

**LANGUAGE USED BY MEN AND WOMEN IN
PERSONAL ADVERTISEMENTS**

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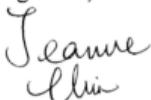
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PERAKUAN TENTANG HASIL KERJA AKADEMIK

Dengan ini, saya **Jeanne Chin Ye-Pei**, Nombor pendaftaran **TGBX01013** mengaku bahawa naskah Projek Penyelidikan yang saya serah bertajuk: **Language Used by Men and Women in Personal Advertisements** merupakan hasil kerja akademik saya sendiri kecuali bahan-bahan atau petikan yang telah dinyatakan sumber asalnya.

Sekian dimaklumkan.

Yang benar,



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ABSTRACT

This study explores the language used by men and women in personal advertisements. There are three objectives to this study. The first objective is to look at how personal advertisement writers use social identity markers to describe themselves. The second objective is to examine how writers use categories, such as ethnicity, age, occupation and attributes to advertise for potential partners. The third objective is to investigate the differences in gender as seen in the personal advertisements. The data for this study includes 127 personal advertisements published in the electronic version of *The Star* over a period of three months from 24-6-2003 to 24-9-2003. Results indicate that men and women used various lexical items to describe themselves. Categories that include ethnicity, age, occupation and attributes were used for this purpose. The findings of this study indicate that gender differences do exist in the language used by men and women in personal advertisements.

ABSTRAK

Laporan penyelidikan ini bertujuan untuk meninjau bahasa yang digunakan oleh lelaki dan perempuan dalam iklan peribadi. Terdapat tiga objektif untuk kajian ini. Objektif yang pertama adalah untuk melihat bagaimana penulis iklan peribadi menggunakan penanda identity sosial untuk menggambarkan diri mereka. Objektif kedua ialah untuk mengkaji bagaimana penulis menggunakan kategori seperti bangsa, umur, pekerjaan dan atribut dalam iklan untuk mendapatkan bakal pasangan hidup. Objektif yang ketiga ialah untuk menyelidik kelainan gender yang diperlihatkan dalam iklan peribadi. Data untuk kajian ini merangkumi 127 keratan iklan peribadi yang diterbitkan dalam akhbar *The Star* dalam versi elektronik bagi tempoh tiga bulan, iaitu dari 24-6-2003 hingga 24-9-2003. Dapatan menunjukkan bahawa kaum lelaki dan perempuan menggunakan pelbagai item leksikal untuk menggambarkan diri mereka. Kategori yang digunakan termasuk bangsa, umur, pekerjaan and atribut. Dapatan kajian ini menunjukkan bahawa memang terdapat perbezaan dalam penggunaan bahasa oleh kaum lelaki dan perempuan dalam iklan peribadi.

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