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A STUDY OF SEXISM IN LOCAL MAGAZINES

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ABSTRACT

The purpose of this study is to investigate the presence of sexism in two local magazines and to identify the sexist elements contained therein. The magazines, *Men's Review* and *Female*, were selected to represent local magazines that have a gender specific audience in mind. Both qualitative and quantitative methods of analysis were employed. The data collected was analysed to investigate the practice of stereotyping women and men and also to examine the use of sexist terms. A questionnaire was posed, firstly, to investigate how respondents viewed terms which western feminists and linguists consider sexist, and secondly, to identify differences in the use of sexist language between male and female writers. The analysis reveals that the local magazines used as corpus do indeed encourage the practice of stereotyping and more sexist terms were used to refer to women than men. Interestingly, it was found that several terms identified as sexist by western feminists were not regarded as such by the respondents. The analysis also reveals that both male and female writers used more sexist language when they had a male audience in mind.

ABSTRAK

Tujuan penyelidikan ini adalah untuk menyiasat kewujudan seksisme dan mengenalpasti elemen-elemen seksisme yang terdapat di dalam dua buah majalah tempatan. *Men's Review* dan *Female* telah dipilih untuk mewakili majalah-majalah tempatan lain yang khusus untuk kaum lelaki dan wanita. Kedua-dua kaedah analisis kualitatif dan kuantitatif telah digunakan. Data yang dikumpulkan telah dianalisis untuk menyiasat amalan menstereotaip kaum wanita dan lelaki serta meneliti penggunaan istilah-istilah seksis. Soalselidik diajukan, pertamanya, untuk membandingkan pandangan responden terhadap istilah-istilah yang dianggap seksis oleh pakar linguistik dan feminis barat, dan, keduanya, untuk mengenalpasti perbezaan di dalam penggunaan bahasa seksis oleh penulis lelaki dan wanita. Penganalisan data menunjukkan bahawa majalah-majalah tempatan yang digunakan sebagai korpus menggalakkan amalan menstereotaip, dan terdapat lebih istilah seksis untuk wanita berbanding dengan lelaki. Didapati juga bahawa beberapa istilah yang dianggap seksis oleh golongan feminis barat tidak dianggap sedemikian oleh responden-responden. Analisis menunjukkan bahawa kedua-dua penulis lelaki dan wanita, lebih menggunakan bahasa seksis apabila menulis untuk pembaca dari golongan lelaki.

WARNING

This thesis contains texts that address gender studies with particular focus on the use of sexist language. Some terms of references for women and men, as well as language that contains strong sexual innuendo is found in this thesis and may be offensive to some.

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DEDICATION

This thesis is dedicated to
My parents
For their love and continued sacrifices

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