GENDER DIFFERENCES IN THE USE OF PARTS OF SPEECH: AN ANALYSIS OF POPULAR AND FEMINA MAGAZINES

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OLEH
ARINDRA MEODIA
NIM 0911110125

STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
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GENDER DIFFERENCES
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Arindra Meodia

Abstrak

This research focuses on analyzing the differences of male and female magazines in the use of parts of speech which are pronouns and specifiers. Popular and Femina magazines are selected as the data sources since the contents of Popular are believed to represent male’s characteristics and of Femina are believed to represent female’s characteristics. Furthermore, the researcher takes six steps in analyzing the data: identifying, organizing and coding the data, displaying the data into numbers, analyzing the data found, discussing the finding, and drawing conclusion. The results show that there are eight topics out of thirteen topics in which pronouns are used with greater frequency in Femina rather than in Popular. Femina uses pronouns in higher percentage rather than Popular. The percentage is 44.6% for Femina and 37.3% for Popular. Therefore, it can be inferred that pronouns are used with greater frequency in female magazine (Femina) rather than male magazine (Popular).

Keywords: Gender, Gender Differences, Pronouns, Specifiers, Magazine
References


