

CHAPTER 5: CONCLUSION

5.0 Introduction

This assignment has set to answer the research questions posted in the initial chapter and shed light on the researcher's understanding of language and gender as well as expanded her knowledge by looking at the variety of personal advertisements advertised by men and women. To sum up, men and women have both similarities and differences when it comes to projecting themselves and their ideal partners in their personal advertisements.

5.1 Discussion for Research Questions

What the researcher has found from the corpus is that personal advertisement writers used social identity markers to describe themselves. Lexical items chosen are based on their priorities and also as to how they want to project themselves to their prospective partners.

What can be seen from the data analyzed is that the majority of men used a variety of lexical items to describe their physical appearance, contrary to the stereotypical notion that men, with financial independence would attract considerable amount of attention. Women have more often than not used words that reveal their physical attractiveness in hope of a suitor.

The researcher has identified the categories that were given duly attention by personal advertisement writers when it comes to categories preferred in their potential partners. The categories concerned are ethnicity, age, occupation and attributes. This include the fact that men preferred women who are younger where as women preferred men who are either the same age or older. None of the personal advertisements showed otherwise.

The differences between genders can be seen in the corpus analyzed for example, men always portray themselves as capable, good looking and established. Women, on the other hand, would generally illustrate themselves as attractive and fragile. Nevertheless, it is a relief to note that more women are describing themselves as independent and capable. An additional difference between the genders, which is apparent, is in terms of the attributes of potential mates. The majority of men looked for simplicity and kindness whilst women sought for sincerity and open-mindedness.

5.2 Conclusion

All in all, based on the observation and analysis that the researcher has done, it is more appropriate of women to include the values and personalities possessed oppose to physical attractiveness. This is due to the fact that men do not place beauty and physical attractiveness as their main concern compared to personalities and characteristics. Both men and women should include more details about themselves for instance their age, hobbies and attributes as well as requirements preferred or despise in order to attract the right company.