CHAPTER 4 : RESULTS AND DISCUSSION

4.0   Introduction

This chapter encompasses the analysis and discussions of the categories identified in the present corpus in order to look at the language used by men and women. A total of 51 personal advertisements have been included. Findings will be presented and discussed in the following sections.

Examples were taken from the corpus for the purpose of discussion. The researcher has labeled the advertisements according to their gender and date advertised. "M" represents male, "F"; female and "R" stands for rejected personal advertisements. Personal advertisements that were collected at the beginning of the three-month period were numbered first. The dates where the advertisements were published were also included at the end of the personal advertisements. Phone numbers, email addresses and home addresses have been removed from the corpus to ensure the confidentiality of the personal advertisement writers is preserved.

Besides these omissions, the examples were presented in their original form, which means no corrections nor any alterations were done to the content and grammar. Certain parts in the examples provided are in bold for the purpose of discussion.

4.1   Language Used to Illustrate Gender

The gender of advertisers is the most prominent aspect in the personal advertisements. It was also the easiest component to identify, as it was present in all the personal advertisements. Table 4.1 presents the number of personal advertisement writers who stated their gender either by direct or indirect means.

Table 4.1 Advertisers Who Stated Their Gender

Category	Male		Female		Total	
	Frequency	%	Frequency	%	Frequency	%
Gender	66	52.0	61	48.0	127	100.0

From the 127 personal advertisements that the researcher has collected over the period of three months, it is evident that there are more males than females who advertised with a total of 66 and 61 advertisements, respectively.

4.1.1   Direct Means of Indicating Gender

Most of the personal advertisement writers have indicated their genders directly as reflected in Table 4.2. "Direct" means are those who have stated their genders clearly as part of the description of themselves. These are categorized as names, sex, title and occupation.

Table 4.2 Direct Means Used by Male Advertisers to Indicate Gender

Direct Means	Male	
	Frequency	**%**
Names	34	51.5
Sex	11	16.7
Title	4	6.1
Occupations	4	6.1
Total	**53**	**80.4**

Table 4.2 shows that "names" were used by 51.5% (34) of the 80.4% (53) of the male advertisers who stated their gender. Some of the names that evidently reflect the advertisers' gender are Azman, Anand David and Albert. This is illustrated in the example below:

Example 1   **Albert** 34, Engineer speaks Hakka seeks simple Chinese lady. 6/7/2003
(M9)

The example shows that the advertiser has used his name, which is one of the direct means to indicate his gender. "Albert" clearly shows that he is a male.

Male advertisers have also used words that indicate their sex and this is reflected in 16.7% (11) of the personal advertisements. Words that are used include "gentleman", "man" and "bachelor", as in Example 2:

Example 2   Engineer **gentleman** is looking for Malay lady divorced widow single teacher clerk with or without kids below 46. Friendship marriage. **Serious** only. 10/7/2003

(F13)

As reflected in the example above, "gentleman" clearly shows the sex of the writer, which is a male. He also stated that only women who are serious need to reply.

There are findings that occupation and titles ranked in third place. This is evident in 6.1% (4) of the personal advertisements written by men. Occupations such as businessmen and titles such as Mr. revealed that the writers are men. Examples 3 and 4 illustrate this point:

Example 3   **Businessman** 35, single, Director. Indian, Graduate, financial stable seek ladies for friendship. View life partner. 7/8/2003

(M33)

Example 4   Lonely **Mr.** Chong single age 29 seek open minded ladies for friendship companionship. Call Jojo 8/7/2003

(M12)

Examples 3 and 4 clearly show how the writers used their occupation, as well as title to disclose their gender. "Businessman" and "Mr." are good indicators of the writers' gender.

Next, Table 4.3 presents the "direct means" used by female writers to indicate their gender.

Table 4.3 Direct Means Used by Female Advertisers to Indicate Gender

Direct Means	Female	
	Frequency	%
Names	38	62.3
Title	10	16.4
Sex	8	13.1
Occupations	2	3.3
Total	**58**	**95.1**

Names are the most common gender indicators among female advertisers as seen in Table 4.2 where 62.3% (38) of the 95.1% (58) female advertisers have stated their names. Names that include Alice, Rina and Amira clearly show the gender of the advertisers. Example can be seen as follow:

Example 5   **Alice Ho** 40's widow seeks Born Again Christian g/man below 55. 12/7/2003

(F18)

The writer has stated her gender through her name "Alice", which is a woman's name.

Findings show that "title" ranked in second, as 16.4% (10) of the female advertisers mentioned "Ms." in their personal advertisements, which directly reflect their gender. Example 6 demonstrates this point:

Example 6   Attractive **Ms** Tan 26, Audit, fair, average body build love music, seek Professional guy. 8/7/2003

(F13)

The writer in the personal advertisement above used "Ms" to indicate her gender. The usage of this title is considered important in this particular example, as the surname "Tan" could be male or female. Thus, the writer has used this title well.

Some of the advertisers have selected relevant terms to indicate their sex. This can be seen in 13.1% (8) of the personal advertisements. The terms used include lady, female and widow. Example 7 illustrates this point:

Example 7   Indian divorce **lady** fair, small built seeks unattached man 28 to 40 years
             view marriage. 24/6/2003
                                                                        (F1)

The example above demonstrates how the writer has specified her gender, by direct means through the used of the word "lady".

Female advertisers have used occupations as well, to indicate their gender. This can be seen through occupations such as "stewardess" and "manageress". Example 8 proves this point:

Example 8   **Stewardess**, 27 career minded exec loves traveling, seeks **professional,
             bright future gentleman**. 1/8/2003
                                                                        (F31)

In the example, "stewardess" is used to identify the gender of the writer, which is female. She is also seeking for professional and bright future gentleman.

Based on the present corpus, it is noticeable that the majority of male and female writers have used "names" to indicate their gender. This is confirmed in 51.5% (34) and 62.3% (38) of the personal advertisements by males and females, respectively. However, male writers were in favor of terms that indicate their sex, such as "gentleman" and "bachelor", as seen in 16.7% (11) of the advertisements compared to female writers who preferred to use "title", for instance, "Ms" in 16.4% (10) of the advertisements. Lastly, 6.1% (4) of men have stated their occupations and used title, namely, "Mr." whilst 13.1% (8) of women used words that reflect their sex such as "lady" and "widow".

4.1.2   Indirect Means of Indicating Gender

The analysis of the data shows that some advertisers preferred to indicate their gender through "indirect" means. This is identified through the attributes of their potential partners. However, those who used the indirect means are relatively lesser, compared to direct means, as seen in Table 4.4:

Table 4.4 Indirect Means Used by Advertisers to Indicate Gender

Indirect Means	Male		Female		Total	
	Frequency	%	Frequency	%	Frequency	%
Potential Partners	13	19.6	3	4.9	16	24.5

Based on the Table 4.4, it is obvious that only 19.6% (13) of males and 4.9% (3) of females used the indirect means to indicate their gender. The "indirect" means is identified when advertisers mentioned the preferred attributes of their potential partners, namely "caring man", "educated gentleman", "loving lady" and "seeking bride". Examples 9 and 10 established this point:

Example 9   Indian Muslim, 58 seeks **humble lady**. Friendship, any race. 3/8/2003
(M31)

Example 10   Pretty, joyful, sentimental, faithful divorcee, love nature, traveling, reading seek Chinese **educated businessman** or professional for friendship/marriage, age 42 to 48 years. 12/7/2003
(F17)

The choice of partners enabled the researcher to identify the gender of the advertisers. The use of "humble lady" and "educated gentleman", as highlighted above apparently proves that the genders of the advertisers are male and female, respectively.

4.2   Ethnicity

Malaysia is a multiracial and multicultural society, which explains the presence of ethnicity in most of the personal advertisements. This can be seen in Table 4.5.

Table 4.5 Advertisers Who Stated Their Ethnicity

Category	Male		Female	
	Frequency	%	Frequency	%
Ethnicity	52	78.8	51	83.6
Not Stated	14	21.2	10	16.4
Total	**66**	**100.0**	**61**	**100.0**

The majority of the advertisers have stated their ethnicity, which is reflected in 78.8% (52) and 83.6% (51) of the advertisements by men and women, respectively. This proves that race; religion and nationalities are looked upon as essential when advertising for partners. This is probably because Malaysia is a multiracial country and most of the advertisers prefer partners of the same religion to avoid conflict in beliefs when it comes to religion. The race, religion and nationality of the advertisers can be seen in Examples 11,12 and 13, from the usage of words such as Chinese, Muslim, Pakistani, Sikh, English and Punjabi.

Example 11   Financially stable retired **Chinese** man seeks a female companion who must be practicing **Buddhist** living in Ipoh or willing to relocate. Will reply only those meeting requirements. Please reply with phone contact 23/7/2003

(M24)

Example 12   **English Guy**, Sporty, lives in KL, looking for Asian lady under 25 for fun & friendship, call Mike 22/8/2003

(M49)

Example 13   Ms Kisha **Punjabi**, widow. Age 35 fair, slim, sincere educated seek open minded gentleman. 22/7/2003

(F26)

The examples shown are some of the lexical items used to show writers' race, religion or nationality. "Chinese" and "Punjabi" reflect their race; "English" shows the nationality of the advertiser whilst "Buddhist" reflects the advertiser's religion. However, at times, Chinese can be associated with Buddhist and Malay can be linked with Muslim.

Table 4.6 illustrates the ethnicity of both male and female advertisers.

Table 4.6 Ethnicity of Advertisers

Ethnicity group	Frequency	Percent (%)
Chinese	52	40.9
Indian	23	18.2
Malay	16	9.1
Punjabi	4	1.5
Others	8	10.6
Not Stated	24	19.7
Total	**127**	**100**

Judging from Table 4.6, there are evidently more Chinese, 40.9% (52) than Indians, 18.2% (23) and Malays, 9.1% (16). The "others" category include Christian, (1) and advertisers of mixed parentage, which consisted of Punjabi – Eurasian, (1); Chinese – Indian, (2) and Arab – English, (1). Advertisers from other nationalities are found as well and they are Pakistani, (1); Ceylonese, (1) and English, (1).

From the present study, it is apparent that a total of 24 writers, which consisted of 14 males and 10 females, did not mention their race or religion and useful determiners like names were not able to help either. Examples are illustrated below:

Example 14 **Ian** late 40' seek matured lady for friendship, life partner. Like outdoor, food. 15/7/2003

(M19)

Example 15 Beautiful, slim soft spoken **Rina** 24 seek Chinese/Malay gentleman for friendship/marriage. 16/8/2003

(F46)

Names such as Ian could be Chinese, Christian, Indian or Westerners where as Rina could be Malay, Chinese or Christian. Due to these ambiguities, the researcher has categorized them as "not stated".

The ethnicity of advertisers according to their gender is in Table 4.7:

Table 4.7 Ethnicity of Advertisers According to Gender

Ethnicity group	Male		Female		Total
	Frequency	**%**	**Frequency**	**%**	
Chinese	27	40.9	25	41.0	52
Indian	12	18.2	11	18.0	23
Malay	6	9.1	10	16.5	16
Punjabi	1	1.5	3	4.9	4
Others	7	10.6	1	1.6	8
Not stated	13	19.7	11	18.0	24
Total	**66**	**100**	**61**	**100**	**127**

The numbers of male and female advertisers who are Chinese are more or less the same although they are more males, 40.9% (27) than females, 41% (25). This is followed by Indians, where the number is almost equal for men, 18.2% (12) and women 18% (11). However, among the Malays it is the opposite where there are actually more females, 16.5% (16) than males 9.1% (6) who advertised. This is probably because Malay women are more upfront and willing to advertise for potential partners. It also shows that they are less conservative compared to their male counterparts.

The Ethnicity sought by the advertisers is shown in Table 4.8:

Table 4.8 Ethnicity Preferred by Male Advertisers

Ethnicity group	Male	
	Frequency	(%)
Chinese	13	19.7
Indian	6	9.1
Malay	6	9.1
Punjabi	1	1.5
Others	5	7.6
Not stated	35	53.0
Total	**66**	**100**

This finding is not surprising, as most of the advertisers are Chinese. Malay and Indian come second followed by Punjabi. There are a total of 5 males who have mentioned that they did not mind about the race, as illustrated in Examples 16 and 17:

Example 16   Alex 35, Company Director looking for friendship & partner **any races**.
              30/6/2003

                                                                                (M5)

Example 17   Dev, 30s, Exec, seeking ladies of **any race** & status for f/ship. No sms &
              miss call pls. 14/7/2003

                                                                                (M18)

What can be concluded from Examples 16 and 17 is that these men are probably quite
liberal, open-minded and not choosy when it comes to this aspect because they did not
specify a particular ethnic group.

There are 53% (35) of male advertisers who did not state their preferred ethnicity.
However, this does not mean that they are not concerned with this issue. One of the
possibilities is that these advertisers assumed that only potential mates of the same
ethnicity would respond to their personal advertisements.

The ethnicity preferred by females is illustrated in Table 4.9:

Table 4.9 Ethnicity Preferred by Female Advertisers

Ethnicity group	Female	
	Frequency	**(%)**
Chinese	16	26.2
Malay	5	8.2
Indian	1	1.6
English	1	1.6
Not stated	38	62.4
Total	**61**	**100**

It is evident that the majority of female writers preferred Chinese, 26.2% (16); followed by Malay, 8.2% (5); Indian and English, 1.6% (1). Similar to male advertisers, the majority of females did not state their preferred ethnicity group, 62.4% (38). Nevertheless, it cannot be dismissed that these females are not concerned of their potential partners' ethnicity although they did not include in their advertisements. What can be explained here is that these female advertisers stressed more on other requirements that they have overlooked this point, as seen in Examples 18 and 19.

Example 18   Ms Rita Indian 21 students pleasant, gentle person, seek open minded men for **friendship & fun**. 6/8/2003

(F36)

Example 19   Aliza age 22 Malay student enjoy dating seek open minded men for **friendship & companion/fun**. 25/8/2003

(F52)

These examples did not show the ethnicities required, which shows that the issue of ethnicity is not prioritized in their selection of potential partners. However, there is also a possibility that these women were looking for friendship, companionship and fun instead of matrimony.

4.3   Age

Age is one of the crucial aspects in writing personal advertisements and is present in most of the personal advertisements as shown in Table 4.10:

Table 4.10 Advertisers Who Stated Their Age

Category	Male		Female	
	Frequency	**%**	**Frequency**	**%**
Age	49	74.2	51	83.6
Not Stated	17	25.8	10	16.4
Total	**66**	**100.0**	**61**	**100.0**

The majority of men, 74.2% (49) and women, 83.6% (51) have stated their age. Those who did not state their age would probably cause inconvenience to themselves as well as potential mates who answer to their personal advertisements, as they would not know whether they are in the desired age range. Writers who have stated their age can be seen in Table 4.11:

Table 4.11 Age of Male Advertisers

Age	Frequency	Percent (%)
20 – 25	2	3.0
26 – 30	7	10.6
31 – 35	18	27.3
36 – 40	9	13.6
41 – 45	3	4.5
46 – 50	1	1.5
51 – 55	0	0
56 - 60	1	1.5
Not Stated	17	25.8

Based on the Table 4.11, it is evident that the majority of male advertisers are between 31 – 35 years old, 27.3% (18). This is probably because at this age, men are financially stable and mature. Hence, had planned to settle down. The next age range is 36 – 40 years old, 13.6% (9) followed by 26 – 30 years old, 10.6% (7). Some advertisers did not specify their age but instead, mentioned that they are in their 30's, 40's and 50's. This is shown in Table 4.12:

Table 4.12 Age Group of Male Advertisers

Age	Frequency	Percent (%)
30's	2	3.0
40's	5	7.6
50's	1	1.5

What can be explained from the data obtained is that these advertisers may not be comfortable or felt that it was not necessary to reveal their exact age and therefore gave the range of their age instead. The example below illustrated this area:

Example 20   Overseas Educated Indian, early **40s**, seeking Indian or Chinese lady for marriage. 27/8/2003

(M54)

The advertiser has indicated that he was in his early 40s, possibly because they felt that it was unnecessary to specify their age or they are not comfortable to reveal their age.

Table 4.13 shows the age of the female advertisers:

Table 4.13 Age of Female Advertisers

Age	Frequency	Percent (%)
20 – 25	8	13.1
26 – 30	22	36.1
31 – 35	7	11.5
36 – 40	3	4.9
41 – 45	3	4.9
46 – 50	2	3.3
51 – 55	0	0
56 – 60	0	0
Unstated	10	16.4

Most of the females who advertised are between 26 – 30 years old (36.1%, 22); followed by 20 – 25 years old (13.1%, 8) and 31 – 35 years old (11.5%, 7). Judging from the past, the age at marriage was presumed to be the age at which women are exposed to the risk of pregnancy. However, based on the present study, it is obvious that this assumption has now lost grounds. This could be justified as opportunities for education as well as the migration of young people into the cities in search of employment commensurate to their level of education have resulted to delayed marriage

Female advertisers between ages 20 – 25 years old ranked in second, as there are college students who advertised in this age category. However, these young educated women were not prepared to settle down yet. Example 21 established this point:

Example 21   Lonely Ms Nisha age **24** Indian single seek open minded gentlemen for **friendship & fun**. 15/7/2003

(F20)

This example is one of the few personal advertisements advertised by women in their early 20's where they were not looking for marriage and long term relationship but instead fun and friendship. What is reflected here is that young educated women tend to postpone marriages to ensure economic independence and career development, which is more sustainable and stable.

The next age category, which is 31 – 35, ranked in third and these women were serious when it comes to relationship, as they are hoping for long-term relationship that will lead to marriage. Women in this age group are usually financially stable and independent with a distinguished profession. Example is provided to illustrate this point.

Example 22   Evelyn **31**, graceful, petite, **successful property exec** seeks kind, educated gentleman. 24/7/2003

(F28)

The example shows that the advertiser is successful and supports the point made earlier that women in this age category are stable and independent.

Parallel to males, there are female advertisers who did not state their precise age but instead mentioned that they are in their 30's or 40's. This can be seen in Table 4.14 and Example 23:

Table 4.14 Age Group of Female Advertisers

Age	Frequency	Percent (%)
30's	4	6.6
40's	2	3.3

Again, the most appropriate explanation for this phenomenon would either be, these women prefer to be discrete when it comes to age or they found it unnecessary.

Example 22   Jasmine-Punjabi widow, **30's**, fair slim, educated, seek open minded men friendship & fun. 8/8/2003

(F38)

The advertiser in the above example stated that she was in her 30's instead of specifying her age, probably for the reasons mentioned earlier.

Table 4.15 in the next page illustrates the age group preferred by males.

Table 4.15 Age Group Preferred by Male Advertisers

Age	Frequency	Percent (%)
20 – 25	12	25.5
26 – 30	13	27.7
31 – 35	13	27.7
36 – 40	7	14.9
41 – 45	2	4.3
46 – 50	0	0
51 – 55	0	0
56 – 60	0	0

Male advertisers prefer females who are between 26 – 35 and 31 – 35, (27.7%, 13), followed by 20 – 25 (25.5%, 12) and 36 – 40 (14.9%, 7). What can be deduced here is that men generally have a preference for younger women judging from where the majority of males are aged between 31 – 35, followed by 36 – 40 and 26 – 30.

Another interesting point that the researcher has found is that none of the men has requested for women who are either the same age or older but they are able to tolerate women who are much younger than them. This can be seen in Table 4.15 where the age bracket between 46 – 60 is not requested at all as well as in the example shown:

Example 23   R.G Samy (Thevar) **Engineer aged 49**, 180cm height, fair, seeking bride, **teacher/banker** about **38 yrs**. 29/8/2003

(M57)

What can be seen from this particular example is that the writer preferred partners who are approximately 11 years younger than him. She should either be a teacher or banker.

Females, on the other hand, are in favor of men who are older as reflected in the table below:

Table 4.16 Age Group Preferred by Female Advertisers

Age	Frequency	Percent (%)
20 – 25	0	0
26 – 30	5	8.1
31 – 35	12	19.4
36 – 40	14	22.6
41 – 45	13	21.0
46 – 50	10	16.1
51 – 55	5	8.1
56 – 60	3	4.8

The majority has a preference for men aged between 36 – 40 (22.6%, 14), followed by 41 – 45 (21%, 13) and 31 – 35 (19.4%, 12). However, there is a very slight difference between each of this group.

It is apparent that women do not like younger men as the age bracket between 20 – 25 is empty, maybe because younger men are perceived to be immature and unstable. On the other hand, they have no objections to older men, which explain the presence of statistics in the age bracket between 46 – 60, as shown in Example 21:

Example 21   Miss Ho **29**, Christian Exec with sharp features love jazz seeks g/man below **49**. 25/6/2003

<div align="right">(F5)</div>

What can be inferred from this example is that this particular advertiser did not mind men who were even 20 years her senior as older men are at all times perceived as stable and mature. Thus, it can be assumed that like other aspects of social behavior, attitudes about the appropriate relative relationships with age differences between men and women are affected by community assumptions about age where husbands should be a few years older than their wives and not vice versa.

4.4   Occupation

The table in the following page illustrates advertisers who stated their occupations.

Table 4.17 Advertisers Who Stated Their Occupations

Category	Male		Female	
	Frequency	**%**	**Frequency**	**%**
Occupation	45	68.2	31	50.8
Not Stated	21	31.8	30	49.2
Total	**66**	**100.0**	**61**	**100.0**

Most men have stated their occupation, 68.2% (45) compared to women, 50.8% (31). However, there are 31.8% (21) of men and 49.2% (30) of women who did not provide this detail in their personal advertisements.

Occupation is the principal activity in an individual's life that earns money. It is essential in a relationship as demonstrated in the personal advertisements collected. The researcher has categorized the advertisers' occupations into five categories, which are professionals, executives, blue-collar, retirees and students, as illustrated in Table 4.18:

Table 4.18 Occupation of Advertisers

Category	Frequency	%
Professionals	33	25.9
Executives	32	25.2
Blue-collar	4	3.2
Student	4	3.2
Retirees	2	1.6
Not stated	52	40.9
Total	**127**	**100.0**

It is evident that most of the advertisers are professionals, 25.9% (33) followed closely by executives, 25.2% (32), blue-collar occupations and students, 3.2% (4) and finally retirees, 1.6% (2). It can be deduced that professionals and executives who advertised are constantly occupied with their demanding career and therefore unable to find substantial time to meet up with the opposite sex. For this reason, they have turned to personal advertisements, which require less of their time. It is also noted that 40.9% (52) of the advertisers did not state their occupations. This figure is quite significant and may due to certain circumstances, which will be discussed in the following sections.

Professionals and executives are in fact under the same umbrella as they are both white-collar occupations, which means working in offices. However, the researcher feels that there is a need to distinguish these two categories of occupation as they have different connotations.

A professional is a paid occupation; especially one that requires advanced education, training, highly skilled and experienced *(Oxford Advanced Learner's Dictionary)*. Professions that the researcher has grouped under this category are doctors, lawyers, architects, engineers, lecturers, editors, IT specialists and accountant. Examples are as follow:

Example 22   Ben **architect**, 32. Good looking, love golf, swimming, seek attractive
kind Chinese lady. 27/6/2003

(M3)

Example 23   Lovinia 30, **accountant** simple beautiful loves gardening seeks warm
personality gentleman. 4/9/2003

· (F56)

Occupations highlighted in Example 22 and 23 are instances of jobs categorized under the professional category.

An executive, on the other hand, is more towards the management and administration of a business organization and putting plans and decisions into effect.

Careers that are grouped under this category are managers, directors, businessmen, beauty consultants, government servants, graphic designers, chemists and contractors. Examples are provided to establish this point.

Example 24   Jason, Indian **B'man** seeks Chinese ladies for friendship. Widow & divorcees welcome. 16/8/2003

(M41)

Example 25   Hilda Tay, 28, tall, elegant, oriental cultured. **Finance manager** seeks understanding gentleman. 25/6/2003

(F4)

Occupations in the personal advertisements above are examples of jobs that are categorized in the executive category.

Blue-collar can be described as jobs that require people to do practical work or work requiring physical strength. Advertisers who are grouped in the blue-collar category are kitchen helpers, factory helpers, clerk and stewardess, as shown in the Example 26 and 27.

Example 26   Albert 25, 5'6's 110lbs **factory worker** seeks lady below 24. 3/9/2003

(M59)

Example 27   Chinese Mix Indian. Christian lady **kitchen helper** seeks life partner, 42-48. 4/9/2003

(F58)

Writers who are categorized under the blue-collar category are considerably lower than the other categories. Occupations that were highlighted are examples of blue-collar jobs.

The table that follows shows the occupation category of male advertisers.

Table 4.19 Occupation of Male Advertisers

Category	Frequency	%
Professionals	21	31.8
Executives	20	30.3
Blue-collar	2	3.1
Student	0	0
Retirees	1	1.5
Not stated	22	33.3
Total	**66**	**100.0**

Most of the men who advertised stated that they are professionals, 31.8% (21) and executives, 30.3% (20) as seen in Table 4.19. What can be assumed from these figures is that men places utmost importance in their financial status as stating their profession would attract considerable amount of attention from women who hope to settle down with establish and financially stable men as shown in Example 28. Nevertheless, there are also 33.3% (22) of the advertisers who did not state their jobs, probably because they did not want women to be drawn to them due to of their jobs.

Example 28   **Businessman** 35, single, **Director**. Indian, Graduate, financial stable seek ladies for friendship. View life partner. 7/8/2003

(M33)

The personal advertisement writer has used his occupation, coupled with words such as financial stable, graduate and director to magnify his status.

There are only two males who fall under the blue-collar category. The low number in this category is probably because men are using other traditional methods of searching for a partner, which include the help of family and friends.

The table below illustrates the occupation of the female advertisers.

Table 4.20 Occupation of Female Advertisers

Category	Frequency	%
Professionals	12	19.7
Executives	12	19.7
Student	4	6.6
Blue-collar	2	3.2
Retirees	1	1.6
Not stated	30	49.2
Total	**61**	**100.0**

Based on the table above, it is clear that most of the women are professionals and executives, 19.7% (12), for instance accountant, auditor and lawyer. This is followed by students, 6.6% (4) and blue-collar workers, 3.2 % (2). There is also a whopping 49.2% (30) of women who did not state their occupations. What can be reflected here, is that these women probably did not want men to be intimidated by their high ranking jobs.

Judging from the women's occupations, it can be said that women, contrary to the belief that their place is at home, have emerged as professionals and as part of the Malaysian workforce. Examples are also shown below:

Example 29   Attractive Slender Jerica 29, **HR Mgr** enjoys gym, tennis seeks loving caring gentleman. 8/7/2003

(F14)

Example 30   Malay lady **pensioner** widower seek a man age 50-60 prefer pensioner for friendship marriage prefer to stay in Terengganu. 12/7/2003

(F16)

Example 31   Ms Rita Indian 21 **students** pleasant, gentle person, seek open minded men for friendship & fun. 6/8/2003

(F36)

Example 32   Judy 30, slim beautiful elegant **accountant** loves gardening seeks warm personality gentleman. 4/9/2003

(F57)

The items highlighted are intended to show the variety of occupations stated in the personal advertisements by women, which include executive, pensioner, student and professional.

Table 4.21 shows the occupations preferred by male advertisers.

Table 4.21 Occupations Preferred by Male Advertisers

Category	Frequency	%
Professionals	4	6.1
Blue-collar	3	4.5
Not stated	59	89.4
Total	**66**	**100.0**

In terms of the profession sought by male advertisers, 6.1% (4) of the male advertisers have stated their preferred occupations, which is professionals. These men are perceived as open-minded, understanding and appreciate partners who are from the comparable background. This can be seen in Examples 33 and 34. The remainder 4.5% (3) stated that they chose blue-collar women for example, teachers and bankers. Nevertheless, since the unstated figure is relatively large, it can be assumed that men in general, are not ultimately concerned on this matter.

Example 33   Indian Doctor, age 32 seek **lady doctor** below 30 for marriage. 24/6/2003
(M1)

Example 34   Engineer gentleman is looking for Malay lady divorced widow single **teacher clerk** with or without kids below 46. Friendship marriage. Serious only. 10/7/2003
(M15)

The examples illustrated the professions sought by two writers. It can be assumed that the writer of Example 33 preferred someone who is on par with him whilst the writer of Example 34 preferred women who are of a lower rank.

Table 4.22 illustrates the occupations preferred by female advertisers.

Table 4.22 Occupations Preferred by Female Advertisers

Category	Frequency	%
Professionals	12	19.7
Executives	3	4.9
Retirees	2	3.3
Not stated	44	72.1
Total	**61**	**100.0**

Most of the women, 19.7% (12) preferred professionals, followed by executives, 4.9% (3) and retirees, 3.3% (2). It is not surprising to find many more women who preferred professionals, as in a male dominated society, men are perceived to be the breadwinner. Example 35 demonstrates this point. However, this again cannot represent women in general, as the figure obtained for the unstated category is too vast. What can be explained here is that women may not be duly anxious over this matter.

Example 35   Pretty, joyful, sentimental, faithful divorcee, love nature, traveling, reading seek Chinese **educated businessman or professional** for friendship/marriage, age 42 to 48 years. 12/7/2003

(F17)

The example above shows that the writer prefers professionals to the other categories of occupations.

4.4   Attributes

The last component that the researcher has identified is the attributes of the advertisers, which can be seen in Table 4.23 below:

Table 4.23 Advertisers Who Stated Their Attributes

Category	Male		Female	
	Frequency	%	Frequency	%
Attributes	49	74.2	51	83.6
Not Stated	17	25.8	10	16.4
Total	**66**	**100.0**	**61**	**100.0**

Advertisers have provided some information about themselves and this is revealed in the table above where 74.2% (49) of men and 83.6% (51) of women have included this category. The information provided could be advertisers' personalities, characteristics, physical attributes or education level. In addition, advertisers also included the requirements desired in their future partners. Again, this could be in terms of attributes, physical qualities, level of education and personalities.

Table 4.24 in the following page reveals the attributes of male advertisers in their personal advertisements.

Table 4.24 Attributes of Male Advertisers

Attributes	Frequency	Percent (%)
Physical	31	39.7
Financial status	17	21.8
Character/Personality	15	19.2
Hobbies	14	17.9
Miscellaneous	1	1.3
Total	**78**	**100.0**

Most of the men included their physical attributes, 39.7% (31), followed by financial status, 21.8% (17) and character or personalities, 19.2% (15). Some of the words chosen are "good looking"; "handsome" and some even provide their height as well as weight. Other words to describe themselves are "tanned complexion", "muscular", "tall", "clean-shaven" and there is an advertiser who is partially blind and deaf.

Example 36   Youngman, **partially blind and deaf** looking for a woman between ages 22 & 38 for friendship and to guide in traveling. 1/7/2003

(M6)

Example 37   Alvin Tan 31 Lecturer, Professional **good looking**, love swimming, seek attractive lady. 7/7/2003

(M10)

The items highlighted in Example 36 clearly show that the writer is very honest when he described himself. This is most likely to avoid problems that may arise later on.

As for Example 37, the writer has described himself as good looking, which is a very common term among the male advertisers. Perhaps he hoped to attract the women with his physical good looks.

The second category of attribute that has been given considerable importance by male advertisers is financial status. They have chosen words that signify their financial independence, which include financially established, successful, well respected that shows their position in the society and their education level namely, US graduate and PhD holder. The reason why men included this detail is due to the fact that men have always been perceived as the breadwinner in the family. Hence, financial independence would attract substantial amount from their female counterparts. Examples of these are shown in the following page.

Example 38   Bill, MD, 34. 5'7", 68kg **financial stable** seek **attractive**, **homely, pleasant** Chinese lady for friendship/marriage. 10/7/2003

    · **(M14)**

Example 39   Eddy 35 **director (MSC, IT)** 5'9" 74kg enjoys beach, swim, tennis seeks **simple, charismatic** lady. 16/7/2003

    (M20)

The highlighted items apparently reflect the financial status of the male advertisers, as well as the attributes they in the opposite sex, which include attractive, homely, pleasant, simple and charismatic.

On the other hand, it is unexpected to note that only 19.2% of male advertisers have stated their characters or personalities. Words that they have used are "good ethics", "loving", "nice" or "pleasant", "caring", "honest" and "compassionate", as illustrated in Example 40.

Example 40   I'm a **honest** Chinese Prof's finance manager Steven seek suitable Chinese lady friendship/marriage. 26/8/2003

(M51)

Attributes for instance, "honest" shows that the writer, who is a trustworthy person and might attract responds from women.

This is followed by their hobbies that vary from sports, music to cooking. Lastly, under the miscellaneous category, the researcher has included an advertiser's detail that indicated he had a pre-school child. This piece of information is essential as some women are not willing to become instant mothers.

Women have included their attributes as well, as seen in Table 4.25.

Table 4.25 Attributes of Female Advertisers

Attributes	Frequency	Percent (%)
Physical	55	51.4
Character/Personality	33	30.8
Hobbies	17	15.9
Financial status	2	1.9
Total	**107**	**100.0**

The majority of women writers stated their physical attributes, 51.4% (55). Popular words used are "pretty", "attractive', "slim", "slender" and "fair" which the researcher does not find unusual. In fact, women in American society are expected to make themselves as attractive as possible and to be interested in clothing, jewelry, hairstyles and all forms of adornment as well as in matters related to home and children. For a woman to look attractive is one aspect of acting out a socially conditioned role and thus must be seen as performance. These role expectations are not at all changed by the woman's professional status (Nessa Wolfson, 1989).

Example 41   Andrea Lim 36 graduate **tall slim friendly easy going** seek sincere Chinese gentleman above 35 yrs for friendship/marriage. 7/8/2003
(F37)

The bold items show that the writer intended to portray herself as desirable with her slender figure. She also portrayed herself as friendly and easy going.

The second category given priority is their characters or personalities, 30.8% (33), which include words such as "friendly" or "easy going", "nice", "pleasant", "joyful" and "homely". This is followed by their hobbies, 15.9% (17) namely traveling, reading, dating and sports. Lastly, the researcher has identified two occurrences with the aim to illustrate that these women deemed financial status as a crucial detail in a relationship, which therefore shows that they are independent, opposed to the rest of the advertisers.

Example 42   Evelyn 31, graceful, petite, **successful** property exec seeks kind, educated gentleman. 24/7/2003
(F28)

Based on the given example, it is evident that the writer wanted to be looked at as independent and financially stable.

Men in general, preferred women with the desired characters or personalities rather than physical appeal, opposed to the clichéd notion that men are only fond of fine-looking women (Papps). This is reflected in the table below:

Table 4.26 Attributes Preferred by Male Advertisers

Attributes	Frequency	Percent (%)
Character/Personality	42	66.7
Physical	14	22.2
Religion	1	1.6
Miscellaneous	6	9.5
Total	63	100.0

A total of 66.7% (42) of male advertisers stated that personalities are the main attributes that they search for when advertising for a partner. The researcher has identified the three most popular personalities required by men, which are "kind", "nice" or "pleasant" and "simple". This is followed by physical attractiveness, 22.2% (14) where male advertisers have specified that they were in favor of beautiful or attractive women.

There are male advertisers who went to the extent of stating that his potential partner should not exceed 60kg and born between 1975 to 1977. There is also an advertiser who pointed out that he prefers women of the same religion. Example is as follow:

Example 43   Arab-English Mr Hassan 50+ seek Muslim woman 35-45 yrs **under 60kg**.
Free from all family and financial problems. Genuine calls only 20/8/2003

<div align="right">(M45)</div>

Example 44   Chow 30's Graduate seeks single **Hokkien Buddhist** feminine gentle, soft
spoken, lady born **1975-1977**. 27/8/2003

<div align="right">(M55)</div>

The instances above illustrate some of the odd requirements of the advertisers. It is clear
that the writer of Example 43 preferred women who are slim, as weight was stated, where
as the writer of Example 44 favored women who are Hokkien, Buddhist and born in the
specified years.

The researcher has grouped other desired attributes under miscellaneous that include as a
guide for traveling; marriage would be next year and no commitment relationship. One
advertiser even requested that interested parties should not send sms and any miss call.
This is illustrated below:

Example 45   I am Raymond 26 years old, doing family electronic business looking for
1 beautiful & nice lady to become my wife. **Marriage will be next year**. I
am a Chinese & prefer Chinese lady who is interested pls call me. **Don't
send message**. If possible come over to my place Subang Jaya USJ, then
we can meet. 23/9/2003

<div align="right">(M66)</div>

The writer in Example 45 is perceived as desperate as it is stated blatantly that marriage
would be next year and interested party could meet him at his place. His approach may
deter women from responding.

It is disturbing to note that an advertiser has stated clearly that the opposite sex would be dining and traveling overseas where all expenses and remunerations are paid for. Furthermore, the man who advertised claimed to be successful, highly respected and a PhD holder as well.

Example 46   Successful **businessman**. 41, 5'11" 195lbs. Chinese, PHD holder. Highly respected and caring seek slim and pleasant single/divorce/ widow Chinese lady. Age below 36 years as **companion for dining and travel overseas. All expenses and remuneration taken care of**. Absolutely confidential. **Email your photo**. 2/7/2003

(M8)

What can be identified from this personal advertisement is that there is an element of biasness as in a patriarchy society where male dominates; they expect women to succumb to the preconceived notion imposed on the society, where men are the breadwinners. The writer mentioned that his companion would be treated to dining and traveling where all expenses were paid for. He also requested for a photo of interested parties, which supports the point that physical attractiveness is of importance to him.

Women have also stated their preferred attributes, which can be seen in Table 4.27.

Table 4.27 Attributes Required by Female Advertisers

Attributes	Frequency	Percent (%)
Character/Personality	42	63.6
Financial status	13	19.7
Physical	1	1.5
Hobbies	1	1.5
Religion	6	9.1
Miscellaneous	3	4.6
Total	**66**	**100.0**

Women, similar to men, also place importance in the characters or personalities of their male counterpart, 63.6% (42). Terms commonly used are "open minded", "sincere", "educated" and "loving". One example is as follow:

Example 47   Attractive Chinese Michelle long hair, friendly, seek **sincere** Chinese guy
              abv 35 for friendship/companionship/marriage 18/7/2003
                                                                        (F23)

The item emphasized shows that the personal advertisement writer preferred men who are sincere and above 35 years old.

Financial status is deemed essential in 19.7% (13) of the personal advertisements written by females. However, the researcher feels that these women are very tactful when it comes to this part of prerequisite as from the 13 women who have stated or indicated; only one woman has stated blatantly that the man has to be financially established.

The remainder 12 women have used words that include "bright future", "educated" and professions such as "businessman" and "professionals", which implied financial independence. This can be seen in Example 49. Contrary to men, only one of the female advertisers called for physical appearance, as seen in Example 49:

Example 48   Ani very pretty 173cm tall 49kg, loving, Hokkien lady 29 seek **Prof's unattached** Chinese gentleman. 7/7/2003

(F12)

Example 49   Surname Lee, 50-55, **165-170cm**, highly respected & single/divorce, **wears spectacles** Chinese man. 5/8/2003

(F35)

As stressed in Example 48, it is noticeable that the writer has stated that she preferred professional, which could be linked to financial stability and he has to be unattached. The writer in Example 49 called for men who have the height of between 165 to 170cm and wears spectacles. This advertiser is most likely a Chinese and physical appearance was deemed important.

Some of the women writers prefer men of the same religion. There is a female advertiser who stated that the opposite sex should share the same hobbies. Other attributes grouped under miscellaneous are potential partners should stay in certain states for instance, Terengganu and Ipoh or willing to relocate, live alone and a non-smoker.

Example 50   Malay lady pensioner widower seek a man age 50-60 prefer pensioner for friendship marriage **prefer to stay in Terengganu.** 12/7/2003

(F16)

Example 51   Amira 42 separated fair slim sweet Malay seek sincere **non smoker** unattached man 42-50 for f'ship view marriage. Write with photo to 3/7/2003

(F10)

Example 50 shows that the writer preferred men who are staying in Terengganu. One possible justification is that the writer is not willing to relocate and thus, included this piece of information. Example 51 on the other hand, specified that she was not in favor of smokers.

4.6   Conclusion

The personal advertisements published in the newspapers constitute an important mechanism of the choice of partners in the contemporary world. There are also revealing strategies of presentation of oneself and others, which seem to vary according to the sex.

To sum up, this chapter revealed the overall picture of the personal advertisements collected over the period of three months. What can be observed from the analysis of the personal advertisements is that in terms of gender, men and women have given absolute indication of their sexes whether through direct or indirect means.

Ethnicity which is another prominent aspect found in the personal advertisements have reflected substantial information in relation to advertisers' race, religion and nationalities as well as their preferred ethnicities.

The age factor is an interesting area that the researcher has explored as it is apparent that personal advertisement writers have conformed to the conception imposed on the society where men should always be older than women in a relationship. Occupations of advertisers demonstrate their profession as well as financial capabilities. However, occupations preferred cannot be deemed significant as information obtained, to a certain degree, limited. The final aspect that the researcher has examined, which is the attributes acquired as well as preferred have shown remarkable implications as they reflect a lot about the advertisers.