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GENDER AS A FEATURE OF RECEPTION IN LITERARY STUDIES

The perception of the world, the environment, life, information is a complex mental process consisting of a layer of concepts that are not similar to each other from an individual point of view. Today, «perception» has become a hot topic in various scientific fields. «Perception» is not only a psychological phenomenon, but also a cognitive system realized through a combination of physiological nature, social environment, proper functioning of the cerebral cortex and cognitive processes.

The article analyzed the scientific works of domestic and foreign researchers on the topic. We tried to analyze the perception of readers of fiction in the online book platform of Kazakhstan Kitap.kz, dedicated to domestic and foreign literary works.

Based on the methods of analysis and experiment carried out on this topic, scientific conclusions were identified that in the future can be used in Literary Studies, cognitive studies, gender differences and in writing dissertations.

Keywords: gender, reception, fiction, perception, reading, literary study.

Introduction

The perception of the world, the environment, life, information is a complex mental process consisting of a layer of concepts that are not similar to each other from an individual point of view. Today, «perception» has become a hot topic in various scientific fields, such as psychology, physiology, neurobiology, neurolinguistics, cognitive sciences, etc.

In the scientific article we tried to understand the theory of reception from the point of view of Literary Studies. We all read works of fiction all the time, but we draw conclusions in different ways. From the point of view of the gender aspect,

there are very few studies in literary criticism that can answer this question: why do male readers and female readers perceive what they read differently and how science explains this?

«Perception» is not only a psychological phenomenon, but also a cognitive system, realized through a combination of physiological nature, social environment, proper functioning of the cerebral cortex and cognitive processes. If we focus on perception from a scientific point of view, it is directly related to the cerebral cortex. The cerebral cortex is the outermost and newest part of the brain. This part performs functions such as logical, cognitive thinking, decision making, and responding to external signals. Through this part of the brain are realized human motor skills, speech, mathematical thinking, spatial thinking, and memories. The right and left hemispheres of the brain also perform two different functions: the right is responsible for logical, creative and intuitive processes, and the left is responsible for analytical processes [1]. To understand the process of perception, it is enough to study the work of the right side of the brain. Robert Sapolsky's «Human Biology at Our Best and Worst» activity on the right side of the human brain includes mental processes such as intuition, perception, emotion, nonverbal communication, adventurism, imagination/art, and impulsivity. That is, actions that seem to occur automatically for us, such as writing, perceiving, imagining, and interpreting a fiction that are systematized by the functioning of the brain.

In this article, we tried to understand the reason for gender differences in the perception of a fiction and define the reasons why readers perceive what they read differently.

Materials and methods

In an in-depth study of the topic were used methods of empirical analysis such as description, experiment, analysis and comparison.

Domestic and foreign scientific works of recent years on the reception of a work of art and the problem of gender are considered and a comparative analysis is carried out. The relevance of the scientific article was determined through analysis. Using the literary platform Kitap.kz, an experiment was conducted to determine gender characteristics and the specifics of reception in literature.

Results and discussions

Reading, understanding and interpreting a fiction is an entirely emotional process. This process involves the human dorsolateral prefrontal cortex (dlPFC), amygdala, ventromedial lobe (vmPFC), and anterior frontal cortex. The prefrontal part of the brain is involved in finding the correct solution to the information received, in the case of multiple choice answers that are recognized as appropriate in the logical, cultural and social environment. What is a socially acceptable solution? For example, suppose a reader has the opportunity to make a decision based on a particular work of fiction. A train moves at high speed along the railway

tracks. Five people were tied to the first track of the railway, and one person was tied to the second track. When a person is asked what decision you are making, from a humanistic point of view, the human brain tries to find a solution that is «right» according to social norms and acceptable to others (the environment). If this part of the brain is damaged, it tends to make cruel, callous, unfeeling, pragmatic decisions [4].

We witnessed areas of the brain continuously working while making decisions about a passage we had read. That is, the information does not automatically come to the reader's mind. This is a complex mental, neurological, cognitive process that occurs under the influence of factors such as the functioning of the parts of the brain responsible for the emotional decision of the reader, level of education, environment, life experience, age, gender, level of proper personality development and education.

Scientists conclude that there are significant differences in the cognitive and receptive processes of men and women. This depends on the level of functioning of analytical, pragmatic thinking in men and logical, emotional, fantasy thinking in women. Differences in the process of perception are associated with the concepts of «sex» and «gender». Gender is a biological difference, gender is a social difference. However, assessing gender perception primarily based on biological characteristics is also common in society [5]. In recent years, there have been claims that the characteristics of gender perception depend on the size of the brains of men and women. Physiologically, a woman's brain size is indeed smaller than a man's brain, but if we take into account that a person's level of thinking and cognition is influenced by the cortex and neural connections, and not by brain size, we can see that this conclusion is erroneous. Another fact to note is that women's physiology, that is, body size, is smaller than that of men. The largest animal in the world, the sea whale, has a brain a thousand times larger than that of an individual, but this does not prove the above hypothesis that whales are rational and intelligent creatures.

Simon Baron-Cohen, a psychologist at the University of Cambridge, concluded that the male brain is «systematic» and the female brain is «empathetic.» For this reason, it is concluded that men develop the skills of hunting, ingenuity, innate aggression, conquest, management and leadership, while women are characterized by characteristics such as friendship, kindness, motherhood, raising children, caring, etc [6].

Pathological studies show that the neural network in the area of the brain responsible for speech is better developed in women. According to this, a woman can simultaneously collect various information from visual, taste, olfactory, sound and tactile sensations.

The above-mentioned «systematic» and «empathic» qualities are manifested in the perception of a work of art. We tried to analyze the opinions of readers on an electronic platform dedicated to domestic and foreign literary works, as an experimental basis for determining the specifics of gender reception. For this we used the largest online book platform in Kazakhstan, Kitap.kz. This platform is used for reading and listening to more than six thousand books in the Kazakh language. Here are collected Kazakh and world classical and modern literature works, works of young poets and writers. For the convenience of readers in our country, the platform application is also available. We tried to analyze readers' comments on works of fiction in the «Most Read» section of the Kitap.kz platform in order to determine the characteristics of readers' perception of a literary work, readers' opinions and emotional gender differences. The main goal of the analysis is to determine the gender specificity of the reception of a work of art.

One of the most read works on the Kitap.kz platform is «Wild Apple» by Sain Muratbekov (Сайын Мұратбеков, «Жабайы алма»). The author tried to share with the reader the life of the Kazakh people during the war years through the stories of his childhood. The current theme of the work is good and evil, morality that cannot be tested by fate. Comments about the product were written a month ago, and the latest ones have existed for 5–6 years.

Table 1

№	User's full name indicated on the Kitap.kz platform	Gender	Reader's opinion	Keywords that determine the reader's gender identity
1	Кусаннова Кытай	Female	I can say that this is one of the most powerful works of Sain Muratbekov. The author describes the difficult life of his childhood during the war years. It can be said that the ardent and pure love of Toktar and Nazira, two lovers who made a deal, shines like a shooting star. The lover goes to war and to the enemy, and after a while the black paper arrives. But fate decided to separate the lovers. This was not only the cry of Nazira, who had lost her lover, but it was the suffering and grief that befell many due to the war. Even in such situations, one cannot help but admire the images of Kazakh youth who run to the aid of the people without giving up. The writer did not succumb to his imagination, but managed to fit into this one work the life of an entire era or period. I recommend everyone to read this book!	Childhood, village life, two lovers, love, bad news, regret

2	andzhibaiakbota	Female	Great book (book smiley) This is a book that brings back memories of village life and memories of the past. Each character has its own characteristics and qualities. Interesting book ☐ (star emoticon)	Village life, past, nostalgia, special character
3	serikbaevan	Female	I regret that the book ended so quickly! In our busy lives, sometimes we do not understand the value of calm, peace, parents, relatives, the work is very impressive!	Regret, hunger, peace, family values
4	aibek.kz.skill	Male	In one of the dialogues in the chapter «Turzhan-Leader», a mistake was made, the speech switches to another situation, before it ends, the situation in the office is interrupted while the firewood is being kindled.	There is a grammatical error in the electronic version.
5	Turarov Bakytbek	Male	A wonderful work about the state of an ordinary Kazakh village during the war!	Kazakh village during the war
6	Нұрәліұлы Тұран	Male	Great book. I finished reading. Large-scale work with meaning. Village life during the war is described.	Meaningful work, war years, village life
7	zhansayaaa0222	Female	A very good book. You laugh, you cry. Once you start reading, you won't be able to put it down until the end of the book. I recommend reading it)	Emotion
8	keulimzhaevaarailym.2008	Female	Very cool! I like it. It tells the story of those who overcame their hardships, from a child who worked during the war to a stooped old man. Great book! (heart emoticon)	Years of war
9	Сауданбеков Айдар	Male	The book made a huge impression, the end seemed to be lost... The present time is a peaceful time, a prosperous time, but we do not know its value! Many thanks to the author who came up with this application!	Peaceful times, prosperous times, understanding the value of life
10	tlek.yespolov	Male	Kazakh literature should be studied using such books! Easy to understand, choice of words is excellent, most of the words are common. After reading this book, you will be convinced that Sain Muratbekov is a master of interesting storytelling.	Kazakh literature, an understandable work, an opinion about the author.

Of the 10 selected comments to Sain Muratbekov's story «Wild Apple», there were 5 male readers and 5 female readers. As a general opinion for both types of readers, we have defined the linguistic units «war period», «village life»/«village life». And as we have found out, male readers describe their opinion about a work of art unemotionally, briefly, or give advice to new readers. Comments from female readers are full of emotions, images and feelings. In addition, we found that female readers are more likely to use electronic images, that is, «emoticons»/«emoticons»

that display emotions in the virtual world, compared to male readers. This is the most common way of showing empathy, feelings and emotions among young people.

As a gender difference, you can pay attention to the number of opinions expressed in a work of art. Compared to a male reader, a female reader tries to express her thoughts fully, voluminously and figuratively. It can be seen that the woman is trying to convey her emotions to others through her large vocabulary. And the answers from male readers are very brief, specific, in a form that expresses their thoughts or specific conclusions.

It should be noted that 80–85 % of more than a hundred comments given on the platform to Sain Muratbekov's story «Wild Apple» are the opinions of female readers. Most male readers tend to use language units consisting of just one word/phrase in their opinion about a work, such as «good», «wonderful», «understandable», «a work worth reading».

The next work in the «Most Read» section on the Kitap.kz platform is the novel «Kamar Sulu» by Sultanmakhmut Toraigrov (Сұлтанмахмұт Торайғыров, «Қамар сұлу»). The main theme of the novel is the inequality of women in Kazakh society, the fate of women, and social problems of that time.

Кесте 2

№	User's full name indicated on the Kitap.kz platform	Gender	Reader's opinion	Keywords that determine the reader's gender identity
1	Онжанова Рита	Female	I want to read and read letters from Kamar and Akhmet.	Love letters
2	Kamal Dilara	Female	This is a wonderful novel. But it's sad.	Sadness
3	Муканова Рыскуль	Female	It was very sad, I cried, read for two hours, feeling sorry for poor Kamar.	Sad
4	Жорабекова Қарлығаш	Female	What a beautiful love, nowadays there are such ignorant people, this is a modern type, I cried, Ahmet gave his life for Kamar, with humiliation and cruelty shown by ignorant people!	Love, cruelty, death

5	Маданова Жұлдыз	Female	How can you sell a person for cattle? A very sad story. The author wrote the work to reach the reader's heart.	Selling for livestock, a tragic event
6	zanatturganbaev20	Male	What cruelty... ignorance	Cruelty, ignorance
7	zhandos612	Male	Thanks to those who wrote this down in the book. This is a wonderful book, which is a testament for Kazakhs, an example for Muslims and a reminder of God's justice.	God's justice, Muslim, commandment
8	Сауданбеков Айдар	Male	This is a clear picture of the sacrifice of our sisters and brothers for the sake of cattle, and unfortunately, we still have such people who are sold for money. This is a wonderful piece.	Sacrifice, money
9	madyarmoldabek	Male	Actually, this is a good book. Unless the ending is ambiguous. I recommend reading	Good book
10	abaitomi.abeke	Male	Falling in love with each other, why did it all end this way?	Lovers

Of the 10 selected comments, 5 are the opinions of male readers and 5 are the opinions of women about the novel «Kamar Sulu» by Sultanmakhmut Toraiyrov. We defined the linguistic units «lovers» and «cruelty» as a common opinion for both types of readers. From an empathic point of view, the opinion of female readers is emotional, full of feelings and close to the form of expression of the true thought that arose during the reading of a literary work. Male readers expressed analytical and pragmatic opinions about «money», «religion», and the unwritten «law of Nature». Due to the volume of comments, the form defined above in connection with Sain Murabekov's story «Wild Apple» is repeated.

Conclusions

Reading a work of fiction is the most effective means of developing a person's cognitive, educational and logical abilities. Understanding a work of literature is one of the most valuable ways to develop the imagination and vocabulary of children, adolescents and adults. According to scientific research, when reading a work of fiction, neurons in the frontal part of the human brain, that is, the part that recognizes the world, responds to emotions, empathy and creativity, significantly

develop. Gender, education, social status, upbringing and experience – all this contributes to the perception of the information read. In this regard, to prove our hypothesis, the following conclusions were revealed during the above control experiment:

- the male brain is «systematic», the female brain is «empathic»;
- female reader – emotional, male reader – pragmatic;
- the vocabulary of a female reader is twice as large as that of a male reader;
- the reader often uses not only words, but also symbols to express her emotions;
- if a female reader pays attention to such issues as love, feelings, family, childhood, women's destinies, everyday life, the character of the heroes of a literary work, then male readers more often emphasize the structure of the work, literacy and understandable presentation, historical facts, politics and religious issues;
- Female readers comment on the work they read more often than male readers. That is, it is important for a woman reader to express her opinion, share it with others, and create communication.

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ӘДЕБИЕТТАНУДАҒЫ ҚАБЫЛДАУДЫҢ ГЕНДЕРЛІК ЕРЕКШЕЛІГІ

Дуниені, қоршаған ортаны, өмірді, ақпаратты қабылдау жеке көзқарас тұрғысынан бір-біріне ұқсамайтын ұғымдар қабатынан тұратын күрделі психикалық процесс. Бүгінгі таңда «қабылдау» әртүрлі ғылыми салаларда өзекті тақырыпқа айналды. «Қабылдау» тек психологиялық құбылыс емес, сонымен бірге физиологиялық табиғаттың, әлеуметтік ортаның, ми қыртысының дұрыс жұмыс істеуі мен танымдық процестердің үйлесуі арқылы жүзеге асырылатын танымдық жүйе.

Мақалада тақырып бойынша отандық және шетелдік зерттеушілердің ғылыми еңбектері талданды. Біз отандық және шетелдік әдеби шығармаларға арналған отандық Kitar.kz онлайн кітап алаңында көркем әдебиет оқырмандарының қабылдауын талдауға тырыстық.

Осы тақырып бойынша мақалада жүргізілген талдау және эксперимент нәтижелерін болашақта әдебиеттану саласында, танымдық зерттеулерде, әлеуметтік зерттеулерде және дипломдық жұмыстар жазуда қолдануға болады.

Кілтті сөздер: гендер, рецепция, көркем шығарма, қабылдау, оқу.

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ГЕНДЕР КАК ОСОБЕННОСТЬ РЕЦЕПЦИИ В ЛИТЕРАТУРОВЕДЕНИИ

Восприятие мира, окружающей среды, жизни, информации – сложный психический процесс, состоящий из пласта понятий, не похожих друг на друга с индивидуальной точки зрения. На сегодняшний день «восприятие» стало актуальной темой различных научных направлений. «Восприятие» — это не только психологический феномен, но и когнитивная система, реализующаяся посредством сочетания физиологической природы, социальной среды, правильного функционирования коры головного мозга и когнитивных процессов.

В статье анализировались научные труды отечественных и зарубежных исследователей по теме. Мы попытались проанализировать восприятие читателей художественной литературы в книжной онлайн-платформе Казахстана Kitar.kz, посвященной отечественным и зарубежным литературным произведениям.

По методам анализа и эксперимента проведенной по данной теме были выявлены научные заключения, которые в будущем могут быть использованы в литературоведении, в когнитивных исследованиях, гендерных различиях и в написании дипломных работ.

Ключевые слова: гендер, рецепция, художественное произведение, восприятие, чтение.

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