Depending on the nature of the participants of the addressee and addressee in the communicative act, discursive activities such as monologic and dialogic are distinguished, many researchers recognize the primary and natural character of dialogic speech in comparison with monologic speech. Since dialogues characterize the communicative behavior in the interview text, which is considered a journalistic genre, it is natural for gender stereotypes to be activated in the text. In this sense, the influence of biological and social factors in the emergence of antrocentrism in language cannot be denied, despite the fact that both of them influence the emergence and formation of gender stereotypes, social factors play an important role. By identifying gender stereotypes in the language based on interview discourse materials, theoretical points can be proved. Based on different points of view in linguistics, gender can be defined as a concept or a cognitive phenomenon that is manifested in language tools and the characteristics of the speech activity of people belonging to a certain gender.

INTRODUCTION

It created an opportunity to research the speech realization of linguistic units in a cognitive direction in world linguistics, to study the situations of speech related to social status, to carry out linguocultural and sociolinguistic researches in national linguistics, and to comprehensively justify their gender characteristics. In this sense, it is necessary to clarify the cognitive, linguocultural, sociolinguistic and gender characteristics of the language of mass media, and more precisely, the characteristics of speech according to social status, situation, situation, age, gender, and to solve them theoretically and practically.

Researching the linguistic features of the interview discourse from different aspects, studying the theoretical and scientific opinions in this regard on an analytical and critical basis, including revealing the sociopragmatic and gender features of the interview discourse, the generality characteristic of language, culture and the language of different layers of society and clarification of specificities is considered one of the important tasks. In the process we are observing, the participants of the interview discourse are required to take into account thoroughness, logical reasoning, intuitive hypothesis and consistency, as well as sociopragmatic aspects specific to this process. In this process, the study of the gender characteristics of the interviewees will also help the realization of reality in the listener's mind and help the listeners to understand more clearly and thoroughly what is being said.
METHOD

Modern science, especially linguistics, attracts attention with the presence of specific interdisciplinary approaches to the study of related phenomena. The need to draw information from relevant sciences or fields in the explanation of certain arguments depends on the change of focus when considering scientific objects in the direction of anthropocentrism. In this way, the introduction of cognitive-pragmatic and sociopragmatic approaches to language phenomena has been activated in modern linguistics. On the one hand, language is a means of communication, and on the other hand, it is considered as a phenomenon arising from the specific characteristics of social consciousness.

It is not for nothing that the specific interview discourse problems in the language have become the object of research of many linguists. This can be explained by the attention and interest in the problem of media discourse in recent years, the development of modern linguistics in the anthropological paradigm. The gender, cognitive, and pragmatic features of the interview discourse have been expressed in the works of several linguists. Gender factors in language were researched by Russian linguists - genderologists A.Vaskova, A.V. Kirilina [1] and others. In their scientific works, gender is studied as the main concept of language culture, as a factor of expressing the features of communicative functions of language. V.A. Nikolskaya determined the explicit and implicit characteristics of gender formation in English phraseology and paremiology by analyzing the gender imbalance in the language [2]. Many works on discursive analysis of interview texts have been carried out in Russian linguistics [3]. However, the problem of discursive research of interview texts in Uzbek linguistics has not been specifically studied until now.

RESULT

The study of gender relations and their analysis is one of the important issues for linguistics, because the gender problem represents issues such as raising spirituality, self-awareness, and respecting human rights. Taking into account the close connection of the language with the speaker, it is natural that the issues aimed at studying the mind, worldview, mental and practical activities of the speaker are reflected in gender relations. The study of the dialogical nature of human thinking and communication dates back to the history of the development of scientific knowledge, that is, to ancient times. For this reason, the modern form of dialogue has a multi-layered, practice-oriented character and is analyzed in the field of cognitivism, linguocultural studies, linguo-pragmatics, sociolinguistics and other integral sciences. It is known that the journalistic interview is one of the methods of obtaining information, and gender characteristics are also expressed in this socially important genre.
As in other fields, in Uzbek linguistics, research has been started on the basis of stabilizing scientific paradigms of world linguistics, expanding the scope of our language, and developing it in every way. However, the lack of sufficient research on media language in Uzbek linguistics puts the task of conducting research in this direction on the back burner. Discourse, discourse analysis, discourse dialogue, the issue of their application in various aspects of media language, the issue of using our language based on the cognitive, social, mental, and gender characteristics of our language in this process is waiting for its solution. Because until today, in the language of all types of mass media, there is a slight departure from the criteria and morals of the literary language, in the issue of using the rich opportunities of the Uzbek language in the process of expressing ideas, in the issue of sociolinguistic and linguocultural research of the unique nature of the Uzbek language. There are many problems related to language especially in the cognitive module of the interview discourse, which has gained a certain status in the mass media of the world. This situation puts the task of quickly solving this issue in the foreground. These problems show the relevance of the topic chosen for the dissertation.

In the interview discourse, the social characteristics of the parties - age, level of education, representative of which region and which social sector are important features require attention. After all, interviewing and exchanging opinions based on the age, specialty, and representative of each region in the interview discourses ensures a professional outcome of the process. Due to both biological and social factors, it is natural that male and female speech styles differ from each other. A number of researches carried out today confirm that the peculiarity of linguistic genderology is the practical direction of studying male and female speech. It should be noted that not only within this topic, but also in the interview discourses, the existence of specific patterns of male and female speech is not denied. Therefore, it is important to consider the gender aspect in the process of interview discourses. Gender has a universal nature, it has its own means of verbal expression in any type of communication.

In the English-Russian dictionary of V.K. Muller, the concept of gender has two meanings: the first is "grammatical gender" and the second is "gender" - a game sign [4]. T. de Loreti speaks thoroughly about the meaning of the category "gender" in the dictionaries of different countries: in the dictionary of the English language (The American Heritage Dictionary of the English Language), the word "gender" is primarily a classification term, among others, it is defined as a morphological feature ("grammatical gender"). Another meaning of the word "gender" in this dictionary is "sex classification; gender" [5]. Another meaning of gender in the "Dictionary of the American Heritage of English" is explained as "representation". Therefore, gender is not a social relationship of biological gender, but a manifestation of each person in terms of specific social relationships. In the words of T. de Loreti, the gender system is a sociocultural construction and a semiotic tool, a system of ideas that imposes values (identity, prestige, status in the social hierarchy) on individuals in society" [6].
Therefore, the gender factor can influence a person's speech and determine the level of cultural speech in interpersonal communication. It is also possible to add that it is wrong to judge that the fact that the same genders are of the same age or live in the same place and time leads to the same speech culture. It is natural that there is a difference in the dialogic or monologic use of cultural language in the speech of a woman who works in the village and in the city - in an environment where information is widespread. The same can be said about men. After all, in sexual culture, gender is closely connected with the biological and anatomical characteristics of a person, has a normative character and is also manifested in language. Accordingly, gender hierarchies and gender-based behaviors are not inherently determined, but are "constructed" by society, determined by institutions of social control and cultural traditions. Also, it is appropriate to look at gender relations as an important aspect of sociality, that it specifically expresses the characteristics of its system and creates relations between the subjects of speech. At the same time, gender relations are determined in the form of culturally determined stereotypes in the language, leaving traces in the behavior of the individual, including speech, and in the processes of linguistic socialization. In general, the term "gender" is used to describe the social, cultural and psychological aspects of "male" as opposed to "female", i.e., the unique and important characteristics that define the position of people, women and men in society, that shape stereotypes and roles, embodies all [7].

It can be seen from the research that in world linguistics, a lot of research has been conducted on the expression of gender characteristics in linguistic units. The study of gender symbols is also approached based on the methodological features of the text. In particular, gender analysis is also reflected in research on metaphors in official speech. The gender characteristics of the formation of metaphors are distinguished and explained. The topics based on the metaphor are different from the topics presented in men's speech, and the communication between the genders is described on a scientific basis. Metaphors used by women, characteristics of the speech of female leaders in higher education were analyzed [8].

In fact, gender is one of the factors that determine a person's social, cultural and cognitive orientation in the world. Secondly, they are used differently depending on the characteristics of men's or women's speech.

In the course of human communication, words and expressions of a foreign language are used with the purpose of a specific image.

So, since the interview discourses are also between the genders of people, it is necessary to take into account the use of the term "gender" in modern science. Existing research in gender linguistics confirms that there are many differences between men's and women's speech. This can be determined by analyzing the speech of characters in artistic texts or participants in debates, discussions, conversations, interviews, which are widespread in the media.
The study of the artistic language from the gender aspect opens the way to understand it in close connection with linguistic methods. In artistic speech, the function of language as a function of self-expression is fulfilled more fully. Through the artistic language, verbal images in the text, the worldview of its creator are revealed, which is determined by other factors and the author's gender assessment. It can be concluded that the interview discourse is the same.

By studying the text of interview discourses, it is possible to determine gender differences in the Uzbek language, sociopragmatic and gender specificities of female and male speech. This interview provides an opportunity to learn about the social situation of the period or society during which the conversation is taking place through the features of the language, as the meaning-essence of the discourse provides a real reality in the mind of the listener. Therefore, gender is not a social relationship of biological gender, but a manifestation of each person in terms of specific social relationships. In Loreti's words, the gender system is a sociocultural construct and a semiotic tool, a system of ideas that imposes values (identity, prestige, status in the social hierarchy) on individuals in society.

In the interview discourses, there are different linguistic devices that distinguish between female and male speech. For example, there are some linguistic units found in men's speech that are not used in women's communication. Lexical units found in women's speech are not found in men's speech. Let's take an example: I am married to this man, the father of my children, and we lived together for about fifty years. I agree with this person. May God be pleased with it. Living together and doing his service, we were not angry to each other. My children's father is a family man. He talks about me and our children. He never raised a hand to me. I am happy to have such a husband. I thank God.

So, the lexical units used in a woman's speech show how it is by gender. This is important in the interview discourse.

As we have already mentioned, gender hierarchy and gender-based behavior are not determined by nature, but are "developed" by society, determined by institutions of social control and cultural traditions. What does this mean? Vocabulary units used by a certain region or a people are not used by women or men of another region. The lexical units used by the women of Fergana side, the lexical units used by the people of Samarkand or Kashkadarya, Jalalabad, are hardly used by the women of Syrdarya or Tashkent. For example, when asked by the women of the Fergana Valley, the members of the household list their family members one by one, "Are you sitting?", "Are the children and grandchildren healthy?", "Essomiz" ("Are you safe"), "Are you walking?"; When men see them, they say "Health?", "Are you healthy?", "Are your lives and property safe?" they use exclamations like The following expressions can be observed in the prayer of old Kazakh women living in Tashkent region: “Barg’an jaylarcing o’t bo’ilsun, palaketter joq bo’ilsun. Alg’yn, aldyrma…”. Algyn, aldyrma...”. However, this is not the case in men's speech. In Kashkadarya, Surkhondary region, when women ask men to do something, they
speak in the third person: "Why does he not know how to behave like people. The work he did was done well. Can't you think about the future of your children?" If city women use the suffix "-lar" in the sense of respect when talking about their spouses, Kokan and, in general, women of the Valley use the suffix "-sh", "-ish" in the part of the sentence: "Dad teaches at the institute they give." "Our father teaches at the institute."

It is reasonable to consider that the objects mentioned in the next section consider gender relations as an important aspect of sociality, express its system features and establish relations between speech subjects. At the same time, gender relations are defined in the language in the form of culturally determined stereotypes, leaving traces in the behavior of a person, including speech, and in the processes of linguistic socialization. In general, the term "gender" is used to describe the social, cultural and psychological aspects of "male" as opposed to "female", i.e., the unique and important characteristics that define the position of people, women and men in society, that shape stereotypes and roles, embodies all, and this state is manifested in all languages. Such a process can be witnessed when the mass media is observed, when interview discourses are organized in Russian or English. The gender factor has a direct impact on the selection and combination of language tools in the creation of oral and written speech. "It shows that there are certain differences between men's and women's speech manifested at the level of language, that is, language phenomena such as vocabulary (characteristics of the organization of men's and women's vocabulary), phonetics, morphology, spelling, syntax characterized by" [9].

A number of studies carried out in the world confirm that the peculiarity of linguistic genderology is the practical direction of studying male and female speech. Just as research conducted on the basis of the language of artistic texts written in the native language does not deny the existence of specific patterns of male and female speech, research in the field of genderology also requires certain patterns in the conversation process. On the one hand, they are neutral, that is, free of expressive-emotional units, on the other hand, they are enriched with the same elements. One of the important studies in Russian linguistics in this field was carried out by T. B. Kryuchkova. According to her, the linguistic system of texts related to women and men includes different elements of speech, and they differ from each other in terms of gender, nationality, manner of speaking and other aspects of male and female characters. According to T. B. Kryuchkova's opinion on this issue, "The use of sentence fragments in literary texts was analyzed and statistical results were recorded. It was concluded that women use more pronouns and prepositions, that they tend to use more and more often the imperfect verb "not" and prepositions "na-na", and men often use nouns."[10]. Such situations that occur in literary texts are also clearly visible in interview discourses. Only in this case, the writer's remarks fade into the background and do not participate in the speech. This issue is considered as a key factor to analysis in any field of Linguistics as well [12, 13, 14, and 15].

Only in this case, the writer's remarks fade into the background and do not participate in the speech. As proof of our point, let's turn a small artistic text into an interview discourse text. Kochkor Norqabil has a story about his memories of the Afghan war - it is called "Tulip in the
Snow”. According to the story, an Afghan man is seriously wounded in battle. He is treated by a female doctor named Irina, who is three years older than the fighter. Love will appear between them. After the Afghan man recovers, he will return to the military unit and then return to his country in good health. Years will pass. The young man is studying at the Faculty of Journalism. He works in a newspaper. He gets married and has children. One winter day, Irina comes to ask him. Calls from the editors. They will see. The young journalist does not recognize Irina Mikhailovna at first. After Irina reminds him of some details, he remembers the Afghan events:

-That's it!.. And I didn't forget you. -The woman spoke in a very restrained, slightly resentful tone. But the smile on his face did not fade. -Yes, well, remember... 1987. Summer. Faizabad. Irina Mikhailovna. Now you remember?

It was like lightning struck my mind. I was shocked. Something broke inside me, as if. Involuntarily, I sent it. My knees were shaking and I was exhausted. I was still confused, unable to imagine that the leprous figure in front of me was the same Irina Mikhailovna from sixteen years ago. Irina, sixteen years ago, was embodied in my imagination with the help of a feeling, a momentary power. Yes, that's it. There is a magical meaning in Tim's black eyes. The brightness of his face, his looks, his laughter are the same...

I'm losing myself...
I said with a trembling voice:

- How did you find it? Is it you? Oh my God! Now, Irina ... Now ... Don't rush, think about it ... Yes, you! NMIU, 2018).

This is a fictional text adapted from a story. If this artistic text is turned into an interview discourse, it is natural that certain differences will arise between them. In the first case, the image of the emotions of the interlocutors is restrained. Secondly, the expressiveness of the lexical units used in them cannot rise to a high point. We would like to say that interview discourses and their gender aspects are a little more restrained than in artistic discourse, in situations where emotions are not transferred. -That's it!.. And I didn't forget you. - The woman spoke in a very restrained, slightly resentful tone. But the smile on his face did not fade. -Yes, well, remember...1987. summer Faizabad. Irina Mikhailovna. Now you remember?

- How did you find it? Is it you? Oh, my God! Now, Irina ... Now ... Don't hurry, think about it ... Yes, you!..
- Actually, I'm getting weird. Irina, how did you find me?
- Why not? How did a woman living in Moscow unexpectedly appear here?
- Yes, maybe. Oh, no. What can I say...
- I have your address. I called the place where you grew up. They said in Tashkent. Is it difficult to call from Moscow?
- My place of residence... Still. Oh, stop, ugh. What can I say?
- I found it. Yes, it is. You will find out later. I realized that I can't afford to live without you. do you understand I can never bear to live in debt to fate, to you, to my conscience. (Norqabil Kochkor. Life is different here. T.: NMIU named after Gafur Ghulam, 2018).

**CONCLUSION**

As we have seen, the formation of socio-cultural characteristics of gender is the result of the manifestation of gender stereotypes in the language, the attachment of a number of norms and values to each gender in a certain culture. These norms and values create an image of the individual world, and are formed depending on the attitude of the individual to the world, nature, society and himself, and as a result, a unique image of the world of a certain society is created. Gender stereotypes often function as social norms. This feature is evident in the interview discourses. In the process of interview discourses, the social norms of gender are realized in the communicative position of the interlocutors. Regulatory and informational pressures force the process to adhere to gender norms. Regulatory pressures come into play when efforts are made to conform gender roles to avoid social approval and social disapproval. When gender norms begin to be considered correct, informational pressure occurs. Because there is influence from social information. Because the way of life of a person requires it to be like this: women cannot assimilate all the information about men into their minds, or it is not in accordance with the culture of behavior for men to say things about women. Gender differences are natural here; therefore, gender roles are accepted and followed.

**References**