

Evaluation of gender biases in National News and Tabloid Articles



Simran Wohra

173013042

Department of English and Humanities

Summer 2021

Evaluation of gender biases in National News and Tabloid Articles

A Thesis Submitted to
The Department of English and Humanities
University of Liberal Arts, Bangladesh

In Partial Fulfillment
of the Requirements for the Degree of
BA in English

Simran Wohra

173013042

Thesis Supervisor: Tasmia Mayen

Lecturer, DEH, ULAB

Summer 2021

CERTIFICATE OF APPROVAL

I hereby declare that this thesis is the student's own work and effort. All sources of information incorporated here have been duly acknowledged. This thesis has been submitted with my approval.

Tasmia M.

(Supervisor Name)

Designation

Department of English and Humanities

DECLARATION

This thesis is a presentation of my original research work. Wherever contributions of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions.

A handwritten signature in black ink, reading "Simran Wohra". The signature is fluid and cursive, with a large initial 'S'.

Simran Wohra

173013042

Department of English and Humanities

Dedication (optional)

This paper is dedicated to my family, friends, teachers, and my University. Their unlimited support and guidance with all sorts of resources has helped me to reach this accomplishment.

Acknowledgements

First and foremost, I thank Allah (SWT) the Master of the universe and beyond for His blessing.

I would like to express my sincere gratitude and respect towards my supervisor, Ms. Tasmia Mayen, Lecturer of English and Humanities Department, University of Liberal Arts Bangladesh, for giving me this opportunity to do research, providing invaluable resources and suggestions throughout this research, without her support this research would not have been possible.

I would also like to thank the course facilitator Ms. Arifa Rahman, Assistant Professor, English and Humanities department of University of Liberal Arts Bangladesh, for her guidance throughout the semesters.

I am extremely grateful to my parents, brothers, sister, grandparents and friends for giving unconditional love, support, prayers and blessing.

Finally, I am extending my sincere gratitude to of the University Liberal Arts Bangladesh for providing me with a platform to gain knowledge in a friendly environment. I thank all my Professors, course mates, ULAB library and everyone who has been a part of these four years.

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Abstract

Newspapers are one of the most vital communications tools for humans and society. One of the most critical aspects of dailies is consuming information and an unconscious mindset that acts as beneficial and detrimental to society. This research intends to evaluate gender biases in national newspapers Bangladesh's Daily Star Newspapers (main edition including sections-- news, city, country, international, editorial, opinion, sports, art, and entertainment) and Lifestyle tabloid articles. To examine sexism in Bangladesh's news and tabloid articles by pattern analysis, article titles, gender-based words and issues, and contrast with relative theories related with feministic stylistic and toolkit provided by Mills (1995). The data collection approach for this research is mixed-method. The findings contain qualitative data based on secondary sources such as books, journals, articles, and quantitative data as this research also conducts surveys over the readers about the understanding and perceiving sexism through these circulations for increasing the reliability of the study. The findings of this paper are significant gender/sex bias in The Daily Star's (Bangladesh) newspapers, Lifestyle tabloid articles', and the respondents' perceived presence of imbalanced gender portrayal in newspaper and magazines. However, due to a lack of materials and survey responses, this study cannot be generalized for all the newspapers or populations of Bangladesh. Language and gender studies are essential as it helps to recognize undermining gender biases, which is one of the problems of society, also a hindrance to the growth of the country.

Chapter One

Introduction

Evaluation of gender biases in National News and Tabloid Articles

Sociolinguistics is an area of language study, which focuses on the societal effects on language and vice versa. Sociolinguistics plays an integral part in newspapers as they are a communication tool within society via written languages. Newspaper linguistics are a significant influence on the audience as they consume a world view. The mass audience unconsciously starts to adopt a mindset presented by the communicator; hence, newspaper linguistics styles should be free of discrimination, impartiality, and prejudices.

Sexism or gender biases in the language are comprehended as gender discriminating language, with more attributes towards a preferred gender, also known as andocentric (male-centric) language, primarily pointed out by Robin Lakoff's study of language and gender. However, over the centuries this type of differences are decreasing after the rise of feminist and women power, English is a gender neutral language but influenced by patriarchy society.

In Bangladesh, women are still facing gender discrimination. At the same time, there are many kinds of research globally over gender discrimination in different sectors like workplaces, the film industry, education, and many more. There is little research on addressing gender biases in newspapers language; this paper looks into the language in the lens of gender biases in Bangladesh's Daily Star newspaper and Lifestyle tabloid linguistics. The Daily Star newspaper is one of the most well renowned English newspapers in Bangladesh that started in early 1991; it

also has online e-news and tabloid articles that are constantly updated, they publish numerous supplements also, including Lifestyle tabloids.

The news and tabloid articles' data are collected through pattern analysis, article analysis, title analysis, and gender-based words and adjectives identification, as per the feministic stylistics toolkit, according to Sara Mills (1995).

This study is essential as this paper fills in the research gap. Most researchers are interested in the difference between language in terms of word categories that are advocated depending on their gender and English words that are stereotypical gender-biased.

There is an absence of research on this topic; this study looks at the evaluation of sexism in national news articles, particularly in Bangladesh's Daily Star newspaper and Lifestyle tabloid.

The study objectives are:

- To identify linguistic gender biases in Daily Star newspaper articles.
- To identify gender biases in fashion and beauty articles from Lifestyle tabloids.
- To find if the audiences are perceiving any gender biases from newspaper language.

Theoretical questions:

- Are the Linguistics of Daily Star newspapers affected by sexism?
- Are the Linguistics of Lifestyle tabloid affected by sexism?
- What are the linguistic patterns that are associated with gender discrimination in these newspapers and tabloids?
- Does the audience perceive and identify any gender biases in language?

This study will contribute to sociolinguistics and mass media as it pertains to the real-world problem of gender inequality. The world is adapting towards the postmodern era. Every individual needs to have equal rights and respect; Gender equality is the most crucial as it terminates the violence upon women, creating a safe society. However, the scope of this study is minimal because of limited resources like time and material; the generalizability of this study is also constrained as this study is conducted particularly in Bangladesh and with only Bangladesh's newspaper Daily Star, Lifestyle tabloid, and the respondents of the survey are limited in terms of number and geography.

Chapter one is arranged by introducing the aim, objectives, theoretical questions, scope, and limitations of the study. In the next chapter, the existing literature has been discussed thoroughly.

Chapter Two

Literature Review

Language and Gender by Penelope Eckert and Sally McConnell-Ginet in 2003 introduced the book, starting with the in-depth concept of linguistics and its correlation to gender. Initially, they explained Robin Lakoff's work 'Language and woman's place,' where the writers describe Lakoff's idea that women and men have different ways of speaking associated with gender rank in society. As per Lakoff, in women's language, usage of mitigators and inessential qualifiers makes their speech subordinate against the men's speech, making the language as oppressive as imposed by the society. The language was designed in a non-biased manner. However, using semantic derogation caused language biases; as Cameron's observation in 1998, the study of gender discourse was more reflected as the "discourse turn" because it changed the traditional discourse and shaped it towards feminist theory and gender studies. The existence of gender discourse was soon dismantled and restructured as produced, reproduced, and gender performance associated with their identity, as Judith Butler described in 1990. The "performance turn" has influenced various linguistics conventions, inspiring feminine perspectives into linguistic alterations. As analyzed by the authors, gender difference is a social construction practiced by society due to gender ideology. Many types of research have proved that language is also used according to gender, mental ability, behavior, and physiology; as an example drawn in this book, empathetic linguistics is often used for women and rational attribution for men, which creates inequality between genders. This inequality causes disrespect and inferiority, "women's

language’’ a well known sociolinguistic topic in the aspects of language pedagogy, for ESL with the goal of gender correctness in language. ¹

Similarly, Sara Mills’s work in 1995 presented *Feminist Stylistics*, a theory of analyzing gender representation as a toolkit of stylistic questions. This toolkit analyses are two types: word-level, sentence-level, and discourse-level. The author discusses gendered generic words, naming, and gender characteristic descriptions. In this book, she explains that sexism in linguistics is a variable to context, as the traditional view of men superior in the social levels, the linguistics has been influenced more with masculine variants causing a gender bias. The suffix of “man” used in words can lead to stereotypes of certain occupations, for example, “policeman” or “businessman,” which describes the job as gender-centric. Mills describes these feminist stylistics as gender-neutral by restricting sexist words; the authors give an example of using “person” as an alternative to “man.” Titles for women like “Miss” or “Mrs” are symbols of marital status in negative connotations, whereas “Mr” is a neutral title for males; this is discourse-level sexism. This discrimination has a negative connotation as it remarks on sexism, where their relationship with others represents gender; it is ubiquitous in the newspaper to state females as wives or mothers. The author argues that the feminist model should be analyzed in terms of production and reception. However, for newspapers, their context of production is given more importance. Journalist’s language usage should be kept unbiased, which the author describes as “political correctness.” The author points out that the existence of linguistic sexism is still present as she calls it an “indirect

¹ "Language and Gender - Penelope Eckert, Eckert Penelope, Sally"
https://books.google.com/books/about/Language_and_Gender.html?id=JnZGzMkBaQkC. Accessed 12 Aug. 2021.

sexism” even after great works of language reformations, and it can be out of the system with a constant process of consciously changing or avoiding sexist language.²

Language in the Media, edited by Sally Johnson and Astrid Ensslin, introduces linguistics and media correlation in detail. The construction of media practice contributes to linguistics in communication with society; Preston’s idea about Metalanguage is known as the linguistic use of properties for language as clear communication to be more reachable, with shared beliefs and attitudes. Jaworski et al. (2004) explained that metadiscourse, metapragmatics, metacommunication, and metasemantics are discursive and explicit practices. “Media are public agencies; information is encoding, transferring, and decoding between the sender, receiver, and encoded message” (Johnson et al., 2007). The linguistic preferences of the messages are connotative, emotional, and meaningful for maximum effect on audiences, and it influences perception and cognition. This mediatized communication is an essential part of sociolinguistics. Nikolas Coupland (2001& 2004) mentioned that it is known as “sociolinguistics authenticities,” scrutiny of media linguistic discourses (Johnson et al., 2007).³

Moreover, chapter 12, “*Dreaming of Genie: language, gender difference and identity on the web*” by Deborah Cameron, discusses the gender-linguistic perspective of media coverage, as media also represents language directing towards the audience. Though the author explains that the media frames their materials with the lesser concern of “scientific” and “unscientific” linguistics, this causes them to produce misconceptions such as “battle of sexes,” which created

² "(PDF) 'Feminist Stylistics' - ResearchGate." 6 Jul. 2018, https://www.researchgate.net/publication/325603615_'Feminist_Stylistics'. Accessed 13 Aug. 2021.

³ "Language in the Media: Representations, Identities, Ideologies." 19 Nov. 2007, <https://www.bloomsbury.com/us/language-in-the-media-9780826495488/>. Accessed 26 Sep. 2021.

its controversy for sexism. Media is adopting and reshaping in concern with socio-biology but not sociolinguistics, which hinders the process of communication with the audience. The public's understanding of uncultured linguistics can be crucial to the media itself, for which more studies should be focused on media language use (Johnson et al., 2007).⁴

Jinyu Dong's journal on *Study on Gender Differences in Language Under the Sociolinguistics* displays sociolinguistic study as a study of society related to cultural phenomenon. The author classifies this as macro as a sociological focus and micro as a linguistics focus. Linguists such as Leonard Bloomfield, McConnell-Ginet, Haas, Zhao Yuanren have described the difference in phonology, syntax, vocabulary, and grammar gender-wise. Researchers Eckert & McConnell-Ginet (2003) have found that it is due to sociological factors as men are higher in status, even age difference is an independent factor of linguistic differences, as Chinese linguist Chen Songcen mentioned. Dong further explains these social phenomena as "a traditional concept of 'men outside, women inside' people and men are seen as the dominators of status and power" (Dong, 2014). Women are seen as dependent subordinates on social status and their voice even today. This genderization starts as early as children's birth and their role play in society. Women are expected to show manners within their speech, causing a difference in language correlated with expression. In any communication, these factors are reflected through language due to social structure. Hence, sociolinguistics developed a greater interest in gender studies.

⁴ "Sally Johnson and Astrid Ensslin (eds.), *Language in the media*"
<https://www.cambridge.org/core/journals/language-in-society/article/sally-johnson-and-astrid-ensslin-eds-language-in-the-media-representations-identities-ideologies-london-continuum-2007-pp-xi-314-pb-2500/B49EE028079FF313D75A821A2100A2E6>. Accessed 14 Aug. 2021.

The study of sociolinguistics has shown gender difference in utterance-Choosing, as per Klein's research, gives results of men picking topics more of sports while women about family-related. Another difference in gender language shows a gender difference in pronunciation and intonation, where women are said to pronounce more correctly as their pronunciation is closer to British pronunciation standard, with rich intonation and lifting tones. In vocabulary differences, women use more positive adverbs such as euphemistic expressions and cautious words such as "My dear" and "Oh god," while men avoid using more emotionally expressive words. In syntactic differences, Lakoff's research points out that women use more tag questions that are polite and reflect an uncertain view and seek others' opinions, whereas men are more blunt in speech and ignore others' points of view.

"Gender language includes many other fields like psychology, philosophy, social science, education, media, and linguistics. In sociolinguistic gender and language, the difference can be studied by gender pattern research paradigm, linguistic-based analysis, its correlation with sex-based and class-based differences and enrich the variation theory connotation, lastly the using quantitative approach for analyzing the linguistic phenomenon and improving reliability for scientific linguistic studies" (Dong, 2014). These studies have great significance as it contributes toward language studies, The formal language study needs to develop for social development. Different sexual discourse styles are based on gender differences, which give linguistics a broader scope. Language can show, how society is being operated by social power and communication, according to French feminists. Hence, language should improve gender studies to change patriarchy.

Language is a sociological factor that affects changes within society. Gender differences in language can reflect cultural psychology and social values, but it changes with the development of society. “With education development and social communication, gender differences will decrease, and language similarities will increase between genders. As Marx expressed that society civilization is related to female liberation”. (Dong, 2014).⁵

Likewise, *The Language of Newspapers Socio-Historical Perspectives* in 2010 by Martin Conboy discusses that newspapers have less regard towards language; it is more static and causes negligence towards language. The author calls the society “implicitly constructed,” as it requires conveying tools. Bakhtin's work about newspapers are “dialogue”, “heteroglossia” and “carnavalesque” are correlated with “tabloidization”, as it holds an authoritative power of the social and political world. Further explained by the author, newspapers are tools that “contested dialogic space for communication”, heteroglossia is a conceptualization of all kinds of expression under sociolinguistic norms and “carnavalesque” as it includes information on different sectors like entertainments, informational, politics, and many more that creates a “social identity”, “agenda-setting” to create more “diverse mediasphere”. This discourse around language and culture has gained its prominence after Michel Foucault’s work in 1974 that indicates language usage is a practice that builds the object as a social function. However, language changes can be due to political issues or as a market strategy and technology such as the internet as a form of radical change. Simpson (1993) defines *newspaper language fabric* as androcentric. Socio-

⁵ "Study on Gender Differences in Language Under the ... - CORE."
<https://core.ac.uk/download/pdf/236296964.pdf>. Accessed 24 Aug. 2021.

cultural shapes the language of the news, according to the writers the newspapers need to evolve towards linguistic correctness as it provides a forum of diverse audiences.⁶

In contrast to Anca Sirbu, “*The Significance of Language as a Tool of Communication*” shows the social nature of language. The mutual relation of communication by language and society develops orally and written. Language practice within society is also societal self-awareness as it creates interactive communication with members of society. Geography plays a vital role in language’s moderations, such as economic and political elements. As linguistics is a fundamental theoretical science, each part of linguistics should be studied fragmentally—sociolinguistics studies society’s influence over language patterns. Every sector of society has a different type and purpose of language used to achieve a relation between targeted communities. Intercultural miscommunication is known as a misunderstanding caused by the misrepresentation of language. Language and communication are also known as the cultural presentation of the speaker. Language itself is a media that communicates between individuals and society.⁷

Furthermore, *Gender Bias and Sexism in Language* by Menegatti and Rubini explains the negative connotation of women in language; the author talks about Eagly et al.’s work that reflects complementary social roles and asymmetries men power. As per the author, language reflects shared not only stereotypes but also the thinking process of society; this contributes to reinforcement over stereotypes and gender discrimination. To avoid gender biases, Stahlberg, Braun, Irmen, and Sczesny (2007) gave three types of linguistic focus genderless languages,

⁶ "The Language of Newspapers: Socio-Historical Perspectives"
https://books.google.com/books/about/The_Language_of_Newspapers.html?id=PyRWuNa_IG0C.
 Accessed 14 Aug. 2021.

⁷ "(PDF) THE SIGNIFICANCE OF LANGUAGE AS A TOOL OF" 23 Nov. 2019,
https://www.researchgate.net/publication/337472311_THE_SIGNIFICANCE_OF_LANGUAGE_AS_A_TOOL_OF_COMMUNICATION. Accessed 14 Aug. 2021.

natural gender languages, and grammatical gender languages. Menegatti explains by Stahlberg et al.'s study in 2007 that women disappear in mental representation because linguistic forms are not neutral as gender stereotypes are used in lexical forms in everyday communication. Research of Maass and Arcuri (1996) showed that English words that are referred to women are ten times more referred to men, because of gender stereotypes, women are designated to be more family-oriented words like "virgin, working mother, or career women" (Maass & Arcuri, 1996 cited in Menegatti, 2017) has no counterparts for men. The author explains that the linguistics materials like job title and gender wording requirements in workplaces are biased towards women, which causes more difficulty in the success of women (Eagly & Karau, 2002 cited in Menegatti, 2017). In the English language, the feminine forms of words are driven from masculine ones that create subtle inequality, such as using suffixes of "ess" like air host and air hostess. Women with higher professions like surgeons and prime ministers represent masculine forms. English more displays masculine generic words like "mankind or human." Hence, language is gender-balanced when one consciously chooses to have an equal gender representation. In gender conclusive linguistics is theoretically concrete or abstract conception as described in the linguistic category model by Semin and Fiedler (1988). The abstract level is that the (descriptive or interpretive) action verbs like help or kicking are associated with gender. Many kinds of research have shown that stereotypes and prejudice lead to linguistic biases, and male community members initiate discriminations at the abstract level. Linguistic categories also show more discriminating features in adjectives for females and action verbs for males. However, language is also controlled and influenced by geography, location, religion, and political customs.⁸

⁸ "Gender Bias and Sexism in Language - Oxford Reference."
<https://www.oxfordreference.com/view/10.1093/acref/9780190454524.001.0001/acref-9780190454524-e-470>. Accessed 14 Aug. 2021.

The language-planning effect of newspaper editorial policy: Gender differences in The Washington Post by Ralph Fasold, Haru Yamada, David Robinson, and Steven Barish studies The Washington Post Deskbook on Style editorial and language policy associated with gender. As language impacts the targeted population in the print media industry, language should be focused and consciously used. The author explains Lakoff's "women's language" (1973, 1975) as a language that could be described and identified as women. Language usage was "androcentric generics," which has proven a constant effect of excluding women, causing gender bias. Many pieces of research have proven that androcentric generics more influence different sectors of the print media. English language in the newspapers is concerned with elaboration and style, should be arranged by corpus planning (a systematic styling of language and words), correlated to language and sex, observed under sociolinguistics. Cooper's research on feminist consciousness is causing changes to media that resulted in less non-bias language usage due to the corpus planning. According to The New York Times Manual of Style and Usage (Jordan 1976:224 cited in Fasold et al., 1990), The Times should avoid words and phrases that indicate masculine voice or sexist terms identified with relationships like "housewife." The results indicated that the use of middle initial has become equal after the publication of the style manual; there are specific changes in discriminatory treatment of women. This result implies that language planning policies have the potential to bring a change. This study also finds there are reductions in sexist reporting but not eliminated, and there are persistent portraits of women as helpless and sex appeal. Hence, language policy is also limited.⁹

⁹ "The language-planning effect of newspaper editorial policy: Gender"
<https://www.cambridge.org/core/journals/language-in-society/article/languageplanning-effect-of-newspaper-editorial-policy-gender-differences-in-the-washington-post1/459CEF48E4563B4D0E76B651142D95E5>. Accessed 16 Aug. 2021.

2009's *Gendered Space and the British Press* by Laurel Brake examines the gendered discourse in journalism from the perspective of nineteenth-century journalism. According to a study published in *Guardian* by Anthony Delano and John Henningham found that 75 percent of the journalist were male, which is related to Ann Leslie (1996) and Micheal Leapman (1992) that women always remained under masculine power, which is also supported by various writings and researches. In the late nineteenth century, there was active recruitment of women due to Matthew Arnold's denunciation of "new journalism." Female readers were thought to be more interested in suffrage or anti-suffrage, travel, and literature. Publication of periodicals was for women who included family-related items; this was known as "class" journalism. As per Darnton's study, writing has always been the dominant discourse of production. In 1863 Cox launched *Queen*, which excluded politics as it was "lady's paper." Subjects were designed according to classes of the women readers. W.T. Stead published a scheme, "Review of Reviews," to create "lady journalists" that trained on political topics. The author argues that the mainstream excluded women's activities in politics, journalism, and journals. The content was limited, which hampered women's power to vote or authoritativeness. Women appealed for the more significant proportion of the market, configuring news that excluded women as "unconscious replication of gendered categories of journalism" (Brake, 2009). The ideology of gender space has still remained like in the nineteenth-century press; women should be encouraged for journalism, and newspapers should not have gender space in any sector.¹⁰

¹⁰ "Time: Periodicals and the Time of the Now - JSTOR." <https://www.jstor.org/stable/43663386>. Accessed 17 Aug. 2021.

The journal by Jude William Genilo, Md. Asiuzzaman, Md. Mahbubul Haque Osmani, *Small Circulation, Big Impact: English Language Newspaper Readability in Bangladesh* looks into how English language newspapers, in terms of content, proportion, and the information of the newspaper, how much it appeals to the readers in terms of readability and credibility. This research's primary sources are the Daily Star, Daily Sun, Dhaka Tribune, Independent and New Age. The method is by content analysis of front-page contents. "In this exploratory, descriptive and quantitative research, the instrument developed by the Readership Institute at Northwestern University was modified and used. Data gathered were classified in four broad areas, namely: 1) story analysis, 2) newspaper structure, 3) listings or types of content, and 4) content promotion" (Genilo et al., 2016). According to the authors, a research gap is present as in Bangladeshi journalism day-to-day speculation for the academicians to ignore the betterment of journalism studies, these types of studies.

Primarily, the newspapers industry started during the British colonial period, in India, where Bengali newspapers started in 1818; in 1971, after the freedom of Bangladesh, newspapers such as Dainik Ittefaq, Dainik Bangla, Bangladesh Observer, and Bangladesh Times became popular. In the last two decades, English newspapers have become more well-known around Bangladesh. According to the results, the Daily Star started in 1991, a broadsheet one the earliest among the other newspapers. The section for three newspapers, The Daily Star, Daily Sun, and Dhaka tribune, provides sections with diverse topics like art and entertainment, nation/country, business, and city, along with comics, lifestyle, youth, education, fashion, food, computer and technology, and science and health (Genilo et al., 2016). However, The Daily Star has interesting sections like book and motoring, while Daily Star sometimes presents travel. The highest content promotions among the five newspapers are Dhaka tribune. The jumps, word length, selected the

readability, and title length, where the results show almost all the newspapers have a high percentage of jumps (front stories are continued on another page) (Genilo et al., 2016), the shorter the word length it is preferred to be more readable, according to which The Daily Star has an average of 5.28-word length.

In the summary section, the journal author talks about how little diversity is given on the front page as newspapers mostly quote officials, celebrities, and males (Genilo et al., 2016), photographs of mostly Bengalis, and male faces to be seen primarily. In conclusion, the author stated a few ways of improving the readability, such as color pages, graphics, and photographs with more faces of children and females. Diversification of the front page also stories of readers, newspapers should improve their jump. Story analysis could be included. (Genilo et al., 2016).¹¹

These aforementioned works are based on sociolinguistic, feminine stylistics, language of media, newspaper language, and Bangladesh's newspaper audiences; this information also discusses the relationship of language, sexism, society and Bangladesh's society. Moreover, that would help develop my research paper to look at linguistic sexism in The Daily Star newspaper, Lifestyle tabloid and analyzing surveys.

¹¹ "(PDF) Small Circulation, Big Impact: English Language Newspaper"
https://www.researchgate.net/publication/311987178_Small_Circulation_Big_Impact_English_Language_Newspaper_Readability_in_Bangladesh. Accessed 24 Aug. 2021.

Chapter Three

Materials and Methodology

This study to evaluate sexism in national news articles is an in-depth analysis of sexist elements from the newspaper of *The Daily Star Bangladesh* (primary text) and their tabloid *Lifestyle* (primary text). The newspapers and tabloid articles are analyzed by word/lexical level analysis followed with discourse level analysis as per Mills (1995) toolkit. This process detects sexism from pattern analysis, article titles, gender-based words, and issues, contrast with relative theories from a decade of that newspaper. The primary materials are collected from The Daily Star e-newspaper¹² accordingly one newspaper from each year of July 2011-2021 that is eleven newspapers, and for the Lifestyle tabloid, thirty-one articles from Fashion and Beauty section is analyzed dated from April-August 2021, these data are collected from The Daily Star website (<https://www.thedailystar.net/lifestyle>).

3.1. Procedure

The method of the first, second and third part of this study is material analysis as this study examined through The Daily Star's main edition: news, city, country, international, editorial, opinion, sports, art, entertainment, (4.1.0) and Lifestyle tabloid's fashion and beauty section (4.2.0) that covers tips and tricks to look appropriate for all their audiences. This data has been collected

¹² "The Daily Star – Leading English Daily among Bangladesh" <https://www.thedailystar.net/>. Accessed 7 Sep. 2021.

as qualitative data based on primary sources such as newspapers and tabloid articles written in English. These sources are collected via reliable resources such as e-library and websites like URLs like .com, .edu, .gov, and .org where they are published; because of the pandemic, physical access to libraries became difficult, and the time constraint while developing this research proposal, affected adversely and became limitations for the study. The photos and pictures are studied under semiotics as the pictures are related to symbols and signs which is a part of communication and linguistics. These photos are collected through the same primary source of the first half of this study.

The last part of the data collected through survey method (4.3.0) as it surveys on how audiences perceive these linguistic gender biases through newspapers and tabloids. This survey contains closed questions that are allowed to answer within the few options which are provided in the questionnaire, this allows collecting quantitative data. The research tool for this survey is conducted online through Google questionnaire forms, the samples for this study are twenty Bangladeshi English newspaper and tabloid/magazine readers. This quantitative approach helps to extend or support the generalizability of the study. There is also an advantage to quantitative data as it provides statistics and numbers that are easy to analyze. It is a scientific method that gives less biased or uninfluenced data that is more reliable and generalizable. However, as this survey does not contain open ended questions, it adds a limitation to the study. The questions of the questionnaire are explained thoroughly in the following:

1. Which Category of age limit do you fall in?
2. What is your gender?

These first two questions focus on the age and gender of the samples, it is important for any research as these factors are variables of different types of perception, understanding and this study is about gender biases in newspaper it is vital to know the sample's gender to understand their mindset, how they consider these survey questions and answers. It also categorizes which of the most samples' category can be generalized in this research.

3. Do you read newspapers?
4. If yes, in which language do you read often?

These two questions are significant to know if the samples are reading newspapers, so that their answers on questionnaires are reliable. And as the primary sources of this research is The Daily Star and Lifestyle tabloid, which is written in English, and as this research is conducted under the department of language, it is important to know which language the samples get the information from as it may cause unreliable results because different languages have different ways of expression.

5. Did you ever notice any kind of gender bias in newspapers language?

This is a direct question to see if the samples have perceived any gender bias within newspapers

.

The following questions are crucial as it focuses on how gender (specifically females/women) are represented or recognized in the printed media and how the audience perceived or identified any types of gender biases:

6. Which type of tone/voice do you think the newspaper uses in news about women?
7. Which of the following social identities are females mostly referred to in the newspapers?

8. On a scale of 1-5, how would you rate women's representation compared to men, in sports news in newspapers?
9. Do you read any fashion magazines/tabloids?
10. Can you identify an article's target audience?
11. Who do you think the target audiences are for fashion magazines/tabloids?
12. Who do you think the target audience is for sports news?
13. If you are able to identify these articles' target audience, please explain how and why in the given box below?

These last two questions are focused on the semiotics that targets the audience to identify if they have ever noticed the presentation of genders in accordance with different newspaper sections.

14. Which section do you think pictures of women are used the most in newspapers?
15. Which section do you think pictures of men are used the most in newspapers?

3.2 Types of Data

The types of data that is studied to achieve the findings are words that represent the social identity of gender, phrases, expressions and connotations that are stereotypical towards gender are studied under exclusive linguistics that means usage of words that are intended for a specific group/category or individuals as per the feministic stylistics toolkit according to Sara Mills (1995). Collection of types of words such as adjectives and nouns, along with sentences and pictures and photographs that can be counted as a remark for sexism, these are qualitative data that are discussed

with words. The survey analysis contains graphs, charts, tables and numerical characteristics analysis according to the answers of the samples, this provides quantitative data.

Both of these data collection methods are used in standard research methods under literature, as both of them have equal advantages that would help the study by lessening the limitations, and make the study more reliable. Hence, this study uses a mixed data collection method. The qualitative data collection is achieved by the material analysis section and the quantitative data collection is achieved by the survey, as the responses contain fourteen closed ended questions and one open ended questions that were used in this study for the online Google form survey. The next chapter is discussion: chapter 4, where a detailed analysis of the qualitative data and quantitative data are thoroughly presented.

Chapter Four

Findings and Discussion

This chapter provides the results from the finding and discussion into three different parts, (4.1.0) The Daily star newspapers articles, (4.2.0) *Lifestyle* tabloid's articles, and (4.3.0) Survey Response. The analysis of the data is categorized into two sections as like the toolkit provided in *Feminine Stylistic*, firstly as Mills (1995) explains that word/lexical level analysis helps to categorize how females are connoted in the text like words that are appearance, identity, and work occupation based. Secondly, discourse-level analysis helps to analyze the representation of females in the text that is influenced by different aspects and power of the society. The survey responses are also divided into two parts: interpretation and analysis.

4.1.0 The Daily star newspapers articles

4.1.1 This segment focuses on The Daily Star e-newspaper¹³; the analysis is conducted over one newspaper from each year of July 2011-2021 that is eleven newspapers. The newspaper sections that this analysis covers are (main edition including sections-- news, city, country, international, editorial, opinion, sports, and entertainment). This analysis is vital for the study because it identifies the linguistic patterns that cause genders differences in newspapers.

4.1.2 Firstly, the word/lexical level analysis is analyzing individual lexical level, these analysis are done by the title of articles are detected in the category of social identities of males and females

¹³ "The Daily Star – Leading English Daily among Bangladesh" <https://www.thedailystar.net/>. Accessed 7 Sep. 2021.

which is separated by two categories gender nouns like women/girl/female/man/boy, represented by a relationship such as mother/daughter/wife/father/husband; usage of words with affixes and suffixes of a specific gender in articles and captions.

The following tables consist of the usage of aforementioned words' frequency among in articles of 10 newspapers are given below:

Social Identities	Gender	Approximate Usage
Represented by Relationship	Male	02 times
Represented by Relationship	Female	10 times

Titles of some articles that used social identities of males represented by relationship are illustrated in the following:

Example 1. *Father* sues 4 max doctors

Titles of some articles that used social identities of females represented by relationship are illustrated in the following:

Example 1. *Housewife* beaten to death (Correspondent, 2013)

Example 2. Jurno Mukul's *girlfriend* sent in jail(Correspondent, 2018)

Example 3. A *mother's* appeal to another (Correspondent, 2018)

The above chart shows that females are more represented by their relationships than males. Women are identified on the basis of their relation with others compared to males; these words

like *housewife/girlfriend/mother* are used in the news as a social identity that they share with a male. However, usage of these identities creates an undercover sexism as it symbolizes that females belong to the society only when they are related to a male. Hence, society becomes centralized to males, where females have less or no participation which is indirect sexism as pointed out by Sara Mills 1995 work, aforementioned in the literature review.

Social Identities	Gender	Approximate Usage
Represented by Gender Nouns	Male	12 times
Represented by Gender Nouns	Female	21 times

Titles of some articles that used social identities of males represented by gender nouns are illustrated in the following:

Example 1. “Indian *boy* reunites with family”(Correspondent, 2016)

Example 2. “Israel troops kill Palistianian *man*” (Ramallah, 2020)

Titles of some articles that used social identities of females represented by gender nouns are illustrated in the following:

Example 1. “*Girl* saves friend from early marriage” (Report, 2016)

Example 2. “Two arrested for raping minor *girl*” (Report, 2020)

The above chart shows that females are more represented by their gender nouns than males. In most news about women against violence to maintain integrity and ethics newspapers do not reveal names and some articles are addressed to women in a unifying manner, whereas most news

about men uses their original names or their work occupation. However, news about women is less in number in comparison to men.

Example 1. Seoul mayor takes own life after '#MeToo' complaint (AFP 2020)

Moreover, gender generic words that use affixes/suffixes with “man” as explained by Mills (1995) it portrays gender biases for example “postman or fisherman”, usage of these words affects mindset of the readers unconsciously, that creates and categorizes that these work occupation are for males or any such words are indicating about male. The captions of pictures used in newspapers and articles that are analyzed for this study shows a use of “chairman” in a higher ratio, though there are usage of “manslaughter”, “policemen”, “newspaperman” and “sportsmen” but at a frequency of once within these eleven newspapers. The gender neutral words that can be used are “murder/assassination/slaughter/homicide”, “chairperson”, “police-officers”, “newspaper-person” and “sportsperson”.

The following table provides the approximate usage of *Chairman* in compare to *Chairperson*:

Nouns	Approximate Usage
Chairman	07
Chairperson	02

Some of these illustration of the words that used *Chairman* and *Chairperson*:

Example 1. Ex-UP *Chairman* 'kidnapped' in Rangamati.(Correspondent 2018)

Example 2. “She was 75 and left behind her husband, Mr. M. Anis Ud Dowla, *Chairman*, ACI Limited" (ACI, 2021)

Example 3. "demanding release and proper treatment of party *Chairperson* Khaleda Zia" (Khan, 2018)

The word "Chairman" has been used for males, and the word "Chairperson" has been used for a female. For political correctness as mentioned by Mills 1995, in writing, journalists and news agencies should use gender neutral words such as "Chairperson" for all genders.

4.1.3 The second part looks into the discourse analysis based on articles, pictures and captions. This analysis provides the linguistics standardizing of different genders in society by the discourse of printed media. It is divided into four parts as the first analysis provides an insight on passive and active tones/voices in how different genders are represented in article titles, depiction of different genders in obituary, and representation of different genders in sports and representation of genders through pictures/photos under the sections of the ten newspapers.

Passive tones/voice is used for indirect sentences that cause the readers' process of sensation to minimize unconsciously. Whereas active tone/voice makes a sentence clearer and understandable that causes the readers to consciously consume and adapt the news/sentences. Newspapers use mostly passive language to avoid allegation. But the usage passive tone/voice in cases of violence against women makes the topic indirect. This type of news should use active tone/voice in violence against women, as passive tone/voice makes the intentional incidents sound as natural course of occurrences. Some of these passive titles are illustrated in the following:

Example 1. Girl raped *by* muezzin (Correspondents, 2013)

Example 2. The rape *of the* Rohingya (Islam, 2019)

Obituary and death anniversaries articles are most common in newspapers; it is a brief notification for someone's death or death anniversary. This study has found that most of these articles follow a pattern based on different genders. For males, they are first identified by their work occupations following with family/relation brief; however, for females they are identified, firstly by profession then followed by family and relationship details more than males.

Some of the following examples are given below:

Example 1. “We announce with profound sadness the demise of Rezaur Rahman, founder partner of Rahman Rahman Haq, Chartered Accounts, Mr Rezaur Rahman breathed his last in London in the evening of Wednesday, 1 July 2015. May Allah grant eternal peace to his departed soul.” (Haq, 2016)

Example 2. “Today is the 12th death anniversary of Rebecca Walie, wife of late ATM Wali Ashraf who was a freedom fighter, lawmaker of Brahmanbaria-6 and founder editor of the Janomot Newsweekly London...Rebeka Wali played an important social role in London for the 1971 Liberation War.” (Desk, 2018).

Example 3. “Mrs. Najma Dowal, Director of Board of ACI Limited and its Subsidiaries... left behind her husband, Mr. M. Anis Ud Dowla Chairman, ACI Limited, daughter Ms. Shusmita Anis, son Dr. Arif Dowla, daughter in law, Rumana Rashid Ishita.” (ACI, 2021).

Among eleven random newspapers, there were only two newspapers that had articles written about women athletes. In the sport section, news about women is mostly when women

achieve in higher ranks, in comparison with news about men focusing on daily sports updates and achievements. This causes centralized concentration over men which are biased towards women.

Some of the news article titles are illustrated in the below:

Example 1. The girl who survived and thrived. (Shabuj, 2018)

Example 2. Double Gold Joy for American men, Chinese women. (Reuters, 2021)

Example 3. Diya goes down fighting in shoot-off (Rahman, 2021)

In newspapers articles always use a supportive gesture of an image to bridge the gap between communications. These images create implications for the readers. The following pictures are retrieved from The Daily Star. In these pictures linguistic connotations of sexism are present as these pictures portray stereotypes, which are based on looks and what is thought to be womanly.



Figure 1. *Sandalina soap*. (2016, July 1). [Photograph]. Advertisement.
<https://epaper.thedailystar.net/Home/ArticleView?eid=1&edate=01/07/2016&pgid=60806>

Eid shopping online doubles

Traffic jam, rush at malls prompting people to buy from home

By Shabuj Islam
 The volume of online Eid shopping has more than doubled this year compared to last year, with consumers turning to e-commerce to avoid traffic jams and long queues at malls. According to the World Bank, Bangladesh recorded a 100% increase in online sales in 2015, with a projected 150% increase in 2016. The rapid growth of the internet and mobile phone use across the country has led to a surge in online shopping. In 2015, online sales reached 100 crore taka, up from 50 crore in 2014. This year, the figure is expected to reach 200 crore. The growth is attributed to the convenience of online shopping, especially during the Eid season when malls are crowded. Consumers are also drawn to the variety of products available online and the ease of price comparison. The trend is expected to continue in the coming years as more people embrace digital commerce.



Figure 2. Daily Star ePaper, English News Paper, Today Newspaper, Online News Epaper. (2016, July 26). *The Daily Star*.
<https://epaper.thedailystar.net/Home/FullPage?eid=1&edate=01/07/2016&pgid=60811>

- In figure 1 it shows an advertisement using a woman, who is influencing the audience (main target women) to use this soap as it makes skin brighter just like her.
- In figure 2 the picture shows online shopping has hypnotized a woman.

These two pictures show stereotypes based on looks and their mindset of women, this is gender bias as these pictures are collected from two newspapers out of eleven newspapers, that makes the approximate rate of these kind of stereotypes 18-20%.

4.1.4 The addressing of both the genders is biased, as newspaper discourses are mainly focused on men. Women have a weaker social identity than men, gender categorized words are still in use that creates a stereotype against a certain gender. Passive titles are used on violence against women, articles are less about females, especially in the sector of sports, this also creates an unconscious bias and discourages women in keeping interest over sports or newspapers. As these types of language distinction create biases, it is a concern of sociolinguistics as it is related to language and the society. Neutralizing these biases will contribute to a society that is equal for all the gender.

4.2.0 *Lifestyle* tabloid's articles

4.2.1 This segment focuses on *The Daily Star's, LifeStyle* tabloid section: Fashion & Beauty. *Lifestyle* tabloid "Fashion and Beauty" provides tips and tricks for beauty and fashion for their audience to look and gain their best. In this study segment, the data are based on the last five months, from April-August 2021, which looks into thirty-one articles about fashion and beauty. The gender biases analysis in this section is divided into two categories. Firstly, the word-level study looks into the generic adjectives and words that are stereotypically gender-based; the second part looks into the discourse analysis based on how different genders are represented or influenced in this particular Fashion & Beauty. This analysis is essential because it provides the perspective that shows how linguistics is used for styling and appearances of different genders and how they are redirected towards the audience.

4.2.2 The word/lexical-level analysis data has been achieved by analyzing thirty-one articles, these works address women or men, and some of these are also gender-neutral. The words and adjectives while describing the purpose of the fashion, tips and tricks are analyzed in the course of gender-neutral or biased, with extracted lines as examples from the primary source.

According to sixteen of these writing the usage of the words such as "eye-catching/gaze/bold," "attractive/drama/frolic," and "chic/feminine" has been used with the lexical variations that are directly addressed to women with high intonation towards appearance, there are usage of adjectives like "comfortable/formal/classic" but low in comparison with words based on

appearance. Few illustrated in the following from the *Lifestyle* tabloids that are considered bias or sexist adjectives and words:

Example 1. “It creates a *chic* and *graceful* ripple effect” (Sarkar, 2021).

Example 2. “These *unique* and *eye-catching* accessories descend originally from *nerd-chic*” (Sarkar, 2021).

Example 3. “It is a united front in its stitches and accessories that tells a wordless story to anyone laying a *gaze* upon you” (Haque, 2021).

Example 4. “we crave a little *drama*. This is where a pair of bold berry lips come to our rescue” (Jahan, 2021).

In most components that are addressed to men, words and adjectives such as “essential/staple/ideal,” “comfortable/breathable/bearable,” “official/formal/casual,” and “classic/excellent” are used often in writing while explaining the benefits of these provided tips and tricks about styling and keeping organized, these articles use gender-neutral adjectives and words. Some of the examples are given below:

Example 1. “The lightly woven and dimpled surface of seersucker cotton shorts will leave you feeling the breeziest, as it lets more air in than other types of cotton. Madras fabric is another good option for cotton as it is loosely woven, *breathable*, and dries quicker than most, making it the ideal candidate for monsoon” (Ahmed, 2021).

Example 2. “However, using a contrasting pattern or design and color to give dimension to the entire outfit is a modern approach to the *classic* accessory” (Sarkar, 2021).

Example 3. “Such qualities make linen trousers an *excellent* contender as a yearlong staple for both the office and casual outings” (Ahmed, 2021).

Example 4. “Incorporating linen trousers into your office wardrobe can help make extra stressful days at work slightly more *bearable*” (Ahmed, 2021).

In articles that have no direct/indirect address to any gender, are gender-neutral, these types of texts use words such as “comfortable/healthy,” “brave/cool/stylish,” and “fresh/creative,” some of these adjectives and words as shown in the following examples:

Example 1. Definitely, these styles are for the young at heart, and that’s why we mentioned the word hip and *cool* at the beginning (Police, 2021).

Example 2. Monsoon is the perfect time to let the *creative* side in you finally take the lead! (Police, 2021).

Example 3. It has more to do with your *health* than your appearance (Rudro, 2021).

Within thirty articles, twenty are denoted towards women, two are addressed to men, seven are gender-neutral, and two articles are addressed to both genders. In this word-level analysis, it is clear to conclude that for women, the tabloid uses adjectives that are directly correlated with looks and presentation. Whereas articles with gender-neutral and articles directed towards men use similar adjectives and words that focus on comfort and importance. These disproportionate words create a stereotypical idea of how women should be and their priorities in society, which is sexist as it creates an expectation of society from women.

4.2.3 The discourse analysis data is achieved by analyzing thirty-one articles according to their titles and how these write-ups represent the genders. This analysis is mainly focused on texts that aim at both genders.

As already mentioned in the literature review, 2009's *Gendered Space and the British Press* by Laurel Brake had included details about 1863's Cox that launched *Queen*, which was "lady's paper." This paper was developed for women with more family-related articles that also were categorized in class division as it exhibited fashion, beauty, and things that were seen as entertaining to women; these papers were known as magazines/tabloids. *Lifestyle tabloid* also falls in the similar category of "lady's paper" as most of its writing is aimed at women.

Titles such as "The rising nerd-chic," "The 'no-makeup look,'" "Choose your shade of burgundy," "All about the Cat Eyeliner," and "Words that scream style" are related to looks, fashion and beauty are focused on the female audience. On the other hand, titles focused on men like "A grown man's guide to shorts" and "Men's accessory today" are also based on ways to be trendy but are few in numbers.

Moreover, a title such as "The power of a befitting lingerie" in comparison to "A grown man's guide to shorts" shows that intimate topics are more directed towards one gender, i.e., females, in this tabloid in respect to the "Proxemic Theory" by Edward T Hall which explains that communication is a dependent variable of distance. According to the proxemic theory, it is correlated with the relation that the sender and the perceiver share within, as distance are four types: Intimate Distance, Personal Distance, Social Distance, and Public Distance. This theory explains that "The power of a befitting lingerie" has been written in the sphere of intimate distance

as the article shares details about female undergarments, whereas “A grown man’s guide to shorts” is in the domain of personal distance as it shares about basic clothing.

In an article that is written for both the genders, “Dissecting ‘business casual’” had subtitles as “A guide for women” and “The essentials for men” which portrays polarity as they use words such as “guide” for women while “essential” men while targeting a similar message to both the genders. The word “guide” denotes the ways that something should be done in a commanding tone, in juxtaposition to “essential,” which connotes a suggestive tone of what is necessary. These words also create a mindset of how women should dress up while important for men. This tabloid also has many gender-neutral articles such as “Managing dry skin,” “How to care for leather bags,” “Natural DIY solutions to prevent hair fall,” “Mirror, mirror on the wall who is the fairest of all?”, “Beauty in all shapes and sizes” does not address or justify the article toward a particular gender, but most of these write-ups use pictures and photos representing females. “Ageing gracefully is a thing,” “Grooming salt and pepper hair,” “Tips for organizing your closet” with depictions of both genders. These representations are studied under semiotics, determining the concept of Saussure and Peirce by analyzing signs and symbols; how meaning is created, interpreted, and communicated by such signs. The relationship is established between signifier and signified, for example, a title like “How to hide that pimple,” with a picture that portrays women or feminine attribution, the readers unconsciously connote that this is addressing females. The delineation becomes a gesture, illustrated by Peirce that not only linguistic signs but also gestures, dress code, traffic signs, advertisement, and many more are signs and signifiers, helps bridge the communication gap.

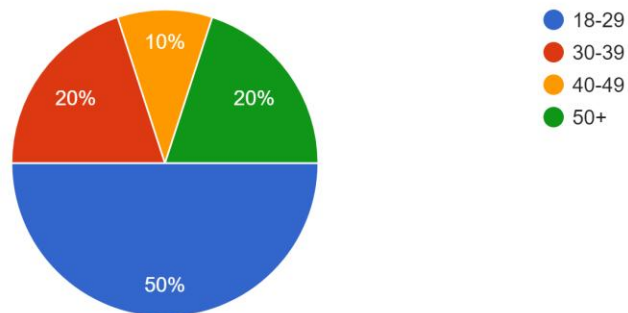
4.2.4 The portrayal and addressing of both the genders are imbalanced in the tabloid sections of “Fashion and Beauty” articles as it gives a very microscopic view of both the genders. These discourses focused on women are more in the count but have a subtle negative connotation as it gives a very restricted view of women, as those centralize “flawlessness, attractiveness, experiments and lastly comfort.” Meanwhile, articles focused on men are limited in number but consist of neutral connotations because most articles are defined into three parts “fashion, usage, and comfort.” There are also neutral and positive connotations in gender-neutral articles such as “being confident, creative and comfortable,” tips and tricks on taking care of self and things. Hence, it is safe to conclude that articles about women use a sexist undertone that represents and influences women in a manner to appeal the society.

4.3.0 Survey Response

4.3.1 Survey Responses and Interpretation

Which Category of age limit do you fall in?

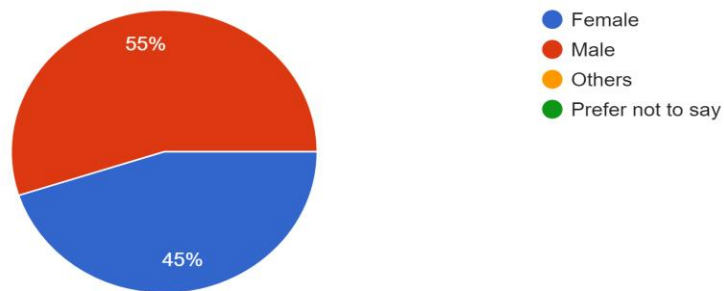
20 responses



Interpretation: As per the survey half of the respondents were aged from 18-29 i.e. 50%, 20% of the sample are 30-39, 10% of the sample were aged between 40-49 and 20% of the sample were 50+.

What is your gender?

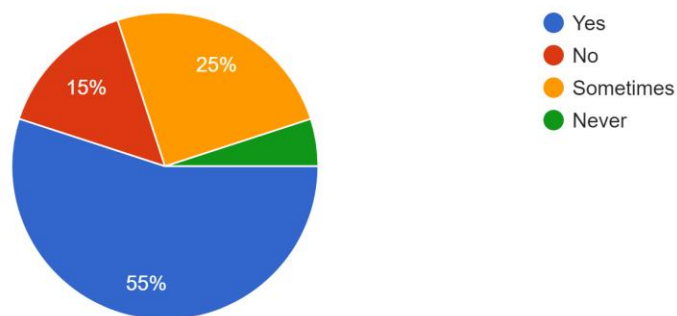
20 responses



Interpretation: According to the pie chart the sample ratio of males was higher than females.

Do you read newspapers?

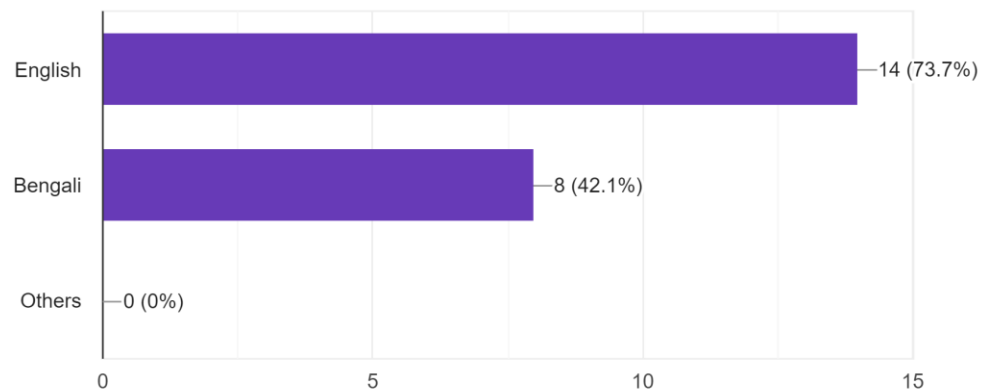
20 responses



Interpretation: In observation of the survey 55% of the respondents read newspapers, 25% of the respondents read newspapers sometimes, and 15% of the sample did not read newspapers.

If yes, in which language do you read often?

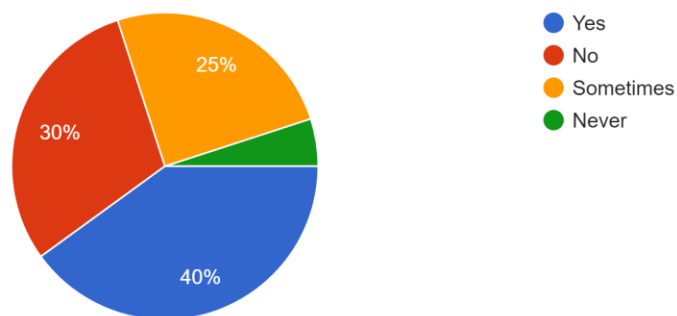
19 responses



Interpretation: According to the Bar graph, the ratio of respondents read newspapers in English is 73.7% which is higher than the ratio of the Bengali newspaper reader, which is 42.1%.

Did you ever notice any kind of gender bias in newspapers language?

20 responses

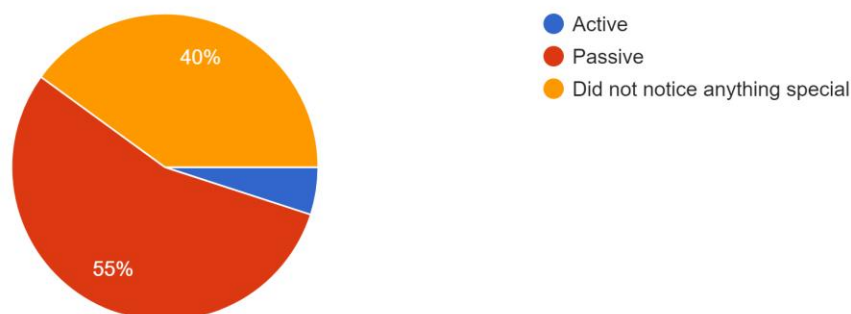


Interpretation: As reported in the survey the 40% of respondents had noticed gender biases in newspapers language, 30% of the sample did not notice any gender biases in newspaper language, 25% had sometimes noticed gender bias language in newspapers, and 5% never

noticed any gender bias language in newspapers.

Which type of tone/voice do you think the newspaper uses in news about women?

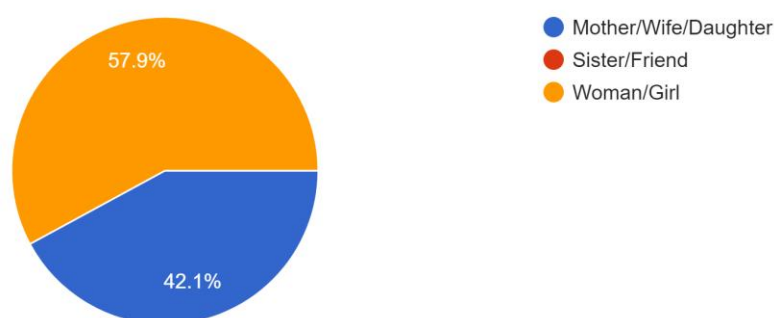
20 responses



Interpretation: According to the survey 55% of the respondents think that the newspaper used passive tone/voices in news about women, 40% of the sample did not notice anything special about tones and voices in newspapers about women and 5% of the sample thinks that the newspaper uses active tone/voices in news about women.

Which of the following social identities are females mostly referred to in the newspapers?

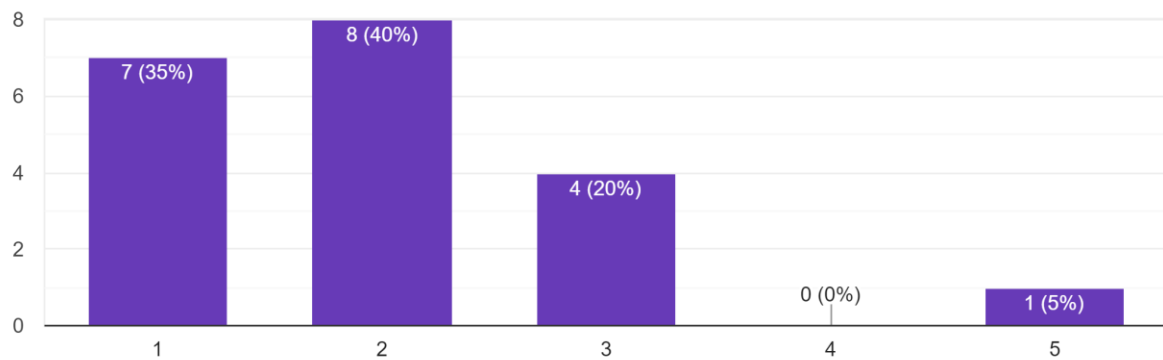
19 responses



Interpretation: As per the survey 57.9% of the sample has observed that the newspapers use Women/Girl as mostly referred social identities, and 42.1% of the respondents observed the usage of Mother/Wife/Daughter as mostly referred social identities in newspapers.

On the scale of 1-5, how would you rate women's representation compared to men, in sport news in newspapers?

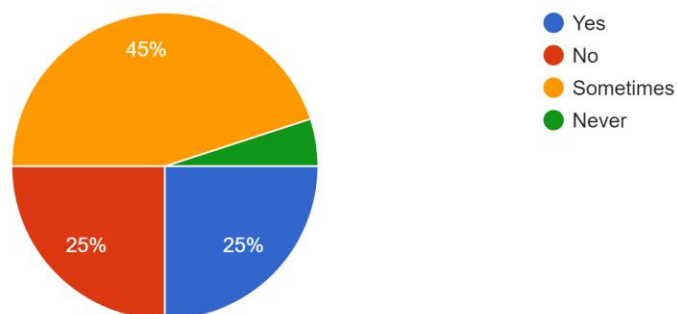
20 responses



Interpretation: According to the histogram, 35% of the respondents noticed the lowest representation of women in comparison to men in the newspaper's sport section. While 40% of the respondents noticed a low representation of women, 20% of the respondent has noticed a medium representation of women, and 5% has noticed an equal representation of women in comparison to men in the newspaper's sport section.

Do you read any fashion magazines/tabloids?

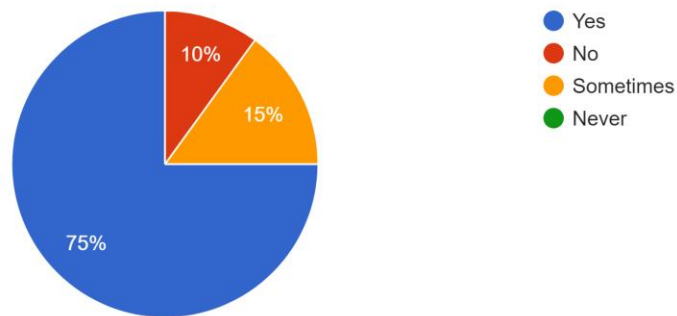
20 responses



Interpretation: According to the pie chart 45% of the respondents read fashion magazines/ tabloids sometimes, while 25% of respondents read fashion magazines/ tabloids daily, 25% of the respondents do not read, and 5% never read fashion magazines/ tabloids.

Can you identify an article's target audience?

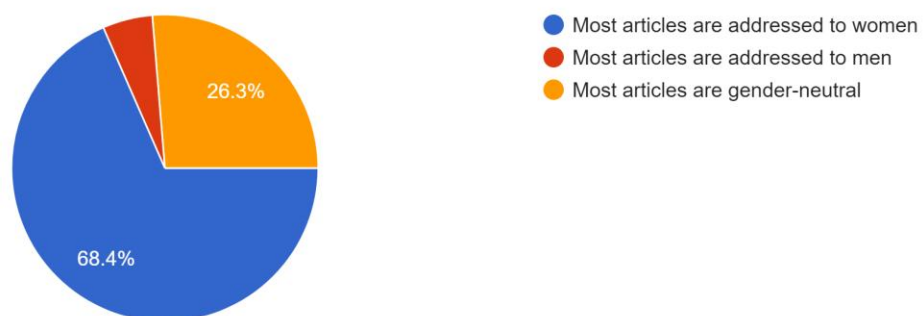
20 responses



Interpretation: As per this pie chart, 75% of the respondents can identify the target audience, meanwhile 15% can sometimes identify the target audience of an article, and 10% cannot identify the target audience of an article.

Who do you think the target audiences are for fashion magazines/tabloids?

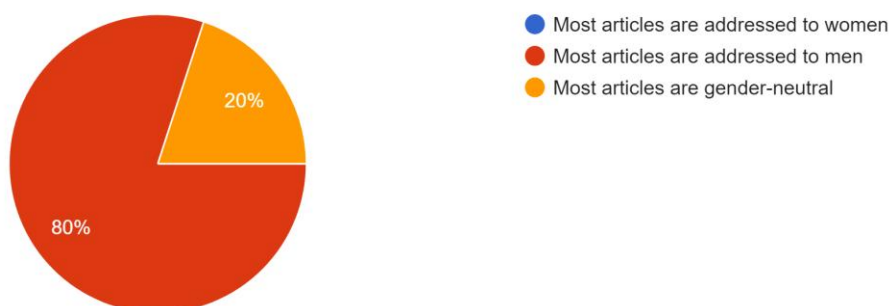
19 responses



Interpretation: 68.4% of the respondents think that the target audience for fashion magazines/tabloids are addressed towards women, 26.3% of the respondents noticed that most fashion magazines/tabloids are gender-neutral.

Who do you think the target audience is for sports news?

20 responses



Interpretation: 80% of the respondents identify that the target audience for sports news are men, 20% of the respondents identify that sports articles are mostly gender neutral.

If you are able to identify these articles' target audience, please explain how and why in the given box below?

15 responses are given in the following:

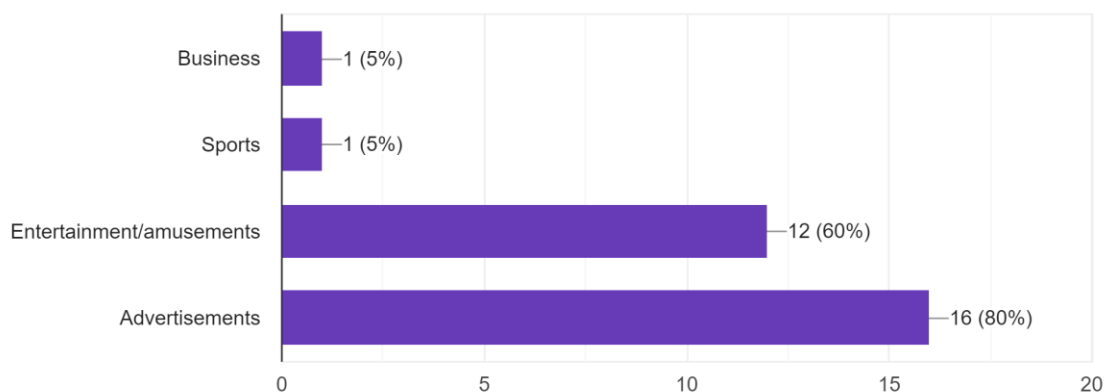
1. It gives hints within language.
2. From the words they use to explain men and women in those articles.
3. from the pictures

4. Due to different types of notation like adjectives, verbs and photographs within the language of newspapers and magazines.
5. Sports related news are mostly targeted at male audience
6. By photos mostly, it gives a clue
7. Stereotypical words as it is only used for certain genders
8. They think women are objects.
9. mentions words related to gender
10. Social biases
11. Social distinction
12. To show us that people don't think women as equal still now
13. N/A
14. Most sports related articles can have men as target audience because sports activities received widespread acceptance for men and for this reason enormous investments put in men's sports. For social reasons, many sports related articles are not women centred because in Bangladesh's context, a woman would play sports, perceiving sports as her sole profession is something widely discouraged.
15. If it's a women's fashion tabloid, then the target audience must be women. I identify these articles' target audience by understanding the topic of the article. It is important to identify an article's target audience to decide whether to read the article or not.

Interpretation: As per the answers of the respondents 46.6% identifies the article targeted audience by language and words, 26.6% identifies the target audience by photographs, 20% identifies the target audience by representation of social biases, distinction and objectifying women.

Which section do you think pictures of women are used the most in newspapers?

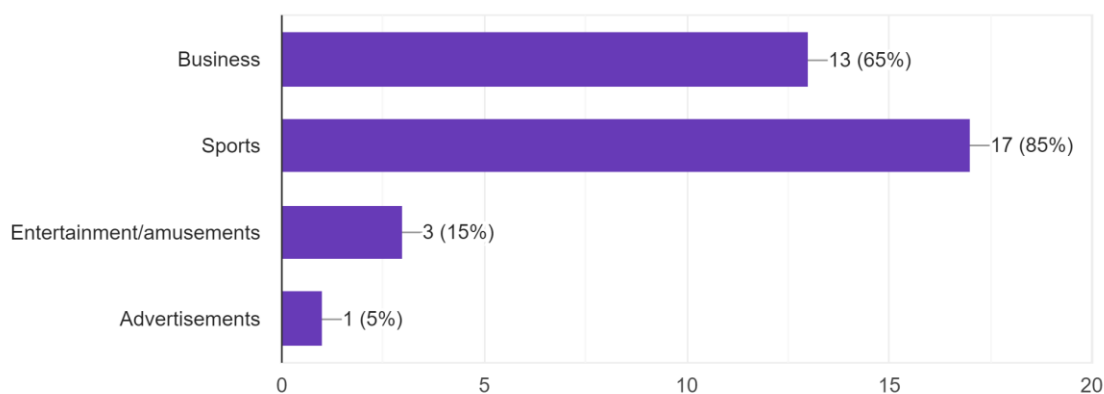
20 responses



Interpretation: As per the bar graph 60% of the audiences notice women photographs in the entertainment/amusements section of newspapers, and 80% of the respondents have noticed that womens photos and pictures are used in advertisements sections of newspapers.

Which section do you think pictures of men are used the most in newspapers?

20 responses



Interpretation: According to the bar chart 65% of the audiences notice men's photographs in the Business section of newspapers, and 85% of the respondents have noticed that mens photos and pictures are used in sports sections of newspapers.

4.3.2 Survey Analysis

From the aforementioned survey responses, it is identified that half of the respondents were aged from 18-29, then the other half which is 30-39, 40-49, and 50+, which means that the responses of this survey is more generalizable for the 18-29 age group. The respondents ratio of males was higher than female, which also means that the data were influenced by more male perspective.

The data of the respondents are reliable as 55% are regular newspaper readers, while 25% reads newspapers sometimes, whereas low as 15% did not read. 73.7% of these readers are English newspaper readers, 42.1% were Bengali readers among which 15% of the readers read both English and Bengali newspapers, so it is also reliable to claim that most of the data are in basis of English newspapers.

As per the response 40% of these respondents have perceived gender biases in the language of newspapers, 30% did not and 25% did perceive gender biases in the language of newspapers sometimes. Hence it is generalizable that most of the readers have perceived gender biases in newspapers.

55% of the response identifies that newspapers used passive tone/voices in news about women, 40% of the sample did not notice anything special about tones and voices in newspapers

about women. While 57.9% have observed that the newspapers use Women/Girl as mostly referred social identities, and 42.1% of the respondents observed the usage of Mother/Wife/Daughter as mostly referred social identities in newspapers. It can be generalized that Newspaper uses a passive tone/voices in news about women and social identities are mostly gender nouns Women/Girl, the newspaper also uses relation representation as social identities like Mother/Wife/Daughter.

About 35% of the respondents noticed the lowest representation of women in comparison to men in the newspaper's sport section. While 40% of the respondents noticed a low representation of women, 20% of the respondent has noticed a medium representation of women, which presume that mostly the newspaper's sport section has low representation of women in comparison to men.

As per the interpretation, 45% of the respondents are irregular fashion magazines/ tabloids readers, while 25% of respondents are daily fashion magazines readers/ tabloids daily, 25% of the respondents do not read. 75% of the respondents could identify the target audience, meanwhile 15% can sometimes identify the target audience of an article, and 10% cannot identify the target audience of an article. Therefore 70% of the respondents have read fashion/magazine, so the data is reliable and 75% of the respondents successfully identify the target audience through newspapers language.

68.4% of the respondents identified that the target audience for fashion magazines/tabloids are addressed towards women, 26.3% of the respondents noticed that most fashion magazines/tabloids are gender-neutral. While 80% of the respondents identify that the target audience for sports news are men, 20% of the respondents identify that sports articles are mostly gender neutral. This means that according to the larger proportion of the audience, fashion articles

are directed towards women, while sports articles are directed towards men audiences. 46.6% of the respondents identified the article targeted audience by language and words, 26.6% identified the target audience by photographs used as a gesture for some articles, 20% identified the target audience by article representations of social biases, distinction and objectifying women.

As 60% of the audiences noticed women photographs in the entertainment/amusements section of newspapers, and 80% of the respondents have noticed that women photos and pictures are used in advertisements sections of newspapers, while 65% of the audiences notice men's photographs in the Business section of newspapers, and 85% of the respondents have noticed that men photos and pictures are used in sports sections of newspapers.

4.3.3 According to the survey analysis most of the respondents had noticed gender biases by the language of newspapers and that are identified through passive titles used in newspapers in news about women, low representation of women in sports articles from the newspapers sports section, while fashion and beauty articles had higher representation of women in comparison to men, articles could be identified by the usage of words/language, pictures and representations. However, according to the survey analysis photographs of women are used in higher proportion in entertainment and advertisements, whereas photographs of men are used in business and sports in comparison to women. Hence, it is safe to conclude that the audience has perceived a larger scale of gender biases towards women through newspaper articles and representations.

Chapter Five

Conclusion

This study evaluated language based on gender differences, from The Daily Star newspaper Bangladesh, Lifestyle tabloid's fashion and beauty articles, and surveys on the readers' understanding. These data were collected and analyzed by feminist stylistics.

The analysis for two materials was conducted by lexical/word analysis and discourse-level, and then survey level analysis was performed. The materials analysis was achieved by analyzing the articles, their titles, gender representation, and gender words such as adjectives and nouns. Passive and active tones/voices in newspapers used for crimes against women. Representation of different genders in fashion and beauty articles. Lastly, the study surveys secure the reliability as they approximate the audiences' understanding of gender biases in national news and tabloid articles.

However, the restricted amount of time and material is a hindrance to the generalizability of the study. The results show that there is a presence of gender biases in the discourse of the material, which as per the theory of feminist language, it is sexism due to the imbalanced portrayal of both the genders, and as per the survey results, it can be concluded that even the audience can identify gender biases in newspapers language.

Suggestions for further studies are to use diverse materials. This study has only used The Daily Star and Lifestyle tabloid, using more data to help the study be more generalizable and study the language differences affected by journalist genders.

It is essential to do research and studies over gender and language, and Feminist stylistics is necessary, as Mills (2008) mentioned, to end the difference within language and genders. To eliminate gender biases from society and give everyone individuality, respect, and equal right, as mentioned in the

literature review, “Language can reflect the functionality of social power and communication according to French feminists” (Dong, 2004).

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Internet resources

The Daily Star- <https://www.thedailystar.net/>

Lifestyle Tabloid- <https://www.thedailystar.net/lifestyle>

Appendix

Articles Retrieved from The Daily Star (<https://www.thedailystar.net/>)

1. The Daily Star (July 20, 2011) [Daily Star ePaper, English News Paper, Today Newspaper, Online News Epaper \(thedailystar.net\)](#)
2. The Daily Star (July 09, 2012) [http://archive.thedailystar.net/newDesign/cache/cached-archive-2012-07-09.html](#)
3. The Daily Star (July 06, 2013) [Daily Star ePaper, English News Paper, Today Newspaper, Online News Epaper \(thedailystar.net\)](#)
4. The Daily Star (July 21, 2014) [Daily Star ePaper, English News Paper, Today Newspaper, Online News Epaper \(thedailystar.net\)](#)
5. The Daily Star (July 03, 2015) [Daily Star ePaper, English News Paper, Today Newspaper, Online News Epaper \(thedailystar.net\)](#)
6. The Daily Star (July 01, 2016) [Daily Star ePaper, English News Paper, Today Newspaper, Online News Epaper \(thedailystar.net\)](#)
7. The Daily Star (July 17, 2017) [Daily Star ePaper, English News Paper, Today Newspaper, Online News Epaper \(thedailystar.net\)](#)
8. The Daily Star (July 21, 2018) [Daily Star ePaper, English News Paper, Today Newspaper, Online News Epaper \(thedailystar.net\)](#)
9. The Daily Star (July 26, 2019) [Daily Star ePaper, English News Paper, Today Newspaper, Online News Epaper \(thedailystar.net\)](#)
10. The Daily Star (July 11, 2020) [Daily Star ePaper, English News Paper, Today Newspaper, Online News Epaper \(thedailystar.net\)](#)
11. The Daily Star (July 30, 2021) [Daily Star ePaper, English News Paper, Today Newspaper, Online News Epaper \(thedailystar.net\)](#)

Articles Retrieved from Lifestyle Tabloid (<https://www.thedailystar.net/lifestyle>)

1. The Baishakhi Bonanza

[The Baishakhi Bonanza | The Daily Star](#)

2. Baishakh for the hip and cool

[Baishakh for the hip and cool | The Daily Star](#)

3. The 'no makeup' look

[The 'no makeup' look | The Daily Star](#)

4. Flip flops can be fashionable too

[Flip flops can be fashionable too | The Daily Star](#)

5. How to hide that pimple!

[How to hide that pimple! | The Daily Star](#)

6. Tips for organising your closet

[Tips for organising your closet | The Daily Star](#)

7. Ageing gracefully is a thing

[Ageing gracefully is a thing | The Daily Star](#)

8. Managing dry skin

[Managing dry skin | The Daily Star](#)

9. Why you should switch to Slow Fashion

[Why you should switch to Slow Fashion | The Daily Star](#)

10. Dissecting 'business casual'

[Dissecting 'business casual' | The Daily Star](#)

11. Summer hats and all the fun

[Summer hats and all the fun | The Daily Star](#)

12. Linen trousers: your wardrobe's next summer staple

[Linen trousers: your wardrobe's next summer staple | The Daily Star](#)

13. All about the Cat Eyeliner

[All about the Cat Eyeliner | The Daily Star](#)

14. Choose your shade of burgundy

[Choose your shade of burgundy | The Daily Star](#)

15. The power of a befitting lingerie

[The power of a befitting lingerie | The Daily Star](#)

16. Beauty is all shapes and sizes

[Beauty is all shapes and sizes | The Daily Star](#)

17. Mirror, mirror on the wall who is the fairest of all?

[Mirror, mirror on the wall who is the fairest of all? | The Daily Star](#)

18. Men's accessory today

[Men's accessory today | The Daily Star](#)

19. Hairstyles to look out for

[Hairstyles to look out for | The Daily Star](#)

20. Summer collection by Maheen Khan

[Summer collection by Maheen Khan | The Daily Star](#)

21. A grown man's guide to shorts

[A grown man's guide to shorts | The Daily Star](#)

22. The rising nerd chic

[The rising nerd chic | The Daily Star](#)

23. The story of Raanubala

[The story of Raanubala | The Daily Star](#)

24. Heal the world with monsoon

[Heal the world with monsoon | The Daily Star](#)

25. Back to the future with hoops

[Back to the future with hoops | The Daily Star](#)

26. Your print story

[Your print story | The Daily Star](#)

27. Words that scream style

[Words that scream style | The Daily Star](#)

28. Badhon and the dazzling jamdanis in Rabindranath Ekhane Kokhono Khete Ashenni

[Badhon and the dazzling jamdanis in Rabindranath Ekhane Kokhono Khete Ashenni | The Daily Star](#)

29. Satin and shimmer

[Satin and shimmer | The Daily Star](#)

30. Grooming salt and pepper hair

[Grooming salt and pepper hair | The Daily Star](#)

31. Organic skincare: Know it better

<https://www.thedailystar.net/life-living/fashion-and-beauty/news/organic-skincare-know-it-better-2133651>