

Evaluation of Gender Biases in National News and Tabloid Articles

Simran Wohra

M.A. Linguistics
North South University
Dhaka 1229, Bangladesh
simran.wohra@northsouth.edu

Sukanto Roy, Ph.D.

Assistant Professor of English
Department of English and Modern Languages
North South University
Bashundhara, Dhaka 1229
Bangladesh
sukanto.roy@northsouth.edu

Abstract

This research evaluates gender biases in national newspapers, Bangladesh's Reputed Daily Newspaper *The Daily Star* articles (main edition including sections-- news, city, country, international, editorial, opinion, sports, art, and entertainment) and Lifestyle tabloid articles conducted with in-depth analysis of sexist elements. It examines sexism in Bangladesh's news and tabloid articles by pattern analysis, article titles, gender-based words and issues, and contrast with relative theories related to feminist stylistics and toolkit provided by Mills (1995). This study uses a mixed-method approach and conducts surveys with readers to enhance the reliability of the findings on understanding and perception of sexism in these publications. The paper showed significant gender/sex bias in Bangladesh's Leading English Daily, Lifestyle tabloid articles, and the respondents' perceived presence of imbalanced gender portrayal in newspapers and magazines. However, due to a lack of materials and survey responses, this study cannot be generalized to all the newspapers or populations of Bangladesh.

Keywords: Bangladesh, newspaper and tabloid, gender biases, sexism, gender studies, feminist, stylistic, linguistics.

Sexism or gender biases in the language are comprehended as gender-discriminating language, with more attributes towards a preferred gender, also known as androcentric (male-centric) language, primarily pointed out by Lakoff's (1973) study on Language and Woman's Place. However, these differences have decreased over the centuries after the rise of feminism and women's power; English is a less-gender-based language but is influenced by a patriarchal society. In South Asia, women are still facing gender discrimination. At the same time, there is

global research on gender discrimination in different sectors like workplaces, the film industry, education, and many more, but little addressing gender biases in newspapers language; this paper evaluated the language through the lens of gender biases in the context of Bangladesh and its reputed daily newspaper *The Daily Star* and Lifestyle tabloid linguistics. The Reputed newspaper *The Daily Star* is one of the most well-renowned English newspapers in Bangladesh, with online e-news and tabloid articles that are constantly updated. They publish numerous supplements, including Lifestyle tabloids.

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

The objectives of the present study are:

- To identify linguistic gender biases in the news and magazine articles.
- To find if the audiences perceive gender biases from newspaper language.

Theoretical Questions:

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

This study contributes to sociolinguistics and mass media as it fills the research gap, as gender inequality research is absent. Gender equality is crucial as it terminates the violence against women, building a safe society. The study's scope is limited due to constraints in time and materials, as well as the fact that it was conducted only in Bangladesh with few respondents. Generalizability is also constrained.

Review of Literature

In *Language and Gender*, Eckert and Ginet (2003) explored the relationship between linguistics and gender. Women and men have different speaking ways associated with rank in society. Women's language is often subordinate to men's, making it oppressive. This led to the discourse turn, where feminist theory and gender studies shaped traditional discourse. The existence of gender discourse was soon dismantled and restructured as produced, reproduced, and gender performance associated with their identity, as Judith Butler described in 1990. The "performance turn" inspired feminine perspectives into linguistic alterations.

Similarly, Mills's (1995) work presented **Feminist Stylistics**, a theory of gender representation, as a toolkit of stylistic questions. The toolkit had two types of analysis: word-level, sentence-level, and discourse-level. The author discussed gendered generic words, naming, and gender characteristic descriptions. Sexism in linguistics was a variable to context, as the traditional view of men as superior at the social levels, linguistics has been influenced more by masculine variants, which caused gender bias. The suffix "man" used in words can lead to stereotypes of certain occupations; for example, "policeman" or "businessman" described the job as gender-centric.

Mills described these feminist stylistics as gender-neutral by restricted sexist words; the authors gave an example of using "person" as an alternative to "man." Titles for women like "Miss" or "Mrs" are symbols of marital status with negative connotations, whereas "Mr" is a neutral title for males; this is discourse-level sexism. It is common in the newspaper to state females as wives or mothers. The author argued that the feminist model should be analyzed regarding production and reception. Journalist's language usage should be kept unbiased, which the author describes as "political correctness." The author outlined that linguistic sexism is still present as "indirect sexism," even after language reformations, and it can be out of the system with a constant process of consciously changing or avoiding sexist language.

In *Language in the Media* by Johnson and Ensslin (2007) divulged that the construction of media practice contributes to linguistics in communication with society; Preston's (2004) theory about Metalanguage is the linguistic use of properties for language as clear communication to be more reachable, with shared beliefs and attitudes. Jaworski et al. (2004) explained that metadiscourse, metapragmatics, metacommunication, and metasemantics are discursive and explicit practices. "Media are public agencies; information is encoding, transferring, and decoding between the sender, receiver, and encoded message" (Johnson et al., 2007). The linguistic preferences of the messages are connotative, emotional, and meaningful for maximum effect on audiences, and it influences perception and cognition. This mediated communication was essential to sociolinguistics, as Coupland (2003) mentioned in "Sociolinguistics Authenticities".

Moreover, in "Dreaming of Genie: Language, gender difference and Identity on the Web", Cameron (1985) examined language representation towards the audience from a gender-linguistic media coverage perspective. Cameron argued that the media frames gender-based materials with the lesser concern of "scientific" and "unscientific" linguistics, which often leads to misconceptions such as the "battle of sexes," creating controversy for sexism. Dong's (2014) Study on Gender Differences in Language Under Sociolinguistics explored the differences in phonology, syntax, vocabulary, and grammar between genders, highlighting sociological factors'

role. Language can show how society was being operated by social power and communication, according to French feminists. The study concluded that sociological factors, such as men's higher status, played a significant role in these differences. It also highlighted age difference as an independent factor in linguistic differences. Dong further explained these social phenomena as a traditional concept of "men outside, women inside" people, and men are seen as the dominators of status and power. Lakoff's (1973) research suggested that women use more tag questions and seek others' opinions, whereas men ignore others' views and are blunter in speech.

Additionally, *The Language of Newspapers Socio-Historical Perspectives* by Conboy (2010) argued that newspapers used to have less regard for language, resulting in a more static and negligent approach. Newspapers must evolve towards linguistic correctness to provide a forum for diverse audiences.

Foucault's (1974) work, the discourse around language and culture, gained prominence, indicating that language usage is a practice that builds the object as a social function. Language change can be due to political issues or a market strategy and technology such as the internet as radical change—Simpson (1993) defined newspaper language fabric as androcentric. Similarly, Sirbu's (2005) *The Significance of Language as a Tool of Communication* highlighted the social nature of language and its mutual relation with society. Language practice creates interactive communication with members of society, and language is a medium that communicates between individuals and society.

Furthermore, *Gender Bias and Sexism in Language* by Menegatti and Rubini (2017) found a negative connotation of women in language that reflected complementary social roles and asymmetries of men's power. Language reflects not only stereotypes but also the thinking process of society; this contributes to the reinforcement of stereotypes and gender discrimination. Stahlberg et al. (2007) classified languages into three types to eliminate gender biases - genderless, natural gender, and grammatical gender languages. Gender stereotypes in communication excluded women from mental representation as language is not neutral. English words for women are ten times less frequent than those for men. Women are often associated with family-oriented words like "working mother" or "career women", which have no male counterparts (Maass & Arcuri, 1996, pp. 193-226). Linguistics materials like job titles and gender wording requirements in workplaces were biased towards women, which caused more difficulty in the success of women (Eagly & Karau, 2002, cited in Menegatti, 2017).

The English language perpetuates subtle gender inequality using feminine forms derived from masculine words. For instance, the suffix "ess" is used in words like air hostess, creating a distinction between men and women. Even women in higher professions are referred to with masculine words like surgeons and prime ministers.

In order to achieve gender balance in language, it is essential to choose equal gender representation consciously. In gender conclusive, linguistics was theoretically concrete or abstract conception as described in the linguistic category model by Semin and Fiedler (1988). Gender stereotypes lead to linguistic biases where certain action verbs and adjectives are associated with a particular gender. Male community members usually initiate this discrimination. However, geography, religion, and political customs also influence language patterns.

The language-planning effect of newspaper editorial policy: Gender differences in The Washington Post by Fasold et al. (1990) studied The Washington Post Deskbook on Style editorial and language policy associated with gender. Language should be focused and consciously used as language impacts the targeted population in the print media industry.

Lakoff's (1973) "women's language" was a language that could be described and identified as women. Language usage was "androcentric generics," which caused gender bias. English language in the newspapers was concerned with elaboration and style. It should be arranged by corpus planning (a systematic styling of language and words), correlated to language and sex, and observed under sociolinguistics.

Cooper's research on feminist consciousness caused changes to media that resulted in less non-biased language usage due to corpus planning. The New York Times Manual of Style and Usage (Jordan, 1976) advises avoiding sexist language, such as "housewife" and masculine tones. While progress has been made, some sexist reporting persists, portraying women as helpless and relying on sex appeal. Language policies remain limited.

Gendered Space and the British Press by Brake (2009) examined the gendered discourse in journalism from the perspective of nineteenth-century journalism. A study published in the Guardian by Delano and Henningham found that 75 per cent of the journalists were male, and women always remained under masculine power, supported by various writings and research. In the late nineteenth century, women were recruited actively due to Matthew Arnold's denunciation of "new journalism." Female readers were thought to be more interested in suffrage or anti-suffrage, travel, and literature. Publication of periodicals was for women who included family-related items, known as "class" journalism. In 1863, Cox launched Queen, which excluded politics as it was a "lady's paper." Subjects were designed according to the classes of the women readers. W.T. Stead published a scheme, "Review of Reviews," to create "lady journalists" who trained on political topics. The author highlighted that women were excluded from mainstream activities in politics, journalism, and journals, which limited their power to vote

or hold authority. Women demanded a larger market share and criticized news that excluded them.

The gender space ideology from the nineteenth-century press persists; newspapers should not limit gender representation in any sector and encourage women to participate in journalism.

In *Small Circulation, Big Impact: English Language Newspaper Readability in Bangladesh*, Genilo et al. (2016) the research analyzed English newspapers' readability and credibility in terms of content, proportion, and information. Using front-page content analysis of national English newspapers, the study found that Dhaka Tribune publishes the most content, and shorter word length was preferred for readability. However, the front page lacked diversity, mostly quoting officials, celebrities, and males, and using photographs of mostly Bengalis and male faces. Suggestions for improving readability include colour page graphics and photographing children and females. Newspapers should improve their jump by diversifying the front page and readers' stories. Story analysis could be included. (Genilo et al., 2016).

These discussed articles and books are based on sociolinguistics, feminine stylistics, the language of media, newspaper language, and Bangladesh's newspaper audiences; this information also discusses the relationship between language, sexism, society, and Bangladesh's society.

Materials and Methodology

To evaluate sexism in national news articles is an in-depth analysis of sexist elements from the newspaper of Bangladesh's Reputed Daily *The Daily Star* (primary text) and their tabloid Lifestyle (primary text). The newspapers and tabloid articles are analyzed by word/lexical level analysis followed by discourse level analysis as per Mills' (1995) toolkit. This process detected sexism from pattern analysis, article titles, gender-based words, and issues, contrasting with relative theories from a decade of that newspaper. The primary materials are collected from e-newspaper accordingly, one random newspaper from each year of July 2011-2021, eleven newspapers, and for the Lifestyle tabloid, thirty-one articles from the Fashion and Beauty section are analyzed dated from April to August 2021.

Procedure

The method of the first and second parts of this study is material analysis as this study examined through Bangladesh's Leading English Daily main edition: news, city, country, international, editorial, opinion, sports, art, entertainment, (1.1.0) and Lifestyle tabloid's fashion and beauty section (1.2.0) that covers tips and tricks to look appropriate for all their audiences. The findings are words that represent the social identity of gender, phrases, expressions, and

connotations that are stereotypical towards gender are studied under exclusive linguistics, which means usage of words that are intended for a specific group/category or individuals as per the feminist stylistics toolkit according to Mills (1995).

Collection of types of words such as adjectives and nouns, along with sentences, pictures and photographs that can be counted as a remark for sexism. These findings have been collected as qualitative data based on primary sources such as newspapers and tabloid articles written in English. The secondary sources are collected via reliable resources such as e-library and websites like URLs like .com, .edu, .gov, and .org where they are published; the time constraint while developing this research proposal was affected adversely and became a limitation for the study.

The third part of the data was collected through the survey method (1.3.0) as it surveys how audiences perceive these linguistic gender biases through newspapers and tabloids. This survey contains closed questions to be answered within the few options provided in the questionnaire; this allows for collecting quantitative data. The research tool for this survey is conducted online through Google questionnaire forms. The respondents for this study are twenty Bangladeshi English newspapers and tabloid/magazine readers. The quantitative approach helps to extend or support the generalizability of the study and provides statistics and numbers that are easy to analyze. These scientific methods give less biased or uninfluenced data that are more reliable and generalizable. However, this survey does not contain open-ended questions that limit the study.

These data collection methods are used in standard research methods under literature, making them more reliable. Hence, this study uses a mixed data collection method. The material analysis section achieved the qualitative data collection, and the survey achieved the quantitative data collection, as the responses contain fourteen closed-ended questions and one open-ended question used in this study for the online Google form survey.

Findings and Discussion

The data analysis is categorized into two sections, like the toolkit provided in Feminine Stylistic; firstly, Mills (1995) found that word/lexical level analysis helps to categorize how females are connoted in the text, like words that are appearance, identity, and work occupation based. Secondly, discourse-level analysis helps to analyze the representation of females in the text that is influenced by different aspects and powers of society. The survey responses are dissected analysis.

1.1.0 Bangladesh's Reputed Daily Newspaper *The Daily Star* Articles

The analysis is conducted over one random newspaper from each year of July 2011-2021, that is eleven newspapers. This analysis covers (the main edition, including sections-- news, city,

country, international, editorial, opinion, sports, and entertainment). This examination is vital for the study because it identifies the linguistic patterns that cause gender differences in newspapers.

1.1.2 Firstly, the word/lexical level analysis is analyzing individual lexical-level; this is analyzed by the titles of articles are detected in the category of social identities of males and females, which are separated by two categories: gender nouns like women/girl/female/man/boy, represented by a relationship such as a mother/daughter/wife/father/husband; usage of words with affixes and suffixes of a specific gender in articles and captions.

The following tables consist of the usage of the words as mentioned above' frequency in articles from 10 newspapers below:

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

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

Example 1. Father sues 4 max doctors

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

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

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

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

The above chart shows that females are more represented by their relationships than males. Women are identified based on their relationship with others compared to males; these words, like housewife/girlfriend/mother, are used in the news as a social identity that they share with a male. However, using these identities creates undercover sexism as it symbolizes that females belong to society only when they are related to a male. Hence, society becomes centralized to males, where females have less or no participation, which is indirect sexism, as Sara Mills's 1995 work mentioned in the literature review.

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

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

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

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

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

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

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

The above chart shows that females are more represented by gender nouns than males. In most news about women against violence, to maintain integrity and ethics, newspapers do not reveal names, and some articles are addressed to women in a unifying manner. In contrast, most news about men uses their original names or work occupations. However, news about women is less in number in comparison to men.

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

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

The following table provides the approximate usage of the Chairman compared to the Chairperson:

Nouns Approximate Usage

Chairman 07

Chairperson 02

Some of these illustrations of the words that used Chairman and Chairperson:

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

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

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

“Chairman” has been used for males, and “Chairperson” has been used for a female. For political correctness, as Mills (1995) mentioned in writing, journalists and news agencies should use gender-neutral words such as “Chairperson” for all genders.

1.1.3 The analysis provided linguistics standardizing of different genders in society through printed media discourse. It is divided into three parts; the first analysis provides an insight into passive and active tones/voices in how different genders are represented in article titles, depiction of different genders in obituaries, and representation of different genders in sports.

Passive tones/voice are used for indirect sentences that cause the readers’ process of sensation to be minimized unconsciously. Active tone/voice makes a sentence more precise and more understandable, which causes the readers to consume and adapt the news/sentences consciously. Newspapers use mostly passive language to avoid allegations. The usage of passive tone/voice in cases of violence against women makes the topic indirect. This type of news should use an active tone/voice in violence against women, as a passive tone/voice makes the intentional incidents sound like a natural course of occurrences. Some of these passive titles are illustrated in the following:

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

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

Obituary and death anniversary articles are most common in newspapers; they are brief notifications of someone’s death or death anniversary. This study has found that most of these articles follow a pattern based on different genders. Males are first identified by their work occupations followed by family/relation brief; however, females are identified by profession, followed by family and relationship details more than males.

Some of the following examples are given below:

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

Example 2. “Today is the 12th death anniversary of Rebecca Walie, wife of late ATM Wali Ashraf, who was a freedom fighter, lawmaker of Brahmanbaria-6 and founder editor of the

Janomot Newsweekly London...Rebeka Wali played an important social role in London for the 1971 Liberation War.” (Desk, 2018).

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

1.1.4 Among eleven random newspapers, there were only two newspapers that had articles written about women athletes. In the sports section, news about women is when women achieve in higher ranks, compared with news about men, focusing on daily sports updates and achievements. These cause centralized concentration over men, which is biased towards women.

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

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

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

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

1.1.5 Gender biases were present, as newspaper discourses focus mainly on men. Women have a weaker social identity than men, and gender-categorized words are still used, creating a stereotype against a particular gender. Passive titles are used on violence against women, and articles are less about females, especially in the sports section. They create an unconscious bias and discourage women from keeping an interest in sports or newspapers. As these types of language distinctions create biases, it is a concern of sociolinguistics as it is related to language and society. Neutralizing these biases will contribute to an equal society for all genders.

1.2.0 Lifestyle tabloid articles

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

1.2.2 The word/lexical-level analysis data has been achieved by analyzing thirty-one articles. These works address women or men, and some are gender neutral. While describing the

purpose of the fashion, tips and tricks, the words and adjectives are analyzed in the course of gender neutral or biased, with extracted lines as examples from the primary source.

According to sixteen of these writings, the usage of words such as “eye-catching/gaze/bold,” “attractive/drama/frolic,” and “chic/feminine” has been used with the lexical variations that are directly addressed to women with high intonation towards appearance, there is the usage of adjectives like “comfortable/formal/classic” but low in comparison with words based on appearance. A few illustrated in the following from the Lifestyle tabloids that are considered biased or sexist adjectives and words:

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

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

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

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

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

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

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

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

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

In articles that have no direct/indirect address to any gender and are gender-neutral, these types of texts use words such as “comfortable/healthy,” “brave/cool/stylish,” and “fresh/creative,” some of these adjectives and words as shown in the following examples: Example 1. Definitely, these styles are for the young at heart, and that is why we mentioned the words hip and cool at the beginning (Police, 2021).

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

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

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

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

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

Titles such as “The rising nerd-chic,” “The ‘no-makeup look,” “Choose your shade of burgundy,” “All about the Cat Eyeliner,” and “Words that scream style” are related to looks,

Fashion and Beauty are focused on the female audience. On the other hand, titles focused on men, like “A grown man’s guide to shorts” and “Men’s accessory today,” are also based on ways to be trendy but are few in numbers.

Moreover, a title such as “The power of a befitting lingerie” in comparison to “A grown man’s guide to shorts” shows that intimate topics are more directed towards one gender, i.e.,

females, in this tabloid in respect to the “Proxemic Theory” by Edward T Hall which explains that communication is a dependent variable of distance. According to the proxemic theory, it is correlated with the relationship between the sender and the perceiver, as distance is four types: Intimate Distance, Personal Distance, Social Distance, and Public Distance. This theory explains that “The power of a befitting lingerie” has been written in the sphere of intimate distance as the article shares details about female undergarments, whereas “A grown man’s guide to shorts” is in the domain of personal distance as it shares about basic or essential clothing.

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

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

1.3.0 Survey Interpretation (Quantitative Data)

1.3.1 It is identified that half of the respondents were aged 18-29, then the other half, which is 30-39, 40-49, and 50+, which means that the responses of this survey are more generalizable for the 18-29 age group. The respondents' ratio of males was higher than females, which also means that more male perspectives influenced the data.

The respondents' data are reliable as 55% are regular newspaper readers, while 25% read newspapers sometimes, whereas 15% did not read. 73.7% of these readers are English newspaper readers, and 42.1% are Bengali readers, among which 15% read English and Bengali newspapers. Hence, it is also reliable to claim that most data are based on English newspapers. As per the response, 40% of these respondents have perceived gender biases in the language of newspapers, 30% did not and 25% did perceive gender biases in the language of newspapers sometimes. Hence, it is generalizable that most readers have perceived gender biases in newspapers.

55% of the responses identified that newspapers used passive tones/voices in news about women, and 40% of the sample did not notice anything special about tones and voices in newspapers about women. While 57.9% have observed that the newspapers use Women/Girl as the most referred social identities, 42.1% of the respondents observed Mother/Wife/Daughter as the most referred social identity in newspapers. It can be generalized that the Newspaper uses a passive tone/voice in the news about women, and social identities are mostly gender nouns Women/Girl. The newspaper also uses relation representation as social identities like Mother/Wife/Daughter.

About 35% of the respondents noticed the lowest representation of women compared to men in the newspaper's sports section. While 40% noticed a low representation of women, 20% noticed a medium representation of women, which presumes that the newspaper's sports section has a low representation of women compared to men.

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

68.4% of the respondents identified that the target audience for fashion magazines/tabloids is women, and 26.3% noticed that most fashion magazines/tabloids are gender-neutral. While 80% of the respondents identify that the target audience for sports news is

men, 20% identify that sports articles are primarily gender-neutral. This means that according to the more significant proportion of the audience, fashion articles are directed towards women, while sports articles are directed towards men audiences. 46.6% identified the article's targeted audience by language and words, 26.6% identified the target audience by photographs used as a gesture for some articles, and 20% identified the target audience by article representations of social biases, distinction, and objectifying women.

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

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

Conclusion

This study evaluated language based on gender differences from Bangladesh's Reputed Newspaper *The Daily Star* and their Lifestyle tabloid's fashion and beauty articles and surveys on the readers' understanding. The data were collected and analyzed by feminist stylistics. The two materials were analyzed by lexical/word analysis and discourse level, and then survey level analysis was performed. This analyzes the articles' titles, gender representation, and gender words such as adjectives and nouns. Passive and active tones/voices in newspapers used for crimes against women. Representation of different genders in fashion and beauty articles. Lastly, the study surveys secure reliability as they approximate the audiences' understanding of gender biases in national news and tabloid articles.

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