

## **THE PROBLEM OF NON-BINARY PRONOUNS IN THE CURRENT COMMUNICATION TRENDS**

The report presents a brief analysis of the problem of non-binary pronouns and suggested ways to overcome it.

The relevance of scientific work resulted from a low level of people's awareness of the concept of non-binary. The close regard for the problem will allow the speakers to use the correct pronouns in the future and help to become more tolerant of gender issues.

**Gender-neutral language** is a language that avoids prejudice against defined sex or gender. The goal is to avoid words that could perceive as discrimination and biased against representatives of defined gender. The main aim is to reduce the number of gender stereotypes and bring the community to social change [4].

### **Keep quiet about the issue, but it always exists.**

A human is a man. What about a woman? «He is the Subject, he is the Absolute—she is the Other», – wrote Simone de Beauvoir in her book *The Second Sex*. In it, de Beauvoir drew attention that in the world to think about human nature is not as universal but as the male[3].

The history of development and popularization of gender-neutral language has much to do with the feminist movement and women's studios. These studios were recognized as a separate academic discipline, and they were included in the curriculum of the higher educational institutions since 1980. Women have become an independent part of the scientific community, according to feminists, their contribution to scientific work began to be recognized. In this regard, the restructuring of the academic community (including her language component) began. New gender-neutral and gender-binary terms have been introduced[4].

### **The urgency of the issue is growing. Humanity stood up for support.**

American University in Washington conducts orientation for freshmen and asks for your name, hometown, and preferential gender pronoun.

Several universities have gone even further because they allow registering the desired pronouns and application forms in an official computer database.

The University of Wisconsin's LGBT Community Resource Center in Milwaukee developed the plaque, which actively spreading in various American institutions since 2011. On one side, she was given different forms of eight pronouns, from the traditional "he" ("he"), "she" ("she") and "they" ("they") to the innovations "ey", "per", "sie", "ve" and "zie". For example, the paradigm "he is his (indirect cases) – his (possessive pronoun) – himself (reverse pronoun)" will correspond to: "ey," "em," "eir," "eirs," and "eirself," or "zie," "Zim," "zir," "zirs," and "zirself"

On the back of the plate, there is an exercise in filling in the blanks, which makes it possible to practice the use of various forms of these pronouns[1].

An investment company Goldman Sachs issued advice on using pronouns last November. The company advises its employees not to make assumptions about a

person's gender by their name or appearance and, in their free time, to train the usage of gender-neutral appeals in spoken language[4].

For example, back in 2016, the Canadian Senate praised the bill and resurfaced the country's anthem to be gender-neutral. The phrase "love in all your sons" was replaced by the phrase "love in all of us"[2].

### **Indication of sex can injure a person.**

Inconsiderate pronouns when addressing a person can cause a stressful situation. Gender dysphoria is a disorder of gender identity. This concept is characteristic of the transgender state when a person cannot fully accept his or her gender status as a man or woman and feels acute dissatisfaction with it.

### **There are ways to overcome the problem**

It's necessary to raise the topic because the world will not be able to move to the side of gender neutrality. Therefore, in order not to limit people's choices, it is necessary to get rid of instructions on sex person. We may concisely mention a person without using pronouns.

Besides, it is necessary to restructure the language completely to avoid such pronouns, which can be accepted as discrimination against LGBT people. We should focus on the introduction of more gender-binary words into the language. This will help to emphasize the individuality of the person in question and show respect to her [4].

In conclusion, we can confidently say that the problem is a scientific novelty. Firstly, we need to remember that everyone is an individual and the sex of a person is the suggested option only proposed by nature. We have no right to hate a person just for belonging to the defined sex of a person. Therefore, gender-neutral pronouns should be perceived as an object of ordinary and expression of respect for the non-binary person. Otherwise, we will cause a series of conflicts and prove ourselves as incorrect nationals who are biased against each other.

So, the main goal to this day is to be polite towards one another.

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