Hanum. F. D. A CORPUS-BASED ANALYSIS ON THE TYPICAL NOUNS AND VERBS USED IN THE HEALTH SECTION OF MEN'S HEALTH MAGAZINE AND WOMEN'S HEALTH MAGAZINE

ABSTRACT

Nowadays, people have been more concerned with healthy life style. In obtaining health information, people usually read magazines. The magazines are available based on the target market, and one of the target market segmentation is based on gender.This study discusses the result of a corpus-based analysis on the typical nouns and verbs used in the health section of Men's Health Magazine and Women's Health Magazine. The aim of this analysis is to investigate the typical nouns and verbs used in specialized corpora of Men's Health Magazine and Women's Health Magazine. In this case, the writer took 50 articles from each magazine. In analysing the typical vocabulary, the writer used a term extraction program called TermoStat based on a Log likehood calculation. The writer used the mixed methods design to show the result of extraction terms and interpret the terms behaviour in the text using Key Word In Context (KWIC). From this result, we can see the similarities and differences of the typical nouns and verbs used. The similarities of the typical nouns and verbs are *study, say, risk,* and *cancer.* They could behave differently in each both of magazines. In contrast, the typical nouns and verbs that include in Men's Health Magazine are *iodine, researcher, diet, concussion, prostate cancer,* and *prostate.* While the typical vocabulary in Women's Health Magazine include *breast, brain, woman, sleep, pap,* and *sex.* Men more likely used the word related to substances, academic word, behaviour related to food and drink, and illness. Women referred more to behaviour related to brain , part of body, social word, and medical technique.

Keywords: *Corpus, Corpus linguistics, Gender, Keyness, Log likelihood, Technical vocabulary, TermoStat,*