source of marginalization. Nevertheless, it can be argued that a body serves not only as the most important variable, which often explains or correlates with sociolinguistic phenomena, as R. Borba and A.C. Osterman (2007) suggested, but is itself a product of linguistic practice (Borba & Ostermann, 2007: 131-147).

Over the past three decades, research on sexual and gender change has focused primarily on groups which existence can undermine fundamental ideas about gender. Anthropological interest during this period in gender and sexual variability – what G. Rubin (1975: 165) calls exoticism admired by anthropologists – was certainly not new. Thus, a new system for determining gender and sexuality appears, resulting from a set of studies using the third gender structure. The concept of transsexuality has entered anthropological literature through these same discussions, but often as a means of emphasizing the comparative gender fluidity associated with three-sexual culture.

The question of whether transgender people should be understood as the third gender illustrates the difficulty of adopting this definition. Several sexologists who oppose transgenderism (Bockting, 1993; Diamond, 2003) together with transgender authors (Bornstein, 2006; Feinberg, 2006), recently argued that by characterizing transgender identity as a form of the third gender distinct from male and female categories, these authors emphasize the oppressive nature of gender binarity and argue that the gender system itself would be the correct target for any successful discrimination against transsexuals. Other transgender scholars strongly disagree with this view. While recognizing that there must be room for people who truly identify themselves outside of the male / female binary relationship, J. Serano (2007) argues that indiscriminately grouping all trans people into the third sex – those who identify strictly as women or men – makes transgender identities illegal and deprives transgender people of the right to call themselves so (Serano, 2007: 54-67). Thus, it is unclear whether transgender people should be discussed as the third gender, especially given the disagreement that exists among members of this group on this issue.

Most often, however, sociocultural linguists, for reasons of disagreement, refrain from using the concept of the third gender. However, we suggest that the concept of the third gender, by virtue of its canonic connection with biology, suggests an alternative understanding of the body, capable of revealing important connections between incarnation and the ongoing disagreements of social acts about gender identity. Indeed, the lack of attention to a body in studies of linguistic and gender variance leads R. Borba and A.C. Osterman (2007) to argue that biological gender requires a closer sociolinguistic study because of its crucial role in defining groups with gender variants as being outside the normative gender binary. The authors present a rich ethnographic material about the somatic practices of Portuguese-speaking travesty and demonstrate how the choice of grammatical gender of these individuals relates to their incarnation. For example, transsexuals often use masculine grammatical forms when referring to past 'selves' that predate the feminizing use of hormones and silicone injections (Borba & Ostermann, 2007).

Transgender people who have crossed over from females or males are insufficiently studied in comparison with women and men from birth, that is probably why there is currently very little practical research on their speech behavior.

Modern studies of the media environment state the fact that the media discourse reflects all communicative manifestations of a person in different cultures, including on the Internet (Boeva-Omelechko et al., 2018; Chupryna, Baranova & Merkulova, 2018; Zheltukhina et al., 2017; Tameryan, Zyubina & Zheltukhina, 2022). There is a virtual language personality in the media communicative space that totally expresses itself, positions itself in a certain way in gender, social and other aspects.

This study analyzes the speech behavior of three different gender groups, that position themselves on the blog as: masculine; the transgender group of men who have become women (male-to-female – mtf) and a feminine one.

Methodology

The following research methods were used in the work: the lexico-semantic, lexico-grammatical, and stylistic analyses, method of objective pragmalinguistic analysis combining modified content analysis and the comparison method.

Lexical-semantic analysis studies the structure of the meaning of an unambiguous or multivalued word, the external semantic relations of words or expressions; external lexical-semantic and syntactic word connections.

Lexico-grammatical analysis reflects the ontological unity of vocabulary and grammar, the relationship of conceptual content and form.

Stylistic analysis considers the typical communication situation, reveals the style features of the text, their implementation by lexical and grammatical means in a communication situation.

The theory and methodology for conducting an objective pragmalinguistic analysis was developed by G.G. Matveeva (1999).
In her research she notes: "The hypothesis of this analysis is as follows. If the text contains emotive and conatively oriented speech signals of the author's speech behavior, then they can be detected, identified, isolated, calculated and presented in the form of tables, which are considered as a pragmalinguistic speech portrait of an author. A speech portrait has a diagnostic power: the interpretation of the elements of a speech portrait will allow to correlate them with some of the author's individual traits" (Matveeva, 1999: 54).
Our study in this aspect is carried out in accordance with the following plan:
I. preparation of a list of speech signals of the author's speech behavior;
II. selection of text-posts of bloggers on the Instagram social network;
III. preparation of texts for analysis (dividing them into MSG);
IV. preparation of tabular matrices to fill them with labels indicating the presence of a speech signal (lexical and grammatical markers);
IV. analysis: search in the text of speech signals and their fixation in the table;
VI. calculating the frequency of updating plans, drawing up and interpreting speech portraits of authors, diagnosing stereotypical traits of groups of authors.
The research material is a card index of more than 200 posts of beauty bloggers on the social network. We used 15 accounts of the Russian-speaking and English-speaking addressers. All blogger's virtual language personalities position themselves on the Internet as men, transgender people (mtf – male-to-female) and women men, transgender people (mtf – male-to-female) and women.
Each text is divided into small syntactic groups (MSG), more than 3,800 such units have been analyzed in total.

Results and Discussion
Let us consider in more detail what the work on the implementation of the listed stages of the plan of our research consists of.
Each speech strategy corresponds to a certain number of speech signals (lexical and grammatical markers).
For the first time, work on identifying speech signals was carried out by G.G. Matveeva (Matveeva, 1999; Matveeva, Nuzhnova & Tonchenko, 2001) for the Russian and German languages; M.R. Zheltukhina et al. (2017, 2018), I.A. Zyubina et al. (2017, 2019, 2020) for the Russian and English languages.
As specific examples of the formation of an assessment from the selected texts of the Russian-speaking and English-speaking addressers, the following statements of the MSG can be cited:
1) positive assessment:
И я обожаю ее радовать даже без повода (And I love to please her even for no reason) (Miro, 2021: SLM №9), (SLM – Sources of language material);
плачу от счастья (I'm crying with happiness) (N. Mua, 2021: SLM №8);
Вы просто невероятные (You are incredible) (Abramovskaya, 2021: SLM №7);
I love you / guys! / such a great day (Westbrook, 2021: SLM №24);
have fun in life (Charles, 2021: SLM №18);
2) negative assessment:
болючие массажи / Вот я чудовище! (painful massages / Here I am a monster!) (Bulochka. 2021: SLM №10);
my "haters" are going to HATE this costume (Dragun, 2021: SLM №30);
I get lost in it all (Jennings, 2021: SLM №26);
3) neutral assessment:
В Шотландии есть острова (There are islands in Scotland) (Bulochka. 2021: SLM №10);

В голову пришёл данный образ (This image came to mind) (Sinyak, 2021; SLM №4);
New video coming later today (Sios, 2021: SLM №19);
Found this pic in my camera roll from Thailand (Westbrook, 2021: SLM №24).
The next stage of the pragmalinguistic experiment is the selection of text-posts by bloggers on the social network.
For the analysis, it is advisable to use texts as close as possible in content and general structure. In other words, the compared texts should have as many common features as possible, so that the studied differences become more pronounced.
In accordance with these requirements, the compared texts are relatively homogeneous. We have considered:
- one speech genre of the Internet discourse (beauty blogs);
- synchronous periods (2021);
- nationality (the Russian and English-speaking authors);
- the gender of the authors (women, men, and transgenders).
More than 200 texts of the Russian-speaking and English-speaking bloggers (women, men, and transgender people), published on the social network in 2021, were selected.
Subsequently, the selected texts are divided into small syntactic groups (MSG). The main criterion for dividing a text into MSG is the representation of predicativity and modality in a statement.
From the pragmalinguistic point of view, predicativity and modality are a common property of any utterance expressed in any sentence. MSG as a unit of pragmalinguistic research is a syntactic actualization in a text of a speech act, which implements the model: sender – text – recipient (Matveeva, Nuzhnova & Tonchenko, 2001:190-197).
The next stage is an analysis, which consists in viewing each MSG, searching for speech signals in a text that update one of the plans for the strategy and fixing them in a matrix. Then a quantitative calculation of the speech signals updated by the author in the text is carried out (Matveeva, 1999: 58).
In conclusion, the average speech-genre value is calculated, deviations from which are of a diagnostic nature. Based on deviations from the average speech-genre indicator, stereotyped behavior is diagnosed.
Let us move on to a detailed analysis of the speech behavior of the English-speaking and Russian-speaking virtual communicative personalities, differing by gender. We will consider the obtained speech fragments of the beauty bloggers on the social network in accordance with the strategy "Text sender formation the recipient's attitude to a speech event by evaluating" (Zheltukhina, Zyubina, 2018:261-272).
As mentioned above, the texts of the Russian-speaking men (Sources of language material – SLM, authors 1-5), women (SLM, authors 6-10) and transgender people (SLM, authors 11-15) and English-speaking men (SLM, authors 16-20), women (SLM, authors 21-25) and transgender people (SLM, authors 26-30), united by the topic of a beauty blog, where most of the content is presented by descriptions of cosmetic innovations, cosmetics reviews, makeup techniques, hairstyles and secrets of clothes selection, shoes, accessories.
Some blogs contain discussions about the life, personal experience and life of the author, a description of his / her appearance, individual preferences, while others carry exclusively professional advice that does not depart from the topic of the beauty industry.
To compare the speech behavior of the Russian-speaking addressers, let us turn to Table 1, which presents the average lexical and grammatical indicators of a positive, negative, and neutral plans among women, men and transgender people.

Table 1: Lexical and grammatical dominant assessment in the media speech of the Russian-speaking bloggers

plan / authors	positive	negative	neutral
women	48,4 %	14,4 %	37,2 %
men	42,4 %	25,2 %	32,4 %
transgenders	38 %	22,8 %	39,2 %

The average index of positive assessment in the Russian-speaking women speech is 48.4%, among men it is 42.4%, and among transgender people – 38%. That is, we clearly see that women have the highest indicator of the positive plan; however, it is quite close to the male indicator. If we analyze the media speech of men and women, then we can trace that in their speech there are many references with diminutive-affectionate suffixes and positively colored words.

There are some examples:

Светлые люди (Bright People) (Miro, 2021: SLM №9);
Мои девочки (My Girls) (Bogdanovich, 2021: SLM №6);
Всем приветики! (Hello everyone!) (Abramovskaya, 2021: SLM №7);
Подруга / привет (Girlfriend / Hello) (G. Mua, 2021: SLM №2);
Моя неистовая девчонка (My Furious Girl) (Andryushin, 2021: SLM №3);
Яркие мои (Bright mine) (Sinyak, 2021; SLM №4).

Also, words of gratitude, such as 'thank you' often appear:

Спасибо большое за картину (Thank you very much for the picture) (N. Mua, 2021: SLM №8);
Огромная благодарность за поддержку (Many thanks for the support) (Miro, 2021: SLM №9);
Лучи благодарности вам за поддержку (Rays of gratitude to you for your support) (Bogdanovich, 2021: SLM №6);
Спасибо за все (Thanks for everything) (Sinyak, 2021; SLM №4);
Благодарочка (Thankie) (Andryushin, 2021: SLM №3).

When describing various products and cosmetics by men and women, there are a lot of positively colored adjectives, which determine the personal assessment of the author:

Отличный крем (Excellent cream) (Bulochka. 2021: SLM №10);
Офигенские новинки (Awesome novelties) (N. Mua, 2021: SLM №8);
Шикарнейшие помады (Luxurious Lipsticks) (Kaufman, 2021: SLM №5);
Потрясные текстуры (Awesome textures) (G. Mua, 2021: SLM №2);
Кайфовые продукты (High-end products) (Andryushin, 2021: SLM №3).

Women and men actively show their positive attitude towards subscribers and their warm attitude by applying praise:

Ты способен на все (You are capable of anything) (Bulochka. 2021: SLM №10);
Вы такие креативные (You are so creative) (G. Mua, 2021: SLM №2);
Огромные молодцы (Great fellows) (Stolyarov, 2021: SLM №1);
Мои самые классные (My coolest) (Bogdanovich, 2021: SLM №6);
Вы самые лучшие (You are the best) (Miro, 2021: SLM №9);
Потрясающие люди (Amazing people) (Sinyak, 2021; SLM №4).

If we turn to the distinctive features of male and female media speech, then among the women, professional texts are often mixed with the expression of their own thoughts and emotions, their state and attitude to what is happening around. For instance:

Как будто фонтаном из меня прет! (As if rushing out of me like a fountain!) (N. Mua, 2021: SLM №8);
И я обожаю ее радовать даже без повода! (And I love to please her even for no reason!) (Bulochka. 2021: SLM №10);

Это мой любимый макияж (This is my favorite makeup) (Abramovskaya, 2021: SLM №7);
Люблю / когда роскошная девушка одета в роскошный макияж (I love / when a gorgeous girl is dressed in gorgeous makeup) (Miro, 2021: SLM №9);
такая классная весна (such a cool spring) (Bogdanovich, 2021: SLM №6).
Among the transgender people, the percentage of positive MSG is lower than among the men and women and amounts to 38%. It is interesting that the transgender people practically do not use greeting words and addressees, they immediately go to the topic of publication without any introductory constructions and forewords.
Greetings from this group of people are observed only in the blog of Varvara Stranzhe, where she begins each new post with the address: "Hello, friends!". MSGs with a positive connotation relate to the expression of emotions, personal experience and are aimed at their own feelings:
Мне всегда нравились перевоплощения (I've always liked reincarnations) (Fedyanina, 2021: SLM №12);
был позитив с гудежом (there was a positive with buzzing) (Transi, 2021: SLM №14);
По-моему / получилось очень красиво (In my opinion / it turned out very nicely) (Vishnevskaya, 2021; SLM №13).
The average negative assessment in the Russian-speaking women media speech is 14.4%, for men it is 25.2%, for transgender people – 22.8%. It is clearly seen that the men have the highest indicator of the formation of negative attitude. This is due to the more frequent description of their negative experiences, expressions of negative emotions and depressed moods, which the men share with their subscribers more often than the women. The most pronounced negative assessment is expressed by the description of their depressive thoughts and suppressed emotional mood:
У меня НЕТ ВДОХНОВЕНИЯ (I have NO INSPIRATION) (G. Mua, 2021: SLM №2);
Мне грустно / мне не хватает эмоций / я не подарок (I am sad / I do not have enough emotions / I am not a gift) (Andryushin, 2021: SLM №3);
я делаю это через силу / боюсь остаться один / как же я устал (I do it through force / I'm afraid to be left alone / how tired I am) (Sinyak, 2021; SLM №4);
я от многих людей в шоке / главные враги последних недель / слишком много стресса (I'm shocked by many people / main enemies of the last weeks / too much stress) (Kaufman, 2021: SLM №5).
The reason for the formation of such a high negative assessment in the men may be self-doubt, because despite the rapidly crumbling outdated attitudes about female and male behavior, a man in makeup is still alien to the Russian society. Here, a certain psychological portrait of the male virtual communicative personality of a beauty blogger in the Russian-speaking segment of the Internet can be formed: due to insufficient support and acceptance from the society, high pressure from the audience, the male bloggers who are engaged in makeup, hairstyles and appearance may experience apathy more often than others, feel depression, which is clearly reflected in their speech.
A similar situation is observed among the transgender people, where the rate of formation of a negative assessment is close to that of the men and amounts to 22.8%. In the speech of the transgender people, obscene vocabulary, negative adjectives to describe their life experience, vocabulary to denote negative emotions, and a large amount of vocabulary referring to the past are often used. For instance:
Очень переживаю (I'm very worried) (Edkins, 2021: SLM №11);
хватит смотреть на нас как на «неведомых зверушек» (stop looking at us as 'unknown animals') (Vishnevskaya, 2021; SLM №13);
но тельце слабо / мы забываем / кто мы (but the little body is weak / we forget / who we are) (Strange, 2021: SLM №15);

НИКАКОГО ЖЕЛАНИЯ / это полнейшая тупость с отсутствием жизненных взглядов (NO DESIRE / this is sheer stupidity with a lack of outlook on life) (Transi, 2021: SLM №14);
один комментарий хуже другого / У меня сердце разрывается / люди прощаются со своей мечтой (one comment is worse than the other / My heart is breaking / people say goodbye to their dreams) (Fedyanina, 2021: SLM №12).
Such several negatively colored MSGs can be associated with the unstable self-esteem of the addressers, with the problems of accepting themselves, their new body, a new way of life, as well as problems of non-acceptance by society. In the blogs of the transgender people more often than others there are publications condemning someone else's inappropriate behavior, other people's thoughts, and views.
The average indicator of neutral assessment in the media speech of the Russian-speaking women is 37.2%, for men it is 32.4%, for transgender people – 39.2%. Here, the average indicators of all three studied groups are approximately equal. Most often, neutral MSGs are associated with the description of the process of applying makeup, the standard storytelling of the sequence of actions, or with the operation of facts. For instance:
Сделала дела по дому / я предлагаю нам завтра вместе встретиться (I did chores around the house / I suggest we meet together tomorrow) (Bogdanovich, 2021: SLM №6);
Я ХОЖУ В МАСКЕ / со многими из вас мы накрасимся (WALK IN A MASK / with many of you we will put on makeup) (Miro, 2021: SLM №9);
Пушистой кистью проходимся по зонам затемнения / опусти ее в тёплую воду (With a fluffy brush we go through the darkened zones / dip it into warm water) (Abramovskaya, 2021: SLM №7);
Кто эта девушка в красном? / бальзам наносить на губы утром (Who is this girl in red? / apply lip balm in the morning) (Bulochka. 2021: SLM №10);
занимаемся дома / пока в архивах нашлись только обложки (do it at home / so far only covers were found in the archives) (Stolyarov, 2021: SLM №1);
многие перешли на работу из дома (many went to work from home) (Kaufman, 2021: SLM №5);
напишите в комментарии / съемки в сериале продолжаются (write in the comments / shooting in the series continues) (Sinyak, 2021; SLM №4);
вернулись мы на неделю позже (we returned a week later) (Fedyanina, 2021: SLM №12).
Having conducted the study of stereotypical speech behavior among the Russian-speaking addressers, we can conclude that the media speech of the men is distinguished by the greatest emotional lexical coloring, since they have the lowest neutral plan index, the highest negative plan index, and a high positive plan index.
The women's speech has the highest positive indicator and the lowest negative one, which indicates a tendency of the female bloggers to be less categorical in their statements, to create a positive attitude of the audience and a desire to share positive emotions. The speech of the transgender people cannot be attributed to either female or male, it differs in each of the parameters, and, therefore, this may also indicate that these addressees do not belong to any of the standard genders. A distinctive feature of their speech is the highest indicator of neutral coloration, as well as average indexes of negative and positive lexical and grammatical coloration, which may indicate their special position in society and unwillingness to open to the audience to the end.
Let us move on to analyzing the speech behavior of the English-speaking bloggers of different genders.

Table 2: Lexical and grammatical Dominant assessment in the media speech of the English-speaking bloggers

plan / authors	positive	negative	neutral
women	27,4 %	3 %	69,6 %
men	27,2 %	2,8 %	70 %
transgenders	13,6 %	12,2 %	74,2 %

The average index of positive assessment in the speech of the English-speaking women is 27.4%, in the men's speech it is 27.2% and the transgender people have 13.6%. According to the digital data, the indicators of the women and the men are practically equal. Positive assessment is achieved by using positively colored vocabulary and many adjectives in the superlative degree to describe emotions and their personal attitude:

the most beautiful person inside / It's been amazing (Bible, 2021: SLM №21);
I was so excited / how proud I feel (Kattan, 2021: SLM №25);
Just an overwhelming joyful moment / I'm grateful (Westbrook, 2021: SLM №24);
Positive vibes to you / i look cute (Khan, 2021: SLM №16);
With a lil kindness for yourself / my skin's living her best life (Sios, 2021: SLM №19);
I had the best time / I CANT WAIT (Charles, 2021: SLM №18);
Pretty in real life! / DREAMS REALLY CAN COME TRUE (Thomson, 2021: SLM №17).

Most positively colored statements contain inclusive pronouns *I* and *my*, it indicates the author's good attitude towards themselves, about love for themselves and their appearance. For the Western beauty blogs, body positive propaganda is characteristic; without hesitation, the women and the men admire themselves and their bodies, showing an example to their subscribers:

I'm obviously obsessed with my nails (Lights, 2021: SLM №22);
Absolutely no makeup / but so much confidence / Even my neck looks better! (Kattan, 2021: SLM №25);
You must love yourself (Thomson, 2021: SLM №17);

Positively colored addressing to the audience is also a marker of positive speech coloring:

Hi babes / My babes (Bible, 2021: SLM №21);
Hi my loves! / Lovely guys (Kattan, 2021: SLM №25);
My sugars / beauty sis (Thomson, 2021: SLM №17);
Little sweeties / glam besties (Charles, 2021: SLM №18);
Hi lovely (Sios, 2021: SLM №19).

Many MSGs are characterized as positive due to the presence of gratitude and support vocabulary in their composition:

Thank you so much for all the SUPPORT / I give millions of thank (Noel Mota, 2021: SLM №23);
I'm so grateful for all the support (Westbrook, 2021: SLM №24);
Your support has been soooo incredible (Kattan, 2021: SLM №25);
Thank you all for the sweet birthday messages (Khan, 2021: SLM №16).

The indicator of the formation of a positive attitude is half that among the transgender people, and amounts to 13.6%. Most MSGs with a positive connotation express the emotions of the addressees, which are present in the speeches in very small quantities:

This is the best news i've gotten in my whole life! (Dragun, 2021: SLM №30);
I AM FREAKIN PROUD OF MYSELF / I'm so excited to show (De Jager, 2021: SLM №31);
I LOVE YOU SO MUCH (Getty, 2021: SLM №27).

In general, the transgender people use much less positively colored vocabulary. Most MSGs with positive assessment belong to the description of their own feelings, there is almost no description of their own appearance and body parts with positive assessment, however, it should be noted that when describing the appearance, vocabulary associated with operations, medicine, plastic surgery is used:
I'm feeling so great after completing my third surgery! (Jennings, 2021: SLM №26).
The average negative assessment in the speech of the English-speaking women is 3%, that is of the men is 2.8% and the transgender people have 12.2%. As in the case of positive attitudes, the indicators are almost equal for the women and the men, while the indicator is three times higher for the transgender people. Female and male MSGs with a negative coloration are most often used to describe their own feelings and experiences:
I miss the days / My current anxiety level / I want to give up entirely (Westbrook, 2021: SLM №24);
I'm going to miss looking up at the sky (Lights, 2021: SLM №22);
I was so nervous (Kattan, 2021: SLM №25);
He Loves Me Not (Defreitas, 2021: SLM №20);
I was so nervous at first (Thomson, 2021: SLM №17);
I'm terribly sorry to announce (Defreitas, 2021: SLM №20).
It is interesting to note that in the media speech of the women and the men there is no censure of other people's actions, there is no negative attitude towards cosmetic products. They do not express their own positive and negative opinions when reviewing a blog topic. Positively or negatively, the English-speaking bloggers, both the women and the men, describe only themselves, their actions, emotions, and appearance.
In the media speech of the transgender people, there is more often negative assessment of the actions and emotions of other people:
If u don't love me / stop looking (Dragun, 2021: SLM №30);
Don't be angry (De Jager, 2021: SLM №31);
You're against us (Getty, 2021: SLM №27).
A negative description of their feelings and emotions in the past is typical for the speech of the transgender people:
I remember feeling so terrified (De Jager, 2021: SLM №31);
Hiding in the shadows for so long (Getty, 2021: SLM №27);
I'm honestly really scared (Jennings, 2021: SLM №26).
The presence of condemnation and censure in the media speech of the transgender people is often associated with condemnation from the audience, rejection of society and discrimination of these transgender people. All transgender bloggers actively raise these topics in their publications, share stories from life and the process of their transformation. The negative description of feelings in the past is explained by uncertainty and rejection of themselves before transformation.
The average index of neutral assessment in the speech of the English-speaking women is 69.6%, men – 70% and transgender people – 74.2%. The indicator of the plan for the formation of a neutral attitude is approximately equal for each studied group. Most often, neutral vocabulary is used to describe their actions, routine events of makeup schemes and reviews of cosmetic products. This is done for the audience's self-study of topics raised in their publications, as well as for the possibility of self-assessment from addressees and the formation of their own opinion among subscribers:
I went out and got some veggies (Jennings, 2021: SLM №26);
I visited home last week (Getty, 2021: SLM №27);
I wanted to post this here (De Jager, 2021: SLM №31);
Check out the whole video (Sios, 2021: SLM №19);
Went skiing last night (Charles, 2021: SLM №18);

Part of this is freestyle (Westbrook, 2021: SLM №24);
I had a photo shoot (Lights, 2021: SLM №22).

Summing up the results of the study of the speech behavior of the virtual communicative personality among the English-speaking bloggers, we can conclude that the speeches of the women and men practically do not differ, while the speech of the transgender people has a number of distinctive features. The women and the men actively use vocabulary related to their appearance and evaluate it positively, while the transgender people avoid even naming body parts in their speech, but they actively use medical and surgical vocabulary.

The indicators of the formation of negative and positive attitudes are approximately equal among the transgender people, while among the women and the men, a positive coloration predominates over a negative one. Analyzing the information received, one can conclude that the transgender people are more open to their audience, devote their reader to all aspects of their life, sharing both negative and positive experiences with them. This is due to the need to convey to the audience the problems of transgender people, who often experience inconvenience and fear of the world around them. The women and the men, on the other hand, strive to create an atmosphere of kindness and joy in their blogs.

Making a general conclusion from the presented analysis data, we can say that the Russian-speaking bloggers are more inclined to sincere expression of their emotions, both positive and negative, as well as to a more honest presentation of information. The English-speaking virtual communicative personalities are dominated by a neutral lexical coloration of speech, which is increasingly prevalent as the number of subscribers increases and the audience expands. It is impossible to say for sure whether this is due to the individual characteristics of media speech, or this is a common indicator of all English-speaking virtual communicants, but one can trace a tendency towards a more closed nature of the media speech of English-speaking virtual communicative personalities with an increase in their influence in society.

Conclusion

When studying the differences in the media speeches among the English- and Russian-speaking virtual communicative personalities, several differences in the media speeches of the women, men and transgender people were identified.

Thus, among the Russian-speaking bloggers, the highest percentage of negative attitudes and in general the brightest emotional lexical coloring was observed in the men's media speech. The women tend to prevail in the formation of positive assessment using lexical and grammatical means. For the transgender people, all three indicators of the lexical and grammatical formation of assessment occupy a middle position between the media speech of the women and the men, which indicates the presence of female and male traits in the media speech of the transgender people.

For the English-speaking virtual communicative personalities in the media speeches of the women and the men, all three indicators are approximately equal, while for the transgender people the index of the formation of a negative attitude is twice exceeded, and the indicator of the formation of a positive attitude is twice reduced. In general, the media speech of the English-speaking transgender virtual language personality is characterized by a more open and more emotionally lexical colored manner of speech; the transgender bloggers share all the events from their lives, regardless of whether they are positive or negative.

As a result of the study of the stereotypical behavior of a virtual communicative personality according to the assessment strategy, it was revealed that the speech of the English-speaking men and women (in the context of the cultural group of beauty bloggers) has similar characteristics and practically does not differ, when the media speech of transgender people has a few distinctive features (brighter emotional lexical and grammatical coloration, openness of speech). As for the Russian-speaking virtual communicative personalities, male media speech is characterized by a greater emotional lexical and grammatical coloring, despite the widespread stereotype about the greater emotional intensity of women's speech. The media speech of the Russian-speaking transgender virtual language personality occupies a middle position between male and female media speech, respectively, it has several characteristics inherent in both gender groups.

Depending on the shift in the research vector to various previously unexplored cultural groups, one can observe a breakdown of the standard theory of gender differences of virtual language personality in media speech. Occupation, education, hobbies, individual personality characteristics can influence the formation of media speech behavior. This indicates the need for a more detailed study of the theoretical and practical basis for the study of a virtual communicative personality, including from the perspective of gender linguistics and media linguistics.

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