

## **CHAPTER VI: CONCLUSION**

This exploratory research has found out that gender exclusion in job advertisements is still being practiced despite the efforts undertaken to promote equality between men and women. Since there is no strict and proper guidelines for job advertisements in printed media, there is a need to standardize a set of rules and norms to avoid discriminatory practices with reference to job advertisements and recruitment (with particular references to gender).

It is also found that the word choice and language structure used in job advertisements can actually influence potential applicants' choice when applying for jobs in terms of their gender suitability for the job advertised. This resulted from the constant representation of men and women presented in media, coupled with the typical gender-stereotype perceptions concerning men and women's ability. Thus, male and female job seekers usually choose different type of jobs because they have different views on what constitute a good job with influence from common gender stratification and stereotypes in the society. As Tuvi (1996) says that men and women usually face different obstacles in order to gain success and progress in their career, it becomes quite relevant to undertake objective goal oriented studies concerning this area. The differences are normally caused by things such as the cultural, social and gender-specific barriers that men and women have to face. This is because culture and society do play important roles in determining the type of job considered to be suitable for men and women as well as the barriers they have to face once they start working.

Therefore, to ensure that both men and women get to share the same privilege, gender discrimination should not be practiced when employers advertise for jobs, applications for jobs are processed and when applicants are interviewed and hired. In order to help prevent gender discrimination, appropriate action-plan is a must. Careful attention should also be taken when producing job advertisements in such a way to avoid any exclusionary and misleading expressions or descriptions in them that can lead to gender discrimination. The use of discriminatory expressions in job advertisements reflects that the existing reality in Malaysia seems contradictory with the aim to provide equal employment opportunities in order to achieve equal gender representation in the job market. Apparently, gender segregation still exists in the society and it is affecting and influencing job seekers in choosing jobs. Therefore, in order to make gradual change in this typical perception and finally break the barrier of gender segregation, employers should avoid the use of gender exclusionary and misleading expressions in job advertisements. Effective guidelines and restrictions should also be imposed to stop gender discrimination in job advertisements given through the print media (newspapers) simply because the practice of limiting job applicants based on gender is against the ethics of equal employment opportunity. So, a kind of organized planning and implementation becomes obligatory at the national level to enforce rules and regulations. Moreover, comprehensive implementations and observations by the authority should also be carried out to prevent employers from producing gender-discriminating job advertisements in the media.