## TABLE OF CONTENTS

		Page
Abstr	ract	i
Abstr	rak	ii
Warn	ing	iii
Ackn	owledgements	iv
Dedication		
Table	of Contents	vi
List o	f Tables	x
1	Chapter One: Introduction	1
	1.0 Introduction	1
	1.1 Statement of the Problem	3
	1.2 Research Questions	5
	1.3 Significance of the Study	6
	1.4 Rationale of the Study	8
	1.5 Limitations of the Study	9"
2	Chapter Two: Literature Review	
	2.0 Introduction	11
	2.1 Sexism and Sexist Language: A Working Definition	11
	2.1.1 Sexism	12
	2.1.2 Sexist Language	13
	2.2 Forms of Sexist Language	15
	2.2.1 The Pronoun Problem	15

	2.2.2 Man-Linked Terminology	10
2	2.2.3 Feminine Suffixes	18
2	2.2.4 Derogatory Terms	18
:	2.2.5 Sexual Language	19
2.3	Sexist Linguistic Practices	20
	2.3.1 The Order of Terms	20
	2.3.2 Parallel Construction	21
	2.3.3 References to Relationships	22
	2.3.4 Titles and Salutations	23
	2.3.5 Euphemisms and Insults	24
	2.3.6 Active Man and Passive Woman	25
2.4	Sexism in the Mass Media	26
2.5	Parallel Studies on Sexist Language	28
	2.5.1 Sex Stereotypes and Trait Favourability	28
	2.5.2 Women in Norwegian Papers in the 20 <sup>th</sup> Century	30
2.6	Summary	32
Chap	pter Three: Methodology	33
3.0	Introduction	33
3.1	Corpus	33
3.2	Method	38
	3.2.1 Topics	39
	3.2.2 Male-Female Relationships	41
	3.2.3 Gender Based Portrayal of Celebrities	41

3

	3.2.4 Fe	emale and Male Terms of Reference	44
	3.2.5 U	sage of Sexist Language	46
3.3	Instrumen	tation	54
3.4	Responde	nts	56
3.5	Pilot Test		57
3.6	Data Anal	ysis	57
3.7	Summary		58
Chap	ter Four: R	esults and Discussion	59
4.0	Introduction	on	59
4.1	Topics		60
	4.1.1 Ste	ereotypical Topics in Female	62
	4.1.2 Ste	ereotypical Topics in Men's Review	67
		omparison of Topics in Female and len's Review	68
4.2	Articles or	n Male-Female Relationships	71
		rticles on Male-Female Relationships Female	72
		ticles on Male-Female Relationships Men's Review	76
4.3	Portrayal o	or Celebrities	79
4.4	Sexist Ter	minology	84
		xist Terminology on Cover Page and ble of Contents	93
	4.4.2 Sex	ist Terminology in Articles	96
4.5	Usage of S	Sexist Language	100

4

	4.6	Summary	110
5	Chapter Five: Conclusion		
	5.0	Introduction	113
	5.1	Research Questions Revisited	113
	5.2	Alternatives for Sexist Language	120
		5.2.1 Alternatives to the Pronoun Problem	12
		5.2.2 Alternatives to Man-Linked Terminology	12
		5.2.3 Alternatives to Feminine Suffixes	12
		5.2.4 Alternatives to the Order of Terms	12
		5.2.5 Alternatives to Euphemisms	12
	5.3	Recommendations for Further Research	12
	5.4	Summary	12
Bibliogr	aphy		12
Appendi	ces		13

ix

## LIST OF TABLES

4.1	Topics covered in Female and Men's Review from	Page
4.1	October 1997 to March 1998	61
4.2	Gender specific topics found in an average publication of Men's Review or Female	68
4.3	Approximate word count of "Swoon" and "Woman of the World" between October 1997 and March 1998	81
4.4	Respondents' opinion on the connotation that each term has	85
4.5	Terms referring to men which were identified by at least 70% of the respondents	89
4.6	Terms referring to women which were identified by at least 70% of the respondents	90
4.7	Terms used to refer to men and women in the cover page and the table of contents in <i>Female</i> between October 1997 and March 1998	94
4.8	Terms used to refer to men and women in the cover page and the table of contents in <i>Men's Review</i> between October 1997 and March 1998	95
4.9	Terms used to refer to men and women by a male writer in $\ensuremath{\textit{Female}}$	97
4.10	Terms used to refer to men and women by a male writer in Men's Review	97
4.11	Terms used to refer to men and women by a female writer in Female	99

4.12	Terms used to refer to men and women by a female writer in Men's Review	99
4.13	Respondents' identification of the writer's sex and the degree of sexism of selected sentences	101
4.14	Respondents' identification of the writer's sex and the degree of sexism of selected sentences from <i>Female</i>	104
4.15	Respondents' identification of the writer's sex and the degree of sexism of selected sentences from Man's Region	107