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Annotation. This article provides detailed information about the color of words used by men and women, who are the backbone and main link of society, and its role in society.

Key words: *lexems, emotions, women's languages, neologisms, circumstances*

**"Speech is power: speech is to persuade, to convert, to compel."
Ralph Waldo Emerson.**

When the society, the state, the whole earth embraces the representatives of both sexes, they have a different worldview, a different universe. Their behavior, thinking, communication, and culture in general are different from each other. And these thoughts are about men and women. A woman and a man belonging to the same species have their own place in society, but they differ in this respect. Their speech is different. That is, from the point of view of linguistics, significant differences are also observed in the language units they use. The lexemes used by women and men in the speech process have their own significance. Women's behavior and nature are owners of strong sophistication, so they often use attractive and colorful lexemes in the process of communication. In them, we can observe the mental processes of surprise, sadness, joy and other similar emotions.

Gender of speech classification was known in the 17th century, during which new primitive tribes were discovered and there were significant differences in their speech depending on the gender of the speaker. First of all, it concerned the verbal behavior of women, more regulated than men, so initially in scientific descriptions.

The concept of "women's languages" was discussed. Often differences appear in the dictionary. In women, the accent of logic is used very actively, and the pause is used in men's speech. It will be relatively short. Also, lexemes used in the speech of women and men have their own place. New scientific and professional lexemes are more and more active in men's speech. Also, women in everyday life to avoid it in official communication, using neologisms effectively they try.

Initially, the differences in speech were explained by the nature of women and men, that is, he believed that they are constant factors, depending on the nature of each person. The possibility of differences with the development of sociolinguistics in the 60s of the century feature is set. Before looking at the differences in the communication styles and practices of each gender we must know that there is great diversity. Most women and men to the situation, different conversation and speech depending on the purpose, the role played and the context have abilities. Researches in the field of sociolinguistics and this data on gender differences in male and female speech on achievement in the field. A system of features is formed.

Men's speech is saturated with information, facts, figures and logical conclusions in which words with clear meaning prevail. Because women are inherently complex, they are also in the conversation process attractive and colorful lexemes, words expressing personal attitude, positive uses colorful words more. For example, in bachelor party - all the women talk at once, no one else does not listen, does not get into the essence of the conversation, but the real pleasure of the communication process takes. Women's speech is exclamations: "Oh!", "Ah!", "Well, in general!" and various others it is full of stylistic units - metaphor, allegory and, of course, exaggerations. This situation proves that women's speech is full of emotions and feelings. The content of the address is different - joy, fear, anger, compliment, expression with the addition of shades of meaning such as hatred is primarily social

depends on the attitude arising from the environment and circumstances. And that's the language in order to realize the relationship as it is, in accordance with the truth will be a tool.

According to the facts, women use about 20,000 words a day, while men use only 7,000. For men, speech serves only as a means to get to business and business, even if it is the temptation of a loved one. Unlike women, they take everything literally, because they are used to speaking clearly as if they were giving orders. It is not surprising that men love women who are submissive to them. Men dominate the conversation and independently choose the topic of communication. At the same time, they hardly switch to another topic and may not respond to the interlocutor's words or stubbornly try to divert to the chosen direction. Women make it much easier to move from topic to topic, and sometimes they contribute to such an exchange in their gestures.

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