

## **Abstract**

Early in 2010, the concern of the rising number of women in high ranking positions in the Malaysian Public Service was raised by the Secretary-General of the Congress of Unions of Employees of Public and Civil Service (CUEPACS), Ahmad Shah Mohd Zin. The increase in the number of women in top positions is not a new issue as women today have already started to break the stereotypical occupational gender-based segregation. The causes of this occupational gender-based segregation should be thoroughly examined and discussed in order to put the issue to an end. Therefore, using samples from job advertisements in printed local newspapers, this study attempts to examine and analyze one of the causes for occupational gender-based segregation which is at the entry level. The existence of job advertisements containing gender preference and limitation is used to illustrate the lack of guidelines concerning the use of exclusionary expressions in job advertisements. Apart from denying the rights of applicants to apply for the vacancies advertised, these types of job advertisements also indirectly influence job seekers and the public by strengthening the gender stereotypes of men and women's roles and expectations in the society.

## **Abstrak**

Awal tahun 2010, Setiausaha Agung Kongres Kesatuan Pekerja Dalam Perkhidmatan Awam (CEUPACS), Ahmad Shah Mohd. Zin telah menyuarakan kebimbangan mengenai pertambahan bilangan wanita yang memegang jawatan penting dalam Sektor Awam di Malaysia. Peningkatan bilangan wanita yang memegang jawatan tinggi bukanlah merupakan sesuatu yang baru kerana kini, ramai wanita telah mula memecahkan stereotaip pengkhususan pekerjaan berdasarkan jantina dalam mana-mana organisasi dan bidang yang diceburi. Punca berlakunya pembahagian dalam pengkhususan kerja ini perlu dikaji dan dibincangkan secara menyeluruh agar isu ini dapat diselesaikan. Dengan menggunakan iklan-iklan pekerjaan yang terdapat dalam suratkhbar tempatan, kajian ini cuba untuk mengkaji dan menganalisis salah satu punca berlakunya pembahagian pekerjaan berdasarkan jantina, iaitu dalam proses permohonan pekerjaan. Iklan-iklan pekerjaan dengan keutamaan pilihan jantina digunakan untuk menunjukkan kurangnya garis panduan berkaitan penggunaan ungkapan eksklusif yang menunjukkan kecenderungan terhadap sesuatu jantina yang ternyata merupakan satu bentuk diskriminasi. Selain daripada menafikan hak pemohon untuk memohon sesuatu pekerjaan, iklan-iklan pekerjaan seperti ini juga secara tidak langsung mempengaruhi pemohon dan orang ramai dengan mengukuhkan stereotaip peranan dan jangkauan masyarakat terhadap lelaki dan wanita.

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