CHAPTER I

INTRODUCTION

1.1   Background of Study

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. The way people interact in society reflect aspects of their identity, e.g. gender (Holmes, 2001, p. 251). The study of gender is identically related to the relationship between language and gender.

There has been a growing interest among researchers to find the differences language addressed to men and women. Gender and language issue have been more widely researched in the last few decades (Newman, 2008, p. 212). Women tend to use more standard forms of English and men tend to use less standard forms of English (Hellinger & Bussmann, 2001, p. 29). It can be inferred that men and women have different styles to use language. In addition, language styles of men and women show variety of word choices. Women is closely related to the choice of adjective such as lovely, sweet, and adorable; while men have word choices of adjective such as cool, terrific and great (Lakoff, 2004, p. 45). The using of first-person singular (e.g. i, me, and my) is more used by women compared to men (Newman, 2008, p. 214).

The term *gender* seems have wide concepts, particularly in distinguishing the terms *sex* and *gender.* Consequently, In 1970s, feminist theory distinguishes

between biological sex and social construct of gender. Biologically, women and men are different. Besides, the meaning of gender is constructed culturally by society. "Gender is more appropriate for distinguishing people on the basis of their socio-cultural behaviour" (Holmes, 2001, p. 150).

Many linguists have been interested in investigating language addressed to men and women based on corpus perspective which is needed to collect actual empirical investigation. Empirical research could be done by using any spoken and written text (McEnery & Wilson, 2001, p. 29). It means that corpus is a study which relies on the investigation based on the real life data in any texts. The objective of corpus linguistics is to analyse and describe rightly language use as realise in texts (O'Keeffe & McCarthy, 2010, p. 18). For instance, Newman analysed gender differences in language use in both spoken and written text samples using a computerized text analysis tools. The analysis showed that women tend to use the words which are related to psychological (e.g. mad, uneasy, remember, nervous), social processes (e.g. sister, friends), and verbs (watching, taking, talking, and thinking). Men tend to use the words which are related to object properties and impersonal topics (e.g. assignment, music) (Newman, 2008, p. 224). Because gender is constructed culturally, it is important to consider cultural tools like magazine in analysing written language.

In this thesis, the writer used men's and women's magazine to analyse the typical nouns and verbs that are used. The magazines chosen are Men's Health Magazine and Women's Health Magazine. As an initial research, the writer has investigated a small research using *TermoStat* in Men's Health Magazine and

Women's Health Magazine. The corpus was taken from September-October 2011. The analysis yielded a significant typical vocabulary used in Men's Health Magazine and Women's Health Magazine. The writer found that vocabulary which has highest keyness in Men's Health Magazine are *prostate, prostate cancer, cancer, testosterone,* and *egg;* while the highest frequency which revealed in Women's Health magazine are *breast, cancer, breast cancer, risk,* and *woman.*

The typical vocabulary used in Men's Health Magazine assumed that words *prostate, prostate cancer, cancer,* and *testosterone* related to reproductive system. *Prostate, prostate cancer, cancer* emphasize that mostly men have abnormality cells on men reproductive system. The word *prostate* is associated with the word *cancer* which refers to the type of cancer. Other typical vocabulary that occurs is *prostate cancer* which is commonly followed by the word *lethal*. It refers to the hazard disease. The word *cancer* also occurs as the typical vocabulary that is associated with the word *prostate*. It represents that the word *prostate cancer* indicates the type of cancer in men. *Testosterone* refers to hormone which has role on reproductive system which is commonly followed with the word *free,* as in *free testoterone*. The word *egg* is closely related to consuming food. It is useful for men who want to have weight loss.

While the analysis of typical vocabulary used in Women's Health Magazine yielded that the words *breast, cancer,* and *breast cancer* are related to health problem in women reproductive system. The word *breast* is commonly followed with the word *cancer* which represents type of cancer in women. *Cancer* is closely related to breast cancer, risk of cancer, and pregnancy cancer. *Breast*

cancer is more common cancer that appears in women than in men. The noun *Women* can be related to pregnancy and postmenopausal. The word *Risk* is related to the any potential cancer, physical, and obesity.

The comparison of typical vocabulary used in Men's Health Magazine and Women's Health Magazine can be seen from the data above. The words *prostate cancer* and *breast cancer* indicates that men and women face common the abnormality cells which grows and develops on their genital. This result shows that men and women need to concern with their health on the domain of their genital that has potential of cancer.

The writer got the corpus of Men's Health Magazine by downloading at http://www.menshealth.com. The corpus of Women's Health Magazine, the writer downloaded at http://www.womenshealthmag.com. Those magazines have six sections such as fitness, sex and love, nutrition, weight loss, grooming and health. The writer chose health section as the sample for this research. The existence of magazine such as Men's Health Magazine and Women's Health Magazine are helpful for men and women in gaining information about health. Those magazines play role like a reliable doctor. The readers get trusted advices through reading those magazines.

Knowing technical vocabulary on Health magazine that reflects the identity like gender will help the teacher of English for Specific Purpose (ESP) or the journalist is capable to create the topic and material. Technical vocabulary is words which occurred frequently in a specialized text (Nation, 2001, p. 104).

In this study, the technical vocabulary is considered as the typical vocabulary in investigating Men's Health Magazine and Women's Health Magazine as a specialized text. Technical vocabulary involves words that are typical to the subject area in the text (Nation, 2001, p. 12). The specialized text can be investigated by corpus linguistics. It indicates that to identify the technical vocabulary in specialized text can be analysed using corpus approaches. The specialized text can be found on newspapers, academic writings, magazines, and other texts. To analyse the typical vocabulary that occur in Men's Health Magazine and Women's Magazine, the writer used term extraction program which is called *TermoStat*. The program analyses the vocabulary which has the highest keyness in each group of magazine based on log likelihood calculation. Keyness is words that may be key in a given text (Scott, 2010, p. 43). In determining better estimate of keyness, log likelihood calculation compares the observed and expected value of two data set.

There are two studies that closely related with this research. They are Ratnawati (2005) and Arum (2011). However, Ratnawati (2005) focused on the differences of utterance swear word between men and women. She analysed lexical gender of swear of in a movie of "8 Mile". She examined the swear word used by jimmy and Alex to their male and female addresses. She found that men often utter swear word than women. While, Arum (2011) analysed adjectival collocates for the nouns [man] and [woman] in time to time using corpus analysis. She found that in 1861,the frequency of "white man" is higher that "black man";

while "American women" can be found in all periods of time compared to "French women" which only has high frequency during World War 1.

In this study, the writer focuses on the typical vocabulary used in Men's Health Magazine and Women's Health Magazine based on Corpus Linguistic point of view. The typical vocabulary mostly occurs in noun and verb word category classes. The writer needed to extract the typical vocabulary by using *TermoStat.* It is a corpus program which extracts single-word and multi-word as well which have high keyness in the text (Kwary, 2011, p. 60).

1.2   Research Questions

Based on the background of the study, the writer formulates the research problems as follows:

1) What are the typical nouns and verbs used in men's magazine based on the log likelihood calculation?

2) What are the typical nouns and verbs used in women's magazine based on the log likelihood calculation?

3) How are the typical nouns and verbs in men's magazine compared to women's magazines based on the log likelihood calculation?

1.3   Objectives of the Study

Based on the statement of problems above, this study aims:

1. To identify the typical nouns and verbs used in men's magazine based on the log likelihood calculation.

2. To analyse the typical nouns and verbs used in women's magazine based on the log likelihood calculation.

3. To investigate the typical nouns and verbs in men's magazine compared to women's magazines based on the log likelihood calculation.

1.4   Significance of the Study

The writer wishes this study contributes something one of the linguistics fields, corpus linguistics and socio-linguistics to provide the knowledge of word frequency which occurs between men and women in men's and women's magazines. The writers hope this research is able to cover both of theoretical framework and practical. First, the significance in theoretical framework can be seen in the typical vocabulary which has highest keyness of the data in corpus studies. While in sociolinguistics, the contribution showed about the typical word used both of men's and women's magazines which represent gender use language differently. Besides, practical contribution of this research is not only for English for Specialized Purpose (ESP) teacher who wants to design material on health magazine for men and women but also for magazine industry, particularly for the writers/authors who want to write articles and which have men and women as their target market. Consequently, they have references about typical word used in Men's Health Magazine and Women's Health Magazine. The writer also hopes that this study will encourage further research for linguistic or for research who are interested to study with similar topic as a comparative study.

1.5   Definition of key terms

Corpus   : The basis for a form empirical linguistics differs in several fundamental ways from the examination of particular text. (McEnery & Wilson, 2001, p. 29).

Corpus linguistics   : A study of language use in reality observed by collecting data from spoken or written texts as the form of actual language, analyzed by using computer (corpus software). (Svartvik, 2007, pp. 12-13).

Gender   : Gender is embedded in so thoroughly in action, desires, institutions and belief. (Eckert & Ginet, 2003, p. 9).

Keyness   : Words are not generally or simply key in a given language, but they may be key in a given text (Scott, 2010, p. 43).

TermoStat   : Term extraction program extract words which have high keyness in the text (Kwary, 2011, p. 178).

Technical vocabulary : Words that typical to the subject area to the text (Nation, 2001, p. 12).

Log likelihood   : A statistical test that compares the observed and expected value for two data set (Baker et al., 2006, p. 109).