Febryanti, Ferra Putri. Experiential and Expressive Values in the Vocabularies of Aime TIPS Articles for Boys in Jawa Pos. A thesis submitted as partial fulfillment of the requirements for the Sarjana Degree of the English Department, Faculty of Letters, Airlangga University, 2006.

This study focuses on analyzing the portrayal of boys and girls to see the way the columnist constructs gender relation between them. The aim of this study is to disclose whether the columnist preserves the practice of gender inequality in his texts.

The data is analyzed critically using the framework that analyzes the Experiential and Expressive values that the vocabularies of the texts have. In this way, this study uses qualitative methodology since the data is analyzed and interpreted critically in form of elaborate description and explanation. The corpus of this study is all TIPS articles for boys which were published on April to May 2006. The samples of this study are four articles which appeared on April 8, 15, 22 and May 6, 2006. In order to accomplish an in-depth and elaborate critical study, the writer set up an integrated discussion on the findings regarding Language and Gender issue and Women Stereotype in the Media.

The analysis on the articles under study reveals that the columnist portrays boys and girls unequally through the application of collocation, overwording, and several other strategies. In general, boys get positive representation in a way that they are described as the action initiator, allowed to be dishonest, and always conditioned to get positive evaluation. On the contrary, girls are represented negatively through the descriptions as being emotional and they are figured closely to their physical appearance.

Concerning Language and Gender, the representation and positioning of boys and girls in the articles conforms the three relations of Language and Gender asserted by Graddol and Swann. The first relation is that language reflects social division and inequality between genders. In the articles, this relation could be identified from the subject-object construction of boys and girls. The second relation is that social division and inequality between genders are created from sexist behavior of language, such as the way language treats one gender as inferior to the other. The way the texts attributes positive characteristics only to boys and attributes negative characteristics only to girls indicates that language of the articles treats both genders differently and thus make girls considered inferior to boys. The last relation is that language in fact not only reflects but also creates social division and inequalities between genders. From the two previous explanations, it can be inferred that at the time language reflects the existence of social division and inequality between genders, language is also found to be an agent which creates that social division and inequality. In addition, the portrayal of boys and girls that is found in the articles seems to be based on the gendered stereotypes in which boys are always characterized as having bigger and dominant role, unemotional, rational, and powerful, whereas girls are characterized as emotional and sexually attractive to men.

Keywords: Gender, Critical Discourse Analysis, Experiential values, Expressive values, Stereotype, Collocation, Overwording, Sexist.