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Research Article

Language and Gender: A Case Study of *The Communique* and *The Mentors* Student Publications

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Abstract: This research was inspired by a number of research studies that revealed the detection, understanding, and use of sexism in student publications. The study examined the varieties, shades, and manifestations of sexism in the language used in the two most popular student publications, The Communique (The Official Student Publication of the College of Arts and Letters) and The Mentors Journal (The Official Student Publication of the College of Education) at the Bulacan State University. The student publications selected were from June, August 2000, 2002, 2015 to December 2017 in ascending issues to find if these publications were making good progress in using genderneutral language and make those student journalists more aware and sensitive to unintentional biases through subtle sexism. Since a relatively small sample size was used to analyze sexism in the language used by these student publications, a manual content analysis was conducted on the data. A total of 115 articles, cutting across news reports, sports, editorials, literary, DEVComm, opinion pages, and political columns were critically reviewed. The example words were first isolated and analyzed based on the variety of sexism in the language they represented. Statistical tables and charts were utilized where relevant to represent the data. The study revealed that the use of masculine pronouns to be generic was the most used sexist form in these two student publications at the Bulacan State University, Philippines.

Keywords: Sexism, gender-inclusive language, student publications.

1. Introduction

Languages and the way of speaking and writing them play a significant role on how societies see the world, their individuals, and their collective roles within it. When we think on the different ways how language is learned and used, gender is a category of identity that makes profound differences. Gender is a huge part of being human that is why gender equality where women and men are treated as persons of equal value, responsibilities, and opportunities is of global concern. However, despite effort by many professional bodies to recognize gender equality, foreign and local studies continuously found evidence of such gender bias specifically in English language and in other languages through consciously and unconsciously use of sexist language.

Sexist language, as collectively defined by language experts and communication ethicists, is any discriminatory language, either spoken or written, that implies unjustified sexual bias not only against women but also against men. This issue is further compounded because academicians, broadcasters, writers, and journalists still use sexist language, deliberately or unintentionally. Expressions, terms, or phrases such as *chairmen*, *junior and senior students, media men*, *eight-man delegate*, *journalist freshmen*, *female crew mans PAL flight*, all these defined unequal and unfair treatment of women that is recognized but purposefully hidden. Likewise, some Filipino words such as *binatilyo* (male teenager) *Kuya* (older brother), lolo (grandfather) in the kinship system, *tapis* (a

woven fabric wrapped around the lower half of a woman's body), *bahag* (a loincloth worn by men especially by tribesman of Ifugao) are sex-linked usually associated for their functional meanings instead of their generic uses. Such sexism has been consistently demonstrated especially the ways in which news media representatives shape public perceptions about this social issue. This is especially true among student publications in different colleges and universities with only a handful of writers. As Sunderland posited, "the issue of gender and language has continued to apace in a cross-disciplinary way, such that it is becoming increasingly difficult for authors to be gender blind."

This paper, therefore, examines the use of sexist language by student journalists and publication editors at the Bulacan State University (BulSU)---The Communique' and The Mentors Student Publications, and offers gender-inclusive language alternatives. The choice of these college publications is inspired by the fact that student journalists are the eyes and ears of a college and a university, and they have the power not just to tell the academic community what to think about---textually and visually, but also how to think about it. It is believed that the findings will help editors-in-chief and student journalists to re-examine current news and literary selections to avoid sexism textually and visually in their editing since this is becoming linguistically unethical and academically taboo.

1.1 The Communique' and The Mentors Student Publications

The Communique' and The Mentors are two most popular student publications at the Bulacan State University. The choice of these two out of 17 Student publications in this university is motivated by the fact that their student journalists have consistently maintained their unwavering commitment to excellent journalism as shown by their consistent first and second "Best Performing Student Publications" during the last five years of BulSU's Annual Gawad Galing Plaridel.

The Communique' Student Publication, the Official Student Publication of the College of Arts and Letters, was founded in 2006. Its goal is to have a more dynamic flow of interactions and find ways to unite the Mass Communication, Journalism, and Theater Arts students to be better in their chosen fields. Its mission is to serve the students of the college with the purpose of providing fair and truthful reports, enhancing the communication skills of the students, and pursuing accountable and free journalism. Since it is managed by AB Mass Communication students major in Broadcasting and Journalism, it prides itself as one of the most trusted and respected read students publications in BulSU. The online representation of their publication has undergone remarkable improvement. It is well organized into easy-to-navigate sections ranging from news, politics, campus life, reminders, emergency hotline, and others.

The Mentors' Journal, the Official Student Publication of the College of Education, is one of the oldest and most trusted student publications at BulSU. The College of Education (COEd) founded it in 1996 with a mission to empower COEd students to make informed choices and enlightened decisions, articulate students' aspirations to attain shared goals, and engage them to chart their future as members of the university community. It now has a Facebook page which is a great source of college news and current events.

1.2 Statement of the Problem

The image of women in society has already undergone many changes during the past few decades in the sense of lifting their morale, but they are still far away from being equally treated in relation to men. Feminist news research has demonstrated a persistent pattern of underrepresentation of women in the news that undermines important liberal principles and democracy itself.

Robin Lakoff (1993) posited that "women experience linguistic discrimination in two ways: in the way they are taught to use language, and in the ways general language treats them". This is supported since 1995 by the Global Media Monitoring Project when it revealed that in more than 100 countries, women are still significantly underrepresented and misinterpreted in news media coverage,

thus 76% of the people heard or read about in the world's news are male and this transcends geography and culture. However, researchers revealed that sexism also affects people of other marginalized genders, less directly, it also harms men (Leonard, 2021). Efforts on different approaches to gender-inclusive language have been employed and recommended to reduce male bias, such as correcting the implicit belief that a word describing an unknown social target is a man. The expressions malediction (curse words), malefactor (evildoer), hitman, mastermind, hangman, gunmen, men of the underworld are just a few of such biases against men, even when the evil associated with such expressions is perpetrated by women. Such terms maintain that sexist language does not favor any gender; that sexist language is sexism's partner in crime that hurts us all. Thus, this research aims at looking on the use of sexist language in two popular student publications at BulSU and further highlights the positive role that student journalists play in promoting gender equality.

1.3 Solutions to Sexist Language

The pressure for gender equality has become so good that language scholars and communication ethicists have to update using gender-inclusive language wordings. The following are some practical guidelines to solve the sexist language in media and academic communications.

1.3.1 Change singular nouns to plural nouns, or omit the pronoun entirely. Avoid:

A young politician splashing his name and face, smiling, with his braces on...

Every applicant should have his resume.

One cannot be young and carefree all his life.

Better:

A young politician splashing name and face, with braces on...

All applicants should submit resumes.

Every applicant should submit resume.

One cannot be young and carefree for life.

1.3.2 When eliminating pronoun seems unavoidable, use both male and female pronouns. Avoid:

If the student does not understand a problem, he should consult the teacher.

Our cause is designed to help your secretary reach her potential.

Better:

If the student does not understand a problem, he or she should consult the teacher.

Our cause is designed to help your secretary reach her or his potential.

1.3.3 When constant repetition of his or her, she or he makes an awkward construction in a passage, rephrase sentences by changing word order or by using I, you, we, and the like. Avoid:

If a man works hard, he can accomplish a great deal.

Better:

If you work hard, you can accomplish a great deal

If we work hard, we can accomplish a great deal.

1.3.4 Avoid sex-linked titles and use neutral titles. The United States Department of Labor's Occupational Outlook Handbook lists titles for all occupations and positions, such as the following:

Avoid: Better:

Businessman Businessperson, entrepreneur

Chairman Chairperson, chair

Cleaning woman House/office cleaner, custodian

Coed Student

Congressman Congress representative

Craftsman Crafts worker Draftsman Drafter Fireman Firefighter Foreman Supervisor Assistant Girl Friday Headmaster Headteacher Maiden name Family name Man and wife Husband and wife

Man-made Handmade, artificial, synthetic

Manpower Workforce, workers, human resources

Mothering Parenting, nurturing

Mail man Mail carrier, postal worker, letter carrier

Newsman Reporter, news people

Policeman Police officer Repairman Repairer

Sales clerk, sales person

Spokeman Spoke person

Watchman Guard, security officer Weatherman Weather forecaster

However, writers should not be too sexist. If the police officer is a man, write policeman; if the police officer is a woman, write policewoman, and so on. In written communication, specifics such as gender are important.

1.3.5 Rephrase common expressions and sayings that are using male terms. Use gender-inclusive terms to make them more inclusive, but avoid to change the wisdom of the sayings.

Avoid: Better:

To each his own.

To each one's own.

College education shows a man how
Little other people know.

College education shows how
Little other people know.

But he who knows and knows that he Knows is a wise man---know him.

But they who know and know that They know are wise people-Know them.

1.3.6 Salutations in business letters should also be gender-inclusive when the name of the person addressed is not known. Many companies use the following salutations.

Avoid: Better:

Dear Sir:
Dear Ma'am:
Dear Executive:
Dear Sir/Ma'am:
Dear Professor:
Dear Colleague:

1.3.7 Avoid using "man" as verbs such as female crew mans PAL flight, to mandate to vote, or as adjectives such as man-made leather, eight-man delegates, etc.

2. Data Analysis and Findings

Since a relatively small sample size was used to analyze sexism in the language used by these two college publications, a manual content analysis was conducted on the data. The example words from these publications were first isolated and then analyzed based on the variety of sexism in a language they represented. Statistical tables and charts were utilized where relevant to represent the data.

The following sexist language forms are identified and examined in this study.

- 1) Singular masculine pronouns
- 2) Generic masculine words
- 3) Non-parallel treatment where a male is habitually put before a female
- 4) Sexist suffixes
- 5) Derogatory expressions
- 6) Gender-inclusive language

2.1 Singular Masculine Pronouns

The idea that the masculine pronoun "he", "his", "him", and "himself" could represent either a male or a female person, as in the sentence, "Every student should know his student number."

The Communique' Student Publication exhibits three instances of such usage.

- 1) Imagine a community without a young politician splashing <u>his</u> name and face, smiling, with his braces on, with a message of "Congratulations, Graduates!"
- 2) A college with no leader who will change political party days before the election living in assurance on <u>his</u> position.
- 3) Everyone is entitled to his own opinion.

The Mentors' Journal, on the other hand, exhibits five instances.

- 4) And one of the most hurting realities, any adolescent can experience is when the things <u>he</u> expects turn out to be otherwise.
- 5) Life is a constant struggle, and one cannot be young and carefree all his life.
- 6) No applicant shall be committed to take the examination unless, on the date of filing of the application, <u>he</u> shall have complied with the following requirements.
- 7) A good teacher should inspire <u>his</u> learners.
- 8) Every registrant shall be required to take <u>his</u> professional oath before practicing as a professional teacher.

The following table presents the occurrences with gender-inclusive language alternatives.

Table 1. Singular Masculine Pronouns in the Student Publications and their Gender-inclusive Language Alternatives

| S/N | Sexist Expressions | Student Publications | Alternatives |
|-----|---------------------------|----------------------|------------------------------------|
| 1 | Imagine a community | The Communique' | 1. Imagine a community without a |
| | without a young | January-August | young politician, splashing name |
| | politician, splashing his | 2013 p.9 | and face, smiling, with_braces on, |
| | name and face, smiling, | | with a message of |
| | with his braces on, with | | "Congratulations, Graduates!" |
| | a message of | | |
| | "Congratulations, | | |
| | Graduates!" | | |
| 2 | A college with no leader | The Communique' | 2.1 A college with no leader who |
| | who will change | January-August | will change political party days |
| | political party days | 2013 p.9 | before the election is living in |
| | before the election is | | assurance on his/her position |
| | living in assurance on | | 2.2 A college with no leader who |
| | his position | | will change political party days |
| | | | before the election is living in |
| | | | assurance on her/his position |

| | | | 2.3 A college with no leader who will change political party days before the election is living in assurance of the position. |
|---|---------------------------|---------------------|---|
| 3 | Everyone is entitled to | The Communique' | 3.1 Everyone is entitled to her/his |
| | his own opinion. | Jan-Aug. 2013 p.19 | own opinion. |
| | - | | 3.2 Everyone is entitled to their |
| | | | own opinion. |
| 4 | And one of the most | The Mentors | 4. And one of the most hurting |
| | hurting realities, any | June-Aug. 1997 p. 5 | realities, adolescents can |
| | adolescent can | | experience is when the things they |
| | experience is when the | | expect turn out otherwise. |
| | things he expects turn | | |
| | out otherwise. | | |
| 5 | Life is a constant | The Mentors | 5.1 Life is a constant struggle, and |
| | struggle, and one cannot | June-Aug. 1997 p. 5 | we cannot be young and carefree |
| | be young and carefree | | all our lives. |
| | all <u>his</u> life. | | 5.2 Life is a constant struggle, and |
| | | | one cannot be young and carefree |
| | | | all her/his life. |
| 6 | No applicant shall be | The Mentors | 6.1 No applicants shall be |
| | committed to take the | June-Aug. 1997 p. 8 | committed to take the examination |
| | examination unless on | | unless on the date of filing of the |
| | the date of filing of the | | application, they shall have |
| | application, he shall | | complied with the following |
| | have complied with the | | requirements: |
| | following requirements: | | 6.2 No applicant shall be |
| | | | committed to take the examination |
| | | | unless on the date of filing of the |
| | | | application, <u>he/she</u> Sshall have |
| | | | complied with the following |
| | | | requirements: |
| 7 | A good teacher should | The Mentors | 7.1 Good teachers should inspire |
| | inspire his learners. | June-Aug. 1997 p. 8 | their learners. |
| | | | 7.2 A good teacher should inspire |
| | | | his/ her learners. |
| 8 | Every registrant shall be | The Mentors | 8. All registrants shall be required |
| | required to take his | June-Aug. 1997 p. 8 | to take their professional oath |
| | professional oath before | | before practicing as professional |
| | practicing as a | | teachers. |
| | professional teacher. | | |

2.2 Generic Masculine Words

The generic masculine words such as *man*, *brother*, *grandfather*, *junior*, *senior*, and others are often used when making a statement that does not apply to a particular person but to someone indefinite, to a whole group, or to everyone.

This form of sexist language is the most commonly used in these Student Publications, occurring thirteen (13) times as shown in the following table.

Table 2. Generic Masculine Expressions in the Student Publications and their Gender inclusive language alternatives

| language alternatives | | | |
|-----------------------|-----------------------------|-----------------------------|--|
| S/N | Sexist Expressions | Student Publications | Alternatives |
| 1 | The senior journalism | The Communique' | The fourth-year journalism student |
| | student shared that to be | June-Aug. 2013 | shared that to be included in the |
| | included in the Dean's | p.4 | Dean's List, together with 38 |
| | List, together with 38 | | second, third, and fourth-year |
| | sophomore, junior and | | students from the college is |
| | senior students from the | | already an achievement, but to be |
| | college is already an | | chosen as the "Huwarang Mag- |
| | achievement, but to be | | aaral ng Taon 2013" is another |
| | chosen as the | | blessing. |
| | "Huwarang Mag-aaral | | |
| | ng Taon 2013" is | | |
| | another blessing. | | |
| 2 | Representatives from | The Communique' | Representatives from different |
| | different year levels and | June-Aug. 2013 | year levels and colleges gave their |
| | colleges gave their | p.6 | sentiments about impunity or |
| | sentiments about | | killing of journalists in the |
| | impunity or killing of | | Philippines as there were already |
| | journalists in the | | 154 journalists killed including the |
| | Philippines as there | | 32 reporters/ journalists massacred |
| | were already 154 | | in Maguindanao last 2009. |
| | journalists killed | | |
| | including the 32 media | | |
| | men massacred in | | |
| | Maguindanao last 2009. | | |
| 3 | "Tala", a tragic film | The Communique' | "Tala", a tragic film written and |
| | written and directed by | June-Aug. 2013 | directed by Simon Vigan, is the |
| | Simon Vigan, is the | p.19 | very first short film to enter the |
| | very first short film to | | Sibul Film Festival among lower |
| | enter the Sibul Film | | year levels. It was produced by |
| | Festival among lower | | <u>first-year journalism students.</u> |
| | year levels. It was | | |
| | produced by journalism | | |
| | <u>freshmen.</u> | | |
| 4 | One Mass | The Communique' | One Mass Communication <u>first-</u> |
| | Communication | June-Aug. 2013 | year student was asked how she |
| | <u>freshman</u> student was | p.19 | perceives the course tourism. |
| | asked how she perceives | | |
| | the course tourism. | | |
| 5 | <u>Freshman</u> , May | The Communique' | First-year student, May Salvador |
| | Salvador of journalism | June-Aug. 2013 | of journalism obtained 70 votes |

| | obtained 70 votes over | p.19 | over Nikki Posana with 32 votes. |
|-----|--|--------------------------------------|---|
| | Nikki Posana with 32 | | |
| | votes. | | |
| 6 | This is to augment the | The Communique' | This is to augment the tremendous |
| | tremendous increase of | June-Aug. 2013 | increase of enrollment of the First |
| | enrollment of <u>freshmen</u> | p.19 | <u>year</u> <u>students</u> in the different major |
| | students in the different | | areas. |
| | major areas. | | |
| 7 | The <u>eight-man</u> <u>delegates</u> | The Mentors | The <u>eight delegates</u> were led by |
| | were led by the Supreme | June-Aug. 1997 | the Supreme Student Council |
| | Student Council | p.10 | President Leomer Clavio and Vice |
| | President Leomer | | President Rodante Sales. |
| | Clavio and Vice | | |
| | President Rodante Sales. | | |
| 8 | to include this kind | The Mentors | to include this kind of thesis |
| | of thesis for this year, | June-Aug. 1997 | for this year, considering it is not |
| | considering it is not | p. 17 | actually new for the college but |
| | actually new for the | | this has been used before by the |
| | college but this has been | | former <u>fourth-year students</u> |
| | used before by the | | |
| | former seniors | | |
| 9 | the thesis is the | The Mentors | the thesis is the final |
| | final requirement for the | June-Aug. 1997 | requirement for <u>fourth-year</u> |
| | seniors. | p. 17 | students. |
| 1.0 | G. 1 1 | TI M | |
| 10 | Student teachers gave | The Mentors | Student teachers gave their |
| | their positive remarks as | November 2017 | positive remarks as they consider |
| | they consider the event | p. 1 | the event as one of the milestones |
| | as one of the milestones | | in the life of <u>a fourth-year</u> student. |
| | in the life of a senior | | |
| 11 | student. The important thing that | The Monton | The important thing that should be |
| 11 | The important thing that should be considered is | <i>The Mentors</i> June-Aug. 1997 | The important thing that should be |
| | not what happens to a | p.5 | considered is not what happens to us, but what we do about what |
| | man, but what he does | p. <i>5</i> | |
| | about what happens to | | happens to <u>us.</u> |
| | him. | | |
| | 1111111. | | |

2.3 Non-parallel Treatment where Male is Habitually Put before Female

Habitually putting male before female in various sentences assumes male supremacy in the fields as reflected in the following.

- 1) An engineer is responsible for adhering to <u>his/her</u> employer's specifications for budget and timeline.
- 2) A good researcher should know how to collaborate with his/her colleagues.
- 3) This is a way of assisting the faculty to assert <u>himself/herself</u> to achieve better performance.

This language phenomenon is the biggest problem of the English language due to its lack of equivalent of singular he/she. Practical guidelines to avoid this form of sexist language include the following:

- ✓ Substitute the pronoun with article a, an, or the.

 An engineer is responsible for adhering the employer's specifications for budget and timeline.
- ✓ Vary traditional patterns by sometimes placing woman first (her/his, she/he, herself/himself). A good researcher should know how to collaborate with <u>her/his</u> colleagues. This is a way of assisting the faculty to assert herself/himself to achieve better performance.

Table 3. Non-parallel Treatment on Words Denoting a Male Habitually Put Before a Female

| S/N | Sexist Expressions | Student Publications | Alternatives |
|-----|--------------------------------|----------------------|---|
| 1 | Some officials will pass | The Communique' | Some officials will pass the left |
| | the left position as long | June-Aug. 2013 | position as long as possible, to |
| | as possible, to their son, | p. 9 | their adult children, siblings, and |
| | brother, daughter, even | | spouses, who bear nothing good |
| | wife who bears nothing | | but last name. |
| | good but last name. | | |
| 2 | A professional teacher | The Mentors | 2.a. Professional teachers should |
| | should exercise <u>his/her</u> | June-Aug 1997 | exercise their profession with a |
| | profession with a vision | p.8 | vision for the students. |
| | for the students. | | 2.b. A professional teacher should |
| | | | exercise <u>his/her</u> profession with a |
| | | | vision for the students. |
| 3 | She added that the | The Communique' | 3.a. She added that the |
| | documentary caravan | December 2017 | documentary caravan made her |
| | made her realize that a | p. 2 | realize that a good and effective |
| | good & effective | | journalist learns through |
| | journalist learns through | | experience. |
| | his/her experience. | | 3.b. She added that the |
| | | | documentary caravan made her |
| | | | realize that good and effective |
| | | | journalist learns through their |
| | | | experience. |
| | | | 3.c. She added that the |
| | | | documentary caravan made her |
| | | | realize that a good and effective |
| | | | journalist learns through <u>her/his</u> |
| | | | experience. |

2.4 Examples of Sexist Suffixes

Another clear evidence of sexism in language is the sexist suffixes such as *-ess*, *-ette*, *-ine*, *-trix* which form a notion that women are derived from men and that women are less in value. *The Mentors' Journal* does not exhibit any instance of sexist suffixes, while *The Communique' Student Publication* exhibits one instance in the expression,

• Galvez expresses her belief in the capacity of the newly- seated dean for she had witnessed Bulaong's active approach and enthusiasm as the former <u>directress</u> of SWK (*The Communique' Student Publication*, December 2017, p.1).

Table 4. Examples of Sexist Suffixes

| S/N | Sexist | Non-Sexist |
|-----|------------|------------|
| 1 | Directress | Director |
| 2 | Poetess | Poet |
| 3 | Usherette | Usher |
| 4 | Heroine | Hero |
| 5 | Comedienne | Comedian |

2.5 Examples of Masculine Use of Derogatory Expressions in Filipino Language and Alternatives

Derogatory Expressions refer to language which shows strong disapproval, criticism, or insult someone with reference to their gender.

The Communique' Student Publication exhibits three instances of this in the Filipino language while there are no identified instances of Derogatory expressions, either in English or in the Filipino language exhibited in *The Mentors' Journal*.

1. Suot ni kuya ang asul na polo na binili ko noon para sa kanya.

Si kuya, nakapikit at namumutla.

Puno na ng butas ang bughaw niyang polo.

Iba ang kulay. Lila.

(My brother wearing the blue polo shirt That I have bought for him.
My brother looking pale,
With his eyes closed
His blue polo shirt filled with holes
Has already changed its color.
It is now purple.

Para sa malabong trabaho ng ilan,
 Dahil sa pamana ni lolo na sasakyan
 Nais ng gobyerno, pagmamaneho'y para lang sa mayaman.

(For the unstable job of some, Considering the legacy of my Grandfather's car Government insists that driving Is only for the rich)

3. Para sa <u>binatilyong</u> sinabing lumaban, Tinaniman ng kristal na nasa puting lalagyan. Upos ang kanyang kinabukasan.

(For the male teenager who is said to fight Bits of crystal formula in a white container Is planted in his shirt Destroying his future...)

Table 5. Examples of Masculine Use of Derogatory Expressions in Filipino Language and Alternatives

| S/N | Derogatory Expressions | Alternatives |
|-----|---------------------------|-------------------|
| 1 | Kuya (elder brother) | Kapatid (sibling) |
| 2 | Lolo (grandfather) | Apo (grandparent) |
| 3 | Binatilyo (male teenager) | Kabataan (youth) |

Derogatory Expressions refer to language which undermines, derogates or marginalizes women and men through adverse naming. It includes writing or saying unpleasant things about someone which refers to their gender such that negative opinions can be formed about them (Animashaun, 2015).

The Communique exhibits three instances of this, while there are no identified instances of Derogatory expressions, either in English or in the Filipino language exhibited in *The Mentors*.

Almost all languages, through varying degrees, are guilty of gender bias. Contrary to what easily comes to mind that Filipino language is nonsexist because its pronouns are generic, Filipino language also exhibits few instances of sexism against male gender. The terms like *kuya* (elder brother), *lolo* (grandfather), and *binatilyo* (male teenager) connote negative meanings in the feature articles by *The Communique*'.

The use of these masculine terms which are associated to criminal activities and other anti-social behavior, such as drug trafficking and illusionary promises of get-rich-quick schemes, imply that only men are vulnerable in doing susceptible illegal activities even when women tend to commit different types of crimes than men. As Hedderma & Hough (1994) put it, "Data show that a higher proportion of female offenders are cautioned for more serious offenses."

Table 6. Alternatives to Gender-linked Masculine Terms

| S/N | Gender-linked Masculine | Alternatives |
|-----|-------------------------|----------------------------|
| | Terms | |
| 1 | Businessman | Business person |
| 2 | Chairman | Chairperson, head |
| 3 | Freshman | First-year students |
| 4 | Eight-man delegates | Eight-person |
| | | delegation/eight delegates |
| 5 | Media men | Reporters, journalists, |
| | | correspondents |
| 6 | He/ him | They, them |
| 7 | Junior | Third year |
| 8 | Seniors | Fourth year |
| 9 | Man | Person |
| 10 | Son | Adult child, offspring |
| 11 | Daughter | Adult child, offspring |
| 12 | Brother | Sibling |
| 13 | Wife | Spouse |

The table isolates individual sexist terms identified in the student publications and suggested alternatives to them.

Table 7. Occurrence of Gender-linked terms

| S/N | Gender-linked terms | No. of occurrence |
|-----|---------------------|-------------------|
| 1 | His/ her /him | 9 |
| 2 | Junior | 1 |
| 3 | Senior | 4 |
| 4 | Freshman | 4 |
| 5 | Media men | 1 |
| 6 | Eight-man delegates | 1 |
| 7 | Man | 1 |
| 8 | Son | 1 |
| 9 | Brother | 1 |
| 10 | Wife | 1 |

The Gender-linked terms occur fourteen (14) times in *The Communique*' and ten (10) times in *The Mentors*'. The study reveals that the masculine singular pronouns his/he/him used are the most commonly used generic terms.

3. Conclusion

The study disclosed those features of the English language that permit cultural biases and social unjust attitudes not only toward women but also toward men as shown in the statistical tables and analyzed in the textual presentations. This gender bias is shown in articles on different topics with news articles being the most gender-biased, while literary and feature articles being the least gender-biased. Moreover, looking at the order of male and female nouns as well as masculine and feminine singular pronouns, it is crystal clear that there is non-parallel treatment of genders since the orders are always male-before-female: son, brother, wife, daughter, and his/her, he/him.

As languages evolve in sudden leaps, no effective solutions to this language phenomenon will last for long, but knowledge, sensitivity, and encouragement will help everyone especially student journalists to decide and implement the choices that make sense to them and support social reform in the Philippine colleges and universities.

4. Recommendations

- 1) University Gender and Development (GAD) focal persons should actively promote awareness campaigns in avoiding sexist utterances in spoken and written discourse for the non-discriminatory portrayal of genders.
- 2) Initiatives are urgently and highly needed for teachers to be gender responsive through a moderating role and encourage students to act, speak, and write with high regard to all audiences for better linguistic habits.
- 3) Student journalists should attend seminars and training on how to combat sexism in language and become more aware of gendered language that could negatively impact not only to female and male genders but also to other gender-expansive identities.
- 4) Another research study should be conducted that will examine the forms, shades, and manifestations of sexism textually and visually from two popular Philippine newspapers.

Declarations

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