

ABSTRACT

This study is aimed to analyze what are language features found and how they are used in *Cosmopolitan* online magazine and how can language features used in *Cosmopolitan* online magazine reflect women stereotype. This study used four-month articles from January–April 2018 as data and analyzed using Antconc corpus analysis toolkit. The qualitative method was used to give explorative information. The result found that there are 7 features used in *Cosmopolitan* online magazine: *speaking in italics (intensifiers)* (0.392%), *lexical hedges or fillers* (0.176%), *‘empty’ adjectives* (0.121%), *the use of strong swear words* (0.049%), *(super) polite forms* (0.027%), *tag questions* (0.01%), *special vocabulary (special color terms)* (0.0017%) and *avoidance of strong swear words (euphemism)* (0.0014%). These features used intensively in certain contexts. The interesting findings of this study are in certain adjectives that are largely confined to women's language, women usually hyperbolize them to exaggerate or emphasize the statement while for the neutral adjectives, women do not hyperbolize them and the *strong swear words* are used more than the *euphemism*. There is three women's language features show women stereotype that is *speaking in italics (intensifiers)*, *lexical hedges* and *‘empty’ adjectives*. *Speaking in italics (intensifiers)* and *lexical hedges* show women's lack of confidence and uncertainty while *‘empty’ adjectives* show that women tend to exaggerate or emphasize the statement to supply extra reassurance.

Keywords: women's language features, women stereotype, the language of magazine