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**Abstract**

**Key words:** pragmatics, sociolinguistics, gender, communicative strategies

The current paper consists of an introduction, two chapters and a conclusion. The first chapter includes the theoretical materials concerning the notion of gender and theories, which explain why gender differences in communication exist. The second chapter focuses on the analysis of two talk shows *BBC Breakfast* and *The One Show.*

The present paper is devoted to gender differences in communication. It is important because the research singles out similar and different features of male and female communicative styles so that it helps to understand that gender roles are changing and it finds its reflection in language. It gives evidence of the fact the modern society is moving towards gender equality.

The aim of the present work is to analyze the difference in conversational styles of male and female speakers on the material of British talk shows. The focus of the study is on the following parameters: the number of questions in the speech, the number of tag questions, interruptions, feedback, and interaction between the hosts.

In the course of the research the methods of conversational analysis were used. To assess the number of various speech strategies used by male and female speakers we employed quantitative analysis.

The findings of the research bring us to the fact that the gender in conversation can be regarded as a *“shifting”* factor. The choice of a communicative strategy which is used in a particular situation depends on the pursued aim of the conversation and the image of self that the speaker wants to create. The peculiarities of the female and male communicative styles are not always exhibited in actual communication to full extent.

The present bachelor thesis opens prospects for developing other related topics, for example, studying the difference in interaction within one-gender and mixed-gender groups. Another problem worth looking into is the correlation between gender and social factors in communicative behaviour of males and females.

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