LINGUISTIC VARIATION ACROSS GENDER IN PAKISTANI PRINT MEDIA: A MULTIDIMENSIONAL ANALYSIS

[1]Urooj Fatima Alvi, [2]Asim Mahmood , [3]Shafqat Rasool,

1 Department of English Linguistics, Government College, University, Faisalabad
2 Department of English Linguistics, Government College, University, Faisalabad
3 Department of Education, Government College University, Faisalabad
Corresponding Author: uroojalvi@hotmail.com

ABSTRACT: The current study focuses some distinguished linguistic features of gender by observing the functional variation in newspaper editorials of Pakistani English newspaper (Pk. Ed.). It is conducted to specify the male and female language usage in the corpus of Pk. Ed. for determining the separate linguistic features. For addressing this question, multidimensional (MD) analysis [2] is used, which provides detailed grammatical features of the corpus. A varied dataset, having 300 editorials from two leading newspapers has been organized. The corpus for the present study, has been tagged for 67 linguistic features and statistical analysis has been led, to signify the sets of linguistic features. Five functional dimensions are used to distinguish the linguistic characteristics of male and female language patterns in the context of the Pakistani mass media. These dimensions provide an information level, narrative characteristics, situation positions, degree of persuasive language and mental style. Moreover, a contrast of male and female editorials with British editorials also shows linguistic variation. It indicates the female editorials are near to British editorials on two dimensions. On the contrary, the male editorials show quite different consequences among all dimensions. Therefore, it is proposed that linguistic variation exists in male and female editorial writing style with reference to the Pakistani community.

Male and female, although being sub-groups of a same community have distinctive linguistic features [8]. It represents a regular linguistic and functional variation between both groups. It inspires to study these distinguished linguistic features. The previous researches have aimed at signifying gender specific individual linguistic features, i.e.,pronunciation , vocabulary, intonation syntax, manners and non-verbal and some other differences. However, currently, there is a lack of finding out functional variation on the basis of sets of linguistic features.

The short history of language and gender studies began in the late 1960s and interfere almost every academic description [10]. In general, there is no gender-govern grammatical rules, but gender differences are found in almost every language. According to [1] all language varieties have a systematic variation which is displayed by its specific linguistic features. Generally, women use more modulation, interrogative sentences and a standard grammar form [8]. These different uses of linguistic features provide an inspiration to analyze their linguistic structure. The linguistic co-occurrence patterns in male and female language are comparable and these are not very much studied. Therefore, it is needed to be studied in this regard.

It is observed that male and female language strategies are different which contain a systematic linguistic and functional variation. The present study aims to observe the gender specific sets of linguistic features in editorial writing. In the present study, the abbreviations Male. Ed. for Pakistani male newspaper editorials, Female. Ed. for Pakistani female newspaper editorials and Brit. Ed. for British newspaper editorials, are being used.

The present study focuses on the register variation and highlights the linguistic variation among male and female editorials to see how far the gender differences in writing style exist with the application of MD analysis.

Literature Review
The study of gender differences in using language from different aspects such as lexical forms, syntactic structure, international patterns and discourse markers has been studied increasingly [10]. The previous studies have contributed to characterize the male female language separately. In the past decades, the methodologies regarding language and gender have been limited to individual linguistic features.For example, [8] conducted a research on gender differences with respect to the use of intensifiers, hedges and tag questions in English and Persian natural occurring discourse. Based on 6 English and 8 Persian film scripts were taken to form a dataset.   There were found,   no significant difference between the groups of gender bound linguistic differences. [5] conducted a research on cross-lingual syntactic variation over age and gender using large scale corpora. It was shown that several age and gender with specific variations hold across languages, for example, women are more likely to use VP conjunctions. The syntactic analysis based on Stanford dependency labels [10] and universal POS tag set was carried out. The syntactic features were listed and compared across age and gender. [3] reported that women tend to use the prestige and standard forms [8]. [3] reported the analysis of natural occurring discourse setting among gender variant speakers, using an established linguistic framework of discourse analysis and conservative analysis. It remained a worthy direction for research. [7] reported, in language variation studies, at first, gender was considered a socio-linguistic variable just like social class, age, ethnicity and social status. But after 1970, it was practically established by Robin Lakoff's essay' Language and Women place' that there is a science between gender and language. [7] conducted a research to find out gender differences in using the language through observing written dialogue. In the study, certain attributes were implemented, in order to test famous three

gender theories, i.e. deficit, dominance and different. When it comes to the linguistic study of gender differentiation, it was concluded that in the speech community, there exists a new linguistic form which is used by sub groups i.e., male and female. Furthermore, it was also concluded that this new form has to be 'adopted' by other members of that community and accepted as a norm [8]. There were 80 participants in the survey and they read a dialogue with implementing attributes. They were provided with a questionnaire. Overall, the research presented the difference as well as the similarities through facts and figures. According to the survey, females appeared to be more unanimous in their answers. [9] conducted a study on gender differences in language use by empirically investigating the 14,000 text samples. It was observed that women used psychological and social words frequently while men preferred more to object properties an impersonal topics. It was suggested that gender differences are larger on tasks that place fewer constraints on language. [5] reported a research base on the variation in language use across gender on the basis of two main gender theories, i.e. Biological construction and social construction. The biological gender theory is based on static language differences and social theory is based on fluid contextual differences. A corpus of 54 texts based on marital conflicts, 27 by males and 27 by females was generated from counseling transcripts of the relationship. They recorded the percentages for self-references, social words, positive emotions an negative emotions used within each text. The results indicated that the corpus analysis has provided empirical evidence for the biological theories, but did not support the social constructionist theories.

The corpus linguistic methodology, in the area of gender variation, started when [4] investigated the 'social differentiation' in the use of English vocabulary through the spoken English sub corpora of the British National Corpus(BNC). [4] looked male and female frequent spoken words, family terms and parts of speech. Then [5] demonstrated debate in 'Discourse and Society' upon gender discursive articulations. [3] conducted a research on the relationship between gender and linguistic style and social networks, using a novel corpus of 14,000 Twitter users. The research was organized by clustering twitter users through finding a natural decomposition of the data set in various styles and topical interests. It was noted that the clusters had reflected the multifaceted nature of gender-language styles. Previous corpus based researches relied on the general pattern of linguistic styles in gender. This research identified each individual through a statistical classified which determined gender language markers. It was concluded that gender is a said variable which is constructed and reproduced in large numbers of individual interactions. The research on gender should not be limited to describe a stable binary opposition rather richer quantitative and computational techniques are also needed to explore this difference.

It is obvious that the major researches based on language and gender have been focused on the social issues and individual linguistic phenomenon. Therefore, there is a great need for observing gender's language to the point of functional variation.The current study is helpful to analyze male and female editorial writing with a comprehensive grammatical information by adopting MD analysis.

Collection of Data and Corpus Compilation
The corpus for the research was compiled by choosing up-to-date newspaper editorials from two leading Pakistani English newspapers, i.e. The Dawn and The News in the months of September to November, 2015. Their readership is higher than other Pakistani newspapers. Editorials written by male and females equally were selected. The word range of editorials contained almost 1000 words per editorial. The corpus contained 300 editorials (150 written by males; 150 written by females). The corpus was established from the websites of these newspapers. Editorials were collected on the following basis.
1. 10 editorials were selected from each author's writing.
2. Top opted authors were selected whose publication are popular.
3. A wide range of topics based on different current issues was included. Once the editorials were selected, their contents were saved into text files. The organized data contained 300 editorials. Moreover, the corpus was automatically analyzed through MAT tagger. The tagger identified the sets of 67 linguistic features on five functional and linguistic dimensions for getting the mean score of these dimensions. The present study is basically concerned with the comparison of Male. Ed., Female. Ed. and Brit. Ed., on mean dimension scores by adopting the MD analysis [1]. Same mean scores for Brit. Ed. were taken from the Biber's study [1].

Multidimensional Analysis
The MD analytical approach to complete linguistic information was firstly investigated the register variation in English and later in some other languages [1]. It is a methodology to signify the sets of linguistic features in a language, based on quantitative analysis. The sets of linguistic features are analyzed as underlying functional dimensions. The current analysis is based on five dimensions, i.e., involved versus informational production, narrative versus non-narrative concerns, the degree of referential elaboration, persuasive or argumentative focus and abstract versus non-abstract style. MAT tagger is used for conducting the multidimensional analysis (MD). This tagger automatically provides the reliable scores of MD Analysis [2]. The analysis is based on the five functional dimensions of variation given in Biber's 'Variation across Speech and Writing'. These functional dimensions define the sets of linguistic features that share some kind of communicative function.
Dimension 1: Involved vs. Informational Production
Dimension 2: Narrative vs. Non-narrative Concerns
Dimension 3: Explicit vs. Situation Dependent Reference
Dimension.4: Overt Expression of Persuasion/Argumentation
Dimension 5: Abstract vs. Non-abstract Style

Comparison of male and female newspaper editorials
The following tables; table 1 and table 2, respectively, show the average dimensional score on each textual dimension.

Table 1: Comparison of Male. Ed. with Brit. Ed. on Dimensional Scores through Multidimensional Analysis [2]

Dimensions of variation	Male editorials	British editorials
D1	-15.05	-10.0
D2	0.43	-0.8
D3	5.60	1.9
D4	-0.02	3.1
D5	1.43	0.3

Table 2: Comparison of Female. Ed. with Brit. Ed. on Dimensional Scores through Multidimensional Analysis [2]

Dimensions of variation	Female editorials	British editorials
D1	-10.61	-10.0
D2	-0.23	-0.5
D3	4.47	1.9
D4	0.09	3.1
D5	2.41	0.3

On the basis of the data of Table 1 and Table 2, the following description presents the linguistic variation among Male. Ed., Female. Ed. and Brit. Ed.

Multidimensional Analysis of Pakistani Male and Female editorials
On dimension 1, the mean score of the Male.Ed. corpus, 15.01 displays a different degree of informational production from the register of Brit. Ed. It shows that the corpus of Male. Ed. is highly informational than Brit. Ed. (at -10.0). The grammatical features such as nouns, prepositions and attributive adjectives are used frequently to provide the maximum information. In the case of Female. Ed., the corpus has shown an equally informational level of discourse (at -10.6) as compared to Brit. Ed (at 10.0). The results show the register of female editorials seems to provide similar information content to Brit. Ed. register. The result qualifies the previous findings about female language [8], that women tend to use standard forms.

The mean D2 score of Male. Ed. corpus is 0.43 which shows the tendency of narrative discourse using more past tense, wh-relative pronouns and phrasal connectors. This trend is opposite to Brit. Ed. as the British editorials show the non-narrative features prominently (at -0.5). According [1], 'the newspaper register is typically factual which claims this genre as a non-narrative in nature'. The Male. Ed. corpus does not seem to meet the criteria in this regard. However, in the case of Female. Ed. corpus, the mean score of D2 is -0.2 which is nearby to Brit. Ed. though not similar. It shows that female editorials are written in non-narrative style. According to Biber [2], 'the prominent linguistic feature that is not narrative writing is present tense to describe the happenings'. It provides the simple information. In general, it seems that the Female. Ed. corpus is following the Brit. Ed style closely, but the Male. Ed. corpus is deviant in this regard.

On D3, the corpus of Male. Ed. shows an elaborated or explicit identification of referents with a mean score of '5.6'. The Brit. Ed. register has a low D3 score (at 1.9). This shows it has situation-dependent reference with extensive use of adverbial phrases. Likewise, in the case of Female. Ed. corpus, the mean score of 4.47 shows similarity with the male editorial writing trend and both corpora are deviant to British style in this dimension.

According to the mean score (at -0.02) of D4, the corpus of Male.Ed. shows that it lacks the overt expressions of persuasion. Whereas the D4 score of Brit. Ed. (at 3.1) shows a high level of persuasion/argumentation. Likewise, the Female. Ed. (at 0.09) lacks to persuade their audience. Generally, D4 has linguistic features of argumentation. According to [1], editorials are written to convince the readers. Overall the both corpora of Male. Ed. and Female Ed. seem to have greater variation with Brit. Ed on this dimension.

According to D5 mean score (at 1.43), the corpus of Male. Ed. shows the tendency of abstractness in the text. It represents the informational discourse that is formal and technical. The corpus of Male. Ed. seems to have extensive use of these linguistic features. It is quite opposite to Brit. Ed. as the Brit. Ed. having the score of 0.3 seems to be written in non-abstract style. In the case of Female. Ed. corpus, it demonstrates the same phenomenon. The Female. Ed. corpus, has the mean score of '2.41' and it is one degree ahead of Male. Ed. It also shows the extensive use of above mentioned linguistic features representing the abstract style of writing. Overall, it indicates that both male and female editorial registers, are having an abstract style of writing, which seems to be quite contrary to Brit. Ed. register.

The graphical representations of linguistic variation across Male. Ed., Female. Ed. and Brit. Ed. is also being displayed for showing the differences and/or similarities.
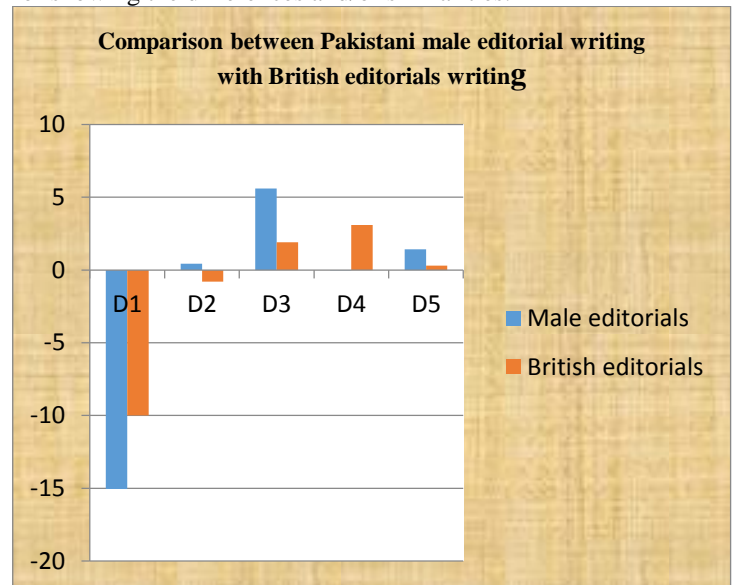

Figure 1. A comparison of the mean dimensional scores of Male. Ed. with Brit. Ed. on the basis of 88 MD analysis.
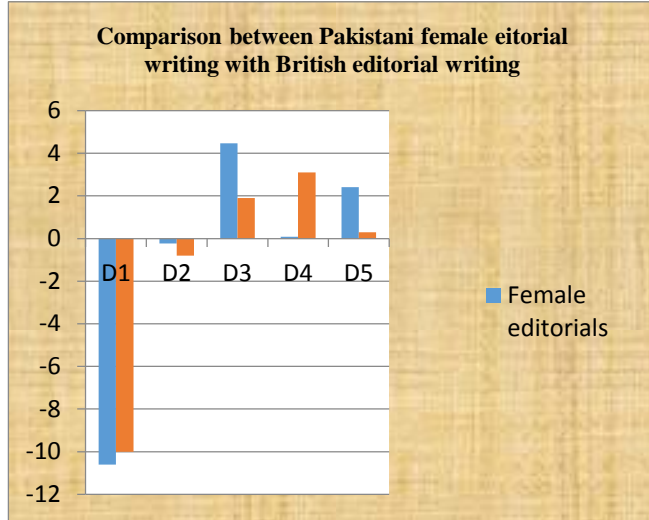
Figure 2. A comparison of the mean dimensional scores of Female. Ed. with Brit. Ed. on the basis of 88 MD analysis.

CONCLUSION

Consequently, MD analysis is used to compare the gender differences in Pakistani newspaper editorial writing. It shows their functional variation in accordance with five textual dimensions. These both registers show an extraordinary linguistic variation among them simultaneously with British newspaper editorial. The contrast of both registers with British register is conducted to justify the popular claim about female's language that it tends to use standard form [8]. The results show the justification on two textual dimensions, i.e. level of information and narrative characteristics. Therefore, the average D1 scores of Female. Ed. corpus is similar to the Brit. Ed. register. While the D1 score of Male. Ed. is quite far from Brit. Ed. register. The male editorials make greater use of these linguistic features. The D2 score of male and female registers shows that female editorials are also similar to British editorials while male editorials are quite far from British editorials in accordance with the Biber's measurements [2]. The D3 score shows an extensive functional variation of both male and female editorials as compared to Brit. Editorials. This is reinforced by the present study, i.e., both the registers appear to make greater use of relative construction. These features represent explained discourse which is classically found in academic discourse, but not in editorial language. On the other hand, British editorials show situation-dependent style which seems to make use of time and place adverbs adequate for the maintenance of explaining the current happenings. The D4 score of both male and female registers once more provides quite opposite results. Both registers show a low degree of argumentation. The D5 score of both male and female editorials has an abstract style of writing hat contain the linguistic features of by-passive, agentless passive, adverbial subordinates, conjuncts, past participial, WHIS deletions and predicative adjectives. This result displays an abstract discourse that is f technical. On the contrary, British editorials seem to have a low score on this dimension. Inclusively, it is observed that, except D1 and D2, both male and female editorials displays variation to British editorials. It demonstrates the similarity of female editorial writing with British editorial writing. It also qualifies the popular claim about female's language tends to use standard form [7]. The current research signifies the worth of the MD analysis to elaborate gender differences in Pakistani newspaper editorials. Consequently, it is suggested to discover the other newspaper registers. it is predictable that the further analysis will unfold the male and female distinguished style of writing.

REFERENCES.

[1] Biber, D. (2009). Multidimensional approaches. In Ludeling & M.Kyto (Eds.), Corpus Linguistic: An International Handbook Vol 2, pp. 822-825. Berlin: Walter de Gruter

[2] Biber, D. (1988). Variation across speech and writing. Cambridge. Cambridge University Press

[3] Bamman, D., Eisentein, J. and Schnoebelen, T (2014). 'Gender identity and lexical variation in social media', *Journal of Sociolinguistics*, 18(2): 135-160

[4] Bell., C. M., McCarthy, P.M., & McNamara, D.S., () Variations in language use across gender: Biological versus Sociological theories. In R. Sun & N. Miyake(Eds.), Proceedings of the 28th Annual conference of the cognitive science society (pp.1009-1013). Cognitive science

[5] Johannsen, A., Hovy, .D. & Sogaard, A. (2015) Cross lingual syntactic variation over age and gender . In proceedings of the 19th conference on computational language learning, pages 103-112, Beijing. China, July 30,31, 2015. Association for computational linguistics

[6] Karlsson, S. (2007) Gender-related differences in language use . a master' s thesis, Lulea University of Technology, Department of language and culture.

[7] Nemati, A & Bayer, J. M. (2007) Gender differences in the use of linguistic forms in the speech of men and women: comparative study of Persian and English. Retrieved on February 6, 2016. From http:// salr.net/Documents/AzadehBayer 2007.pdf

[8] Newman, M.L., C.J.Groom, L.D. Handelmn, and J.W. Pennebaker (2008) Gender differences in language use: an analysis of 14,000 text samples. Discourse processes, 45: 211-246

[9] Xia, X. (2013) Gender differences in using language theory & practice in language studies, 3(8 1485 doi: 10.4304/tpls.3.8.1485-1489