

UNIVERSITI MALAYA
ORIGINAL LITERARY WORK DECLARATION

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GENDER INFLUENCE ON LOCAL ADVERTISEMENTS
OF MOBILE PHONE SERVICE PROVIDERS

Field of Study: LANGUAGE AND GENDER

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ABSTRACT

The purpose of this study is two fold. Firstly, to investigate the gender influences found in the local television advertisements of mobile phone service providers; and secondly, to identify the propaganda devices used in these advertisements. The corpus for this study consisted of 111 television advertisements which were recorded over a span of 39 months. Both linguistic and non-linguistic features employed in the advertisements were analysed. Linguistic features included lexical choices related to gender activities, emotions and propaganda devices. Non-linguistic features investigated focused on the gender of the spokespersons and the voice over. In this set of data it was found that gender stereotyping such as language use, gender roles, activities and areas of interest were present in all the advertisements but in varying degrees. It was also noted that a majority of the advertisements employ three of the seven propaganda devices, namely, Plain folks, Bandwagon and Testimonial. On the hand, findings showed that some propaganda devices were used more for one gender over the other. However, the presence of gender influences was found to be interlinked with advertisements regardless of the propaganda devices used.

ABSTRAK

Kajian ini mempunyai dua tujuan. Pertama, ia adalah untuk mengkaji pengaruh gender dalam iklan televisyen tempatan oleh pembekal servis telefon bimbit, dan kedua ialah untuk mengenalpasti jenis peranti propaganda yang digunakan dalam iklan-iklan tersebut. Korpus bagi kajian ini terdiri daripada 111 iklan televisyen yang telah dirakam dalam tempoh masa 39 bulan. Kedua-dua jenis ciri linguistik dan bukan linguistik yang didapati dalam iklan dianalisa. Di antara ciri linguistik yang dikaji adalah pilihan leksikal yang berkaitan dengan gender dari segi aktiviti, emosi dan peranti propaganda. Ciri bukan linguistik yang dikaji tertumpu kepada gender pengucap, dan suara latar. Dalam data yang dianalisis didapati bahawa stereotaip gender dari segi penggunaan bahasa, peranan, aktiviti dan bidang yang diminati boleh dikesan tetapi dalam tahap yang berlainan. Analisis menunjukkan bahawa kebanyakan dari iklan menggunakan tiga daripada tujuh peranti propaganda iaitu 'Plain folks', 'Bandwagon' dan 'Testimonial'. Namun dapatan menunjukkan bahawa terdapat beberapa peranti propaganda yang lebih kerap digunakan untuk menarik satu gender daripada yang lain. Walau bagaimanapun kewujudan pengaruh gender didapati berhubungkait dengan iklan tanpa mengira jenis peranti propaganda yang digunakan.

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LIST OF NOTATIONS AND ABBREVIATIONS

(used in the translation of data)

Symbols	Meaning intended
/	To mark a short pause between utterances
//	To mark longer pause between utterances
0:41:20*	Asterisk to mark a complete advertisement
<u>now</u>	Words underlined to mark stress made
'word'	'...' To mark the word was in printed on the screen as a text form
"voiced"	"..." To mark the word/text was verbalized
(<i>phrase</i>)	To mean additional comment of visual
Vis	To mean 'visual'
Sp(f)	To mean female spokesperson
Sp(m)	To mean male spokesperson
VO(f)	To mean female voice over
VO(m)	To mean male voice over
V(f)	To mean voice of female character
V(m)	To mean voice of a male character
V(m1)	To mean voice of first male character
V(m2)	To mean voice of second male character
X#1	To mean Telco X's advertisement number 1
V1	To mean advertisement version 1