“A (Sensitive New Age Guy) with difference :)
Gendered Identities in Online Personals: A Malaysian Perspective
Flow of presentation

- Research introduction
- Definition of key terms
- Review of literature
- Research questions
- Methodology
- Findings
Research Introduction

- Corpus-assisted multimodal analysis of image and verbiage in online personal advertisements by Malaysian adults
- Visual and Verbal construction of Gendered Identity

- 200 personal ads from My.Match.com
- 65,629 words and 664 images
- Heterosexual single Malaysian Men and Women
- Men 22-36
- Women 20-34
Self-Representations in online personals

- I am a simple, nice, kind, friendly and understanding gal. I have long hair. I like to wear casual but modern clothes. My best feature is my smile. It will melt your heart away.

- Hi, I'm a simple and open minded but not talkative, instead I'm a good listener. I not a perfect guy and not handsome either but I sure am caring guy especially for someone very dear to me.
jolenet18A@Hotmail
Active within 24 Hours

Live to the fullest!

Do you match?
32 yr old Woman
Petaling Jaya, Selangor Malaysia
seeking 34 to 41 year old Men
within 5000 kms of Petaling Jaya, Selangor Malaysia

Relationships: Single

Have kids: No
Want kids: Yes
Ethnicity: Asian
Body types: About average
Height: 165.0 cms
Religion: Christian
Smoke: Non Smoker
Drink: Light/social drinker

In my own words

For Fun:
Travelling, mountain climbing, surfing internet, meeting friends, reading books, horse riding, stroll along the beaches. I like mountain, waterfall, beaches, snow, jungle. I go to gym especially Group Exercise.

Favorite Hot Spots:
I love New Zealand and US. You can search me at China Geneva Ohio Holland Sweden London and Yugoslavia Austria Hungary Ottawa Oregon.

Favorite Things:
I love pets. I like the small and sound of nature surroundings me.

About Me and Who I'm Looking For:
I like outdoor activities which includes travelling, jungle trekking, white water rafting and nature environments like waterfall, beaches, mountains. Hobbies are listening to music, reading, watching movies, strolling along the beach, photography, cooking and love to get to know new friends. I enjoy chat chatting, at ywehxoo and surfing internet. Looking for someone simple, reasonable, understanding, intelligent and know when to crack jokes. Well, get to know some new friends who enjoy the same hobbies and have a good time. I am a simple, nice, kind, friendly and understanding gal. I have long hair. I like to wear casual but modern clothes. My best feature is my smile. It will melt your heart away.

About my life
Hair: Black
Eyes: Brown

Do You Match?
According to Dr. Helen Fisher our Chief Scientific Advisor

You: Explorer / Builder
Her: Negotiator / Explorer

Both types have charm to spare and will naturally get along. With the spontaneity and creativity of the Explorer and the flexibility and imagination of the Negotiator, you're both in store for some great adventures and hearty laughs together.

Read more about the two of you >>

MatchWords™

Click on a word to see more profiles with the same word
+ activities
+ along
+ and
+ are
+ are
+ beach
+ best
+ but
+ casual
+ chatting
+ crack
+ deploy
Profile page

Constrained descriptors
Profile page

For Fun:
- Travelling, mountain climbing, surfing internet, meeting friends, reading books, horse riding, walk along the beaches. I love mountain, waterfalls, beaches, snow, jungle. I go to gym especially Group Exercise.

Favorite Hot Spots:
- I love New Zealand and US. You can search me at China Geneva Ohio Holland Sweden London and Yugoslavia Austria Hungary Ottawa Oregon.

Favorite Things:
- I love pets. I like the small and sound of nature surrounding me.

Last Read:
- The Magic of Thinking Big

About Me and Who I'm Looking For:
- I like outdoor activities which includes travelling, jungle trekking, white water rafting and nature environments like waterfall, beaches, mountains. Hobbies are listening to music, reading, watching movies, strolling along the beach, photography, cooking and love to get to know new friends. I enjoy chit chatting, at yahoo and surfing internet. Looking for someone simple, reasonable, understanding, intelligent and know when to crack jokes. Well, get to know some new friends who enjoy the same hobbies and have a good time. I am a simple, nice, kind, friendly and understanding girl. I have long hair, I like to wear casual but modern clothes. My best feature is my smile. It will melt your heart away.

About my life:
- Hair: Black
- Eyes: Brown
Personal Advertisement

- Small ad genre (Shalom 1997)
- Self becomes a commodity
- Minimalist genre (Nair 1992), normally follows a conventionalized structure

advertiser ^ Seeks ^ target ^ goals ^ (comment) ^ reference

(Coupland 1996:193)

e.g. Sincere, good-looking Chinese, 30. Enjoys music, travel, movies and quiet evenings seeks caring, honest and mature Chinese for friendship or long-lasting relationship. Letter with phone and photo appreciated. Contacts 4-5/96 (Jones 1998)
Studies on Personal Ads

Outside linguistics

- Social behavioural science
- Content analysis
- Cultural notions of attraction in mate selection process (Harrison & Saeed, 1977; Cameron, Oskamp, & Sparks, 1977; Deaux & Hanna, 1984; Koestner & Wheeler, 1988; Montini & Ovrebo, 1990)

Within linguistics

People’s notions of who they are, of what kind of people they are and their relationship with others (Woodward 2002)

Social constructionist perspective
Identity as a discursive performance (Butler 1998; Hall & Bucholtz 2005)

Gender identity = how we behave as a man or woman in society
The degree to which individuals see themselves as masculine or feminine (Stets & Burke 2000)
Hegemonic masculinity/femininity (Connell 1995, 2006)
Pluralized masculinities and femininities (Baker 2008; Johnson 1997)
Research questions

- What are the linguistic resources that advertisers use to describe themselves in the personal ads?
- What are the traits tendered in these ads?
- What type of gendered identities do the texts construct?
Methodology

A combination of quantitative and qualitative methods of analysis

Wordsmith Tools (Scott, 2004)
1. Frequency list
2. Concordance lists

Discourse Analysis
1. Social actor categorization (van Leeuwen 1996; 2008);
2. Attitude (Martin 2000, Martin & White 2005)
What did the frequency list reveal?
### MEN

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Since I am interested in gender, I am going to specifically search the lists for nouns that indexed the gender.

Or GENDERED NOUNS
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**Point of departure**

- Gendered nouns
  - 4 - Woman, Girl, Gal, Lady,
  - 2 - Man, Guy,

<table>
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<th>Gender</th>
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<td></td>
<td>Guy</td>
<td>53</td>
<td>-</td>
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Twice as many gendered noun varieties in the women’s texts than men’s. Which could mean that more meanings may be construed, more traits tendered in the women’s personals.
So, what do the nouns reveal about the identities of the users?
Concordance Analysis

a quiet, well-behaved girl in daytime and can be a girl bubbling with enthusiasm at night. I'm interested to look for a drinker About Me and Who I'm Looking For: I'm a girl around 29 years old. I'm the youngest in my family and I enjoy her. * Add her to favorites. Healthy, attractive girl wants to meet loving, gentleman of her dreams. * Do you dual personality girl. I can be a quiet, well-behaved girl in daytime and can be a girl bubbling with enthusiasm at night. Etc. More about my ethnic background: Chinese girl. More about my religious background: Although I am About Me and Who I'm Looking For: I am a Chinese girl from Malaysia, looking someone for friendship or love. I am a simple & down-to-earth girl who likes whatever is lovely, whatever is admirable. Like G, MALAYSIA ABOUT ME... I'M AN EASYGOING GIRL, I ALWAYS LIKE TO JOKE WITH MY COLLEAGUES, a, average sun worshiping, life wandering everyday girl. I have come to accept that I am not the most interesting girl. * Add her to favorites: Hello, I am a sweet-looking girl looking for nice guys out there for friendship. Hope to see o I'm Looking For: I am a sweet-looking and lovely girl. My name is Alicia and I am currently 25 years old. Am i let me see what I can tell. I am a happy go lucky girl who likes to laugh and is a little reserved. I have just out Me and Who I'm Looking For: i'm a normal girl looking for matured guys... but i dun like nerd with bout Me and Who I'm Looking For: I am an outdoorsy girl, i like natural surrounding and all about outdoor activities. I friendship, u are welcome too. I'm quite a passive girl, need the other one to make the first move. If u are le and Who I'm Looking For: I'm a dual personality girl. I can be a quiet, well-behaved girl in daytime and can be a her to favorites: I am an open-minded and pleasant girl. I likes to make friends. * Do you match? * 29 yr old About Me and Who I'm Looking For: I am a simple girl, born and live in Selangor Malaysia. I'm a optimistic, want to know someone who is loyal. I'm a simple girl who likes to laugh and make jokes all the time. But! I am ing soul worthy of your time. I am just your simple girl next door, really. As for the perfect man for me... Ideally, he nsm528 Active within 24 Hours I am a simple girl, love to meet more friends, easy going and optimistic. * 30 oking For: I am from Tawau, Sabah. I am a simple girl, living with my parents. Seriously looking for a sincere guy DOTHER MEMBER. ACTUALLY I'M VERY SIMPLE GIRL IF YOU REALLY KNOW ME I DON'T LIKE TO TELLING
a quiet, well-behaved girl in daytime and can be a girl bubbling with enthusiasm at night. I’m interested to look for a drinker. About Me and Who I’m Looking For: I’m a girl around 29 years old. I’m the youngest in my family and e like her. Add her to favorites. Healthy, attractive girl wants to meet loving, gentleman of her dreams. Do you dual personality girl I can be a quiet, well-behaved girl in daytime and can be a girl bubbling with enthusiasm at a, etc. More about my ethnic background: Chinese girl. More about my religious background: Although I am about Me and Who I’m Looking For: I am a Chinese girl from Malaysia, looking someone for friendship or love. I’m a dual personality girl. I can be a quiet, well-behaved girl in daytime and can be a girl bubbling with enthusiasm at night. I have come to accept that I am not the most interesting person. I am a sweet-looking girl looking for nice guys out there for friendship. Hope to see you. I’m looking for: I am a sweet-looking and lovely girl. My name is Alicia and I am currently 25 years old. Am I just me see what I can tell. I am a happy go lucky girl who likes to laugh and is a little reserved. I have just met Me and Who I’m Looking For: I am a normal girl looking for matured guys but I dun like nerd with bout Me and Who I’m Looking For. I am an outdoor girl, I like natural surrounding and all about outdoor activities. I am a passive girl, need the other one to make the first move. I am a dual personality girl. I can be a quiet, well-behaved girl in daytime and can be a girl bubbling with enthusiasm at night. I have come to accept that I am not the most interesting person. I am a sweet-looking girl looking for nice guys out there for friendship. Hope to see you. I’m looking for: I am a sweet-looking and lovely girl. My name is Alicia and I am currently 25 years old. Am I just me see what I can tell. I am a happy go lucky girl who likes to laugh and is a little reserved. I have just met Me and Who I’m Looking For: I am a normal girl looking for matured guys but I dun like nerd with bout Me and Who I’m Looking For. I am an outdoor girl, I like natural surrounding and all about outdoor activities. I am a passive girl, need the other one to make the first move. I am a dual personality girl. I can be a quiet, well-behaved girl in daytime and can be a girl bubbling with enthusiasm at night. I have come to accept that I am not the most interesting person. I am a sweet-looking girl looking for nice guys out there for friendship. Hope to see you. I’m looking for: I am a sweet-looking and lovely girl. My name is Alicia and I am currently 25 years old. Am I just me see what I can tell. I am a happy go lucky girl who likes to laugh and is a little reserved. I have just met Me and Who I’m Looking For: I am a normal girl looking for matured guys but I dun like nerd with bout Me and Who I’m Looking For. I am an outdoor girl, I like natural surrounding and all about outdoor activities. I am a passive girl, need the other one to make the first move. I am a dual personality girl. I can be a quiet, well-behaved girl in daytime and can be a girl bubbling with enthusiasm at night. I have come to accept that I am not the most interesting person. I am a sweet-looking girl looking for nice guys out there for friendship. Hope to see you. I’m looking for: I am a sweet-looking and lovely girl. My name is Alicia and I am currently 25 years old. Am I just me see what I can tell. I am a happy go lucky girl who likes to laugh and is a little reserved. I have just met Me and Who I’m Looking For: I am a normal girl looking for matured guys but I dun like nerd with bout Me and Who I’m Looking For. I am an outdoor girl, I like natural surrounding and all about outdoor activities. I am a passive girl, need the other one to make the first move. I am a dual personality girl. I can be a quiet, well-behaved girl in daytime and can be a girl bubbling with enthusiasm at night. I have come to accept that I am not the most interesting person. I am a sweet-looking girl looking for nice guys out there for friendship. Hope to see you. I’m looking for: I am a sweet-looking and lovely girl. My name is Alicia and I am currently 25 years old. Am I just me see what I can tell. I am a happy go lucky girl who likes to laugh and is a little reserved. I have just met Me and Who I’m Looking For: I am a normal girl looking for matured guys but I dun like nerd with bout Me and Who I’m Looking For. I am an outdoor girl, I like natural surrounding and all about outdoor activities. I am a passive girl, need the other one to make the first move. I am a dual personality girl. I can be a quiet, well-behaved girl in daytime and can be a girl bubbling with enthusiasm at night. I have come to accept that I am not the most interesting person. I am a sweet-looking girl looking for nice guys out there for friendship. Hope to see you.
Concordance lists reveal

The behaviour of the linguistic item, structurally and semantically.

(Hunston 2002; Bednarek 2008)
I am a simple girl, who born and live in Selangor Malaysia.

I'm an optimistic, cheerful, easy going, caring, kind gal. I like to have many friends and expand my friend circle.

I not a perfect guy and not handsome either.

I'm sure am caring guy especially for someone very dear to me.
Nominal group construction

an optimistic, cheerful, easy going, caring, kind gal.

- What is a Nominal Group?
  - Representation of entity

- Function?
  - Specifying class of things e.g. engineer and some category of membership within the class e.g. civil/aeronautical

(Halliday 1994)
Nominal group structure

Deictic = specific/non-specific e.g. determiners i.e. the, those, my etc
Numerative = quantity or order; exact or inexact e.g. One, two, several, many etc
Epithet = quality e.g. adorable, handsome, tall etc
Classifier = subclass/type i.e. noun or adj e.g. building tools.
Thing (core) = noun or pronoun e.g. cats, guy, I, you etc
Qualifier = a phrase or a clause that has the function of characterizing the Thing

(Halliday 1994)

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<td>guy</td>
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Pre-modifiers  

Post-modifier
The pre- and post- modifiers will reveal something about the gendered nature of these advertisers.
## Premodifiers – Women’s ads

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<td>Asian Penang</td>
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<td>Simple (5) Friendly (4) Easy-going (3) Simple-complicated Caring Down-to-earth Feminine Open-minded Optimistic Nice Kind Happy go lucky Happy lucky Fun/Fun-loving Cheerful Long hair (2) Oval face Chubby Feminine</td>
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<tr>
<td>Classifier</td>
<td>23, 25, 26 yo Chinese (2)</td>
<td>29yo Chinese (2) single Gemini</td>
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<tr>
<td>Epithets</td>
<td>Mediocre Folksy Polite Caring Happy Fat Tall Good-looking Not much of a outdoor/sport Woody (?)</td>
<td>simple (13) Normal (4) serious (2) a laid back kinda average ordinary complicated Casual friendly Faithful type of funny outgoing sensitive new age Regular Very practical well balance not a Talkative not a perfect family-oriented-thinking not an active</td>
<td>Caring (2) Sincere (2) good Nice considerate Fun-loving Easy-going happy happy go lucky kind of average-looking normal looking handsome healthy fit</td>
<td></td>
</tr>
</tbody>
</table>
Qualifiers – Women’s ads

- Dominant pattern - defining relative clauses

<table>
<thead>
<tr>
<th>Gendered nouns</th>
<th>Woman</th>
<th>Girl</th>
<th>Gal</th>
<th>Lady</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qualifiers</td>
<td>-</td>
<td>who born and live in Selangor Malaysia. who likes to laugh and is a little reserved. who likes to laugh and make jokes all the time. Who works in Selangor. who likes whatever is lovely, whatever is admirable. who like to travel and explore new places. Bubbling with enthusiasm at night. from Malaysia.</td>
<td>(who is) Friendly. (who is) Kinda contradicting, yet predictable. (who is) losing herself in KL. who is) Easy-going who's currently lost and trying to find her way out. (who) like to watch movie, reading, listen music, online and shopping at leisure.</td>
<td>who speaks English, Mandarin, Cantonise, &amp; Malay. Whom likes adventure. (who) Was putting all my concentration at work.</td>
</tr>
<tr>
<td>Gendered nouns</td>
<td>Man</td>
<td>Guy</td>
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<td><strong>who has developed, over time, a</strong></td>
<td><strong>who speak my mind.</strong></td>
<td><strong>who speak my mind.</strong></td>
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<td><strong>passion to know how the world</strong></td>
<td><strong>who own a simple life style.</strong></td>
<td><strong>who own a simple life style.</strong></td>
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<td><strong>works.</strong></td>
<td><strong>who likes to try everything that is new to me.</strong></td>
<td><strong>who likes to try everything that is new to me.</strong></td>
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<td><strong>who looking for my future long</strong></td>
<td><strong>who wish to meet friends/partner.</strong></td>
<td><strong>who wish to meet friends/partner.</strong></td>
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<td><strong>term companion looking just for</strong></td>
<td><strong>who like to meet someone.</strong></td>
<td><strong>who like to meet someone.</strong></td>
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<td><strong>someone with the similar qualities</strong></td>
<td><strong>(who is) not handsome either.</strong></td>
<td><strong>(who is) not handsome either.</strong></td>
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<td><strong>(who is) easy going (2)</strong></td>
<td><strong>(who is) easy going (2)</strong></td>
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<td><strong>(who) has a stable income,</strong></td>
<td><strong>(who) has a stable income,</strong></td>
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<td><strong>(who is) lay back.</strong></td>
<td><strong>(who is) lay back.</strong></td>
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<td><strong>that you can see every where.</strong></td>
<td><strong>that you can see every where.</strong></td>
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<td></td>
<td><strong>that loves gadgets, cars and technology.</strong></td>
<td><strong>that loves gadgets, cars and technology.</strong></td>
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<td></td>
<td><strong>wearin' glasses, most of time wearin' t-shirt, short pants.</strong></td>
<td><strong>wearin' glasses, most of time wearin' t-shirt, short pants.</strong></td>
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<td></td>
<td><strong>seeking for entrepreneur path.</strong></td>
<td><strong>seeking for entrepreneur path.</strong></td>
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<td></td>
<td><strong>working alone in the big city from a small town call melaka.</strong></td>
<td><strong>working alone in the big city from a small town call melaka.</strong></td>
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<td></td>
<td><strong>trying to make a living in a big city.</strong></td>
<td><strong>trying to make a living in a big city.</strong></td>
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<td></td>
<td><strong>working as a senior engineer over here at Altera Corp, a U.S. chip</strong></td>
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<td></td>
<td><strong>design company.</strong></td>
<td><strong>design company.</strong></td>
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<td></td>
<td><strong>making a honest living.</strong></td>
<td><strong>making a honest living.</strong></td>
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<td></td>
<td><strong>living in Kuala Lumpur</strong></td>
<td><strong>living in Kuala Lumpur</strong></td>
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<td></td>
<td><strong>looking to know more people.</strong></td>
<td><strong>looking to know more people.</strong></td>
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<td></td>
<td><strong>looking for a potential partner.</strong></td>
<td><strong>looking for a potential partner.</strong></td>
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<td></td>
<td><strong>looking for a true relationship.</strong></td>
<td><strong>looking for a true relationship.</strong></td>
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<td><strong>looking for a soul mate.</strong></td>
<td><strong>looking for a soul mate.</strong></td>
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<td></td>
<td><strong>enjoy outdoor activities</strong></td>
<td><strong>enjoy outdoor activities</strong></td>
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<td></td>
<td><strong>but with enough assertion to know what i want and how to pursue it.</strong></td>
<td><strong>but with enough assertion to know what i want and how to pursue it.</strong></td>
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<td></td>
<td><strong>but get along well after knowing each other.</strong></td>
<td><strong>but get along well after knowing each other.</strong></td>
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<td></td>
<td><em>(With) not much requirement.</em></td>
<td><em>(With) not much requirement.</em></td>
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<td></td>
<td><em>With best features i would say is my eyes</em></td>
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</table>
## Qualifiers – Men’s Ads

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<td>who has developed, over time, a passion to know how the world works.</td>
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<td>With best features i would say is my eyes.</td>
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More relative and non-finite clauses,
How can the structures be semantically grouped and categorized?
1. Social Actor Categorization (van Leeuwen 1996; 2008)

2. Attitude (Martin 2000; Martin & White 2005)
Social Actor Categorization (van Leeuwen 2008)

- **Identification**
  = “not in terms of what they do, but in terms of what they, more or less, permanently or unavoidably are”
  - Classification e.g. Gender, age, religion, ethnicity
  - Relational e.g. familial, work, friendship relations
  - Physical e.g. Colour, size, facial & bodily features
  - Personal (Caldas-coulthard & Moon 2010) e.g. Affective, mental, behavioural traits

- **Functionalization**
  = in terms of an activity, in terms of something they do, e.g. an occupation or a role”
  - Occupational roles/activities e.g. *engineer, teacher, dancer*
  - Leisure roles/activities ** e.g. *A little bit of sportsmanship, a music enthusiast, I play badminton often...***

**my addition to the category**
Similarities

- More **identification** (‘who/what i am’) in both men and women’s personals
  - more description of **personal** than other traits
    - Frequent instances of **behavioral, mental & affective** traits
      - *Simple, quiet, friendly, optimistic, happy-go-lucky, fun-loving*

- Functionalization (‘what i do’) via occupational or leisure role or activity is almost never realized as pre-modifiers.
Differences

Women
- More mental traits e.g. *optimistic, open-minded*;
- More affective traits e.g. *easy going, cheerful*;
- More physical traits (attractiveness) e.g. *Feminine, long hair, slim, lovely, sweet-looking*

Men
- More instances of morality traits e.g. *Caring, nice, sincere and polite*. 
Qualifiers & Identity Categorization

- Qualifiers afford more instances of functionalization than identification.
- More description of *leisure activities and roles* in the *women’s* texts.
- And significantly *more occupational activities* in the *men’s* texts.
- The men also tend to describe who and what they are looking for in a relationship, explicitly representing themselves as the seeker or pursuer who are on a romantic search for a potential partner. The women do these as well, but less frequently than the men.
Physical traits are absent in women’s text but are inscribed in the men’s.

But male attractiveness is downplayed. Words construe: a regular guy *that you can see everywhere*, and one who is *not handsome either*.

*the* casual guy is represented as *wearin' glasses and most of time wearin' t-shirt, short pants*.

the only representation of male attractiveness is in this particular instance e.g. *best features I would say is my eyes and my unexplore(d) brain*. 
Men appear to tender more occupational traits than women

Affective behaviour is more frequent in the women’s ads

Women tend to emphasize attractiveness while men downplay it
Attitude (Martin & White 2005)

- Inscribed attitude
- Positive vs negative attitude
- Affect
  - emotive expressions by the advertiser, who is represented as displaying some kind of emotional response or being in a particular emotional state
- Judgement
  - Social esteem: Normality, capacity and Tenacity
  - Social sanction: Veracity and Propriety
- Appreciation
  - Reaction, composition and valuation
On the whole

- More **positive** than negative traits
  - Positive e.g. *handsome, caring, well-balance, happy, cheerful, polite*
  - Negative e.g. *Complicated, not 100% angel, very moody*

- More **judgments** of behaviour than affect and appreciation
  - *e.g. simple, nice, kind, friendly, caring and understanding*

- More **social esteem** than social sanction
  - More assessments of **normality** such as *normal, simple, and friendly,* and **capacity** e.g. *good listener, sense of humour and open-minded* than the other types.
There is however more judgement of propriety (e.g. *caring, sincere, polite*) in the men’s than the women’s texts.

- **Affect** occurs more frequently in the women’s texts than men’s, but, men and women frequently use the same 3 words *happy, fun-loving, happy go lucky* to positively emotionally characterize themselves.

- The word *simple* occurs the most frequently with the gendered nouns in both sets of data (14 women, 11 men). However, a concordance analysis of the word ‘*simple*’ reveals that more women (43 instances) than men (28 instances), make use of the adjective *simple* in construing their identity.
‘I am a simple person’

- I'm a **simple** girl who likes to laugh and make jokes all the time.
- I am a **simple** and happy person
- I'm **simple** gal, easy going and friendly.
- A **simple** & down-to-earth girl who likes whatever is lovely, whatever is admirable...

- A **simple** guy, easy going, not much requirement, has a stable income...
- I'm a **simple** and caring guy who like to meet someone who can share a simple life with me.
- I'm just a **simple** guy who is easy going, caring and understanding.
- I am a **simple** guy who likes to try everything that is new to me and am a ~HAPPY~go~LUCKY~ kind of guy.
‘I am a simple person’

3 semantic meanings (Collins Cobuild Dictionary) –

1) ‘if you describe people or things as simple, you mean that they have all the basic or necessary things they require, but nothing extra’, if simple is contrasted with its antonym ‘extravagant’ or ‘lavish’
   simple = a positive judgement of normality.

2) It also means that ‘something is not complicated, and is easy to understand’. ‘Something ‘ can also be substituted with ‘someone’. Contrast with ‘complicated’ and ‘difficult to understand’.
   Simple = positive judgement of normality

3) ‘If you say that someone is simple, you mean that they are not very intelligent and have difficulty learning things’, which of course construes a negative judgement of capacity.
‘I am a simple person’

1) the frequent and repetitive tendering of the word ‘simple’ is itself an indication of its positivity and mate-ability potential.

2) Examining patterns revealed in the concordance analysis, I found that ‘simple’ collocates with these nominal and verbal items – caring, open-minded, normal, kind, friendly, practical, ordinary, laugh, jokes, and easy going - attitudinal lexis that inscribe positive affect and positive judgement of behaviour.

3) Clearly, simple does not imply meaning 3 and whether it reflects meaning 1 could be inferred from the instances below...

   I am just a simple guy who own a simple life style
   A simple person at heart - I choose to focus on just a few basic needs.
   I'm a simple person with simple expectations
   I'm simple, practical person, down to earth.
but looking at its collocates – caring, open-minded, normal, kind, friendly, practical, ordinary, laugh, jokes, and easy going - and the positive prosody of the word, ‘simple’ appears to construe a POSITIVE judgement of behaviour

and because it is frequently tendered by both men and women, the word represents a TYPICAL/COMMON Malaysian personae

‘SIMPLE’ = POSITIVE JUDGEMENT of NORMALITY
Relative clauses mostly contain behavioural, mental processes realizing

- **Positive capacity** by the men
  
  *I am a man who has developed, over time, a passion to know how the world works, from how stars are formed down to how people make their everyday choices.*

  *I am a guy who can communicate and make you laugh after a hard day work.*

  *I am a guy who speak my mind*

  *Well, I'm a fun-loving guy, who has a very positive outlook towards life and what it has to offer.*

- and **positive affect** by the women
  
  *I am a happy go lucky girl who likes to laugh and is a little reserved.*

  *I'm a simple girl who likes to laugh and make jokes all the time.*

  *A simple & down-to-earth girl who likes whatever is lovely, whatever is admirable...*
Pre- and post-modifiers are generally used to
1) construe judgements of behavioural, emotion and mental traits
3) tend to be positively charged.

Construing positive values of this nature is important in the formation of social networks (Martin & White 2005) and positive appraisal is one strategy for reeling in potential desired other and establishing interpersonal relations with them.
What about gender representation?
What are typically tendered by the women and men?

What do their descriptions revolve around?

What discourses do the description construe?
What type of gender identities do the texts construe?
What is gender identity?
Femininity and masculinity or one's gender identity refers to the degree to which persons see themselves as masculine or feminine given what it means to be a man or woman in society.

(Stets & Burke 2000)
How do one ‘be’ masculine or feminine?
Doyle (1997) identified 5 themes of masculinity

1. To not think, act or feel like girls or women
2. To be tough & aggressive
3. To be successful
4. To be self-reliant
5. To be sexual
Masculinity is represented via discourses of

1. Appearance (e.g. strength and size),
2. Affect and ethic (e.g. work & emotional strength),
3. Behaviour (e.g. tough and assertive),
4. Sexuality (e.g. homosexual vs. heterosexual),
5. Domination (e.g. subordination of women and children)
6. Occupation (e.g. valuing career over family)

(Pringle 2005)
Masculinity

- The successful man (Farrell 1991)
Masculinity

- The muscular man (Pope et al 2000)
Femininity

- Wood (2007) identifies several themes surrounding femininity and womanhood.
  1. Appearance – slender & attractive (Bordo 1998)
  2. To be sensitive and caring
  3. To be a ‘superwoman’
  4. Negatively treated/evaluated
Femininity is represented via discourses of
1. Appearance (e.g. physical attributes & attractiveness),
2. Affect (e.g. emotion)
3. Behaviour (e.g. care & nurturance),
4. Domesticity (e.g. valuing family over career)
Femininity

- The slender and attractive woman (Bordo 1998)
Femininity

- The nurturing woman (Simmons 2002)
- What are typically tendered by the women and men in my corpus?
- What do their descriptions revolve around?
- What discursive themes do they enact?
Women

- I am tall, with a slim figure with long black colour hair.
- I am 157cm, 48kg, slim, long hair, oval face.
- I'm 5'7", short hair, slim & fair. Because of my slim figure, I look good in all clothes! :)
- I have model look as well...
I am tall, with a slim figure with long black colour hair.
I am 157cm, 48kg, slim, long hair, oval face.
I'm 5'7", short hair, slim & fair. Because of my slim figure, I looks good in all clothes :)
I have model look as well...

Frequent tendering of physical attributes...
Gender representations

- I am a sweet-looking and lovely girl
- I am a sweet-looking girl
- Healthy, attractive girl wants to meet loving, gentleman of her dreams
- 5'6" in height, simple n pretty,
- im a direct person and attractive
- sweet and cute...
Gender representations

- I am a sweet-looking and lovely girl
- I am a sweet-looking girl
- Healthy, attractive girl wants to meet loving, gentleman of her dreams
- 5'6" in height, simple n pretty,
- im a direct person and attractive
- sweet and cute...

Positive appreciation of appearance...
Gender representations

- I like modern and casual style for my clothing but will dressed up for special occasions and functions.
- I like feminine clothing & dressed according to occasion
- I like to dress up myself, hence I love beautiful dresses & bags
- I dress dynamically accordingly to needs
- I dress casually, modern and trendy..
- I like to dress up..and make myself look presentable all the times...
  Formal attire during work and casual during off duty...
I like modern and casual style for my clothing but will dressed up for special occasions and functions.

I like feminine clothing & dressed according to occasion

I like to dress up myself, hence I love beautiful dresses & bags

I dress dynamically accordingly to needs

I dress casually, modern and trendy..

I like to dress up..and make myself look presentable all the times...

Formal attire during work and casual during off duty...

In tandem with looking attractive and being slim, women also consistently ‘perform’ attractiveness through material process ‘dress(ed)/up’ and affective processes ‘like’, ‘love’...

And different types of attire e.g. Modern, casual, feminine, trendy, formal etc
- Theme of appearance through
  1. nominal group (physical attributes)
  2. positive appreciation
  3. material processes
  4. positive affect
Physical attributes
Positive appreciation

Physical attributes
Positive appreciation

Physical attributes

Positive affect

Physical attributes

Positive affect
Positive appreciation

Physical attributes

Material processes

Positive affect
I'm 5'7", short hair, **slim** & **fair**. My dress sense...**fashionable** for the right occasion...but not a fashion slave. Because of my **slim figure**, I looks **good** in all clothes :)!
I am an easygoing, caring, understanding person.
I am a simple, nice, kind, friendly and understanding gal.
(I am) A caring and loving person, with sense and sensibility.
A quiet but kind-hearted and caring lady.
I am sincere and loyal
I am sincere, loyal, truthful, caring, jovial, friendly, humorous, very loving and a romantic person.
Gender representations

- I am an easygoing, caring, understanding person.
- I am a simple, nice, kind, friendly and understanding gal.
- (I am) A caring and loving person, with sense and sensibility.
- A quiet but kind-hearted and caring lady.
- I am sincere and loyal
- I am sincere, loyal, truthful, caring, jovial, friendly, humorous, very loving and a romantic person.

Descriptions of behavioural traits, specifically of social-relational qualities, which are traits involving interaction or relationship with other people.
Gender representations

- I am an easygoing, **caring**, **understanding** person.
- I am a simple, **nice**, **kind**, **friendly** and understanding gal.
- (I am) A **caring** and loving person, with sense **and sensibility**.
- A quiet but **kind-hearted** and **caring** lady.
- I am **sincere** and **loyal**
- I am **sincere**, **loyal**, **truthful**, **caring**, jovial, friendly, humorous, very loving and a romantic person.

**Positive capacity** (how social relationally capable they are) through **understanding**

**Positive tenacity** (how dependable they are) through **loyal** and **faithful**,

**Positive veracity** (how honest they are) through **truthful** and **sincere**

**Positive propriety** (how decent and compassionate they are) through **kind**, **caring**

demonstrate the women’s people-orientedness through these qualities that suggests a strong concern for others and their feelings.
Gender representations

- I am also a part-time counselling teacher who helps pupils to handle their problems in school or even in their lives.
- Moulding and nurturing the future generation
- I teach little children music. Mostly I try to inspire them.
- Believes in...dealing with ppl with compassion.
- I see myself as someone who would stick to my loved one, through thick and thin
- Treasures and appreciates all my loved ones, not through empty promises but through words and actions.
I'm also a part-time counselling teacher who helps pupils to handle their problems in school or even in their lives.

- Moulding and nurturing the future generation
- I teach little children music. Mostly I try to inspire them.
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So, ‘doing’ is as important as the claim to ‘being’...
Gender representations

- I’m also a part-time counselling teacher who helps pupils to handle their problems in school or even in their lives.
- Moulding and nurturing the future generation
- I teach little children music. Mostly I try to inspire them.
- Believes in...dealing with ppl with compassion.
- I see myself as someone who would stick to my loved one, through thick and thin
- Treasures and appreciates all my loved ones, not through empty promises but through words and actions.

These are how they ‘perform’ compassion, caring and loyalty...
The theme of care & nurturance through
1. nominal group (behavioural traits)
2. positive capacity
3. positive tenacity
4. positive veracity
5. positive propriety
6. material processes
Positive capacity

Behavioural traits
Positive capacity
Positive propriety
Behavioural traits
Behavioural traits

Positive capacity

Positive propriety

Positive veracity
Positive capacity
Positive propriety
Positive veracity
Positive tenacity
Behavioural traits
Positive capacity
Positive propriety
Positive veracity
Positive tenacity
Material processes
Behavioural traits
I am **sincere, loyal, truthful, caring, jovial, friendly, humorous, very loving and a romantic person**... Also I love cooking and have been cooking since very young age and never get tired of cooking! I have a loving family, parents and sisters whom I am very close with...
Masculinity

- I'm a very **healthy** and **fit** guy. Stand at **178cm** and have a **slender, medium size athletic-built body**...
- I am **6’1”** and is of **athletic built**.
- I guess you can describe me as a **tall (by Asian standards) and athletic**...
- I spend most of my free time trying to **keep in shape**.
- I'm **183cm tall**. Short hair and have a **fit body**. My best feature is my **height**...
Masculinity

- I'm a very healthy and fit guy. Stand at 178cm and have a slender, medium size athletic-built body
- I am 6’1” and is of athletic built
- I guess you can describe me as a tall (by Asian standards) and athletic
- I spend most of my free time trying to keep in shape.
- I'm 183cm tall. Short hair and have a fit body. My best feature is my height...

Emphasis on appearance – physicality and athleticism
Gender representations

Masculinity

- I’m a very **healthy** and **fit** guy. Stand at **178cm** and have a **slender, medium size athletic-built body**
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- I guess you can describe me as a **tall (by Asian standards) and athletic**
- I spend most of my free time trying to **keep in shape.**
- I’m **183cm tall**. Short hair and have a **fit body. My best feature is my height...**

**Positive appreciation of appearance**
- **of physicality and athleticism.**
(I) *play* sports games

*I engage* a lot in outdoor activities

Last year *I went* for bike rally event that *cycling* around the Singapore island

(I am) *Active in swimming*

(i am) An individual who is *highly active in sporting activities.*

Go to Gym *workout.*
Gender representations

- (I) **play** sports games
- *I engage* a lot in outdoor activities
- *Last year* I **went** for bike rally event that **cycling** around the Singapore island
- *(I am)* **Active** in **swimming**, **bowling**, snooker/pool, gym and golf.
- *(i am)* An individual who is **highly active in sporting activities**.
- Go to Gym **workout**.

frequently construed as **doers** of sporting activities...
  or as someone with ascribed sporting attributes...
I like martial art... but not to fight...
I like diving
I love to swim, most of the swimming pools in Klang Valley area i did pay a visit.
I love racquet sports and golfing.
I enjoy playing tennis, swimming, hiking and outdoor activities.
I enjoy working out at Gurney Celebrity Fitness during weekends
I love working out!! Nothing beats the feeling of satisfaction after an exhausting gym workout. Feeling of satisfaction, a resultant good physique, that’s priceless...
Gender representations

- *I like* martial art... but not to fight...
- *I like* diving
- *I love* to swim, most of the swimming pools in Klang Valley area i did pay a visit.
- *I love* racquet sports and golfing.
- *I enjoy* playing tennis, swimming, hiking and outdoor activities.
- *I enjoy* working out at Gurney Celebrity Fitness during weekends

The advertisers frequently represent themselves as sensers and ‘reactors’ (as persons who emotionally reacts) to sporting stimulus. On the whole, there is a prosody of positive emotions realized through affective states of ‘like’, *love* and ‘enjoy’ – construing directed happiness towards sporting activities and entities. Athleticity among the men therefore is not only constructed by means of doing activities to keep fit and healthy, but as results revealed, it is often about liking, loving and enjoying whatever sporting activities they are engaged in.
Themes of physicality and athleticism through

1. nominal group (physical attributes)
2. positive appreciation
3. positive affect
4. material processes
Physical attributes
Positive appreciation

Physical attributes
Physical attributes

Positive affect

Positive appreciation
Positive appreciation

Physical attributes

Material processes

Positive affect
I am a former state badminton's player when in secondary school, I am fit and tall. When I am free, I will chat with all my friends or play sport games with them. I am 178cm tall and have black hair.
Gender representations

- A simple guy...has a stable income,
- I have more income (and) a stable job,
- I have more income and more time to spend with my family.
- I'm 30 this year, with a stable career and income.
- I am financially stable and working as an officer at MNC
Gender representations

- A simple guy... **has a stable income**, 
- *i have more income (and) a stable job*, 
- *I have more income* and more time to spend with my family. 
- *I'm 30 this year, with a stable career and income.* 
- *I am financially stable* and working as an officer at MNC

Pattern of financial and occupational capacity...
Gender representations

- I have a diploma in engineering, intend to further study...
- I got diploma on DESIGN & ARCHITECTURAL. Secondly, I also got diploma on accounting (LCCI).
- (I) hold a degree in computer science and completing my postgraduate studies soon in strategic management.
- I graduated from MMU with a degree in Information Systems Engineering
- (I have) A dream job for many others out there. Where everything is paid for...
I have a diploma in engineering, intend to further study... 
I got diploma on DESIGN & ARCHITECTURAL. Secondly, I also got diploma on accounting (LCCI). 
(I) hold a degree in computer science and completing my postgraduate studies soon in strategic management. 
I graduated from MMU with a degree in Information Systems Engineering

(I have) A dream job for many others out there. Where everything is paid for...

As observed by Dunbar (in O’Kelly 1994) people indicate personal success by ‘identifying what job they do, whether they are educated, or what kind of car they drive’, all of which are found in the men’s description. The following statements encode educational, material and occupational achievements – through a variety of processes and nominal groups.
(I) Love my job!

I love my current job, challenging.

I like my job because I like to take a nice picture.

(I) like the feeling of build something from zero, make it on track and see it grow...

Soaking in fashion industry with strong passion and extraordinary enthusiasm

I'm passionate about my work.
Gender representations

- (I) *Love* my job!
- *I love* my current job, challenging.
- *I like* my job because I like to take a nice picture.
- (I) *like* the feeling of build something from zero, make it on track and see it grow...
- *Soaking in fashion industry with strong passion and extraordinary enthusiasm*
- *i'm passionate* about my work.

These working men are observed to demonstrate *positive affect* towards their jobs through inscriptions of *directed happiness* and metaphorical representations of love.

Success is not only linked to achievement or displays of material belonging, but also, as revealed by appraisal analysis, to the ways in which enthusiasm and interest are expressed towards their jobs.
(I am) making a **honest** living,

I quit my job and become full-time blogger and making money online. It was a **bold** but **right** decision. Now, I have more income and more time to spend with my family.

Well to fulfilled my Dreams, I have to **work extra hard**, working for others at daytime and doing my own business after works as an AMWAY entrepreneur.

(I am) Working **dedicatedly**, **smart** & **hard** to become someone in the business world...
(I am) making a **honest** living,

I quit my job and become full-time blogger and making money online. It was a **bold** but **right** decision. Now, I have more income and more time to spend with my family.

Well to fulfilled my Dreams, I have to **work extra hard**, working for others at daytime and doing my own business after works as an AMWAY entrepreneur.

(I am) Working **diligently, smart & hard** to become someone in the business world...

How success comes about and how it is handled is also a distinct theme in the narrative of the working men. Integrity and dedication among these men are inscribed through positive judgement of veracity and tenacity ...
Gender representations

- Theme of occupation and achievement through
  1. nominal group (material, educational and occupational possessions)
  2. positive capacity
  3. positive veracity
  4. positive tenacity
  5. positive affect
Educational, material & occupational possessions
Positive capacity

Educational, material & occupational possessions
Positive capacity
Positive tenacity
Educational, material & occupational possessions
Positive capacity
Positive tenacity
Positive veracity
Educational, material & occupational possessions
Positive capacity
Positive tenacity
Positive veracity
Educational, material & occupational possessions
Positive affect
I'm 30 this year, with a stable career and income. Currently, I am work at Singapore as senior construction engineer and part-time master student at nus. What's lacking now is searching for a life partner...
3 dimensions of meanings in gender identity construal

- The first dimension is Identification
  - *Who/what I am*

- The second dimension is Functionalization
  - *What I do*

- The third dimension is Attitude
  - *Affect, Judgement and Appreciation*
How do I topologize the 3 dimensions?
The third dimension - Attitude

Judgement and appreciation as institutionalised affect  (Martin & White 2005)
- The first dimension is Identification
  – *Who/what I am*

- The second dimension is Functionalization
  – *What I do*
Identification
Who I am/
What I look like

JUDGEMENT  AFFECT  APPRECIATION

Functionalization
What activity I do/
what role I assume
Physical attributes;
Positive appreciation of appearance;
The slim and attractive woman
Behavioural attributes
Positive judgement of veracity, tenacity, capacity & propriety.
The compassionate woman

Physical attributes:
Positive appreciation of appearance;
The slim and attractive woman

Identification
Who I am/
What I look like

Functionalization
What activity I do/
what role I assume

JUDGEMENT ——————————————————— AFFECT ——————————————————— APPRECIATION
Physical attributes;
Positive appreciation of appearance;
The slim and attractive woman

Behavioural attributes
Positive judgement of veracity, tenacity, capacity & propriety.
The compassionate woman

Sporting activities;
Positive appreciation of appearance;
The fit and athletic man

Identification
Who I am/
What I look like

Functionalization
What activity I do/
what role I assume

JUDGEMENT ———— AFFECT ———— APPRECIATION
Physical attributes;
Positive appreciation of appearance;
The slim and attractive woman

Behavioural attributes
Positive judgement of veracity, tenacity, capacity & propriety.
The compassionate woman

Occupational activities;
Positive judgement of capacity, tenacity, veracity.
The successful and financially stable man

Sporting activities;
Positive appreciation of appearance;
The fit and athletic man
Physical attributes;
Positive appreciation of appearance;
The slim and attractive woman

Behavioural attributes
Positive judgement of veracity, tenacity, capacity & propriety.
The compassionate woman

Affective attributes;
Positive affect;
The affectionate woman

Occupational activities;
Positive judgement of capacity, tenacity, veracity.
The successful and financially stable man

Sporting activities;
Positive appreciation of appearance;
The fit and athletic man

Identification
Who I am/What I look like

Affect

Appreciation
Physical attributes;
Positive appreciation of appearance;
The slim and attractive woman

Behavioural attributes
Positive judgement of veracity, tenacity, capacity & propriety.
The compassionate woman

Affective attributes;
Positive affect;
The affectionate woman

Occupational activities;
Positive judgement of capacity, tenacity, veracity.
The successful and financially stable man

Leisure activities;
Positive affect of directed happiness;
The avid traveller

Sporting activities;
Positive appreciation of appearance;
The fit and athletic man

Functionalization
What activity do I do/what role do I assume

Identification
Who I am/What I look like

JUDGEMENT

APPRECIATION
Can I map corresponding images onto the topology?

- Identification
  - Who I am/
  - What I look like

- Judgement
- Affect
- Appreciation

- Functionalization
  - What activity I do/
  - What role I assume
Identification
Who I am/
What I look like

Judgement
Affect
Appreciation

Functionalization
What activity do I do/
what role I assume
Identification
Who I am/
What I look like

Judgement

Affect

Appreciation

Functionalization
What activity I do/
what role I assume
JUDGEMENT

Identification
Who I am/
What I look like

AFFECT

Functionalization
What activity do/
what role do I assume

APPRECIATION
Identification
Who I am/
What I look like

Judgement

Functionalization
What activity I do/
what role I assume

Appreciation
Intermodal complementarity

Do the images concur with the verbiage?
im very simple and friendly ... if you want to know me more just drop me a words now.. be my friend now... looking for long lasting friendships and also relationships with caring, friendly, romantic goes with movies, jogging, chating i have a slim sexy body, i have a brown long hair... with a modern type... sweet and cute...
Tendered traits in the corpus (behavioural, emotional, mental, physical attributes) seem to construe and reinforce traditional masculinity and femininity through

- stereotypically masculine qualities
- Stereotypically feminine qualities

However,

- These are also challenged by non-stereotypical representations of the sensitive men and empowered women...
THE END!
THANKS FOR LISTENING...

Suggestion?