

Differences in Men and Women's Language: A Case Study of Soap Commercials

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A thesis submitted to the Department of English and Humanities in partial fulfillment of the requirements for the degree of Bachelor of Arts

Department of English and Humanities

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Declaration

It is hereby declared that

1. The thesis submitted is my own original work while completing degree at BRAC University.
2. The thesis does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The thesis does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Approval

The thesis titled, “Differences in Men and Women’s Language: A Case Study of Soap’s Commercials” submitted by Sharin Sultana (ID;19103045) has been accepted as satisfactory in partial fulfillment of the requirement for the degree of Bachelor of Arts in English.

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Ethical statement:

The thesis is conducted abiding by all the ethical guidelines properly.

Abstract:

In current society, the differences between men and women are particularly noticeable. We very clearly distinguish between men and women. Men and women have distinct physical characteristics, but there are also other distinctions. Gender discrimination or inequality is also a big problem in our culture because of physical differences. Men and women are clearly separated in our culture at all times. Gender-related concerns are also quite prevalent in the field of language. Many academics have noted that men and women use language differently in specific situations. Compared to men, women frequently speak more formally. The link between language usage according to gender has been the subject of numerous research. In order to relate the research that has already been conducted by other scholars, I will do a case study in this paper. I have chosen eight soap opera adverts in all. The remaining four are commercials for male soap, while four are female soap. I'll examine these eight commercials to demonstrate whether or not the wording used in the male and female soap adverts differs. Furthermore, the Bangladeshi background serves as the basis for my paper's setting. The socioeconomic situation in Bangladesh has made gender-related issues particularly prevalent. Men and women are treated differently in our culture. We not only treat people differently, but also alter the way we speak to them.

Key Words: Language, Gender, Society.

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Chapter 1:

1.1. Introduction

Language is an essential part of human life. Language is the element that makes human beings different from the other species in this world. Language makes this difference because through language one can share their thoughts, and they can communicate with one another. Even though other species also communicate, their communication is not as meaningful as that of the human being. As Harley (2014) in her book “The Psychology of Language” said, “We, the human being, take language as an important part of ourselves as language is the element that makes us human and differs us from the other animals”. Through language, one can express their expression, opinion, or what they want to say to others. Again, another author mentioned that, “The focal purpose of language is communicating with others. However, language is also used for expressing emotion like swearing, or to control the situation or to think with” (Crystal, 2010). As mentioned previously, language helps to express our feelings, and through expressing we can make others understand us. As Amin (2020, cited in Keraf, G. 1997) said, “Language serves as a conduit via which our intentions are expressed as a means of communication. We wish to communicate ideas that other people will find clear and understandable.” Language is constantly evolving. Languages spoken today differ from those spoken in the past. It has undergone numerous changes since it was first created. It is in the process of evolving. Harley (2014) asserted, “Additionally, languages undergo rapid change. Even Victorian speech would seem rather archaic to us now, as Chaucerian and Elizabethan English are vastly different from present English. It can often be unsettling to watch or listen to comedies from the 1970s. When necessary, we create new words or find new uses for existing ones” (Harley, 2014).

Language style can be varied from person to person, from society to society or even one country's use of language is different from another country. There is also a huge debate about the language differences between men and women. Men and women tend to use different language functions while speaking. Gender and language have always been interesting topics for many researchers. The relationship between language and gender has been discussed under sociolinguistics. Sociolinguistics study all the different elements of language such as Style and Register, Code Switching, Social dimension, Language and Gender inequality, Language and Social inequalities, Language choice, Language variety, and all. All these different elements help us to identify the relationships between society and language. Gender-related issues have always been a burning issue in our society. In this paper, I have explored the language differences between men and women by analyzing eight different soap advertisements.

1.2 Background of the study

Since the beginning of human society, men and women have had different traits. There are differences between males and women. Men and women are naturally different from one another in terms of physical appearance. While the term gender disparities are influenced by society, the physical differences are biological and defined by nature. According to Nobelius (2014), "Sex refers to variances in chromosomes, hormone compositions, and inner and external sex organs in terms of biology. Although being male or female is a biological truth shared by all cultures, what that sex signifies in terms of a person's gender function as a "man" or "woman" in society can vary greatly among cultures." Gender has nothing to do with nature, rather we humans make this male and female distinction. The difference in a person's sex is determined by nature but the gender, 'male' or 'female' is determined by society. It is a manmade term that has become a prominent distinction in our society. Society decides how a woman and man should behave, talk,

walk or do other things. There are many gender related issues in our society. Language and gender related issues are one of the major issues that exist in our society. Even though gender related issues are not new yet it is an interesting topic to discuss. Our society never treats men and women equally which makes the topic of gender and its related issues interesting to explore even in the modern days. Discrimination based on one's gender is still not fully mitigated even in this twenty-first centuries' society. Among all the other major scales to differentiate between men and women, the use of language is another way of treating men and women differently. Women are expected to be more calm, gentle, and soft while behaving or speaking in society. In the eyes of our society, women are weaker than men. The language women use makes them look weaker than men. As Lakoff (1975) mentioned, "Women's language or way of speaking expresses her powerlessness. She pointed out that women's way of speaking reflects and produces her suppressed position in society." She also argued that "language is fundamental to gender inequality and could be found in the way in which language is used about women and the way women use language" (Lakoff, 1975). We can also notice that society also decides how a man should behave and talk. We expect more maturity from a man. We expect men to behave completely differently from women. Society forces both men and women to behave or speak in a certain way to some extent. The language men and women use while speaking is the product of how society treats them. Our society is male-dominated society and society keeps the man at the top of the hierarchy. The day when a child is born, society makes a clear distinction about how the child should behave and be treated based on their gender. If a child is a female, then society decides a certain code of behavior for her, on the other hand, if the child is a male then society has a different set of codes of behavior for him. Men and women speak differently not because they are born with this feature but rather because it depends on the society they belong to. The

language we use is not biologically inherited. It is not a biological process to decide how men and women should speak, rather it is decided by the community or society in which one is born. All the differences we see in the use of language based on gender are decided by the society that one belongs to. Shohibussirri (2016, p. 1-5) said that women secure this language because society treats them differently than men. Men and women use different language to convey because of a certain socialization process that started in childhood. Our society has changed a lot yet discrimination between men and women still exists in our society. We set different types of expectations for men and women. We treat men as superior and women as inferior. So, the man also tries to maintain their image in society, and to do so they behave as society wants them to behave. For them, language is another element that makes them superior in the eyes of society. Men use language to dominate, whereas women use language as a medium of connecting with others. According to the dominance approach, men are more dominant than women through their language approach and behavior toward women. As per the difference approach men grow up in a world where they try to get the upper hand position and prevent others from dominating. They see the world as a place to get higher status. They tried to emphasize their power through various language expressions. As Tannen (1990) mentioned, "Men often use language to "preserve their independence and maintain their standing in the group," as one example of this phenomenon. Men are raised in a society where they constantly compete for power and try to stop others from dominating. To them, the world is a place where they can advance in prestige. In contrast, women "establish connection and identity" through language". Many researchers have talked about the language differences between men and women including Lakoff and Tannen. For instance, Ning et. al., (2010) said that

Men regularly use slang and off-limits words in their everyday speech. Despite having comparable educational backgrounds, male languages specifically have more slang and offensive phrases than women's languages. Discussion topics are also diverse between men and women; for instance, male presenters frequently concentrate on politics and the economy, whereas female speakers frequently concentrate on family, entertainment, and education. Men and women use language differently in other ways as well, such as talking frequently. Men often speak more than women while speaking in public. In contrast, men and women in their families communicate far less frequently. Between males and women, there are certain intonation discrepancies. Since female speakers usually command a wider variety of tones, their voices often have a slightly impacted character. Also, when making statements, female speakers are more likely than male speakers to use a minimal tone.

Now, if we consider the physical traits, it is very obvious that men and women would show different physical appearances. The physical strength of women is weaker than the men. In the eyes of our society women are always the weaker one in every aspect. Because of this stereotypical concept of women being the weaker one, we generally expect women to be the sweeter, calm and gentle one. Society intentionally or unintentionally built the idea that women and men speak differently. The concept about women of being weaker is also very visible in terms of using language.

Chapter 2

Review of Literature:

2.1. Introduction:

The core focus of this research is to show that language varies between men and women through a case study of soap advertisements. Additionally, this research aims to find out how influential a society can be in terms of language choices. Furthermore, this research aims to point out how these advertisements are developing social discrimination in Bangladesh. This literature review section will present relevant theories, concepts, scholarly articles, and approaches. This section will also focus on the gap that other scholarly research has and on the significance of this research.

2.2. What is Language:

“We, the human being, take language as an important part of ourselves as language is the element that makes us human and differs us from the other animals” (Harley, 2014). Also, Amin (2020), said “One aspect of people that sets them apart from other animals is their use of language. In addition, language serves a social purpose, either as a means of communication or as a means of identifying a social group”. Again, “The main role of language is communicating with others. However, language is also used for expressing emotion like swearing, or to control the situation or to think with” (Crystal, 2010). Again, Amin (2020) said, “Language serves as a conduit via which our intentions are expressed as a means of communication. It causes our emotions and enables us to work with others. It plans and organizes our future as well as several social activities. We already have a purpose in mind when we use language to communicate. We wish to communicate ideas that other people can accept and be understood by them”. Harley (2014) mentioned, “Language is continuously changing.” The author said, “Additionally, languages undergo rapid change. Even Victorian speech would seem rather archaic to us now, as Chaucerian and Elizabethan English are vastly different from present English. It can often be unsettling to watch or listen to comedies from the 1970s. When necessary, we create new words

or find new uses for existing ones". Moreover, "Additionally, Language has occasionally been interpreted to stand in for deeply rooted social hierarchies and ideologies. It can imply that people speak in certain ways because of social determinism. On the other hand, language has been perceived as a rather strong force that limits the thoughts and beliefs of its users" (Mesthrie et al., 2000).

2.3. Theories related to Language and gender:

Like other inequality in society, use of language is also a great factor of gender inequality. According to Lakoff, women and men speak differently. She argued that women's language or way of speaking expresses her powerlessness. She pointed out that women's way of speaking reflects and produces her suppressed position in society. To her, women's language is full of hedges, politeness, indirect speech, or command. She argued that language is fundamental to gender inequality. She also said this could be found in the way language is used about women and the way women use language. How society anticipates that women should talk makes woman discourse dubious, frail, and inconsequential. These culturally recommended addresses exclude women from positions of intensity and authority. With that, language has turned into a device of abuse, which is being forced on women by cultural standards. And in this manner, keeps women in their place. Lakoff claims women and men talk diversely and the distinctions in their discourse are the support of male dominance (Lakoff, 1975).

Tannen (1990) in her book "You Just Don't Understand" asserted linguistic preferences between men and women. Men often use language to "preserve their independence and maintain their standing in the group," is one example of this phenomenon. Men are raised in a society where they constantly compete for power and try to stop others from dominating. To them, the world is

a place where they can advance in prestige. In contrast, women "establish connection and identity" through language.

2.3.1. Different approaches and Gender

"The language methods include the social constructionist approach, the deficit approach, the dominance approach, and the different approach" (Llamas et al., 2007).

Deficit approach:

The deficit approach was used in the original investigation on the subject. Lakoff's *Language and Woman's Place* is the most well-known book on this subject. It claims that there is a "women's language" (WL) that is distinguished by linguistic structures such as hedges, "empty" adjectives like charming, beautiful, and nice, and "talking in italics." This tactic was condemned because it suggested that women's language was intrinsically faulty and that they should learn to sound like men if they wanted to be taken seriously. (Llamas et al., 2007).

Dominance Approach:

The second perspective, known as the dominance perspective, views women as an underrepresented group and explains linguistic distinctions between men's and women's speech in terms of male dominance and female subordination. Researchers are interested in demonstrating how male dominance is enacted through linguistic practice using this approach. (Llamas et al., 2007).

Difference approaches:

The technique that stresses the differences between men's and women's subcultures is called the different approach. Women's increasing opposition to being recognized as a minority group appears to have directly contributed to the 'discovery' of separate male and female subcultures in the 1980s. The past's invisibility of women resulted from the confusion of "culture" and

"masculine culture." The benefit of the difference model is that it makes it possible to evaluate women's language outside of a context of oppression or helplessness. Instead, academics have been able to highlight the advantages of linguistic tactics that are unique to women and to highlight how women speak. (Llamas et al., 2007).

The social constructionist approach:

The social constructionist method is the fourth and most current strategy. Instead of being considered a "given" social category, gender identity is understood as a social construct. (Llamas et al., 2007).

On the other hand, Schilling (2010) mentioned three approaches in his study which are the deficit approach, difference approach, and dominance approach. According to Schilling (2012)

According to deficit-based theories, women's linguistic habits are often weaker than men's and inferior to them. For instance, as will be explained in more detail below, it has been argued that women exhibit linguistic frailty through presumably "weak" linguistic features like hedges, tag questions, and indirect requests and commands, whether this is due to biologically innate limitation or their historically oppressed position in society. Different schools of thought contend that men and women belong to distinct subgroups and that women use language differently due to early enculturation rather than innate weakness or other fundamental traits. When characterizing and analyzing how women's speech differs from men's speech, dominance-based approaches involve women's comparative helplessness in comparison to men.

2.4. Language and Gender

Women come from Venus, whilst men come from Mars. They have many methods of communication as a result. They eventually cross paths on Earth. They will speak differently and use their language differently. They must modify their language to continue living on Earth and

to foster harmonious interactions (Gray, 1992). Again, Dunn (2014) asserted that “Even though both men and women have not received clear instructions on how to use language yet both groups do utilize it in various ways.”

According to Ning et. al., (2010), In their everyday utterances, men frequently employ slang and taboo terms. Even though their educational levels are equal, men's and women's languages specifically have more forbidden words and slang. Men and women also choose different themes when speaking; for instance, male speakers tend to focus on politics and economics, while female speakers tend to focus on family and education. The same article also asserted that Talking frequency is another way that men and women utilize language differently. In public communications, men typically speak more than women. Women communicate much more frequently than men do in their families, in comparison. There are some intonation differences between men and women. Female speakers frequently command a broader range of tones, giving their voice a slightly affected quality. Additionally, it has been found that female speakers are more likely than male speakers to utilize low-rise intonation when making assertions (Ning et al., 2010). Again, according to Jinyu (2014) Women tend to use words like fantastic, lucky, happiest, excellent and so on more often than men do. Additionally, they accentuate beneficial qualities by using adverbs of degree ending in, considerably, and so much.

According to Wahyuningsih (2018) Women typically have a sense of feminism, and they frequently use more colorful language to make their ideas more vivid and appealing than men. Examples include astounding, extraordinary, one-of-a-kind, and so forth. Additionally, they use more adjectives, which suggests that women are more aware of and sensitive to their surroundings when describing how they feel and everything around them. Women also enjoyed utilizing vivid language to convey their emotions, which males did not often do. Again, Newman

et. al., (2008) said, "Researchers like Mulac, Weimann, Widenmann, and Gibson discovered that questions are more prevalent in women's speaking style or while interacting with others. For example, "Does anyone want to get some food?". On the other hand, directives that tell the audience what to do are more prevalent in men's conversational conversation. For instance, "Let's go get some food"."

2.4.1. Language and influence of society:

Gender differences in language use are real, but not just because men and women are fundamentally different from one another. Instead, gender affects linguistic behavior indirectly through its effects on other factors that affect linguistic behavior directly. The social network a person is a member of, the routine activities they engage in, their identities as particular types of individuals, and their status compared to others can all have an impact on how they use language. Gender differences, which are features of our culture, may have an impact on each of these (Dilek et al., 2011). Again, according to Shohibussirri (2016, p. 1-5) women secure this language because society treats them differently compared to men. Men and women use different language to convey because of a certain socialization process that started in childhood.

Again, Women's increased expectations and social position are incompatible; if they do not pay even a minimal amount of attention to what they say, they risk criticism or mockery. In the past, women were mostly employed in domestic duties, hence their social position was not acknowledged. As a result, individuals are obliged to employ alternative strategies to advance their careers, and using the proper terminology is one such strategy (Jinyu, 2014).

From the above literature part, one can see that there is a lot of research in that field. However, I have chosen this topic because I will be discussing language differences, particularly in soap advertisements. Moreover, I have another focus for my study which is discussing these

advertisements from the context of Bangladesh and how influential the language choices of these advertisements are particularly in Bangladeshi society. Gender and its related issues are always interesting to explore. In our modern days people are more concerned about gender discrimination than ever before. People now-a-days are very vocal about gender and its related issues, especially the women are now more aware and vocal about all the discriminations. As the gender related issues are not fully mitigated, this term related fields still needs to be explored more and more. As language is one kind of element to create discrimination between men and women, this field should be explored more and more.

Chapter 3:

Research Methodology:

3.1. Introduction:

In this section, I have included what I have done to conduct the research. From this part, one can understand what I have included in my paper. This paper aims to conduct a case study on how language varies from gender to gender in TV commercials. I have talked about research design, the sources of my data, the data collection method, the data analysis method, research questions, and ethical considerations.

3.2. Research Design:

The general strategy for linking conceptual research issues to relevant and practicable empirical research is known as the research design. It is a question that gives detailed instructions for how to conduct a research project. It includes all the procedures that researchers need to adopt to conduct the research (Creswell, 2014).

To conduct the research, I have used a qualitative approach to conduct the research. Among the five qualitative approaches, the case study method has been used in this research. Furthermore,

In the literature part, I have included some existing data related to my topic. The literature review in this paper will give an overview of what other researchers have said about language differences between men and women. Then in the result part, I included what I found after collecting the data and in the discussion part, I critically analyzed the data and interpreted those data.

3.3. Research Questions:

1. How does society influence the language choices of men and women?
2. What types of language differences can be seen in TV advertisements?
3. In the social context of Bangladesh how these advertisements are creating social discrimination?

3.4. Data collection:

As previously mentioned in part 3.2, I have used a qualitative approach for collecting my data. There are different types of data collection procedures in the qualitative approach such as observations, interviews and questionnaires, documents, and audiovisual materials. To collect qualitative data, I used visual materials. To collect data, I have used eight TV commercials of soap advertisements. These eight advertisements included four men's soap advertisements and four women's soap advertisements. As my goal is to showcase how the language of the same products varies from man to woman and also how social context is influencing the language used, I have at first made some research questions regarding my goals. After that as per the questions, I tried to observe the language used in the advertisements. I have pointed out the different language styles used by men and women in the advertisements. I have tried to differentiate the different approaches of delivering the message by men and women in the advertisements.

3.5. Data Analysis

To analyze data first, I transcribed the data from video record to text and then summarized the advertisements. I then tried to find out the similarities and dissimilarities that came from the advertisements' observations by going through the summary. I then interpreted the data from my perspective. From the observation that I have understood, I have included them in the discussion. After my primary data collection, I tried to relate my findings with the secondary sources that I have included in the literature review part. I have used some theories given by prominent people related to the field. I have also tried to analyze the data from the context of Bangladesh. In Bangladesh, gender discrimination and the discrimination of social power distribution are so prominent that it plays a big role in the language used by men and women in this country. From my understanding of my primary data and the secondary sources, I have presented all the points that my research tried to find.

3.6. Setting

My research is based on the context of Bangladesh. As the society of Bangladesh is mainly man dominated society so gender differences are very prominent here. Moreover, it is a middle-income country where men are the main income person of a family. In our society, we still believe that men and women are not equal. There are many genders related discrimination that exists in our society. In the context of our country women are expected to behave in a certain way and using language is one of them. The woman of our country is expected to speak in a soft voice while using gentle words. Also, the topic I have chosen is related to the Bengali woman. The language that has been used in the advertisements has a great influence on our country's women. In our country, a fair skin girl or woman is considered to be a woman of desire. The language or words that have been used in both male and female advertisements has a direct

influence on our society's mindset. As the research is conducted in the context of Bangladesh in the paper, I have analyzed the data by keeping the social condition of Bangladesh in mind. Even though some advertisements are from different countries yet they share the same cultural background as Bangladesh. As it is a case study to find out the differences between men's and women's language, I have used eight tv commercials in this research.

3.7. Ethical consideration:

Ethical consideration is an important part of any research, also in mine. Though in this research method, I have not directly included any human beings yet for conducting this research, I have taken ethical considerations into account. At first, I made sure that from my research no one gets any harm. In the whole process, I tried not to be biased but rather to be neutral. Lastly, I have tried to avoid plagiarism. I have given proper credit to the author from whom I have taken references for my research.

Chapter 4

4.1. Data Analysis:

4.1.1. Introduction:

In the paper to collect data, I have used the qualitative method. To conduct the research, I have used different soap advertisements. I have used eight soap advertisements that included four male soap advertisements and four female soap advertisements. As this research paper is based on a case study of soap advertisements, I tried to analyze the data from what I found in the advertisements. While analyzing the advertisements, the main focus was to find out the different languages used in the male and female soap advertisements.

4.1.2. Male soap advertisements:

There were four male soap advertisements. Surprisingly all four advertisements have the same way of using language. In their language approach, one can find directness, power, and physical actions, roughness rather than soft attitudes.

In one advertisement by 'Savlon Men Soap', they also used sentences that showed Men are superior in society, they do all the outside work, and they are the ones who do all the hardships. They used sentences like 'whole day in the office, an outing in the evening and after the hardship of the whole day' this soap will give them long-lasting freshness.

Again, in the third advertisement by 'Studio X', the tagline they used in the advertisement was 'clean and fresh men's soap'. Like the first advertisements they also used the word 'not a family soap'. They did not use many words to describe the products, rather short descriptions. They said, 'Family soap is not for stylish men'. here they used the word stylish to describe men.

In the last advertisement by 'Studio X', they again used sentences like 'Manly smell of freshness' and 'Its masculine smell and long-lasting freshness will keep you stylish and fresh always'. In the advertisement, they said, 'You use female soap of pink color' which creates a difference between the male and female product.

In one of the advertisements of 'OXY Deo Soap' they used words that go with the attitude of man. As we expected a man to be cool and manly, the words used in the advertisement represented these types of attitudes. In the advertisement, they used words like Cooling freshness, Activated Charcoal, and Menthol to clean the skin deeply.

Lastly, in the four advertisements, the visuals were pretty much similar. They used mostly black and dark colors in their advertisements. They used more physical actions and fewer words while

describing the product. They tended to use fewer adjectives to describe the usefulness of the product. The few adjectives they used were cool and stylish.

4.1.3. Females' Soap advertisements:

As previously mentioned, I have used four soap advertisements for female soap products. In the four advertisements, the main focus of the language was to beautify women. The attitude of using language was different from the advertisements of men's soap. In the female soap advertisements, the language they used, pointed out that women are more concerned about their beauty like glowing and fair skin.

In the first advertisement by 'Lux', they started the advertisement by saying, 'Can you remember what I wore on my first day or how I look that day?' 'Maybe you do not remember but you might remember the fragrance'. They used words like the flowery smell, and perfume fragrance to describe the product.

In the second advertisement by 'Sandalina Soap Double Variant,' they also used language to focus on the beauty of women. It is a Bangladeshi advertisement so they used Bengali words like 'সৌন্দর্য', 'রূপচর্চা' and 'আভিজাত্য' which means beauty, skincare, and nobility respectively. Then they also used the word fragrance again like in the previous advertisement.

Again, in the third advertisement by 'Tibet Luxury Soap', they used a song that also describes the beauty of women. In the song, they used many sweet words. The tone of the song was also so calm and polite. They used words like 'soft skin' and 'warm sunlight'. They did not use any rough language or high voice pitch in the advertisement.

Finally, in the fourth advertisement also by 'Tibet Luxury Soap', they used compliments to portray women's beauty. Tibet is a product of Bangladesh so the word choice here is in Bangla. They used Bengali words like 'তোমার সুরভে আজ সবি যে রঙিন' means 'Today everything is colored up

with your fragrance'. They also used words like 'সুন্দরী তমা' means beautiful women to objectify women.

All four advertisements used more adjectives in their language. The language choices of these four advertisements were very sweet and melodious words. The common scenario of these four advertisements was a flowery setup and pink color. The language they used showed that women are more concerned about their beauty. All four advertisements used words like fragrance, beautiful, fairness, and flowery smell to compliment women. Their word choice was more women-centric rather than the products themselves. The sentences were more in these female-oriented advertisements.

The male-oriented advertisements used language like 'cool' and 'stylish' to portray men's toughness whereas the female-oriented advertisements used language like 'soft skin', and fragrance to show the softness in the women. Not only the male and female-oriented advertisements were different in language use but also the scenario was also different in the advertisements.

4.2. Discussion:

The focal point of this paper was to discuss language differences between men and women through a case study of soap commercials. This paper also gave light on how society influences the language choices of men and women and in the social context of Bangladesh how these advertisements are creating social discrimination.

According to Wahyuningsih (2018) "Women typically have a sense of feminism, and they frequently use more colorful language to make their ideas more vivid and appealing than men. Now, if we look at the analysis of female soap advertisements, we can easily find out the frequent use of pink color, and flowery smells". Moreover, as Wahuningsih mentioned they used

appealing words in their speaking, we can see that in the advertisement they used appealing words like 'soft skin', and 'nobility'. 'Beautiful women', 'you are colored up by your fragrance'. All these words are very appealing to hear and these appealing words are missing in the male advertisement. Moreover, the male advertisements were more direct and the words they used were not appealing. The words they used were more realistic and related to a regular lifestyle. They used words like 'Manly soap', 'soap for men', 'masculine smell', and so on.

Moreover, Ning et. al., (2010), said, there are some intonation differences between men and women. Female speakers frequently command a broader range of tones, giving their voice a slightly affected quality. Additionally, it has been found that female speakers are more likely than male speakers to utilize low-rise intonation when making assertions. In the advertisements, the voice that has been used in the female advertisement has more affected quality than men advertisements have. For instance, in two female body soap advertisements, they used songs rather than directly using any speech. They used different melodious words in the songs. The four advertisements are full of compliments about women. They compared women's beauty with nature, they used words like 'mellowness of sun', 'rain' and so on. On the other hand, in the male advertisements these types of words are missing. They used soft pitch in the female body soap advertisements. On the other hand, they used high pitch voices in the male body soap advertisements. There was a roughness in their language which is missing in the female soap advertisements. In the male advertisements they used rough voices and sentences like "Applying soap on girls will make girls smell" (line 37), and "Famine soap is not for stylish men" (line 42). These sentences are harsh to listen to.

Again, female advertisements have more use of adjectives than male advertisements. In the female advertisements, they used adjectives like 'soft skin' 'glowing and fair skin', 'beautiful

woman', 'warm sunlight' and many others. However, in the male advertisements, the use of adjectives was very low as mentioned in the Deficit approach. It said that there is a "women's language" (WL) that is distinguished by linguistic structures such as hedges, "empty" adjectives like charming, beautiful, and nice, and "talking in italics." Among all the eight advertisements the four female advertisements have more use of adjectives than the male advertisements. Again, in the female advertisements, there was more use of colors also in their language they mentioned colors, especially pink color. However, if we look at the man's speech, they did not mention any colors, rather they also used black and dark colors in their background scenario. As mentioned by Newman et. al., (2008), in women's language, the use of questionnaires is very frequent. They tend to ask questions more than man does. The author also mentioned that one very prominent feature of the male language style is the use of directives that tell the audience what to do and what not to do. Now, if we look at the first advertisement for female soap, from line number 1 to 2, one can find out that the female actor started her conversation with questions. For instance, she used sentences like "Do you remember, how was I looking?" and "What did I wear, how did I dress up?" In these lines they are portraying the idea of women using questions as a feature of their speech. Asking questions to others while talking is one kind of feature of women's language. Male soap advertising, on the other hand, tended to be more straightforward and lacked the use of questionnaires. There was a sentence like "Let's start the day with Savlon Men's soap" in line number 29. This sentence follows the idea of directives where the male actor is telling others to start the day with Savlon men's soap. Again, in line number 38, the sentence "You need Studio X men's soap" is also direct. In this sentence the function is telling others what they need, it is one kind of giving suggestions to others on what to do and it falls under

directives. In these sentences, there is a sense of making other people work and this feature is very prominent in all the advertisements for male soaps.

Again, Ning et. al., (2010) said, Men and women also choose different themes when speaking; for instance, male speakers tend to focus on politics and economics, while female speakers tend to focus on family and education. In the advertisements, it can be found that the speech of men was more oriented to their daily life like work, and outing. For instance, “It will give long-lasting freshness at the end of a day at the office, an afternoon stroll or the end of a tiring day”, mentioned in line number 30 to 31. From this line, it can be seen that in the male advertisement, they mentioned the public sphere like the office or evening stroll, and make a connection with the product. Their topic here is keeping themselves fresh even after a tiring day. Again, mentioned in line 32, “Studio X Men Soap, which gives a masculine smell and long-lasting freshness” and in line 46, “OXY Deo Soap gives ultimate cooling freshness” portrayed the different theme from women soap’s advertisements as they mentioned words like the masculine smell, cooling freshness. Men are not bothered about looking beautiful or fair rather they are concerned about staying fresh and looking masculine. On the other hand, women's speech was more oriented toward their beauty and skin care. The theme of these four female soap advertisements is looking beautiful. They did not use words like freshness in their speech rather they are concerned more about their beautiful and fair skin. There is a clear distinction in the themes chosen by men and women. All the eight advertisements support the idea that men and women chose different topics to talk about.

Now, one of the goals of this research paper was to describe it from the context of Bangladesh. In Bangladeshi society, men are superior. They belong to a higher position in our society. Here, men almost worship like God. Not only in the family but also in other public spheres, men are

the ones in power and have the authority. In the context of Bangladesh men held the ultimate power. Even in modern times, this scenario has not changed much. Women here are expected to be gentler and calmer. The weakness of women is very visible in every aspect of their life even in the use of language or in their speaking style. People expect women to use soft tones while speaking. Women who speak less, and talk in soft voices are the most accepted ones in our society. Dilek et. al., (2011) mentioned, “The social network a person is a member of, the routine activities they engage in, their identities as particular types of individuals, and their status compared to others can all have an impact on how they use language. Gender differences, which are features of our culture, may have an impact on each of these”. If we look at Bengali women, we can see that most of them belong to an inferior position in society. They are expected to be in the house and raise the children. As Dilek mentioned, their position impacts their language style as they are expected to speak in a lower voice. Again, according to Shohibussirri (2016, p. 1-5), women secure this language because society treats them differently from men. Men and women use different language to convey because of a certain socialization process that started in childhood. From the very beginning of life, the women of our country are told to talk politely and to use modest language. They are being treated like inferior people in society. So, as Shhibusirri said, Bengali women also chose their way of speaking or language based on the treatment they got from society or family.

Now, if we think about the influence of language used in this soap commercial, we can say that it will have a bad influence on society. The situation of Bengali women is already vulnerable in society. The way women are using language will support the stereotypical belief of our society. For instance, the male soap advertisements used words like coolness and stylish whereas, in the female advertisements, they used words like beautiful, soft skin, glowing and fair skin. These

words used in the advertisements will give different messages to these two different communities. The language used in the female advertisements promoted the stereotypical idea of women being considerate of their beauty whereas male advertisements gave the message that men should be cool and stylish. Also, one advertisement for male soap promoted the idea of man being a part of the outer world. They said sentences like ‘whole day in the office’, ‘outing in the evening’, and ‘after the hardship of the whole day’. These types of words support the stereotypical belief of the society. Moreover, the male advertisements used sentences like “Applying soap of girls will make girls’ smell”, “Famine soap is not for stylish men”, “John brother, you use the pink soap of a female, eww” and so on. All these sentences clearly impose the idea that men and women are different. By saying famine soaps are not for stylish men or addressing pink color specifically support the stereotypical idea that women and men are not equal. There are differences between them. In our society we consider pink color is only associated with women and that is why they specified pink color here as the color for females. The society here influences language choice as well. The advertisements are supporting the idea or belief that already exists in the society by highlighting all these sentences.

Chapter 5

Conclusion:

To conclude, it can be said that there are some differences in the use of language between men and women. As previously mentioned, I have used eight soap commercials and among them, four commercials are men's soap commercials and the other four are women's soap commercials. The focal focus of this paper was to analyze these television commercials to see whether these advertisements use language differently in terms of male and woman’s products. The disparities

in vocabulary between men and women also generate a great deal of discussion. When conversing, men and women typically use distinct linguistic skills. Men and women are seldom together all the time. Men and women naturally have different physical traits from one another. While the term gender disparities are influenced by society, the physical differences are biological and defined by nature. From the discussion part, it can be stated that there are some differences between the language that has been used in the advertisements. From male soap commercials, one can find out that men used language that can portray the manliness of their characters. Their speaking style or the way of delivering their dialogue is also different from a woman. There is a roughness in their speech and they are more direct about their goal. They relate their theme with their daily life. They are more concerned about looking good and cool whereas the female advertisements have given more focus on beauty. Their language or word choices are different from the words that have been used in female advertisements. Advertising targeted at men utilized words like "cool" and "stylish" to depict men as tough, while advertising targeted at women used words like "soft skin" and fragrance to represent women as soft. The language used in commercials geared toward men and women along with the scenarios used in the advertisements varied. Adjectives are used more frequently in female ads than in male advertisements. Adjectives like "soft skin," "glowing and fair skin," "beautiful woman," "warm sunlight," and many more were utilized in the female commercials. However, as indicated in the Deficit method, the use of adjectives in male commercials was extremely low. In the advertisements of the female, they used questions as a way of delivering their thoughts. However, the tendency of asking questions is missing in the male advertisements. In both types of male and female advertisements they used different concepts and scenarios to achieve their goals. As the relationship between gender and language is discussed under sociolinguistics, it has

also a direct influence on our society. As the female advertisements used words like fair, glowing, and soft skin, it will directly influence the women of our society. The women of our country live under critical conditions, and their condition is vulnerable in society. Society already makes them feel pressure to be a perfect woman, to be soft and gentle. These advertisements also encourage the stereotypical mindset of our society that women need to be soft and gentle and they have to be fair to be called beautiful. On the other hand, the language used in male advertisements also influenced men in our society as they promote that men need to be handsome and their skin tone does not matter.

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Appendix:

Data Transcription:

Transcription of female soap advertisements:

First Advertisement:

1. মনে পরে কেমন লাগছিল আমাই? (Do you remember, how was I looking?)
2. কি পড়েছিলাম, কেমন সেজে ছিলাম? (What did I wear, how did I dress up?)
3. হয়তো মনে নেই।(May be you do not remember)
4. তবে জানি আমার দৃঢ়তা, আমার উচ্ছলতা আর সৌরভময় সেই মুহুরতগুলোর রেশ রবে
5. বহুক্ষণ। (But I know that my strength, my exuberance and the scent of those moments will last for a long time).
6. ঠিক যেমন পারফিউম বিউটি ওয়েল সমৃদ্ধ নতুন লাক্স পারফিউমড সওপ কালেকশন, হিপনটিক
7. রোজ, আইকনিক আইরিস আর চার্মিং মেগনোলিয়ার সৌভ। (Just like the new lux perfumed soap collection rich in perfume beauty well, hypnotic rose, iconic iris and charming magnolia scent).
8. নতুন লাক্স পারফিউমড কালেকশন, সৌভ এমন রবে বহুক্ষণ। (New Lux perfume collection, the scent will last for a long time).

Second Advertisement:

9. সৌন্দর্য ফুটে উঠুক প্রতিটি মনে।(May beauty shine in every mind).
10. সৌভ ছড়িয়ে পড়ুক দিকে দিকে।(Let the scent spread everywhere).
11. ঐতিহ্যের আরেক নাম হোক আধুনিকতা, ঠিক যেমন রূপচর্চার অভিজাত্য মানে সেভেলিনা।(Let the another name of tradition be modernity, just like the elegance of aesthetics is Sandelina).
12. এখন খাটি চন্দন এবং মইশচারাইজার সমৃদ্ধ আর মন মাতানো গোলাপের সৌভে সেভেলিনা
13. সোপ।(Now Sandelina soap is rich in sandalwood and moisturizers and intoxicating rose scent).
14. সেভেলিনা সোপ , রূপচর্চার অভিজাত্য।(Sandelina Soap, the luxury of beauty care).

Third advertisement:

15. কখনো বৃষ্টি ভেজা (Sometimes, wet with rain)
16. কখনো মিষ্টি রোদে (Sometimes in the mellowness of sun).
17. কোমল স্পর্শে তোমার, মন আজ যায় হারিয়ে. (With your gentle touch, my mind is going lost).
18. হারিয়ে যাই আমি তোমার টানে. (I get lost in you)
19. হারিয়ে যাই আমি তোমার গানে. (I get lost in your song)
20. হারিয়ে যাবার আজ নেই যে মানা তোমার ছোঁয়ায়. (There is no limit today to lost in your touch).
21. হারিয়ে যাও এক মখমলি অনুভব. (Get lost in a velvety feeling).
22. তিব্বত লাক্সারি সোপ, বাংলাদেশের রূপ (Tibet Luxury Soap, The beauty of Bangladesh).

Fourth advertisement:

23. তুমি হেসে দিলে স্বর্ণালি দিন (The day become golden if you smile)
24. তোমার সুরভে আজ সবি যে রঙিন (Today everything is colored up with your fragrance)
25. তোমারি রূপে তুমি প্রতিদিন সুন্দরী তমা, তুমি তুলনহীন (In your own form you are beautiful every day , you are incomparable).
26. হাজারো ফুলের সৌরভে সুভাষিত তিব্বত লাক্সারি সোপ, সুন্দরীতমার রূপের রহস্য (Tibet luxury soap with the fragrance of a thousand flowers, the secret of beauty).
27. তিব্বত লাক্সারি সোপ (Tibet luxury soap).
28. বাংলাদেশের রূপ (The beauty of Bangladesh).

Transcription of male soap advertisements:**Fifth advertisement:**

29. দিনের শুরুটা হোক সেভলন মেন সোপ দিয়ে. (Let's start the day with Savlon Men soap)
30. দিনভর অফিসে, বিকালের ঘোরাঘুরিতে অথবা কর্মক্লাস্ত দিন শেষেও থাকবে লং লাস্টিং
31. ফ্রেসনেস|(It will give long lasting freshness at the end of a day at the office, an afternoon stroll or at the end of a tiring day).

Sixth advertisement:

32. স্টুডিও এক্স মেন সোপ, যা দেয় মেনলি স্মেল ও লং লাস্টিং ফ্রেশনেস (Studio X Men Soap, which gives a masculine smell and long lasting freshness)
33. স্টুডিও এক্স সোপ পুরুষদের জন্য। (Studio X soap is for men)
34. পার্টিতে স্বাগতম, বেছে নাও ডান্স পার্টনার। (Welcome to the party, choose your dance partner)
35. ফুলের সুবাস (The smell of flower)
36. জন ভাইয়া তুমি মেয়েদের গোলাপি সাবান ইউজ করো, ইউ। (John brother, you use the pink soap of female, eww)
37. মেয়েদের সাবান মাখলে গায়ে মেয়েদের স্মেল হবেই (Applying soap of girls will make girls' smell)
38. তোমার চাই স্টুডিও এক্স মেনস সোপ (You need Studio X men's soap)
39. এর মেনলি স্মেল আর লং লাস্টিং ফ্রেশনেস রাখবে স্টাইলিশ ও ফ্রেশ সবসময় (Its masculine smell and long lasting freshness will keep you stylish and fresh always).
40. ম্যানলি স্মেল অফ ফ্রেশনেস (Manly smell of freshness)
41. স্টুডিও এক্স, পুরুষদের জন্য (Studio X, for men)

Seventh advertisement:

42. স্টাইলিশ পুরুষদের জন্য ফ্যামিনি সোপ নয় (Famini soap is not for stylish men)
43. মেম্বলের ফ্রেশেনিং স্মেল নিয়ে স্টুডিও এক্স ক্লিন এন্ড ফ্রেশ মিন্ট সোপ এখন বাংলাদেশে (Studio X Clean & Fresh Mint Soap with the refreshing smell of menthol is now in Bangladesh)
44. স্টুডিও এক্স (Studio X).

Eighth advertisement:

45. OXY এর একটিভেটেড চারকোল ও মেম্বল ত্বকের গভীরে গিয়ে ক্লিন করে (OXY's Activated Charcoal and Menthol clean the skin deeply).
46. OXY ডিও সোপ দেয় আল্টিমেট কুলিং ফ্রেশনেস (OXY Deo Soap gives ultimate cooling freshness)