

"A (Sensitive New Age Guy) with difference :)"
**Gendered Identities in Online Personals: A
Malaysian Perspective**

Kesuma A. Bakar
Friday Seminar
28 Oct 2011
University of Sydney

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.*

Profile page

< previous photo next photo >



Click on each photo below



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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 smell and sound of nature surroundings me.

Last Read:

The Magic of Thinking Big

jolenet18Ahotmail

Active within 24 Hours

EMAIL HER WINK AT HER

See more like her
Add her to favorites

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: 160.0 cms
Religion: Christian
Smoke: Non Smoker
Drink: Light/social drinker

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 ywehoo 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™ ?

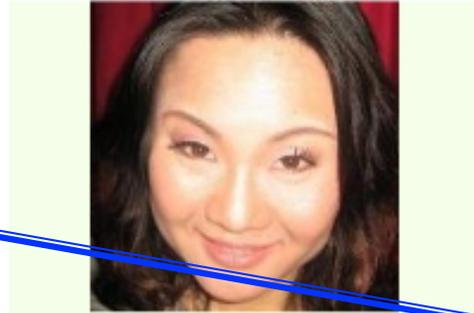
Click on a word to see more profiles with the same word

- + activities
- + along
- + and
- + are
- + beach
- + best
- + but
- + casual
- + chatting
- + crack
- + enjoy

Profile page

Constrained descriptors

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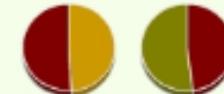
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Free-response description

Free-response description content including 'in my own words', 'For Fun', 'Favorite Hot Spots', 'Favorite Things', and 'Last Read'.

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Profile page

images

Primary image

Additional images



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Profile page

verbiage

match.com

Welcome, KAB73 [Sign Out](#) [Account Settings](#) [How Match Works](#) [Help](#) [Your Privacy](#)

Click here to subscribe to Match.com - Malaysia today!

< previous photo next photo >

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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

- Discourse analysis & Corpus based discourse analysis (Nair 1992; Coupland 1998; Marley 1998; Rodney 1998;2000; Baker 2003)
- Patterns of represented traits in relation to identity, gender , age sexuality, and ethnicity (Nair, 1992; Shalom, 1997; Coupland, 1998; Rodney, 1998, 2000; 2008; Marley 2000; Baker, 2003; Kesumawati et al 2006, Bahiyah and Kesumawati 2008, 2011)

Identity and Gender

- 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

WordList						
File	Edit	View	Compute	Settings	Windows	Help
N	Word	Freq.	%	Texts		
1	TO	784	2.34	100		
2	AND	735	2.19	100		
3	I	723	2.16	99		
4	MY	544	1.62	96		
5	A	531	1.58	100		
6	ABOUT	478	1.42	100		
7	FOR	395	1.18	100		
8	THE	372	1.11	89		
9	OF	369	1.10	100		
10	HIM	346	1.03	92		
11	NO	318	0.95	100		
12	LIKE	299	0.89	97		
13	MORE	292	0.87	97		
14	ME	276	0.82	100		
15	MUSIC	243	0.72	68		
16	IN	228	0.68	76		
17	YOU	227	0.68	97		
18	MALAYSIA	217	0.65	100		
19	WHO	214	0.64	100		
20	EXERCISE	212	0.63	73		

frequency alphabetical statistics filenames notes

WOMEN

WordList						
File	Edit	View	Compute	Settings	Windows	Help
N	Word	Freq.	%	Texts		
1	TO	773	2.46	100		
2	I	728	2.32	100		
3	AND	713	2.27	100		
4	A	490	1.56	98		
5	MY	472	1.50	97		
6	ABOUT	442	1.41	100		
7	FOR	358	1.14	100		
8	NO	351	1.12	98		
9	THE	345	1.10	88		
10	OF	326	1.04	100		
11	HER	299	0.95	75		
12	LIKE	284	0.90	91		
13	ME	267	0.85	100		
14	MORE	266	0.85	95		
15	I'M	232	0.74	100		
16	MUSIC	226	0.72	73		
17	WHO	224	0.71	100		
18	EXERCISE	211	0.67	72		
19	ANSWER	210	0.67	71		
20	MALAYSIA	206	0.66	100		

frequency alphabetical statistics filenames notes



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

Or **GENDERED NOUNS**

MEN

N	Word	Freq.
1	MAN	114
2	WOMEN	102
3	GUY	53
4	GIRL	21
5	LADY	8

WOMEN

N	Word	Freq.
1	MEN	101
2	WOMAN	101
3	GIRL	29
4	GUYS	20
5	GAL	18
6	GUY	17
7	MAN	14
8	LADY	8

Point of departure

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

Gender	Gendered nouns	Frequency	Constrained descriptors	Free-response
Female	Woman	101	100	1
	Girl	29	-	29
	Gal	18	-	18
	lady	8	-	8
Male	Man	112	100	12
	Guy	53	-	53

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
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
re 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
ia, 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 chinese girl from Malaysia, looking someone for friendship or love. I m a
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G, MALAYSIA ABOUT ME...I'M AN EASYGOING GIRL, I ALWAYS LIKE TO JOKE WITH MY COLLEAGUES,
e, average sun worshiping, life wandering everyday girl. I have come to accept that I am not the most interesting
* 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
. 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 jes a normal girl looking for matured guys...but i dun like nerd with
bout Me and Who I'm Looking For: I am 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
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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, who 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
OTHER MEMBER. ACTUALLY I'M VERY SIMPLE GIRL IF YOU REALLY KNOW ME. I DONT LIKE TO TELLING



Concordance Analysis

5 words to the left and right of the node word (Bednarek, Corpus Ling course)

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- Concordance lists reveal

The behaviour of the linguistic item ,
structurally
and
semantically.

(Hunston 2002; Bednarek 2008)

STRUCTURAL PATTERN

- I am a simple **girl**, who born and live in Selangor Malaysia.
- I'm a 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)

Deictic	Numerative	Epithet	Classifier	Thing	qualifier
A		casual		guy	Looking to know more people

← Pre-modifiers →

← Post-modifier →



The pre- and post- modifiers will reveal something about the gendered nature of these advertisers.

Premodifiers – Women's ads

Gendered nouns	Woman	Girl	Gal	Lady
Classifier	<i>23, 25, 26 year old</i>	<i>Chinese (2)</i>	<i>Asian Penang</i>	<i>Single traditional Malaysian- chinese</i>
Epithets	-	<i>simple (7)</i> <i>average</i> <i>sweet-looking (2)</i> <i>down-to-earth,</i> <i>dual personality</i> <i>normal</i> <i>passive</i> <i>pleasant</i> <i>Quiet</i> <i>Well-behaved</i> <i>Happy go lucky</i> <i>healthy</i> <i>attractive</i> <i>Lovely</i> <i>outdoorsy</i> <i>sun worshipping,</i> <i>life wandering</i>	<i>Simple (5)</i> <i>Friendly (4)</i> <i>Easy-going (3)</i> <i>Simple-complicated</i> <i>Caring</i> <i>Down-to-earth</i> <i>Feminine</i> <i>Open-minded</i> <i>Optimistic</i> <i>Nice</i> <i>Kind</i> <i>Happy go lucky</i> <i>Happy lucky</i> <i>Fun/Fun-loving</i> <i>Cheerful</i> <i>Long hair (2)</i> <i>Oval face</i> <i>Chubby</i> <i>Feminine</i>	<i>Simple (3)</i> <i>Quiet</i> <i>Outgoing</i> <i>kind-hearted</i> <i>Caring</i> <i>Young</i>

Premodifiers – Men's ads

Gendered nouns	Man	Guy	
Classifier	23, 25, 26 yo Chinese (2)	29yo Chinese (2) single Gemini	
Epithets	<i>Mediocre</i> <i>Folksy</i> <i>Polite</i> <i>Caring</i> <i>Happy</i> <i>Fat</i> <i>Tall</i> <i>Good-looking</i> <i>Not much of a outdoor/sport</i> <i>Woody (?)</i>	<i>simple (13)</i> <i>Normal (4)</i> <i>serious (2)</i> <i>a laid back kinda</i> <i>average</i> <i>ordinary</i> <i>complicated</i> <i>Casual</i> <i>friendly</i> <i>Faithful type of</i> <i>funny</i> <i>outgoing</i> <i>sensitive new age</i> <i>Regular</i> <i>Very practical</i> <i>well balance</i> <i>not a Talkative</i> <i>not a perfect</i> <i>family-oriented-thinking</i> <i>not an active</i>	<i>Caring (2)</i> <i>Sincere (2)</i> <i>good</i> <i>Nice</i> <i>considerate</i> <i>Fun-loving</i> <i>Easy-going</i> <i>happy</i> <i>happy go lucky kind of-</i> <i>average-looking</i> <i>normal looking</i> <i>handsome</i> <i>healthy</i> <i>fit</i>

Qualifiers – Women’s ads

- Dominant pattern - defining relative clauses

Gendered nouns	Woman	Girl	Gal	Lady
Qualifiers	-	<p><i>who born and live in Selangor Malaysia.</i></p> <p><i>who likes to laugh and is a little reserved.</i></p> <p><i>who likes to laugh and make jokes all the time.</i></p> <p><i>Who works in Selangor.</i></p> <p><i>who likes whatever is lovely, whatever is admirable.</i></p> <p><i>who like to travel and explore new places.</i></p> <p><i>Bubbling with enthusiasm at night.</i></p> <p><i>from Malaysia .</i></p>	<p><i>(who is) Friendly.</i></p> <p><i>(who is) Kinda contradicting, yet predictable.</i></p> <p><i>(who is) losing herself in KL.</i></p> <p><i>who is) Easy-going</i></p> <p><i>who's currently lost and trying to find her way out.</i></p> <p><i>(who) like to watch movie, reading, listen music , online and shopping at leisure.</i></p>	<p><i>who speaks English, Mandarin, Cantonise, & Malay.</i></p> <p><i>Whom likes adventure.</i></p> <p><i>(who) Was putting all my concentration at work.</i></p>

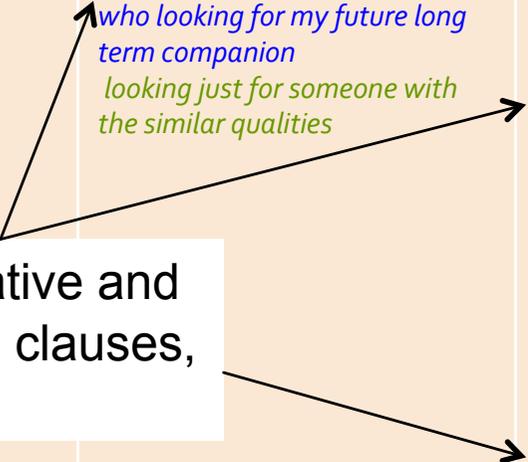
Qualifiers – Men's Ads

Gendered nouns	Man	Guy
	<p><i>who has developed, over time, a passion to know how the world works.</i></p> <p><i>who looking for my future long term companion</i></p> <p><i>looking just for someone with the similar qualities</i></p>	<p><i>who speak my mind.</i></p> <p><i>who own a simple life style.</i></p> <p><i>who likes to try everything that is new to me.</i></p> <p><i>who wish to meet friends/partner.</i></p> <p><i>who like to meet someone.</i></p> <p><i>(who is) not handsome either.</i></p> <p><i>(who is) easy going (2)</i></p> <p><i>(who) has a stable income,</i></p> <p><i>(who is) lay back .</i></p> <p><i>that you can see every where.</i></p> <p><i>that loves gadgets, cars and technology.</i></p> <p><i>wearin' glasses, most of time wearin' t-shirt, short pants.</i></p> <p><i>seeking for entrepreneur path..</i></p> <p><i>working alone in the big city from a small town call melaka.</i></p> <p><i>trying to make a living in a big city.</i></p> <p><i>working as a senior engineer over here at Altera Corp, a U.S. chip design company.</i></p> <p><i>making a honest living.</i></p> <p><i>living in Kuala Lumpur</i></p> <p><i>looking to know more people.</i></p> <p><i>looking for a potential partner.</i></p> <p><i>looking for a true relationship.</i></p> <p><i>looking for a soul mate.</i></p> <p><i>enjoy outdoor activities</i></p> <p><i>but with enough assertion to know what i want and how to pursue it.</i></p> <p><i>but get along well after knowing each other.</i></p> <p><i>(With) not much requirement.</i></p> <p><i>With best features i would say is my eyes</i></p>

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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*

Premodifiers & Identity Categorization

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.

Premodifiers & Identity Categorization

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**
- 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.

Qualifiers & Identity Categorization

- 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.*

Summary

- 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

Pre-modifiers & Attitude

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.

Pre-modifiers & Attitude

- 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.*
- *Im 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.*

'I am a simple person'

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**

Qualifiers & Attitude

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.***

*sincere 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...***

Summary

- 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?

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?

Masculinity

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

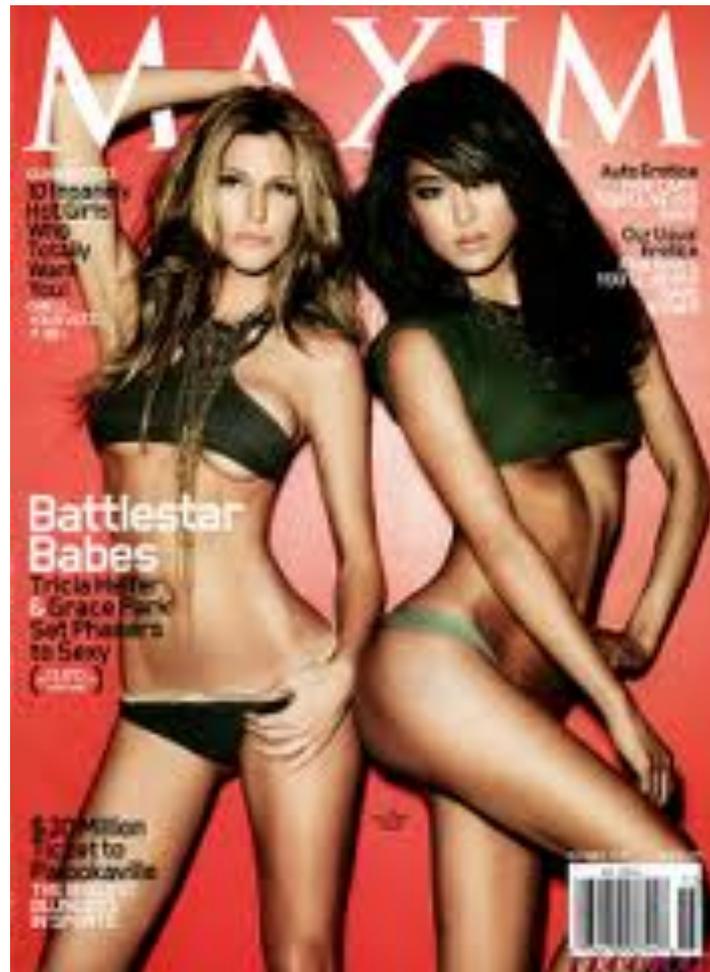


Femininity is represented via discourses of

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?

Gender representations

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 looks good in all clothes :~)!*
- *I have model look as well...*

Gender representations

- *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**,*
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- ***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...*

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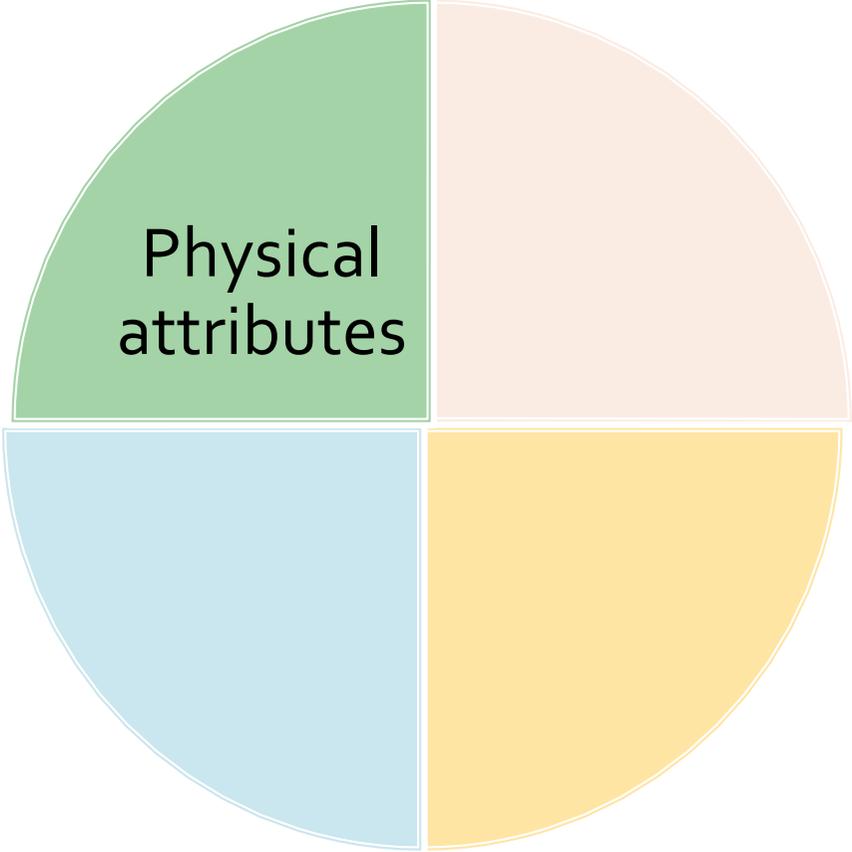
In tandem with looking *attractive* and being *slim*, women also consistently 'perform' attractiveness through material process '**dress(ed)/up**' and affective processes '**like**', '**love**'...

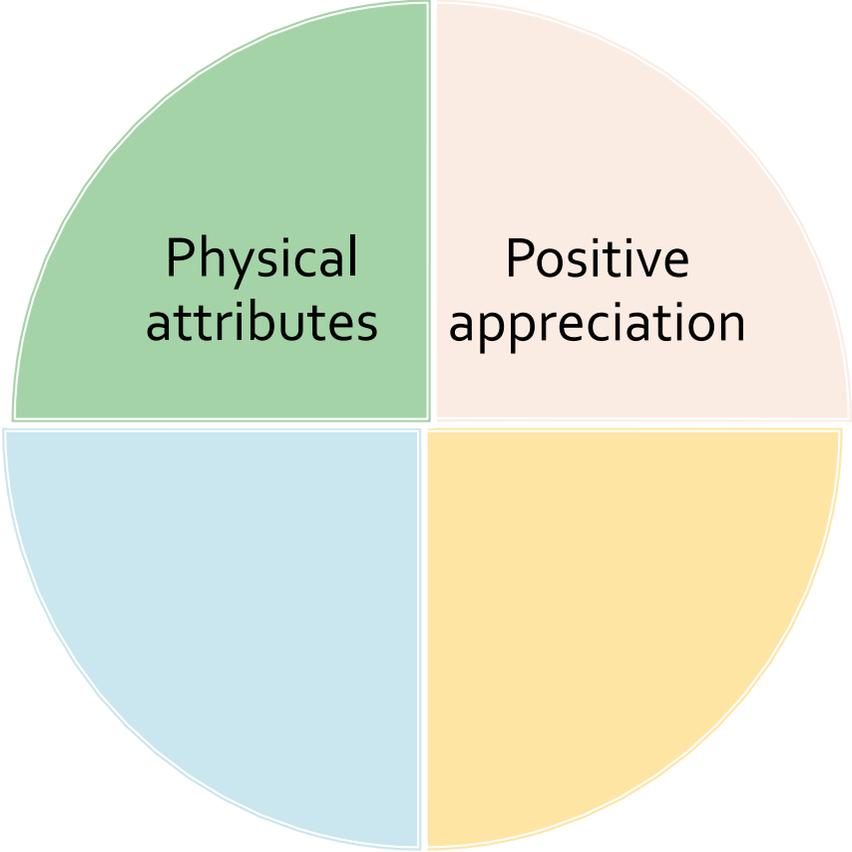
And different types of attire e.g. **Modern, casual, feminine, trendy, formal** etc

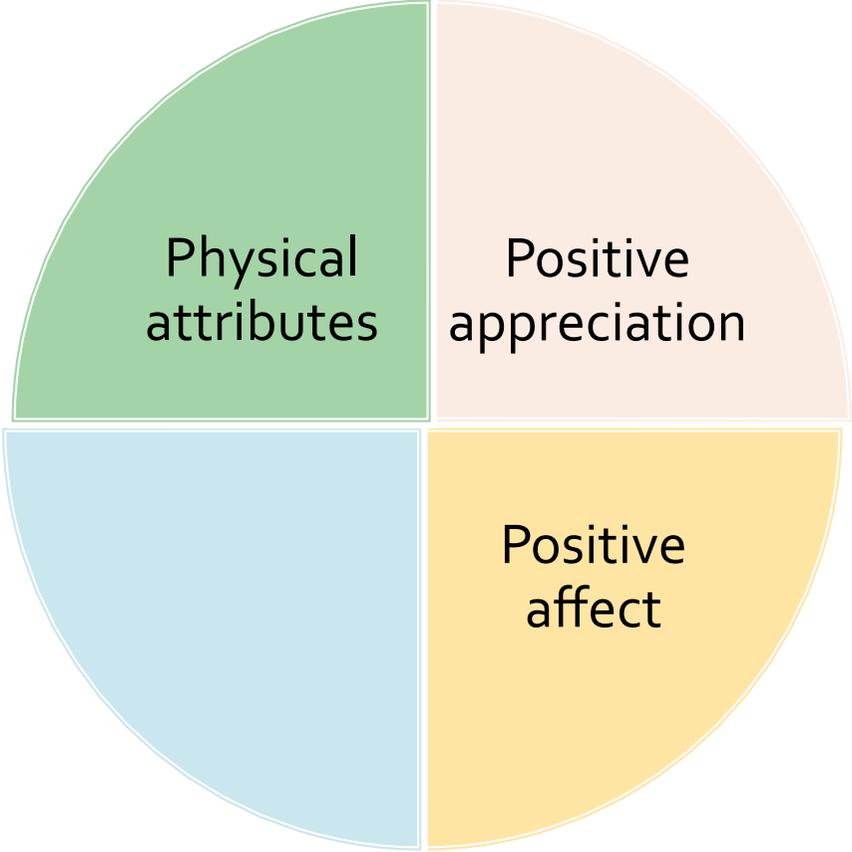


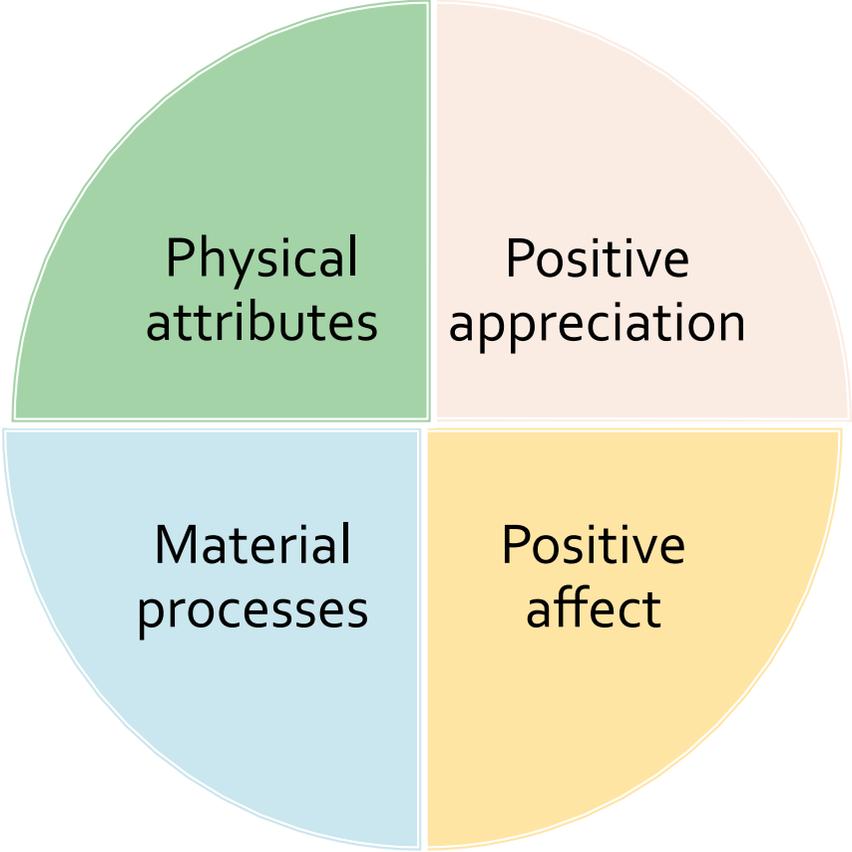
- Theme of appearance through

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

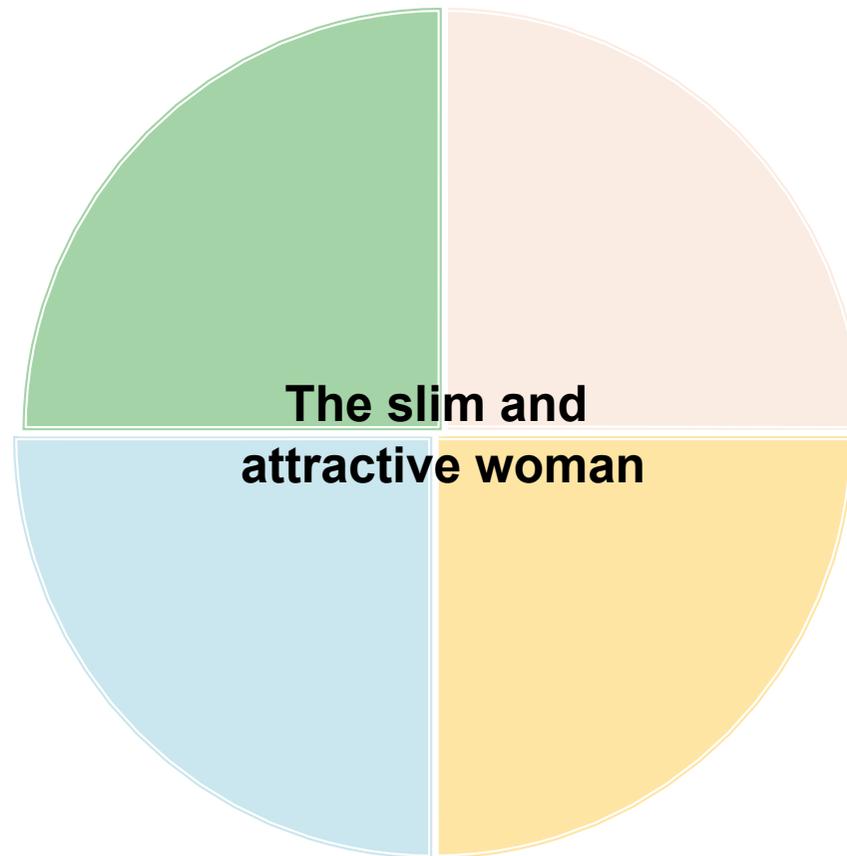








i have a **slim sexy**
body,
i have a **brown long**
hair...
with a modern type...
sweet and cute...



- 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 :)!

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.*

Gender representations

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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 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.*

Gender representations

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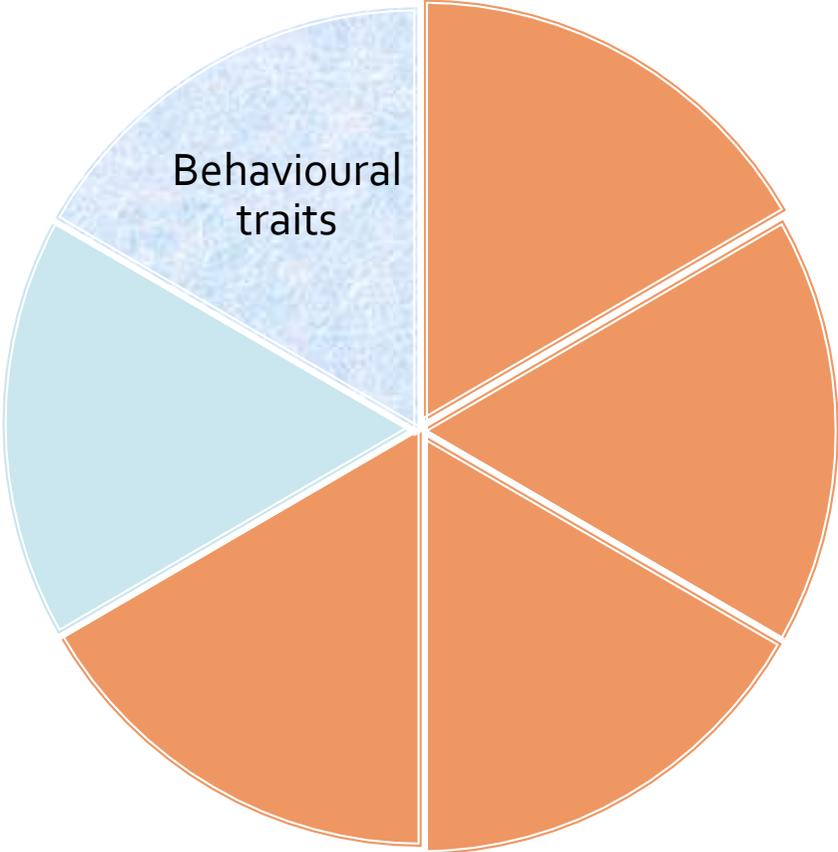
So, 'doing' is as important as the claim to 'being'...

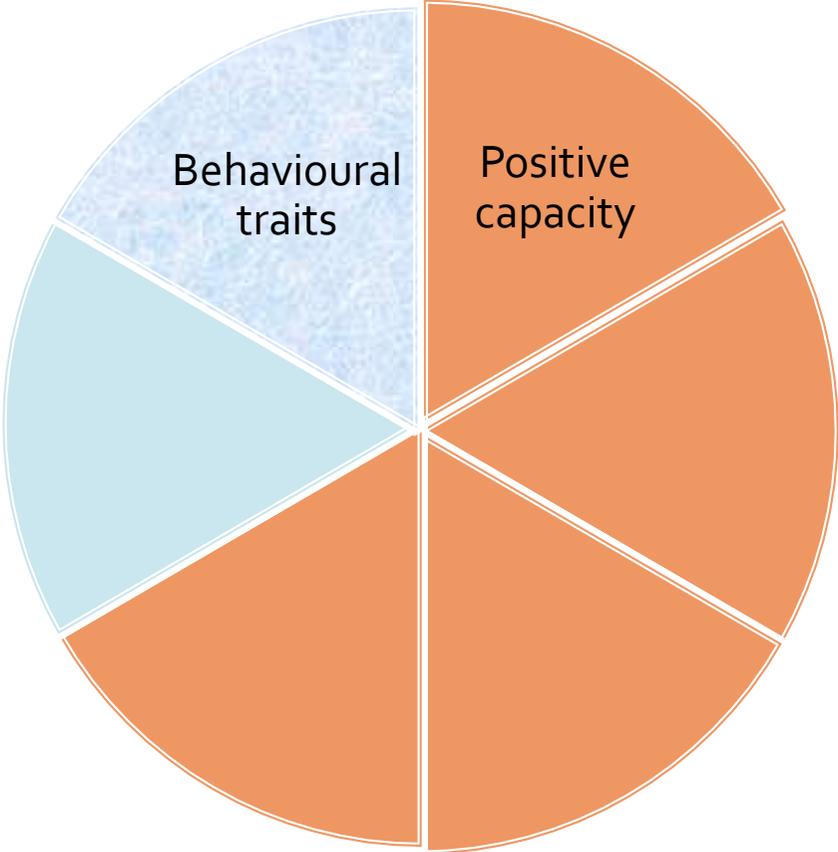
Gender representations

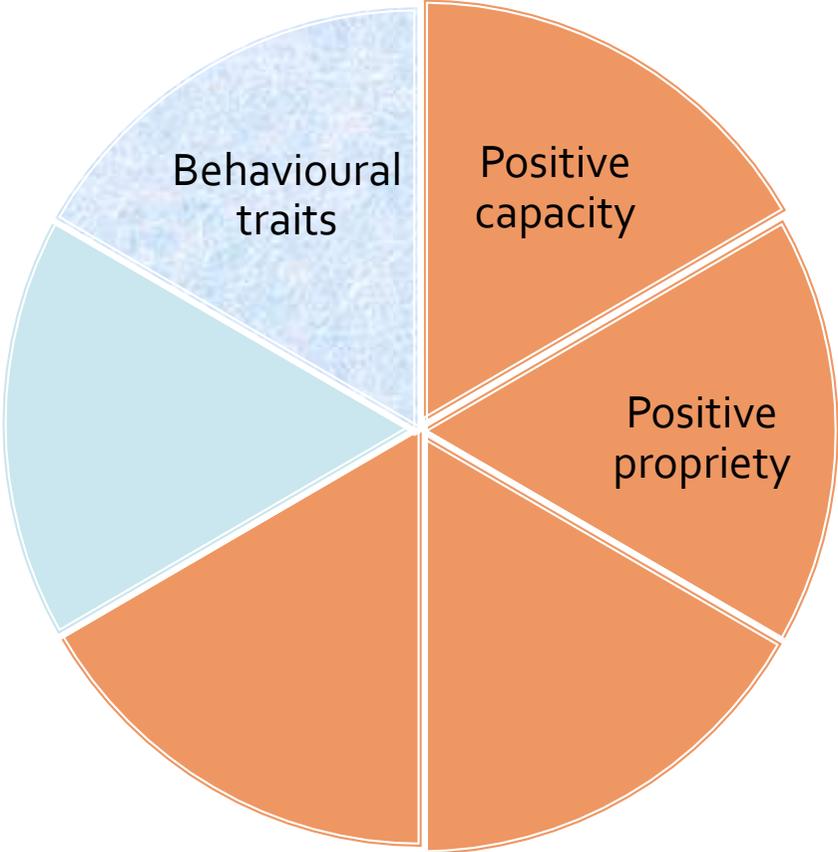
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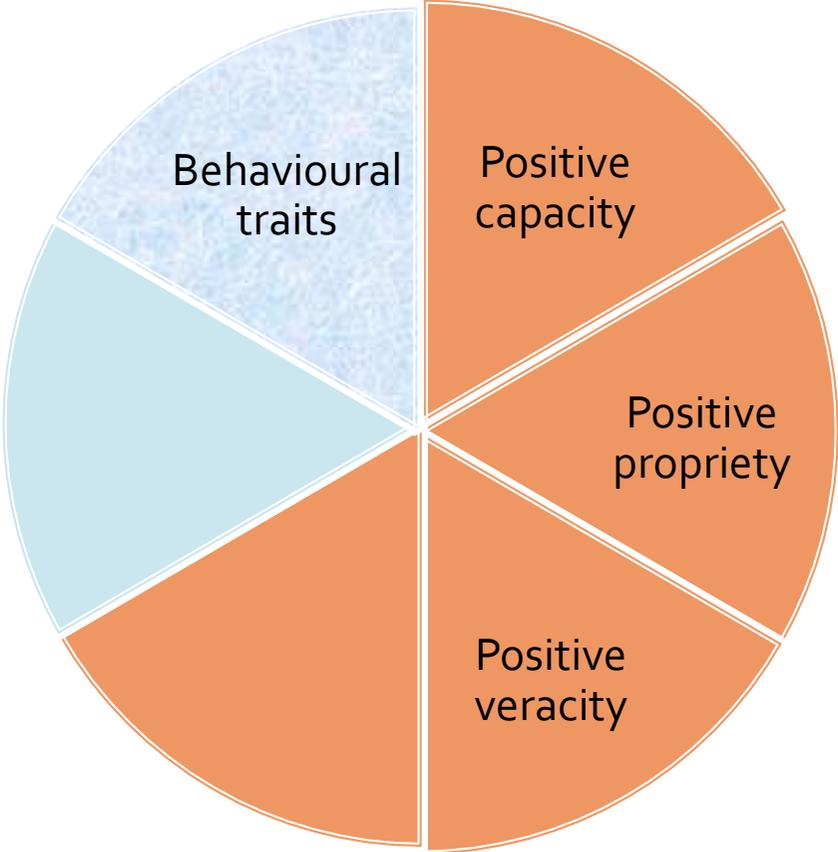
These are how they **'perform'** *compassion, caring and loyalty...*

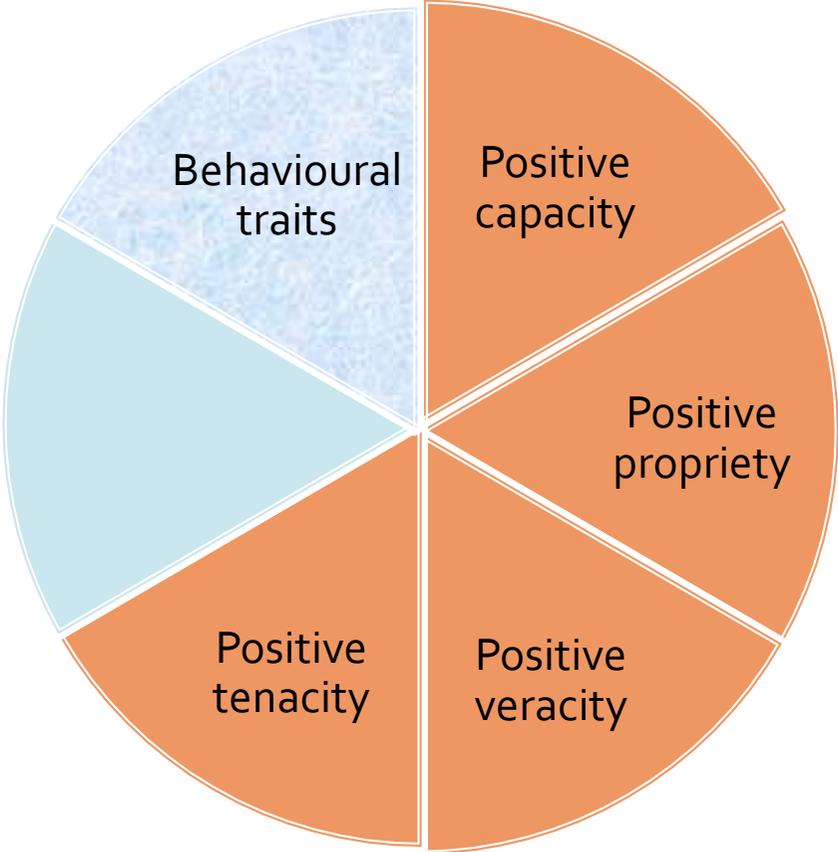
- 
- The theme of care & nurturance through
 1. nominal group (behavioural traits)
 2. positive capacity
 3. positive tenacity
 4. positive veracity
 5. positive propriety
 6. material processes

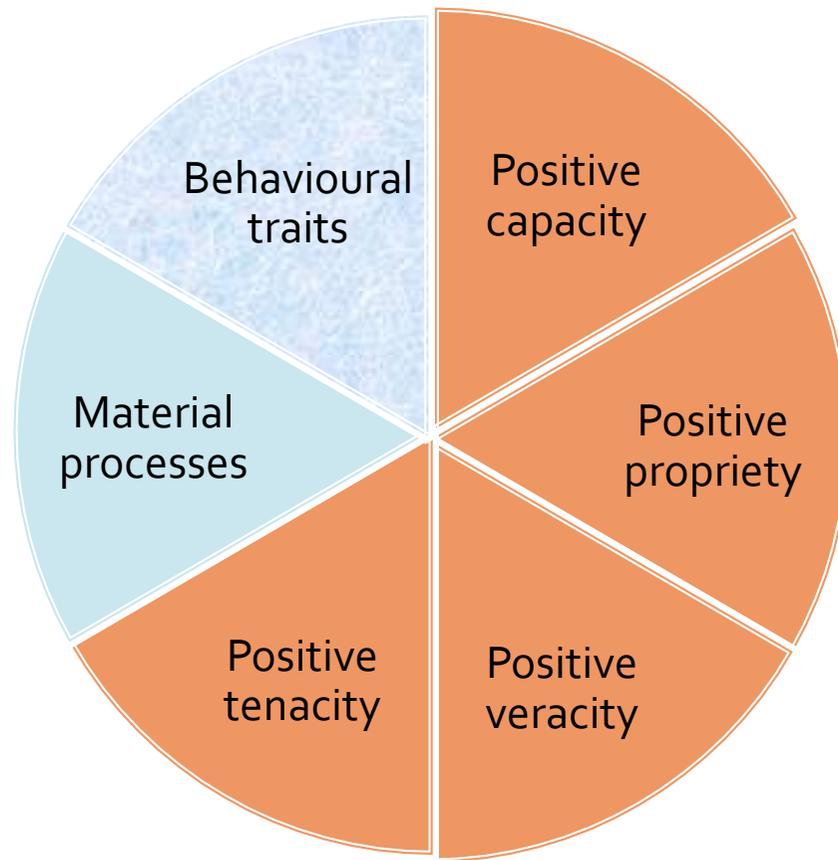


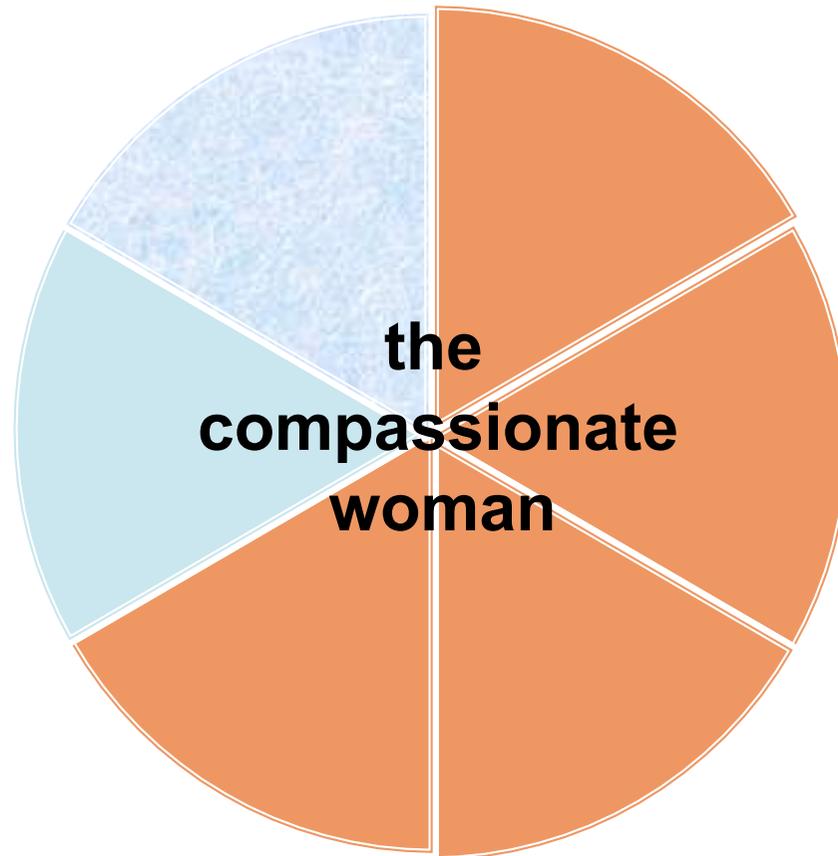












I am **sincere, loyal, truthful, caring,** jovial, friendly, humorous, very loving and a romantic person... Also I love cooking and have been cooking since very young age and never get tired of cooking! I have a loving family, parents and sisters whom I am very close with...

Gender representations

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 **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...*

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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Emphasis on **appearance** – physicality and athleticism

Gender representations

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Positive appreciation of appearance

– of physicality and athleticism.

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***
- *(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...

Gender representations

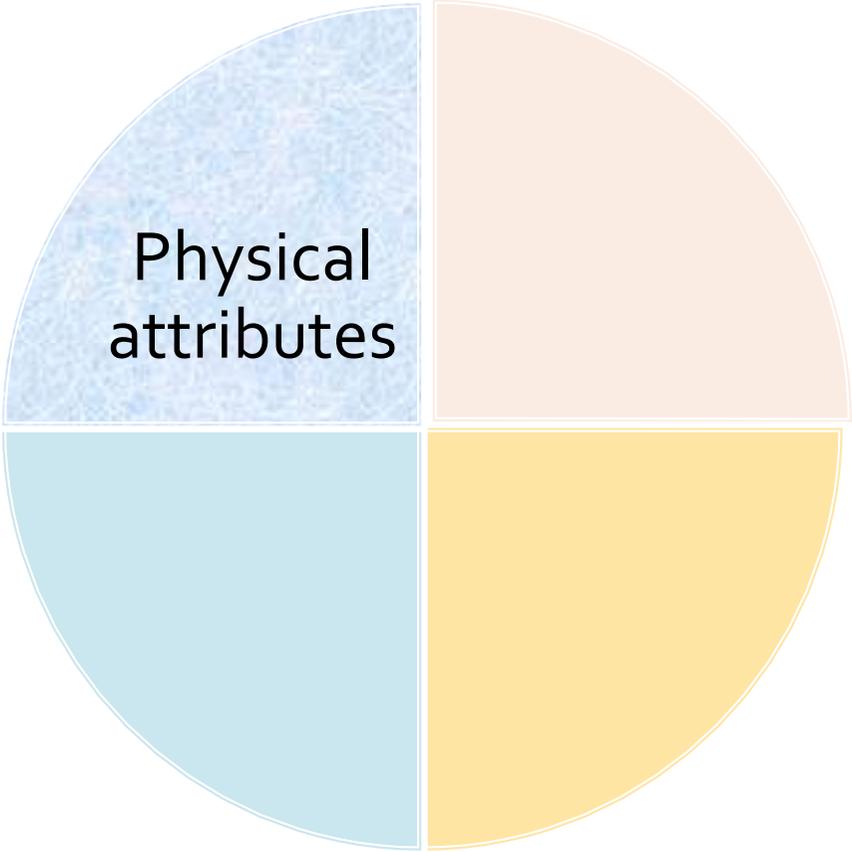
- *I like martial art... but not to fight...*
- *I like diving*
- *I love to swim, most of the swimming pools in Klang Valley area i did pay a visit.*
- *I love racquet sports and golfing.*
- *I enjoy playing tennis, swimming, hiking and outdoor activities.*
- *I enjoy working out at Gurney Celebrity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

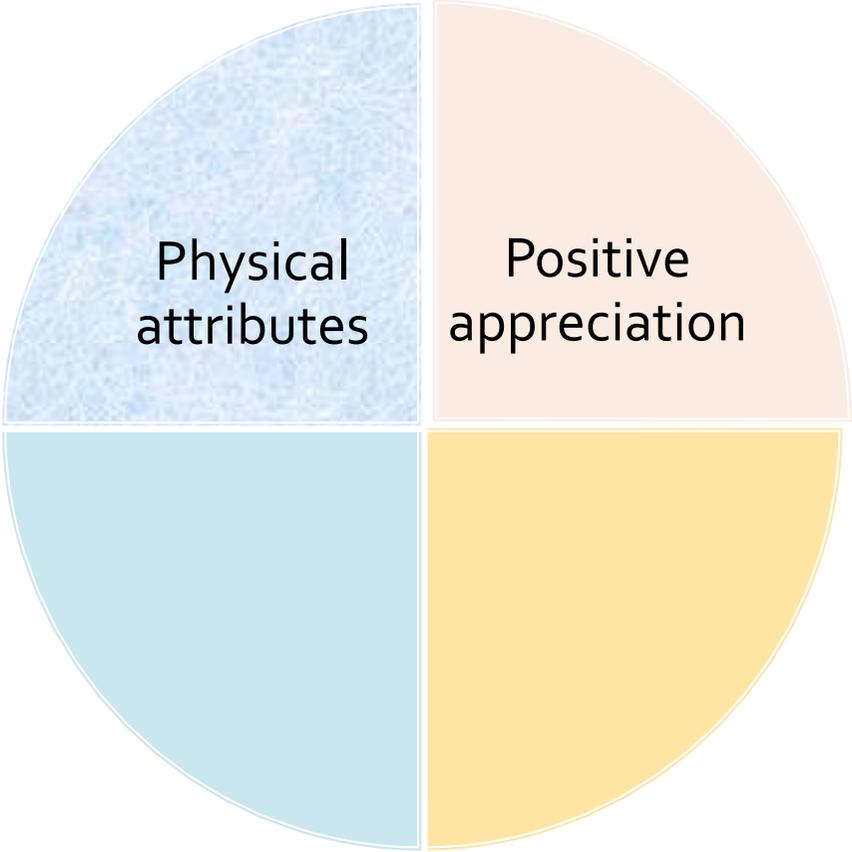
Gender representations

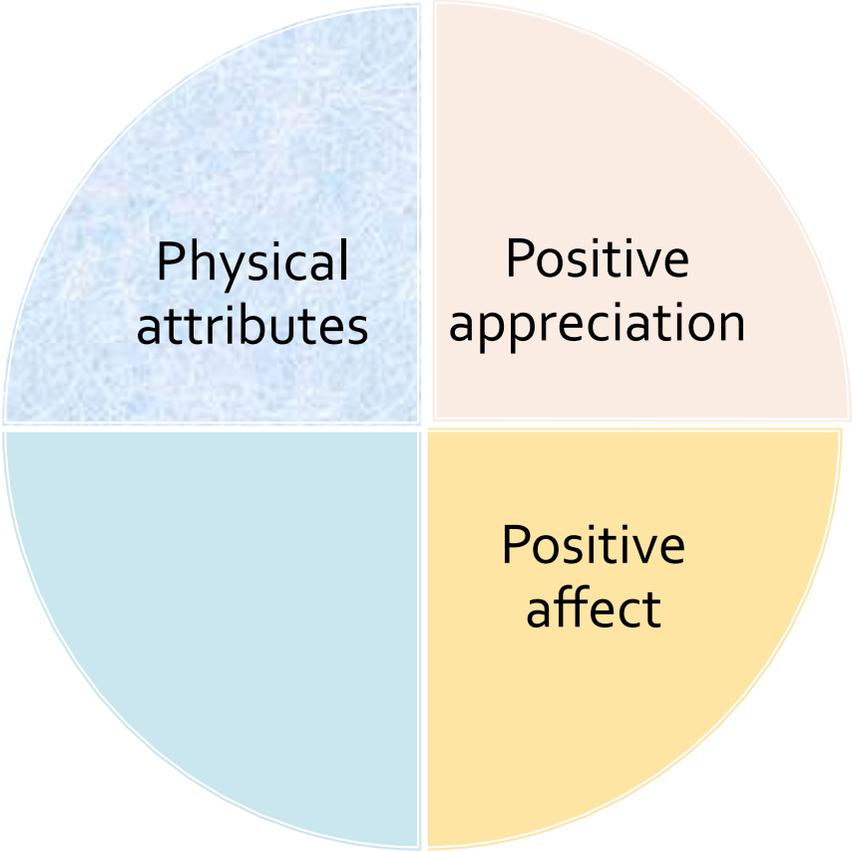
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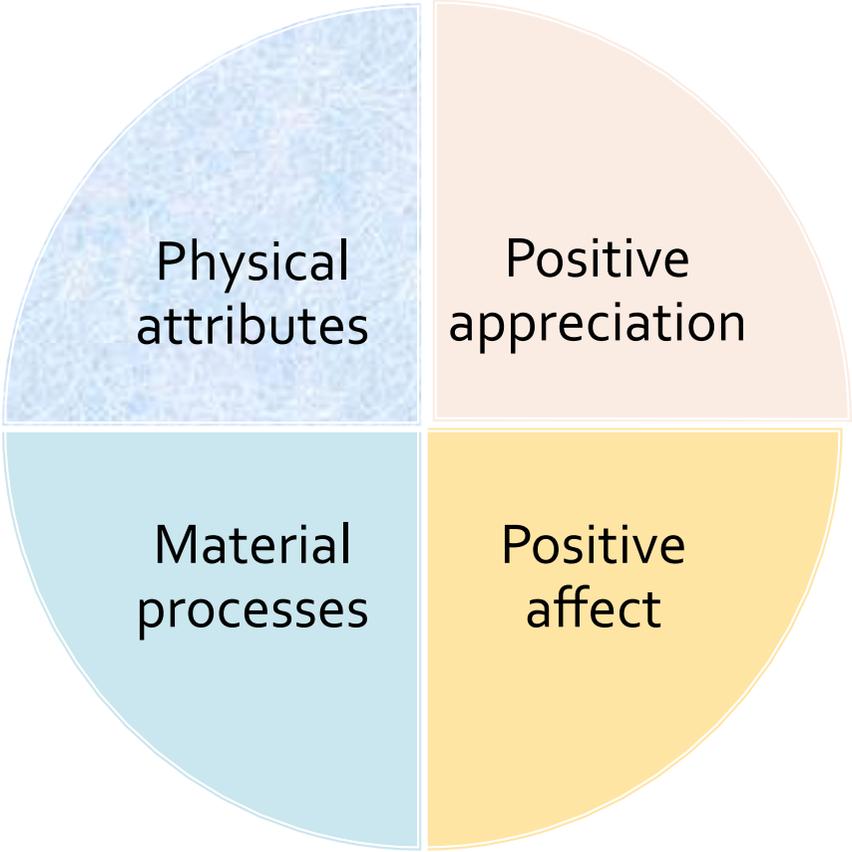
The advertisers frequently represent themselves as sensors and 'reactors' (as persons who emotionally reacts) to sporting stimulus. On the whole, there is a prosody of positive emotions realized through affective states of 'like', 'love' and 'enjoy' – construing directed happiness towards sporting activities 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.

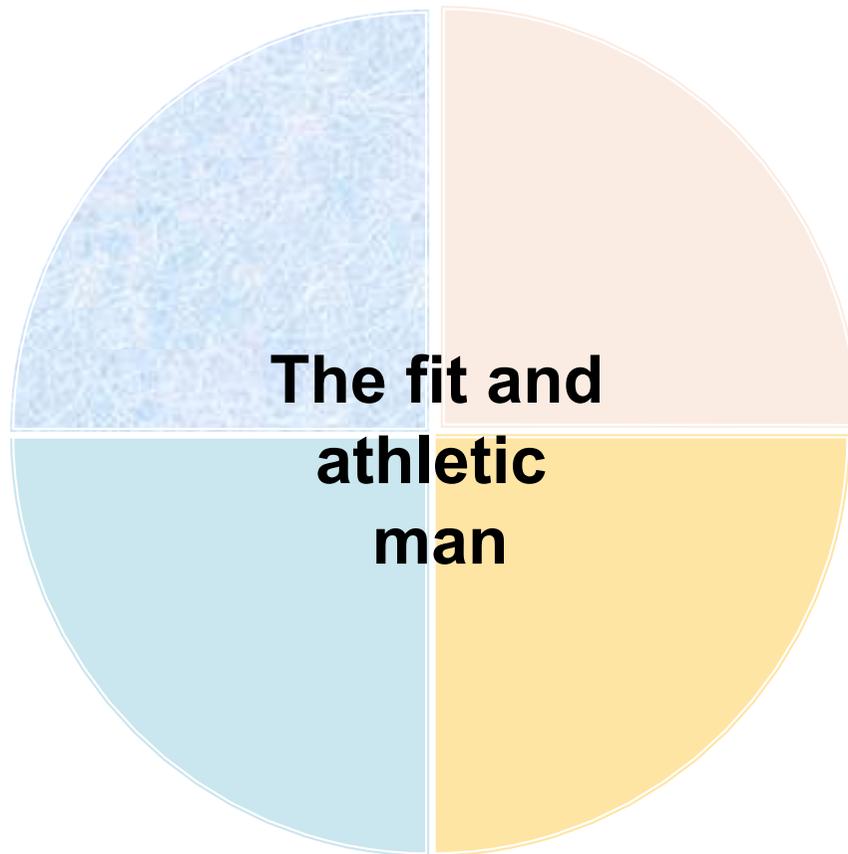
- 
- Themes of physicality and athleticism through
 1. nominal group (physical attributes)
 2. positive appreciation
 3. positive affect
 4. material processes











I am a former state badminton's player when in secondary school ,i am fit and tall guy. When i free i will chat with all my friend or play sport games with them. i am 178cm tall and black in 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

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- *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*

- *My car, I drive an Altis. My laptop, it's a new Acer model. Really like my jeans... Levis. My watch.. Omega Seamaster 2005.*
- *(I have) A dream job for many others out there. Where everything is paid for...*

Gender representations

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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.

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.*

Gender representations

- *(I) **Love** my job!*
- *I **love** my current job, challenging.*
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- *(I) **like** the feeling of build something from zero, make it on track and see it grow...*
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- *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.

Gender representations

- *(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 hards**, 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...*

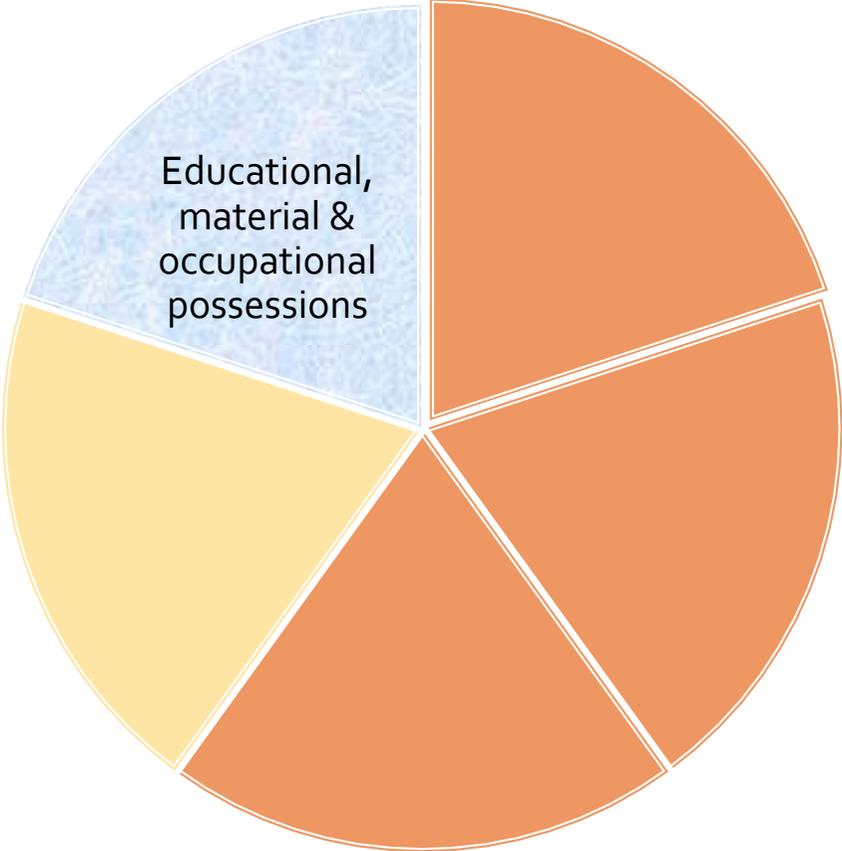
Gender representations

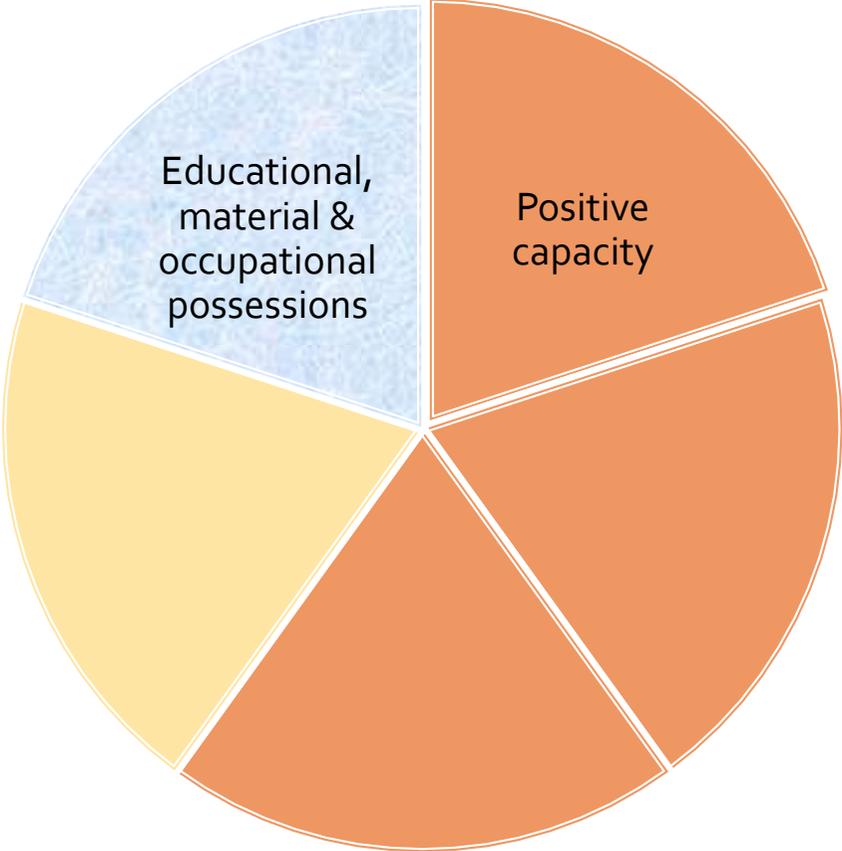
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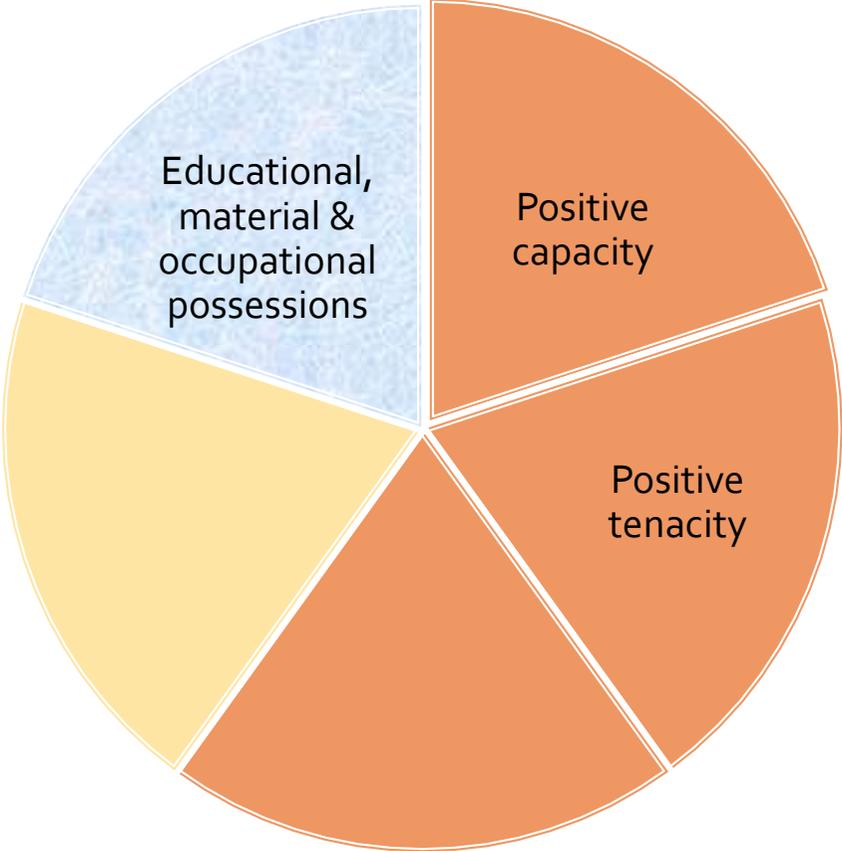
How success comes about and how it is handled is also a distinct theme in the narrative of the working men. Integrity and dedication among these men are inscribed through positive judgement of veracity and tenacity ...

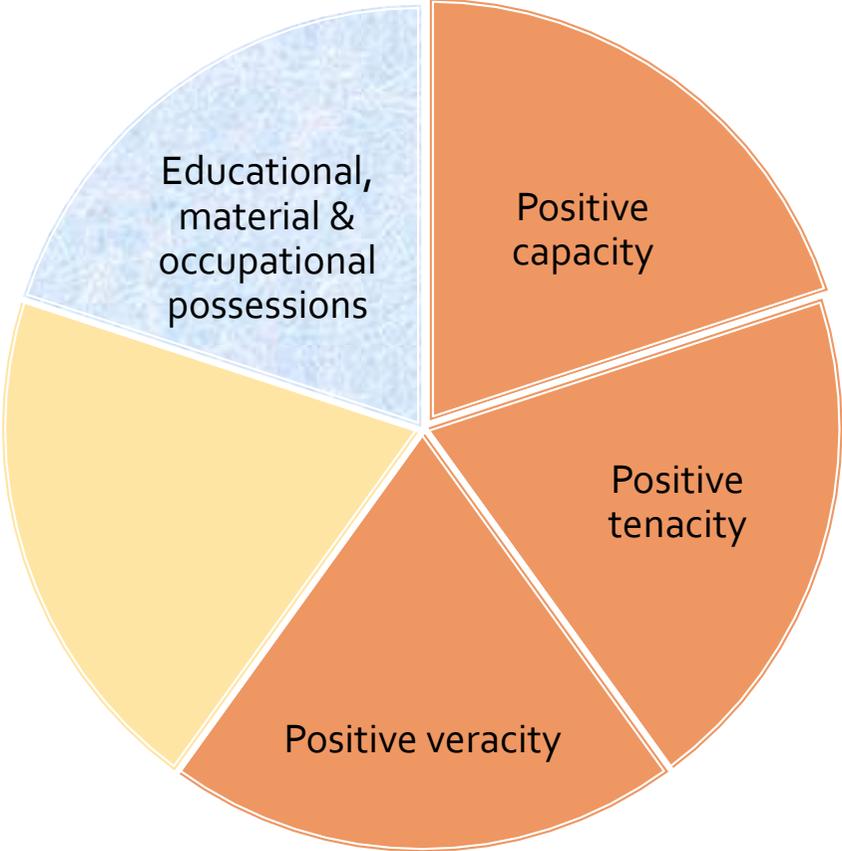
Gender representations

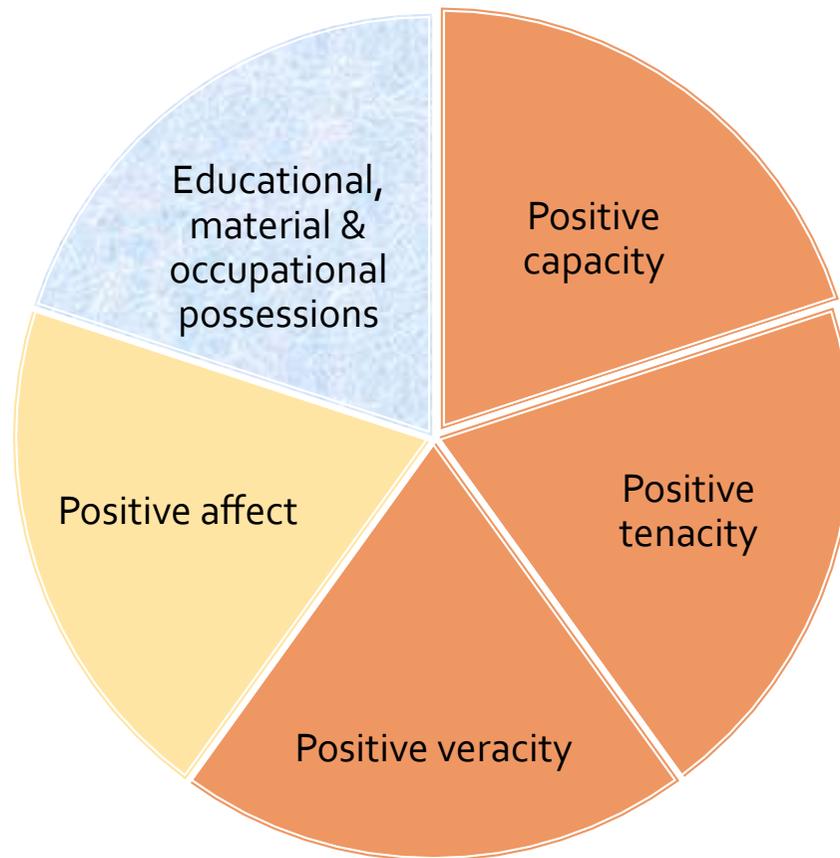
- Theme of occupation and achievement through
 1. nominal group (material, educational and occupational possessions)
 2. positive capacity
 3. positive veracity
 4. positive tenacity
 5. positive affect

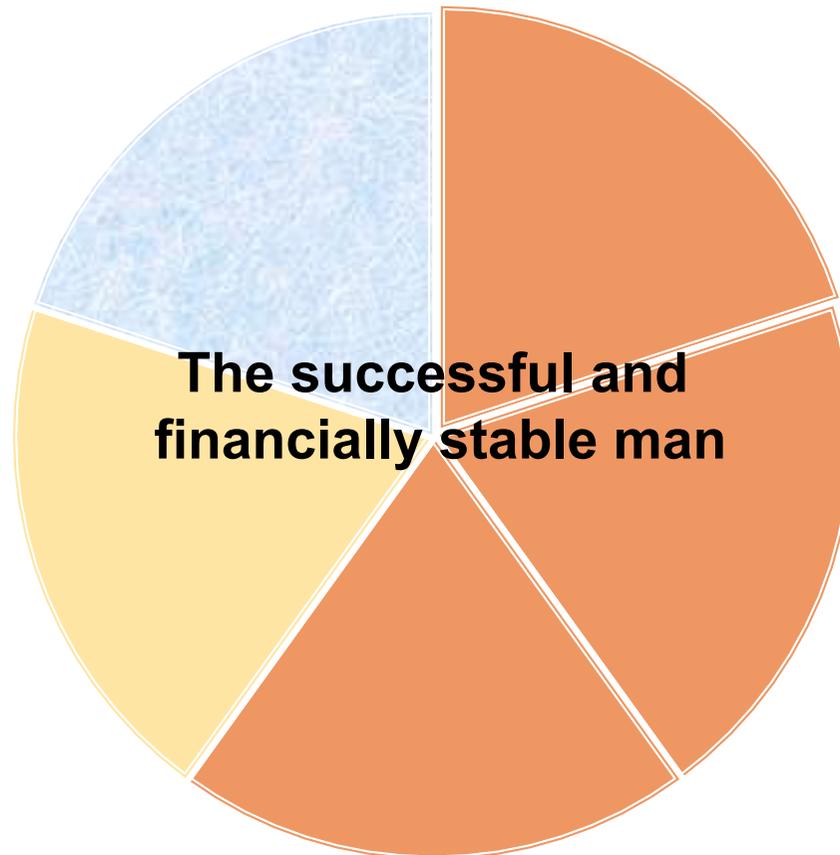












I'm 30 this year, with a stable career and income. Currently, I am work at Singapore as senior construction engineer and part-time master student at nus.. What's lacking now is searching for a life partner. ..

3 dimensions of meanings in gender identity construal

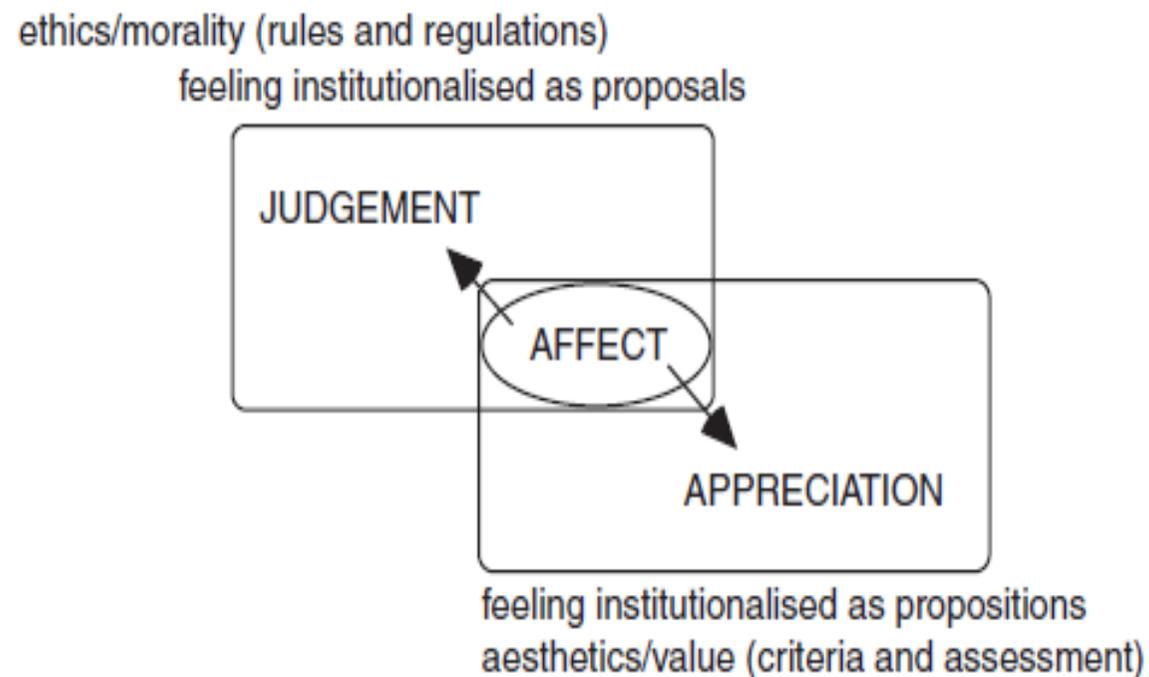
- The first dimension is Identification
 - *Who/what I am*
- The second dimension is Functionalization
 - *What I do*
- The third dimension is Attitude
 - *Affect, Judgement and Appreciation*



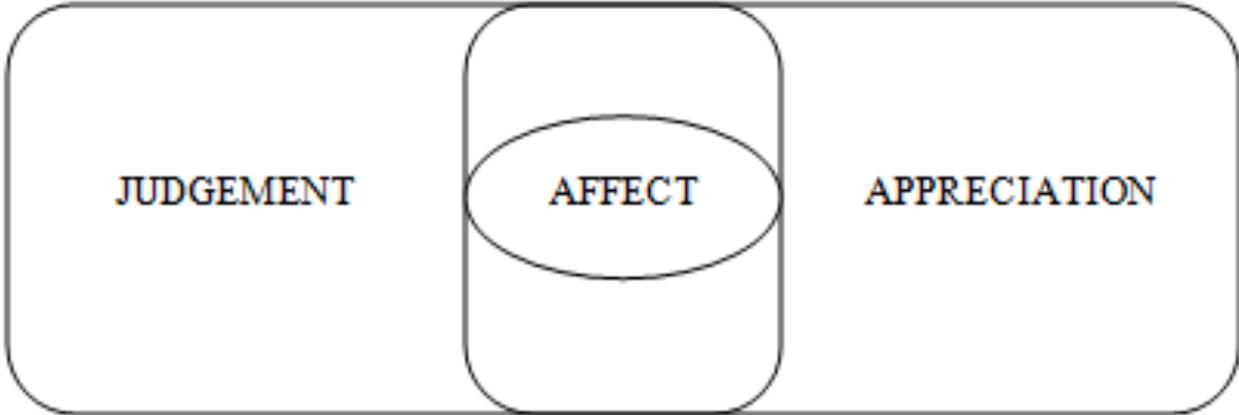
How do I topologize

the 3 dimensions?

■ The third dimension - Attitude



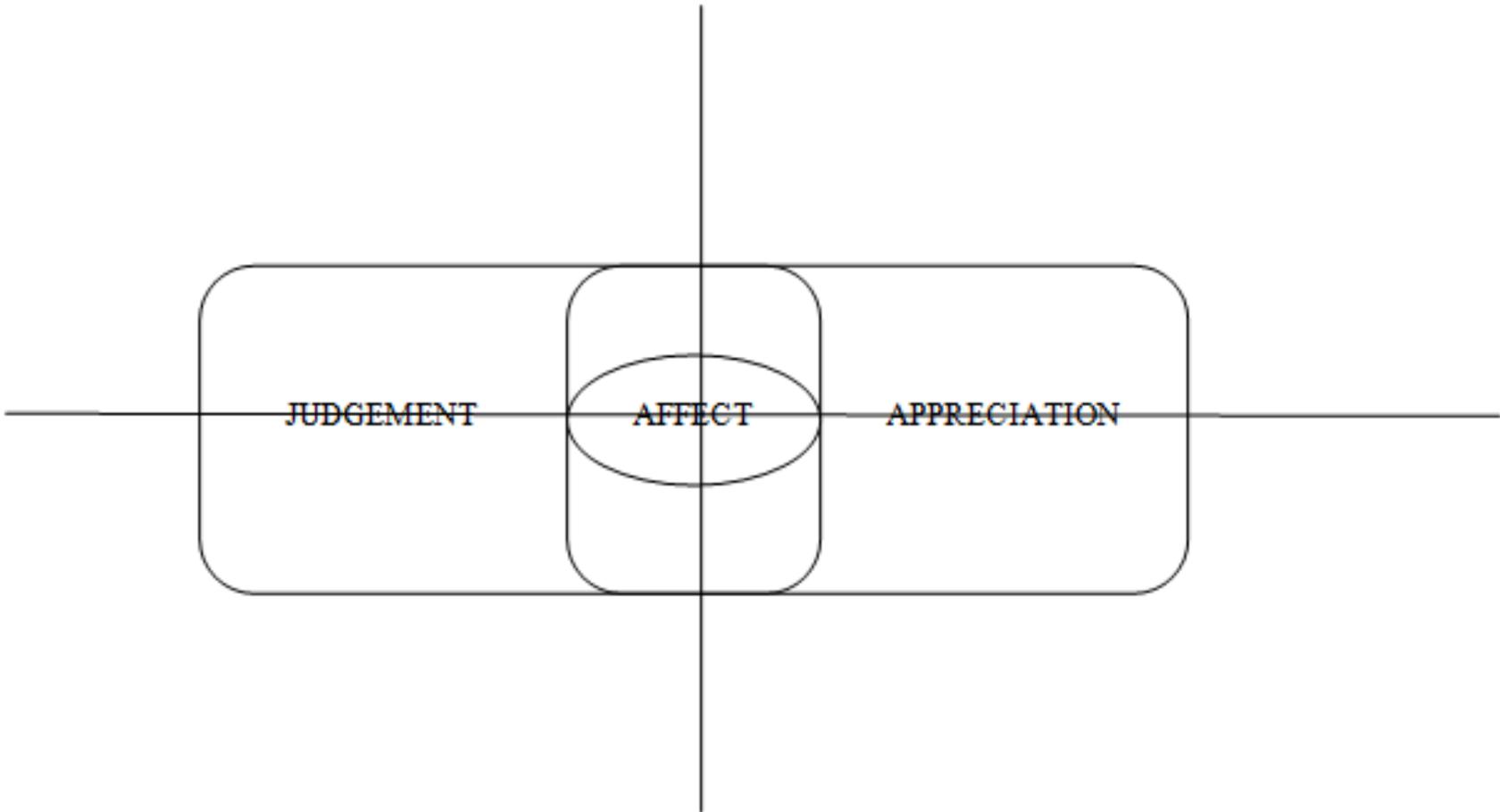
Judgement and appreciation as institutionalised affect (Martin & White 2005)



JUDGEMENT

AFFECT

APPRECIATION

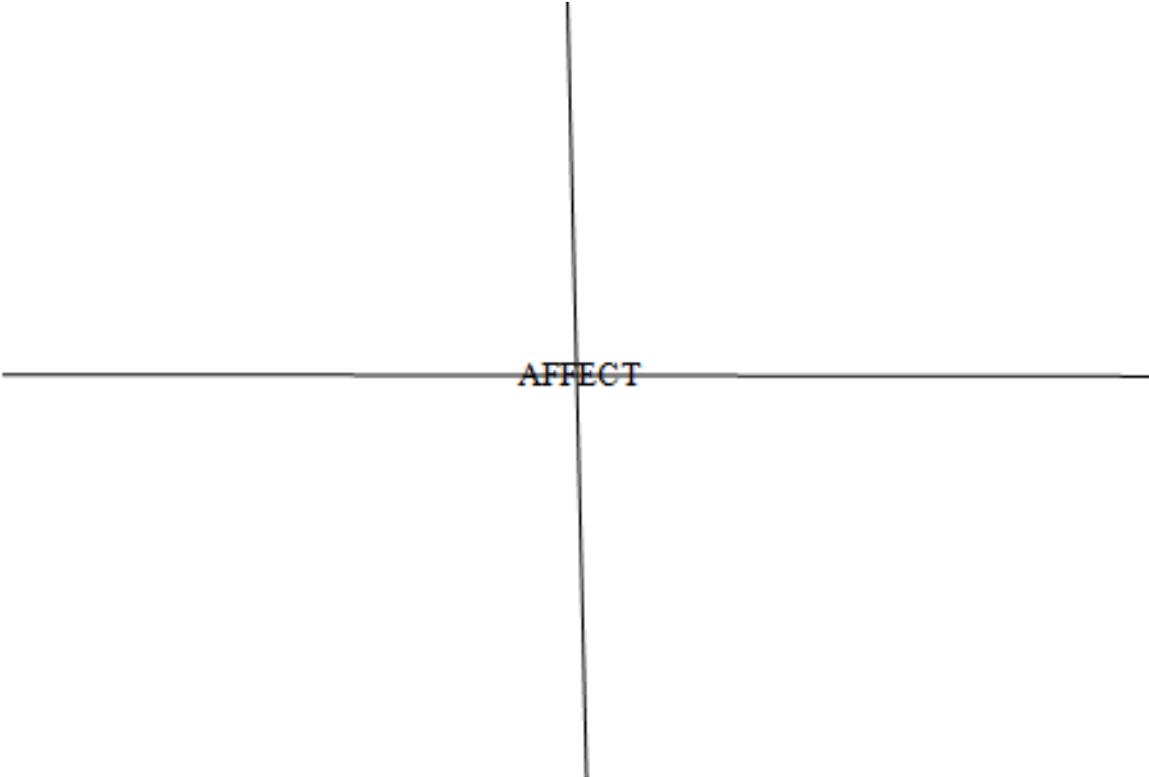




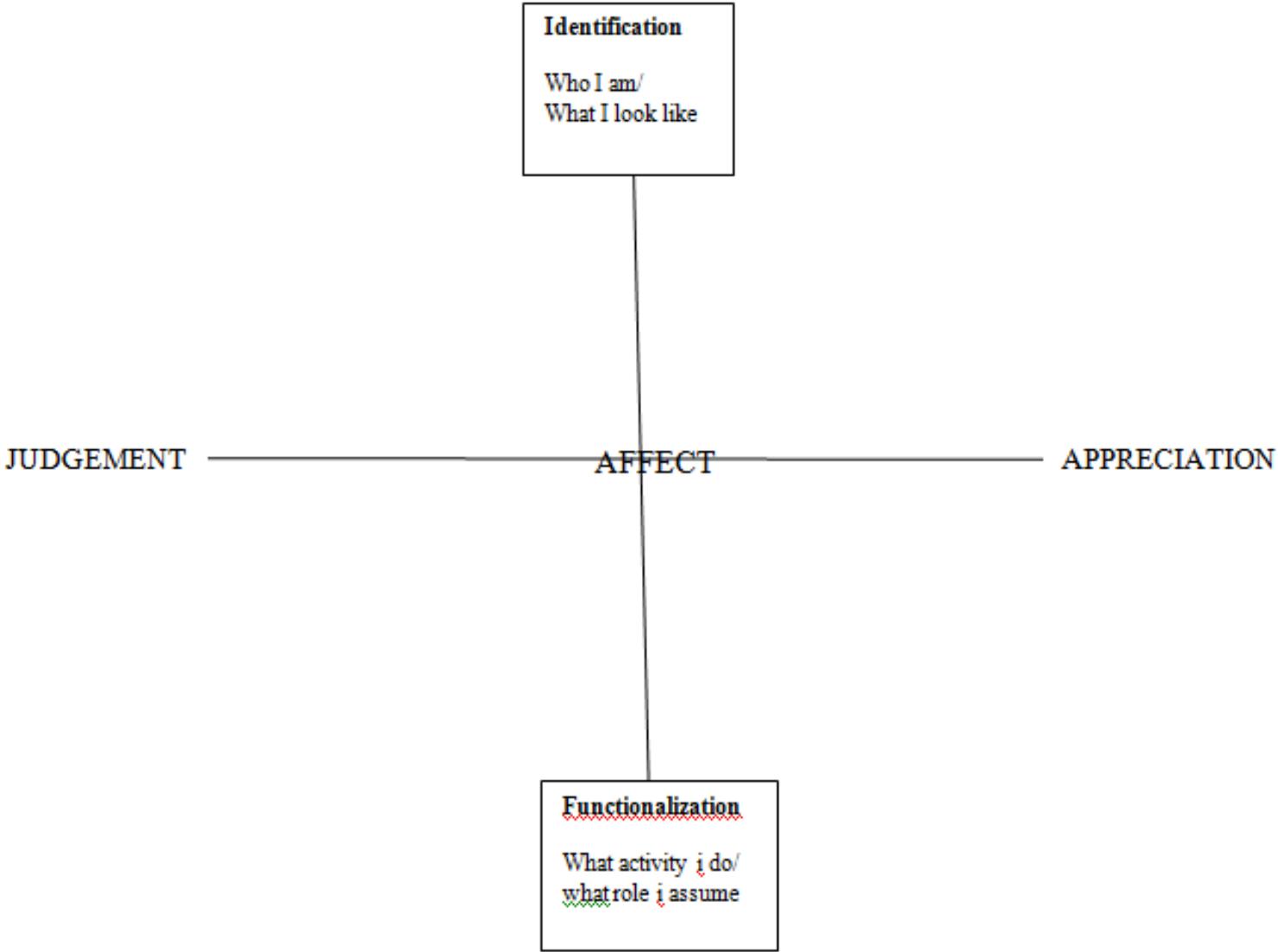
JUDGEMENT

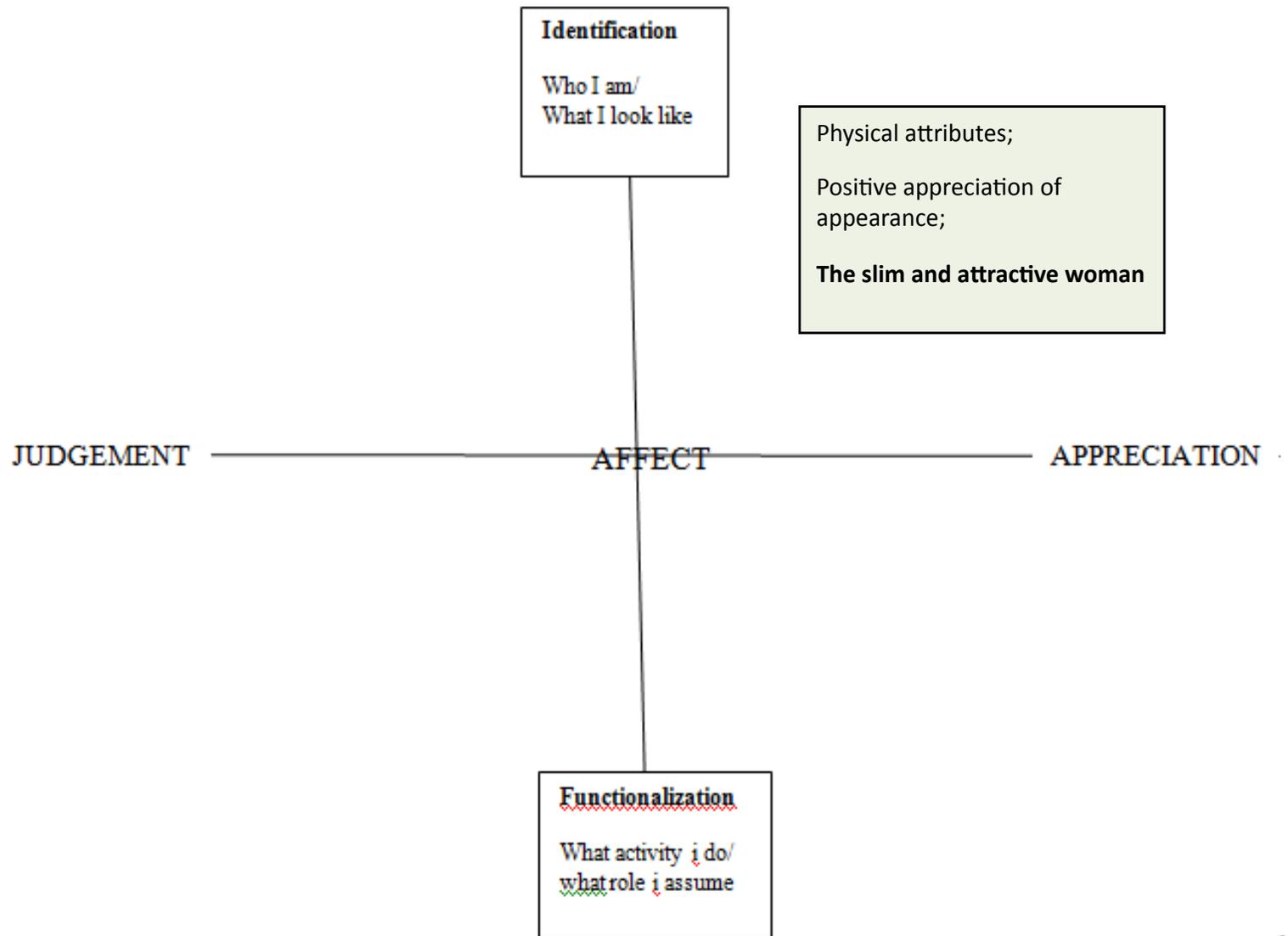
AFFECT

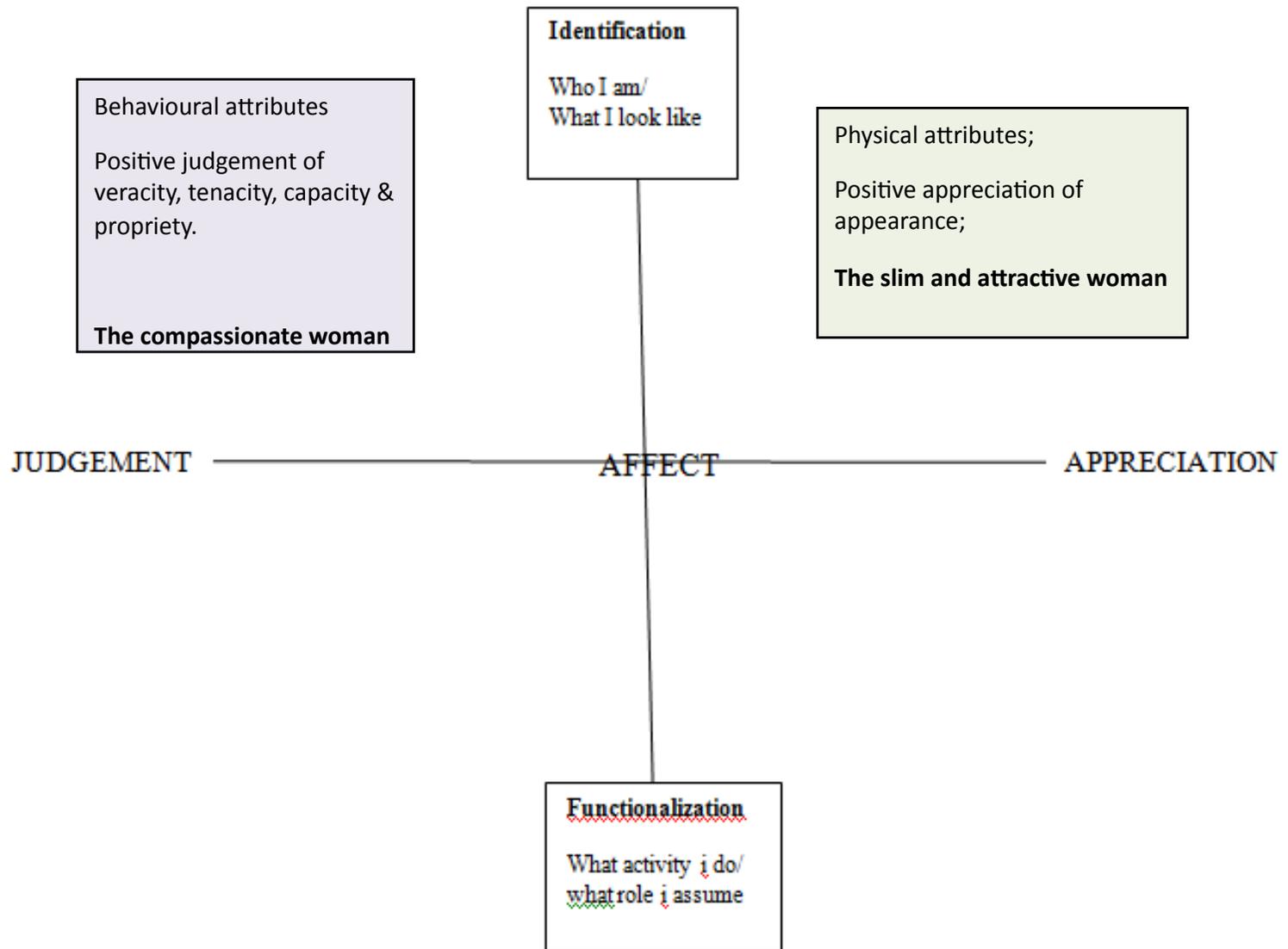
APPRECIATION

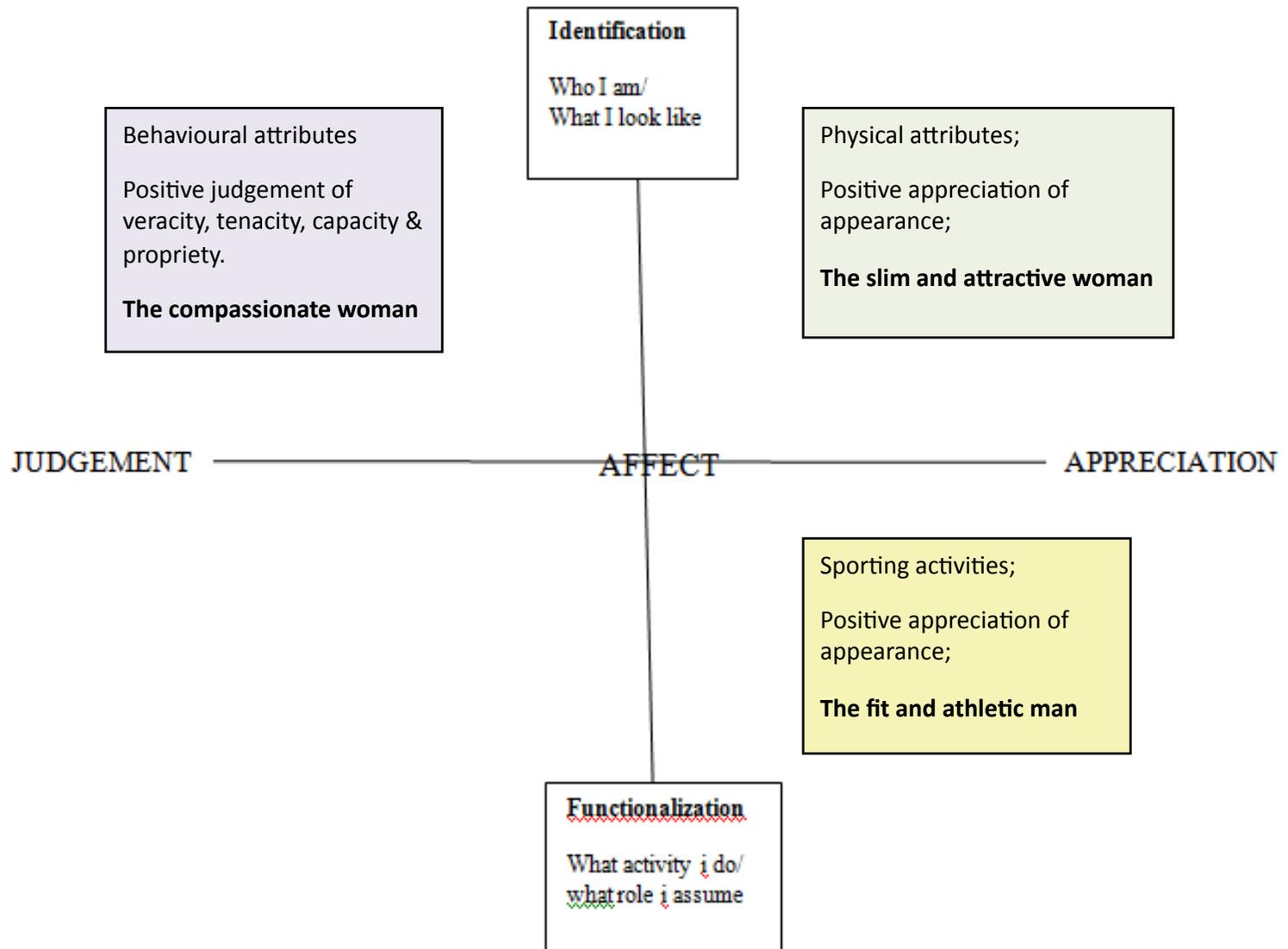


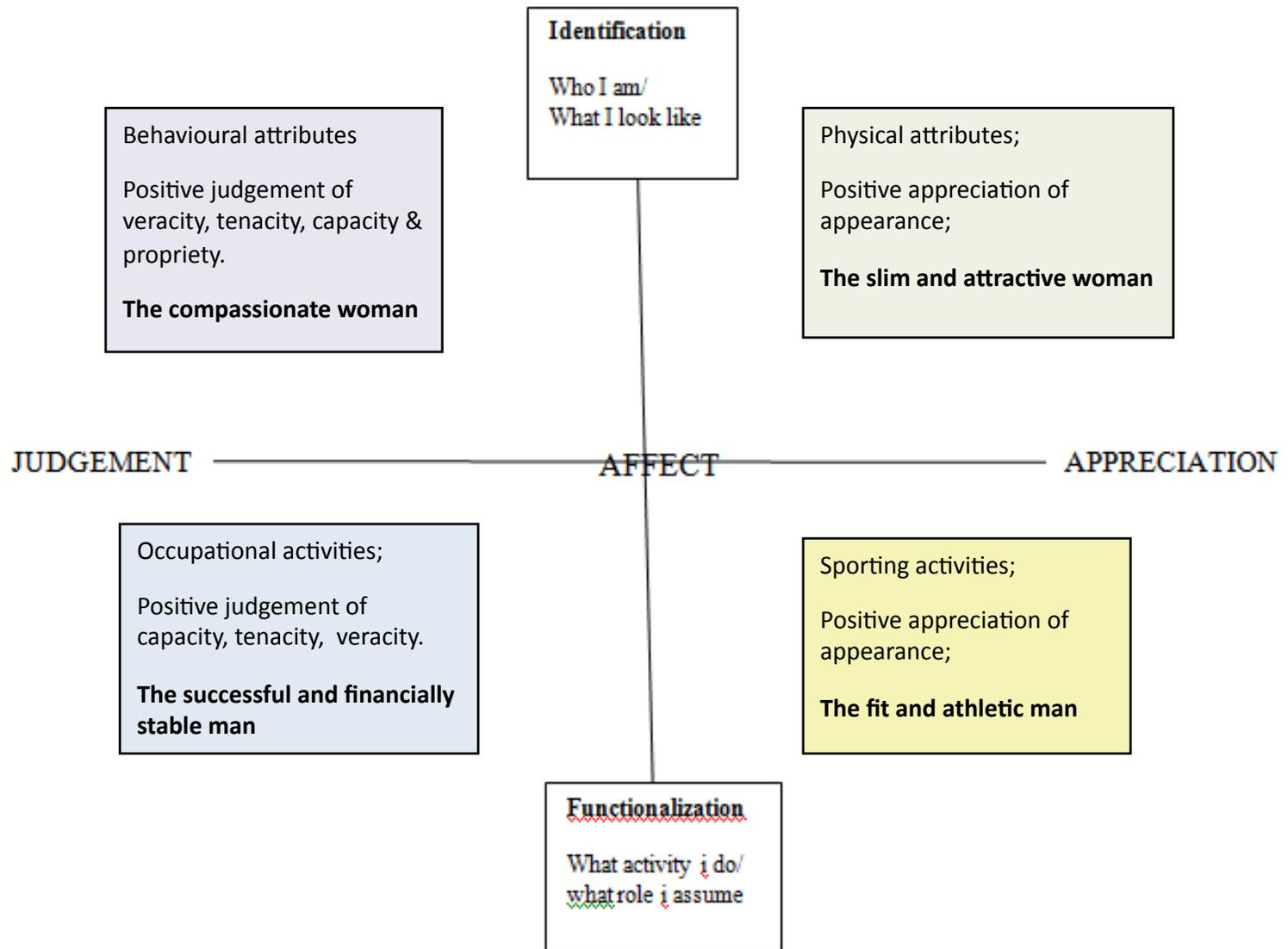
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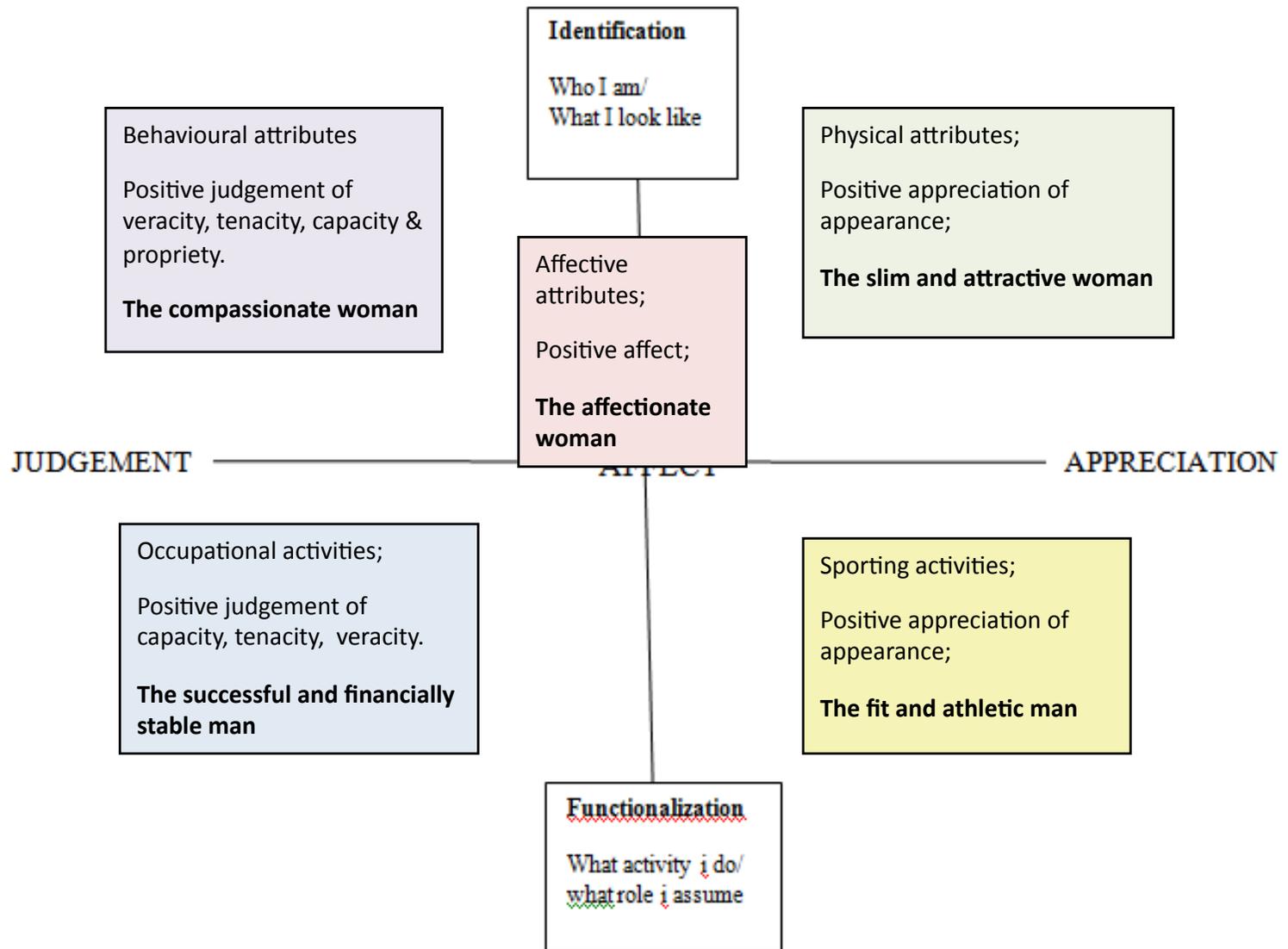


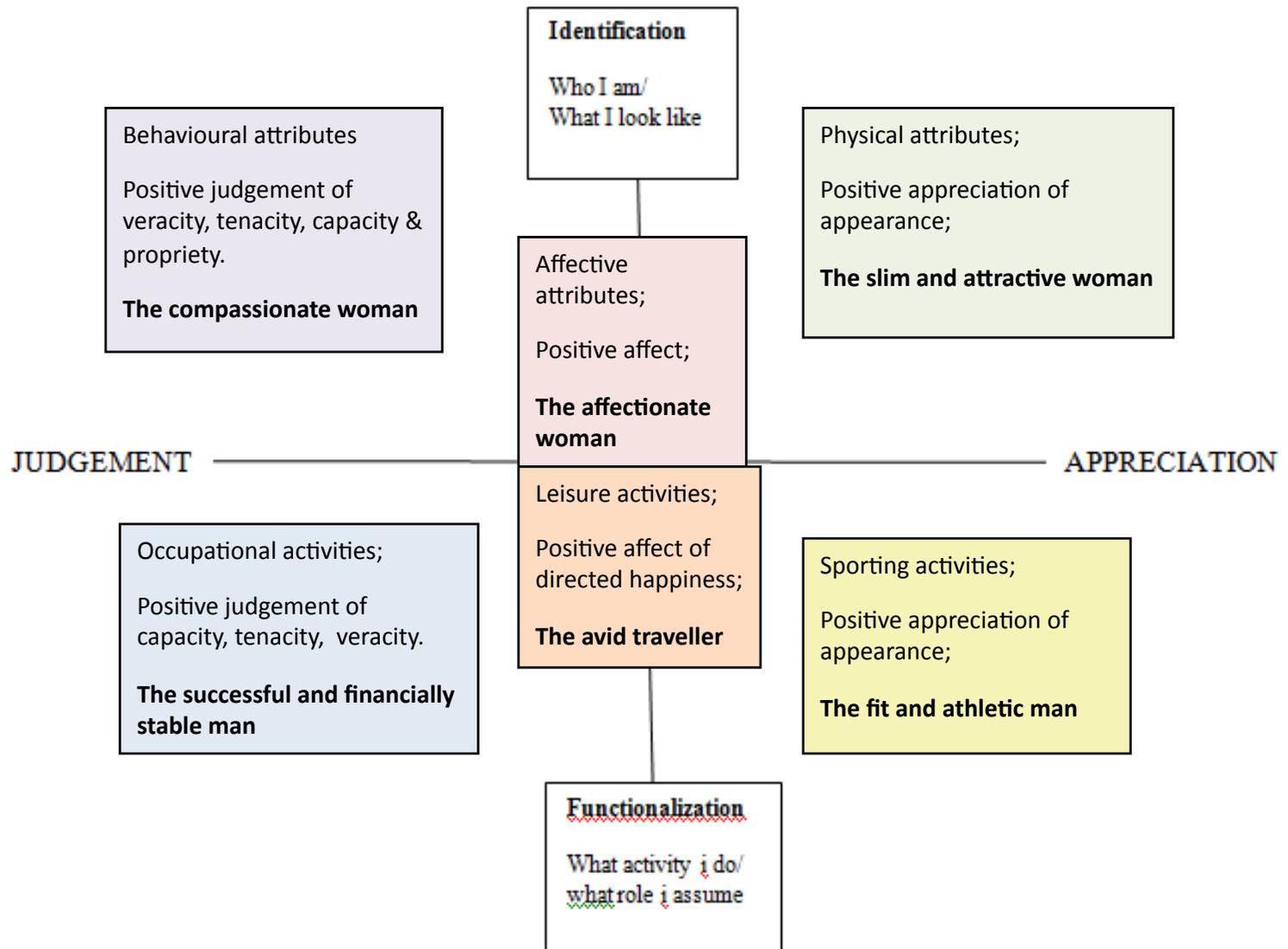




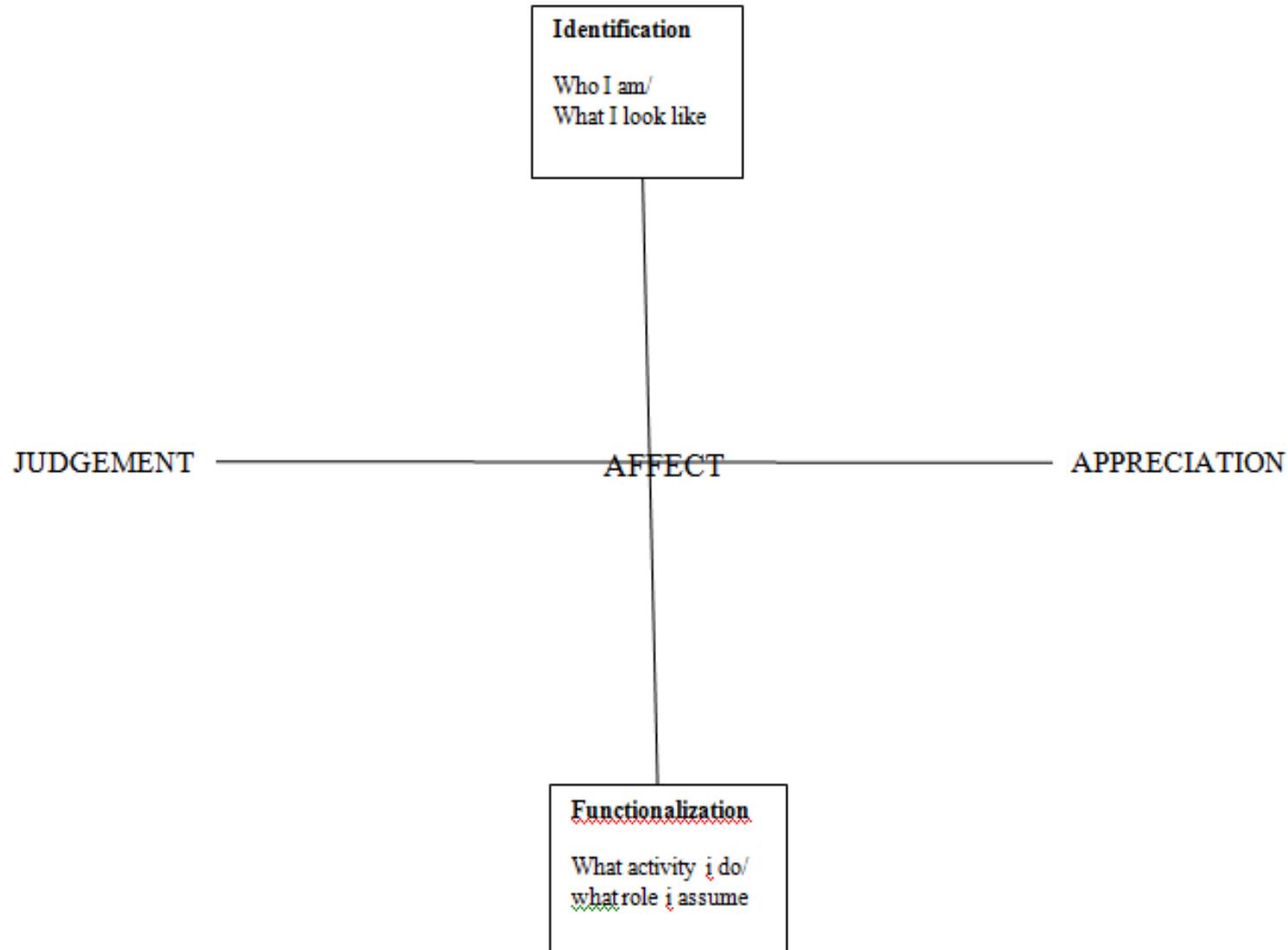


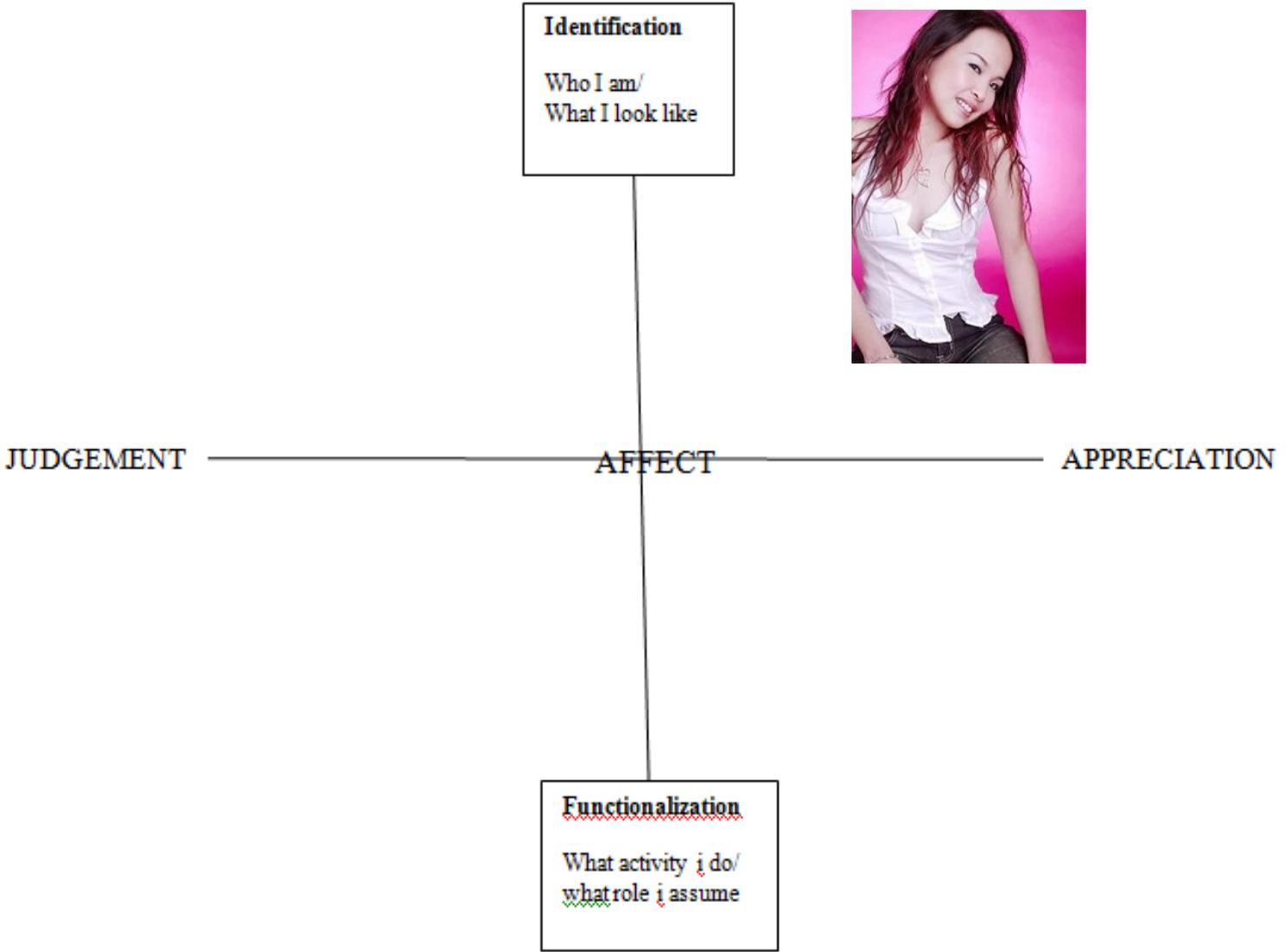






Can I map corresponding images onto the topology?







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 i do/
what role i assume





Identification

Who I am/
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APPRECIATION



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JUDGEMENT

AFFECT

APPRECIATION



Functionalization

What activity i do/
what role i assume





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JUDGEMENT

APPRECIATION



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what role i assume



Intermodal complementarity

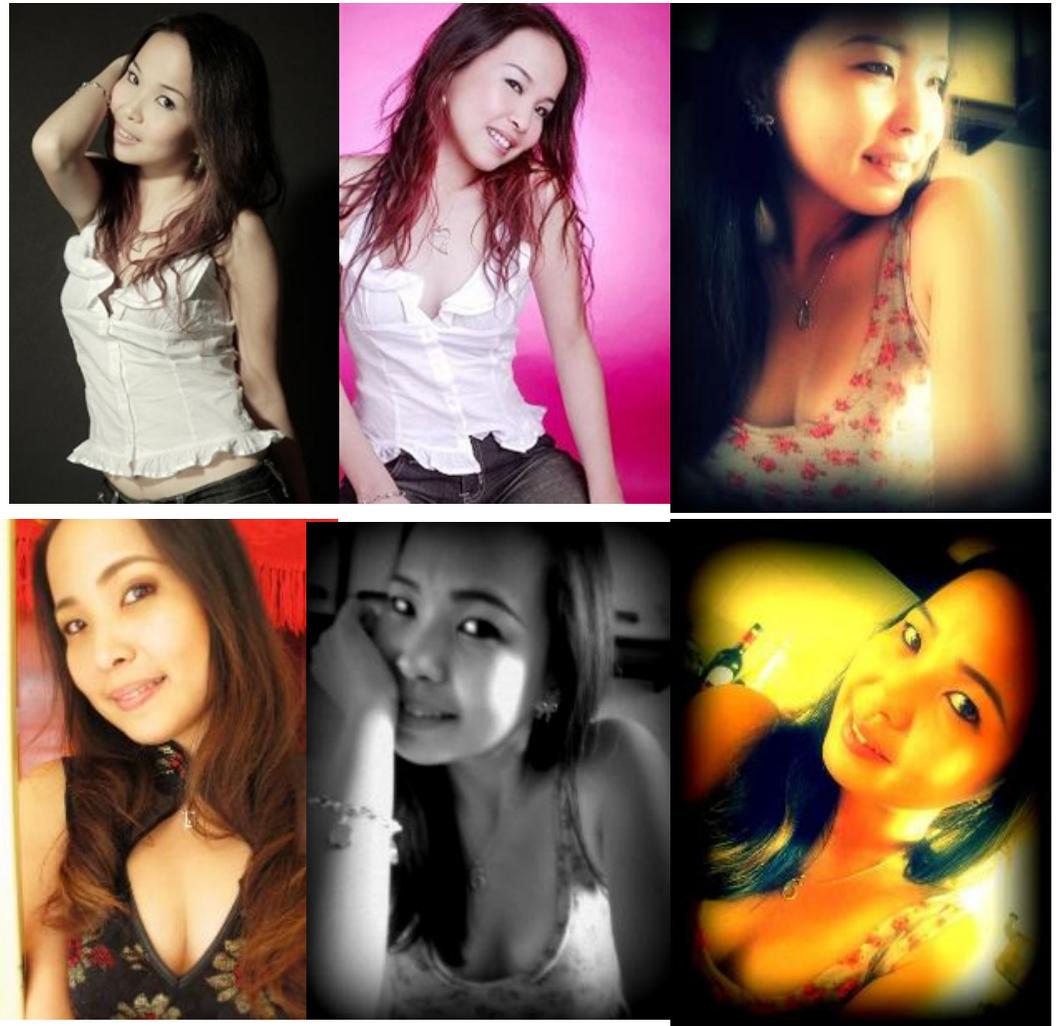
Do the images concur with the verbiage?

Intermodal convergence

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...

IMAGES



Conclusion

- 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