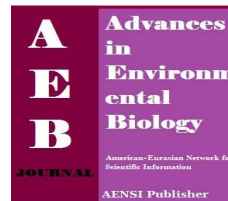




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An Analysis of Female and Male Speeches on the Radio

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ABSTRACT

The present paper is the field and quantitative study in the field of sociology of language, which aims at investigating the talk of men and women in the radio programs. The data are comprised of radio programs, and collected from several radio programs and analyzed based on word selection and language style. Our results show that female executors use more, of intensifier adjectives, modal words, approximative adjectives, exclamatory sentences and tag- questions than male ones and they their language style is more formal and closer to standard language. Males use informal language, but their speech is more certain.

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INTRODUCTION

Research Problem: One of the topics of interest in the interdisciplinary field of social linguistics or sociology of language, language and gender or in more specialized words is Gender Linguistic. From the linguistic point of view, addressing the impact of gender on language is justified and necessary, because it enables the language to have a more precise description of the language. On the other hand, research on this topic is also necessary from the perspective of sociology, because it is a way to understand the role of gender in society and their mutual influence in producing the relationship.

Construction and use of language is influenced by social factors or nonverbal variables such as gender, age, education, ethnicity, social class and so on. Gender is one of the social factors that cause linguistic diversity within different fields like phonetic, syntactic, semantic and lexical. According to Kraydon, "Gender differences are a set of behaviors that are formed socially and culturally according to being male or female." [12].

Also radio is an audio media in which the language is very important and each radio channels make programs for specific audiences, so the language of any radio program should be appropriate with the language of its audiences. So we can conclude that, as language linguists say here we are faced with the language markedness; that is, all radio programs are somehow labeled according to their topic and the channel they are in. However, this labeledness is present in different levels and layers of radio programs and generally are the effective factors in the production and receiving radio text messages of radio programs, including language, music and the topic of that program that each of these factors are in accordance with age, gender, and education level of the audience. (Ibid: 63)

Because each radio channels make programs for specific audiences and in their programs use both male and female executors incoordination, Thus gender and kind of their spoken word and speech has a great role in attracting the audience for the program. Now this question is raised that which gender should the producer choose to have more influence on the audience?

Firstly in this research, the issue of gender is considered, and the differences between male and female speech are identified and assessed, then the specific techniques that two genders apply in their speech is considered and data analysis is done according to these variables so that using the correct techniques and obtained differences, the appropriate executors can be applied and attract a wider audience to the produced programs.

Research Objectives:

First object: to show some of the speech differences of women and men in radio and defining its boundaries.

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Second object: to promote the awareness of radio program producers

Third object: to highlight the role of speech and language layers of radio programs regarding gender

Research Questions:

- 1 -How is the application of intensifier adjectives, approximative adjectives and modal words in the speech of male and female executives in radio?
- 2 - Exclamatory sentences and tag- questions are mostly used by men or women?
- 3 -What differences are there in emotional load and speech styles of men and women executors?

Research Methodology:

This research is carried out based on the content analysis and a quantitative research method. It means the content of the messages are described as quantitative so that with the content analysis and the evaluation of female and male speaking tools in a radio message, the speech characteristics of both females and males can be described in radio programs and we can express the differences.

Methods and Data collection:

Data collection of the study is field work, that is from among the radio programs, several programs where there are both female and male executors, are selected as the data of the research and the obtained results that are the linguistic corpus of the research, are written down on papers and the analysis of this linguistic corpus, is implemented as based on selecting the terms and the speech style and the results are analyzed and explained based on this criteria.

Data analysis:

Analysis of research data will be evaluated according to the criteria of selecting the words and the speech style and are based on the following 7 variables.

- 1 - Intensifier Adjectives: Intensifier Adjectives in Persian are as: a lot, much, more, many, much more.
- 2 - Modal Words which include: may, might, should, perhaps, I think, I guess, It's possible, undoubtedly, certainly, sure, in my opinion, and it indicates the person's confidence of performing the act.
- 3 - Approximative adjectives which include: relatively, approximately, almost, a little, somewhat, a little, a bit, about, to some extent.
- 4 - Exclamatory sentences that they sometimes use words such as: what, how, wow, what a surprise, how well and sometimes the sentence has a tone of surprise and is along with the exclamation mark (!).
- 5 - Tag questions: It is used in cases where one wants to admit to verify his audience. Including: Isn't it? Isn't it so? and right? ,
- 6 - Speech style: In this section we will evaluate that which speech is closer to the standard and which one is more popular between the female and male speech.
- 7 - Emotional load: In this section, the extent of the emotional loads is being assessed, and that from among the female and male speech which one has emotional and cautious state and which one has sometimes the aspect of seriousness and domineering.

Theoretical Framework:

Gender Linguistics:

One of the most important social factors that cause linguistic diversity is gender. Crystal writes in describing the sexes: "phonetic differences are the most obvious measure of gender identity. Women's and men's speech in languages such as Japanese, Thai and Caribbean has differences in the articulation of grammatical and practical vocabulary."

Different views have been expressed about the main reason for the differences between men's and women's linguistic behavior. Some have regarded these differences as the result of meeting and integration of different languages which result from military and cultural conflicts. The other group believes that the main reason is the language differences between men and women's social differences in each group. Generally, since women are expected to have more correct social behaviors, their speech is much better than that of men in terms of social speech. Bainbridge has classified the reasons that make the difference between male and female speech, into six categories: Biological, personality, culture and social differences, male dominance and social distance between men and women. Some believe that the greater the social distance between men and women, the greater the language differences between them. If women speak to women (their congeners) and men speak to men, the social distance between them leads to a linguistic gap. In this respect, the changes that take place in the vocabulary or other linguistic aspects of a gender, and it hardly affects the language of the opposite sex. [14].

In Post (1999), women are prohibited from using slang and street talks, and it has been stated in Spears (2007) that men use slangs and street talks, because their language is not polite and standard to use, and insists that most terms and common expressions are developed and used by them. Peterson (2001) argues that women's

behaviors are often based on limited and specific methods of production and interpretation, but it doesn't mean that men have freedom in performing their behaviors. [12].

Selecting the words and speech style:

Ziahoseini [25] believes that, we can observe orderly and patterned changes in the pronunciation of a phoneme, the choice of a term and the grammar of the speakers of a language who live in a single location. The individuals sometimes pay more attention to their pronunciation, selecting the terms and structures when they talk, and it is not sometimes the same. As in other social behaviors, such as eating, dressing, they sometimes pay a lot more attention and sometimes they are easy enough to ignore. The amount of attention to selecting language elements forms a continuum with different levels and it is determined in different manner in different languages. In some languages, these levels are carefully classified, especially based on the selection of morphological and vocabulary patterns and it is not the same in some others. [25].

He adds that:

In a bilingual society, these stylistic levels may become clear through decoding from one language to another. Researches have shown that Swiss officials are benefitted from a Swiss-German language for close and easy talks and they use high-level German for formal and informal conversations. Speakers of Arabic, use their native language in routine conversations and while giving speeches in public meetings, they decode into standard Arabic. Linguistic style of Persian speakers in family and intimate conversations and street talks is in a comfortable and informal level, but in official negotiations, classes and speeches, they are in a formal and standard level. (Ibid)

According to him, an issue that is raised in selecting the level of the speech style is the importance of language in social relationships and revelation of the identity of the speaker. In this case, the speaker must choose a style to suit his speech style. For example, to show that we want to change our established social relationship with a stranger to be friendly, we should choose informal style in our conversation with her. (Ibid)

Swacker's experimental studies (1989) indicate gender differences in selecting the terms and style of speech. Thanasoulas [10] argues that women use standard language more than men and their speech is much respectful. Specifically the forms that show respect to the audiences (for example, when they want to address their audiences, they use expressions such as: is it possible please ... / if it's okay and ...).

Literature review:

Zakeri [19] has analyzed 10 novels of Iranian male and female writers, relying on the critical discourse analysis. In terminology, the use of non-core aspects and metaphors and in the syntax part, we compare the active versus passive, short versus long and direct speech versus indirect speech, a comparison of gender of the writers has been paid. In this study, the following results were attained:

- 1 - Female writers use more non-core words than male writers.
- 2 - Female writers have benefited metaphors more than male writers.
- 3 - In general, all authors primarily use known sentences.
- 4 - In case of using passive sentences, female writers use such sentences more than male writers.
- 5 - Female and male writers have benefited more from the direct speech.
- 6 - The percentage of the use of indirect speech in female writers is more than male writers.

The main purpose of the research conducted by Rahmati [21] is to investigate the image of gender that the Iranian cinema offers to its audiences. This goal brought us to this side that how gender inequalities are manifested and reconstructed in movies after the revolution and this leads us to a feminist approach. The research is conducted using the content analysis method and through designing questionnaire. The statistical population of this research is comprised of all Iranian films made between the years of 1359 to 1383, to make the construct validity of which both men and women are present, 62 films were analyzed. The results indicate that overall, the rate of men in the first and principal roles in films since the Revolution is significantly more than women.

In general, the ratio of employed men to women in movies was three to one, and the main actresses have lower occupational status than men. Men had higher social roles in movies and this indicates a masculine dominance on Iranian cinema. The first-role men have superior characters and first-role women have inferior characters in movies. Women reach their demands through requests, and men mostly use orders and enforcements to ask the opposite sex and men are mostly attempting to enforce those orders. Thus, the results indicate a gender inequality in Iranian cinema in favor of men and against women, and the cinema after the revolution, based on the feminist theoretical approach, manifests patriarchy in gender relations.

Research findings:

The research data that form the linguistic corpus of the research are obtained from four radio programs in which the both the male and female executors were present. Involving young radio channels programs as follows:

- 1 - Hello Iranian young (2 programs), 2 - youth exclusive (4 programs),
- 3 - Morning of Knowledge (2 programs), 4 - stay on our wave (2 programs)

In the program of "Hello Iranian young" a female executive and a male executive were present simultaneously, In the program of "youth exclusive" also a male and a female have been executed simultaneously, in the program of "Morning of knowledge" there was a woman executor, and in the program of "stay on our wave" there were two male executors, that the general research data were gathered from the speech of 3 female and 4 male executors. In the present study, from among the speech of seven executors who attended the program, 182 words and sentences were selected and examined. These programs comprise the linguistic corpus of the study that this corpus is analyzed according to the listed linguistic variables.

Usage of intensifier adjectives:

The speech of female executors

- 1- It may be a very mundane issue.
- 2- Most of the deers that are studying hard and styding well.

The speech of male executors

- 1- You are very happy of your life!
- 2- The income that he gains from that work is so favorable, so favorable!

Table 1: the speech of female executives in order of frequency.

	Intensifier adjectives	Frequency
1	A lot	12
2	More	4
3	many	4
4	rare	3
5	much	1
6	Much more	1
7	total	25

Table 2: The speech of male executives in order of frequency.

	Intensifier adjectives	Frequency
1	A lot	20
2	Many	2
3	A great deal	2
4	much	2
5	more	2
6	Much more	1
7	rare	1
8	total	30

In the sentences that have been used by women executives, In 30 cases intensifiers were used that are presented in Table (1). In the sentences that have been used by men executives, In 25 cases intensifiers were used that are presented in Table (2). As a result from among the 55 intensifiers, which were found in the linguistic research, 30 cases were used by females and 25 cases by males that represents the higher usage of intensifiers by female executives. It means female executors use more intensifiers than males in their speech.

The usage of modal words:

Speech of female executors

- 1-I thought it was an accident, but I saw that it was not.
- 2-Students who I think they are doing their exams.

The speech of male executors

- 1-I do not think so.
- 2- To have the needed hope you have to do some of the things, you have to do.

In the sentences used by female executors, 20 times modal words are used that are mentioned in table (3). In the sentences used by male executors, 12 times modal words are used that are mentioned in table (4).As a result, from among the 32 cases in which a modal word is found in linguistic research, 20cases are used by females and 12 by male executors that represent the fact that female executors use more modal words than male ones.

Table 3: The speech of women executors in order of frequency.

	Modal words	Frequency
1	Perhaps	6
2	Possibly	3
3	I think	3
4	In my idea	2
5	It's possible	2
6	Certainly	2
7	I suggest	1
8	Should not	1
9	Total	20

Table 4: The speech of male executors in order of frequency.

	Modal words	Frequency
1	Should	5
2	Possibly	2
3	I thought	1
4	Should	1
5	In my idea	1
6	I don't think so	1
7	Certainly	1
8	Total	12

The use of approximative adjectives:

Speech of female executors:

1- The bus driver put the wastebasket aside and passed.

2- We were in your service for about a week.

Speech of male executors

1- people get a little more justified.

2 - The problem what you say, almost all people have heard of it.

Table 5: The speech of female executors in order of frequency.

	Approximative adjectives	Frequency
1	A little	5
2	Approximately	4
3	Somewhat	2
4	Gradually	1
5	A bit	1
6	To what extent	1
7	Sometimes	1
8	Total	15

Table 6: The speech of male executors in order of frequency.

	Approximative adjectives	Frequency
1	Very little	4
2	Approximately	1
3	Sometimes	1
4	A little	1
5	Total	7

In the sentences used by female executors, the approximative adjectives are used in 15 cases, which are summarized in Table (5). In sentences in male executors' speech, the approximative adjectives are used in 7 cases that are listed in Table (6). As a result, from among the 22 approximative adjectives that have been found in the corpus linguistic study, 7 cases are related to male executors and 15 cases are related to the female executors. It indicates that female executors use approximative adjectives more than male executors.

The use of exclamatory sentences:

The speech of female executors

1 – How well, how well, today the weather is somehow different, the sky is somewhat different!

2 – It makes us to become hopeful, yeah!

The speech of the male executors

1 – Wow, you please!

2 – How interesting, he is not openhanded, but he likes others to be openhanded for him!

From among 35 cases of exclamatory sentences in the linguistic corpus of the present study, 20 cases have been used by female executors and 15 cases have been used by male executors, which indicates that female executors use more exclamatory sentences than male executors.

The use of tag- questions:

The speech of female executors

1 – Painkiller is not the solution, right?

2 – This is a wrong idea, right?

The speech of male executors

1 – Wishes will end once, right?

In the language configuration under analysis, in 3 cases, tag- questions have been used, 2 cases of which have been used by female executors and 1 case has been used by a male executor. As a result, female executors use more tag questions than male executors in their speech.

Speech style:

The use of slang words in radio programs is used to create greater intimacy with the audience, and in some cases, the official and standard style is used. Now, this question arises that what gender use the slangy and which one uses the formal or standard style?

Speech of female executors:

1 – If God forbid, you don't have this thirty or forty million or you miss it

2 – You've got the breath, the volume of the lung is full!

Speech of male executors

1 – It's not the key to success, but the key bunch!

2 – We are happy together!

In the language configuration under analysis the use of slangy language was examined that is used in 20 cases by male and female executors that are used 12 times by men and 8 times by women executors. Which represent that slangy style is used mostly by men and formal and standard style by women.

Emotional load of the sentences:

Speech of female executors

1 – Poor boy has'nt come for nothing. (The sentence has supportive and emotional aspects)

2 – We should wish according to the constraints that we have. (The sentence has cautious aspect)

Speech of male executors

1 – I thought everybody is so, like me. (The sentence includes a domineering aspect)

2 - you are so happy of your life! (The sentence is serious and mocking)

In the obtained language configuration in this section 15 sentences were examined including, 9 sentences of female executives that include mostly emotional, supportive and cautious aspect and 6 male executors sentences that include mostly domineering and serious aspect, and sometimes emotional and supportive aspect. The result is expressed in terms that sentences with more emotional aspect are more in female executors' speech than men.

Conclusions:

Review and analysis of the data show a significant difference between feminine and masculine radio executors' speech patterns and styles, that include the following:

1 – In choosing the words and style of speech, more female executors use more intensifier adjectives than males to influence their audience and get their attention. Female executors use more terms of expression in their speech than men. Female executors use more approximative adjectives in their speech than men and to emphasize on their speech use more exclamatory words than males and even use question and affirmative sentences in exclamatory tone, and also use more tag questions to get the audiences' confirmation. According to these results we can conclude that men use less skeptical and approximative words and their speech has a higher certainty.

2- Male executors use more slangy words than females in their speech, So we can conclude that male executors' speech style is more slangy and informal and female executors' speech style is more formal and polite and closer to the standard criteria

3- Speech of female executors is more supportive - emotional and cautious and speech of male executors is mostly serious and dominating and less supportive -emotional.

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