

**Subject matter:** «The translation of gender marked items in English»

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**Topicality of the research:** the difference between man and woman speech is thoroughly dealt with because the concept of gender is of great importance nowadays.

**Objective of the research:** to state the existence of language variations in naming virtual reality.

**Tasks of the research:** to define the peculiarities of male and female characteristics in naming things.

**Theoretical and practical significance of the research:** this work is very important for linguistic research to explain the usage of different lexical items.

**Results of the research:** the analysis showed the different transformation techniques that are used in translating gender marked items.