

Univerzita Hradec Králové
Pedagogická fakulta

Bakalářská práce

2021

Maryia Tarletskaya

Univerzita Hradec Králové

Pedagogická fakulta

Katedra anglického jazyka a literatury

Gender Markers of Nouns in English

Bakalářská práce

Autor:	Maryia Tarletskaya
Studijní program:	Filologie – B7310
Studijní obor:	Cizí jazyky pro cestovní ruch – anglický jazyk Cizí jazyky pro cestovní ruch – ruský jazyk
Vedoucí práce:	Mgr. Vladimíra Ježdíková, Ph.D.
Oponent práce:	Mgr. Helena Polehlová, Ph.D.

Zadání bakalářské práce

Autor: Maryia Tarletsкая

Studium: P18P0377

Studijní program: B7310 Filologie

Studijní obor: Cizí jazyky pro cestovní ruch - anglický jazyk, Cizí jazyky pro cestovní ruch - ruský jazyk

Název bakalářské práce: **Specifikace rodu podstatných jmen v angličtině**

Název bakalářské práce AJ: Gender Markers of Nouns in English

Cíl, metody, literatura, předpoklady:

Práce se zaměřuje na analýzu prostředků, pomocí kterých je vyjadřován rod podstatných jmen v angličtině (tzv. gender markers).

Student ve zvolených typech textů určí prostředky, které slouží ke specifikaci rodu substantiv. U vybraných prostředků provede analýzu a porovnání použití těchto gender markers v současných textech a v textech z druhé poloviny dvacátého století. Komparační analýza zahrne i hledisko politické korektnosti a její odraz ve způsobu vyjadřování rodu substantiv.

Biber, Douglas et al. (1999). *Longman Grammar of Spoken and Written English*. London: Longman.

Corbett, Greville G. (ed.) (2014). *The Expression of Gender*. Berlin: Walter de Gruyter.

Corbett, Greville G. (1991.) *Gender*. Cambridge: CUP.

Cruse, Alan (2006). *A Glossary of Semantics and Pragmatics*. Oxford: OUP.

Cruse, Alan (2000). *Meaning in Language*. Oxford: OUP.

Curzan, Anna (2009). *Gender Shifts in the History of English*. Cambridge: CUP.

Dušková, Libuše et al. (2009). *Mluvnice současné angličtiny na pozadí češtiny*. Electronic edition. Ústav anglického jazyka a didaktiky, FF UP. Available at

<http://www.mluvniceanglictiny.cz>

Sunderland, Jane (2004). *Gendered Discourses*. Houndmills: Palgrave Macmillan.

Garantující pracoviště: Katedra anglického jazyka a literatury,
Pedagogická fakulta

Vedoucí práce: Mgr. Vladimíra Ježdíková, Ph.D.

Oponent: Mgr. Helena Polehlová, Ph.D.

Datum zadání závěrečné práce: 24.11.2020

Prohlášení

Prohlašuji, že jsem bakalářskou práci vypracovala pod vedením vedoucí závěrečné práce samostatně a uvedla jsem všechny použité prameny a literaturu.

V Hradci Králové dne 14.6.2021

Podpis

ANOTACE

TARLETSKAYA, Maryia. *Specifikace rodu podstatných jmen v angličtině*. Hradec Králové: Pedagogická fakulta Univerzity Hradec Králové, 2021. 67s. Bakalářská práce.

Ve své práci jsem provedla výzkum týkající se vyjádření gramatické kategorie rodu v anglických písemných pramenech. Za tímto účelem jsem vybrala tisková média, jako jsou noviny z různých časových období, a hledala jednotky, které odkazují na gramatickou kategorii přirozeného rodu. Kromě toho jsem provedla analýzu extrahovaných termínů a kategorizovala je podle jejich sémantické funkce v textu. Dále jsem určila specifikaci rodu vybraných podstatných jmen a na základě svých zjištění jsem vytvořila statistický závěr.

Práce se skládá z úvodu, teoretické a praktické části. V teoretické části je určena gramatická kategorie rodu a také zde uvádím prostředky ke specifikaci substantiv v anglickém jazyce. Další součástí teoretické složky práce je seznam sociálních titulů s jejich definicemi ze tří slovníků (Collins Dictionary, Merriam-Webster Dictionary a Cambridge Dictionary). Ve stručnosti se tato část zabývá otázkou politické korektnosti, za použití genderově neutrálních pojmů, které jsou následně vyhledávány ve vybraných článcích. K popsání teoretického základu byly použity mluvnice anglického jazyka, zejména *Longman Grammar of Spoken and Written English* a *Elektronická mluvnice současné angličtiny* Libuše Duškové. Kromě toho, je v teoretické části uvedeno moderní vnímání rodu v daném jazyce. Dále jsou popsány vybrané zdroje k analýze, jimiž jsou novinové články: britské *The Guardian* a *The Observer*; americké *The Telegraph-Herald* a *The San Francisco Examiner*; kanadské *Calgary Herald* a *The Leader Post*. U každých z těchto novin jsem vybrala tři vydání z různých období: padesátá léta, konec dvacátého století a současná doba. Respektive, byly vybrány noviny z let 1955, 1990 a 2020. Z každého vydání jsem extrahovala tři typy článků podle následujících témat: politické

články, sociální články (příběhy z běžného života obyvatelstva) a reklama (inzeráty, nabídky pracovních pozic apod.). Poté jsem z daných článků vybrala podstatná jména, která se vztahují k živým objektům, tj. k lidem nebo zvířatům. Následně jsem zkoumala, zda vybraná slova vyjadřují rod. Jestliže tohoto výsledku bylo dosaženo, uvedla jsem i způsob specifikace rodu. Poté jsem provedla analýzu podstatných jmen, jejíž součástí bylo rozdělení do kategorií podle sémantického významu jako například profese, pojmy spojené s mezilidskými vztahy nebo tituly. Provedla jsem kvantitativní, kvalitativní a komparativní analýzu extrahovaných prvků vyjadřujících gramatickou kategorii rodu a na základě svých poznatků jsem sepsala závěr o charakteristických rysech každého období a typu článků. Vytvořila jsem sadu diagramů, porovnávajících počet určitých "gender markers", které se nejčastěji vyskytují v různých typech článků. Následně jsou v práci grafy prokazující frekvenci použití podstatných jmen mužského, ženského a společného rodu. V příloze jsou umístěny naskenované soubory odpovídajících novinových článků.

Jak již bylo zmíněno výše, v práci jsem použila komparativní, kvantitativní a kvalitativní analytické metody. Články z dvacátého století jsem vyhledala v online archivech Google News a Newspapers.com. Pokud se týká moderních vydání, použila jsem webové stránky příslušných novin.

Po analýze šesti novin ze Spojeného království, Spojených států amerických a Kanady z let 1955, 1990 a 2020 jsem objevila řadu kuriózních vzorců vyjádření rodů, které vycházejí ze zvláštnosti určitých časových období a charakterních rysů. Přes omezený počet analyzovaných zdrojů se specifické rysy projevu kategorie rodů ukázaly dostatečně jasně.

Výzkum založený na vybraných novinových článcích představuje širokou škálu lexikálních výrazů genderového vyjádření. Je důležité zdůraznit, že jsem v textu extrahovala všechna podstatná jména, která by mohla korelovat s kategorií rodu. Ve svém výzkumu jsem se zaměřila na pojmy vztahující se k profesím a povoláním, které jsou hojně prezentovány především v politických článcích. Kromě toho jsem vyhledávala genderově specifické prostředky pro oslovování lidí, například titul oslovování mužů *Mr* a tituly oslovující ženy *Mrs*, *Miss* a *Ms*. Mužský titul *Mr* byl opakovaně používán v politicky tematických textech minulého století a obvykle odkazoval na veřejné a politické osobnosti. Pokud jde o ženské tituly, ty se v textech příliš často nevyskytovaly. Nicméně existuje viditelný rozdíl mezi používáním *Mrs* (paní) a *Miss* (slečna), ve srovnání s univerzálním titulem pro všechny ženy *Ms* v různých časových obdobích. Zatímco

ženské tituly *Mrs* a *Miss*, které mají určitou společenskou konotaci, byly nalezeny pouze ve starších zdrojích, titul univerzální pro všechny ženy *Ms* se vyskytl jednou v textu z roku 1990 (*The Guardian*, 1. prosince 1990), a jednou v článku z roku 2020 (*The Leader Post*, 1. září 2020).

Během výzkumu se ukázalo zřetelně, že význam vlastního jména je poměrně velký, pokud jde o vyjádření rodu v jazyce. Pokud je známo vlastní jméno a jeho rodová reference, je možné je využít k identifikaci pohlaví dalších osob se stejným jménem. Tuto znalost vlastních jmen jsem použila při extrakci podstatných jmen a jejich kategorizaci na základě jejich genderové příslušnosti.

Analýza prokázala u každého typu článku řadu charakteristických rysů. V politických zdrojích existuje spousta podstatných jmen, která pojmenovávají pozice a profese, stejně jako četné tituly, které slouží ke zdůraznění oficiálnosti zmíněných osob. V politických článcích převažují "gender markers" mužského rodu. Existuje pro to několik důvodů. Zaprvé, pouze mužům byla povolena účast v politické sféře, zatímco ženy z ní byly vyloučeny. Zadruhé, muži dříve zastávali a stále zaujímají většinu správních pozic, a proto jsou zmiňováni častěji. Sociální články se liší v ukazatelích, které ve většině případů odkazují na relativní souvislosti nebo uvádějí pohlaví osoby jako obecný popis. Nejčastěji se tedy používají rodově specifická podstatná jména jako *man*, *woman*, *male*, *female*. Nejvíce genderově neutrálním typem novin je reklama, protože má tendenci vyhýbat se specifikaci pohlaví, aby byla atraktivní i aktuální pro všechny, bez ohledu na jejich rod. Porovnáme-li výskyt genderových markerů obecně v průběhu času, je zřejmé, že k jejich častějšímu výskytu dochází v dřívějších zdrojích (1995 a 1990), zatímco v moderních tištěných médiích je použití genderově specifických podstatných jmen téměř vyloučeno.

Během svého výzkumu jsem našla velký počet výrazů mužského a společného rodu, které se vztahují k profesím. Mezi nejčastější termíny patří *chairman* (*předseda*), *minister* (*ministr*), *president* (*prezident*), *secretary* (*tajemník*), *senator* (*senátor*) a *official* (*úředník*). Jak jsem již dříve uvedla v práci, slovo *chairman* obsahuje genderově specifickou část *-man*, což je z hlediska politické korektnosti nevyhovující, jelikož se slovo *man* upřednostňuje před slovem *woman*. Nicméně, ve zkoumaných článcích jsem našla případy, kdy se slovo *chairman* používá ve vztahu k osobě ženského rodu (*The Guardian*, 1. prosince 1990). Zbytek výše zmíněných odborných termínů je společného rodu.

Co se týče reklamy, byla pozorována poměrně nízká frekvence označování rodu. Tento jev může být výsledkem univerzálnosti typu textů. Kromě toho byla v moderních zdrojích zaznamenána zjevná tendence genderové neutrality v jazyce. Články z roku 2020 obsahují podstatně nižší počet genderově specifických výrazů a byla objevena celá řada genderově neutrálních podstatných jmen.

Během výzkumu se potvrdila teorie o snížení frekvence genderové specifikace v moderní angličtině. Také je kladen větší důraz na politickou korektnost v novinách. Je viditelná tendence vyhýbání se pojmenování pohlaví přes vyjádření gramatického rodu.

Tématem dalšího výzkumu by mohla být analýza většího počtu různých novinových zdrojů, aby se vytvořil jasnější obraz vyjádření rodů v angličtině. Role vlastních jmen při specifikaci gramatického rodu by mohla být rovněž předmětem dalšího výzkumu.

Klíčová slova:

gramatická kategorie rodu, specifikace rodu, analýza novinových článků, gender, lingvistika.

ANNOTATION

TARLETSKAYA, Maryia. *Gender Markers of Nouns in English*. Hradec Králové: Faculty of Education, University of Hradec Králové, 2021. 67 p. Bachelor's Thesis.

The thesis deals with the expression of the grammatical category of gender in English written sources. The author made a research of selected print media, such as newspapers from different time periods, and looked for units that refer to the grammatical category of natural gender. The extracted terms were categorized according to their semantic function in the text. Then the author conducted a complex analysis of selected terms and drew statistical conclusions based on the findings.

Key words:

grammatical category of gender, specification of gender, analysis of newspaper articles, gender, linguistics.

CONTENTS

INTRODUCTION	12
HYPOTHESIS	13
WAYS OF RESEARCH	13
1. THEORETICAL PART	15
1.1. GENDER AS A GRAMMATICAL CATEGORY	15
1.2. GRAMMATICAL GENDER VS NATURAL GENDER IN ENGLISH.....	16
1.3. EXPRESSION OF GENDER	17
1.3.1. Pronouns.....	17
1.3.2. Morphological aspect	17
1.3.3. Lexical aspect	18
1.3.4. Dual gender nouns	20
1.3.5. Gender-specific pronoun reference.....	20
1.4. WAYS OF ADDRESSING.....	21
1.4.1. Male titles	21
1.4.2. Female titles	22
1.5. MODERN PERCEPTION OF GENDER IN ENGLISH LANGUAGE.....	24
1.5.1. Biased and bias-free language.....	24
1.5.2. Political correctness.....	25
2. EMPIRICAL PART	26
2.1. METHODOLOGY	26
2.2. THE DATA.....	26
2.3. NEWSPAPERS	27
2.4. RESEARCH OF THE ARTICLES.....	28
2.4.1. Political articles	28
2.4.2. Social articles	34
2.4.3. Advertisement.....	44
2.5. DISCUSSION.....	51
2.5.1. Political articles	51
2.5.2. Role of proper names	52
2.5.3. Occurrence of male and female gender markers	53
2.5.4. Social articles	54
2.5.5. Articles of advertisement	55
2.6. GENERAL OVERVIEW	56

3. CONCLUSION	60
REFERENCES	62
NEWSPAPER ARCHIVES AND ARTICLE SOURCES	64
LIST OF GRAPHS USED IN THE WORK	65
LIST OF DIAGRAMS USED IN THE WORK.....	66
LIST OF TABLES USED IN THE WORK	67

INTRODUCTION

I have always been interested in English lexicology and its correlation with the development of society. During my Bachelor course I have received a colossal piece of knowledge concerning grammatical category of gender in English and its development throughout history. I have learned that language transforms with the spirit of time and therefore have decided to make a personal research based on print media from different periods of time.

Gender is a grammatical category which has a direct correlation to our everyday life. Vague on the one side, it is rather flexible on the other, and its application plays a significant role in our perception of text.

The topic of my work is up-to-date as the topic of gender is widely discussed in modern society and as a result becomes a problematic sphere in linguistics. I decided to study how gender is expressed in written language and therefore selected newspapers as an excellent source of various stylistic features, personal means of expression and, most importantly, reflection of the time it was written. My essential aim is examining gender markers in the texts and comparative analysis of my results from different time periods. I am interested not only in gender specific terms, which have been used in earlier years, but also in the frequency of their occurrence comparing to modern days.

The work consists of an introduction, a theoretical part, and an empirical part. In the theoretical part I will provide general information about grammatical category of gender, its morphological and lexical expression in language, the matter of grammatical and natural gender, and general concepts connected with bias in language and political correctness. The empirical part of the work includes a thorough research of the selected articles and extracting forms of gender expression. I also conducted a compiled analysis of the detected terms and made a statistical summary concerning the research. The empirical part is followed by the conclusion where I presented the results of my work and highlighted the matter for further research. In addition, the work contains an attachment with the print media extracts and bibliographical sources I used.

HYPOTHESIS

The main question I formulated stands as follows: how does the expression of gender in English language evolve with time? Did language become more bias-free? I am interested in what time frame there would be more gender specific terms.

Based on theoretical framework I presume that the language in modern media is more gender-neutral and therefore bias-free. I suppose it underwent certain lexical transformation and was influenced by social development and tendency of elimination of gender roles.

WAYS OF RESEARCH

For my research I was using mainly online sources as Google News and other digital archives containing newspapers from different decades. I have faced a certain difficulty while searching for the press media for the analysis as it was quite problematic to find the newspapers including all the needed issues. I have chosen newspapers in English and analyzed how the grammatical category of gender is expressed within a long period of time. For this purpose, I have picked newspapers issued in the years 1955, 1990 and 2020. Firstly, the 1950s was a period of the “Cold War ideal of domesticity” on one hand, and the decade of the emerging non-conforming gender roles on the other hand (Getchell, 2015). Secondly, 1990s appeared to be a period of a global social and cultural change connected with the emergence of electronics and technologies. Finally, I included the year 2020, because not only it makes the work actual and up to date, but also the year itself was a very significant one for the whole international community in terms of tolerance, ethics, and human rights.

In each newspaper issue I have selected three types of articles: political news, social news, and advertisement, as I found those units are very distinct and therefore suitable for an analysis. Moreover, there appear to be a strong correlation between the type of news and the gender expression included, the evidence of which I will provide later in the work.

I have chosen six press media units, two of them are issued in the United Kingdom, two in the United States and two in Canada. Some of them are local newspapers, the others are global ones. The size of the articles differentiates considerably, however, this fact does not affect the bright variety of gender markers found. In the attachment there are all the visual information (scanned images of the selected articles and screenshot

photos from the web-pages). The material for the further analysis is presented in the form of short lists.

In my research I made an attempt to categorize selected units according to their gender reference, category of noun (proper noun, common gender noun), type of gender marker (professions and occupations, titles, demonyms, interpersonal relations) and other characteristics, if needed.

1. THEORETICAL PART

1.1. GENDER AS A GRAMMATICAL CATEGORY

Gender is a category of language, that reflects not only the biological sex of the object but is also linked with other grammatical features of the word (Corbett, 2014: 1-2).

Gender is usually defined as a grammatical category which usually reflects one of the basic features of a noun, its biological sex or animacy. Yet it influences many other characteristics, such as category of case, the use of personal and possessive pronouns, etc. However, in some languages the category of gender is either vague and relative or is not determined at all. This fact leads us to the thought whether the determination of gender is that crucial.

According to Josef Vachek (1964: 189), there are three genders in English language, that are used to classify both animate and inanimate objects. Masculine gender is referring to male beings whereas feminine gender stands for female beings. Neutral gender is used to determine non-living objects, however, in certain cases it can be also used to refer to an object that we can normally classify as masculine or feminine. Under previous notes it appears clear that grammatical gender in English language is directly linked with biological sex of a living object, and it is closely related to the term of “natural gender”. Unlike in some other languages, in English we cannot differentiate the gender of a noun based on its morphological structure. Comparing it to Slavic languages such as Czech and Russian, which possess certain morphological features typical for different grammatical genders, such as gender-marked word endings, in English language this category is determined primarily by extra-morphological tools, which will be described further in the work.

A Glossary of Semantics and Pragmatics (Cruse, 2006: 70) gives the following definition of gender:

Grammatical gender is a property of nouns in some languages. The gender of a noun mainly affects grammatical agreement, between a noun and accompanying adjectives and articles, for instance, and pronominal reference (that is, reference by means of a pronoun)...the majority [of gender systems in languages] are correlated with sex or **animacy** [bold is original]. A distinction is commonly drawn between ‘grammatical gender’ and ‘natural gender’. The former is determined solely by grammatical behaviour, the latter by features of the referent.

Thus, the role of the referent is highly important in the gender expression. For instance, a range of difficulties occurs while speaking about animals as the presence of the grammatical category of gender of those is strongly dependent on the personal attitude and emotional attachment of the speaker toward the named animals. This phenomenon is called ‘personification’ or ‘gender of animation’ (Brinton and Brinton, 2010: 117).

1.2. GRAMMATICAL GENDER VS NATURAL GENDER IN ENGLISH

The term of “natural” gender is a relatively new attitude towards the expression of gender in Modern English. The *Collins English Dictionary* gives the definition of natural gender, as follows:

“...grammatical gender that reflects, as in English, the sex or animacy of the referent of a noun rather than the form or any other feature of the word”.

Sally McConnell-Ginet (McConnell-Ginet in Corbett, 2014: 3-39) sees gender as a connection between the personal feature of an object and its implication in a language. This personal feature we refer to is a biological sex, which defines us as a female or a male creature based on our physiological appearance. McConnell-Ginet highlights the importance of perceiving gender not as a division based on reproductive potential, but rather a certain set of institutions and identities attached to a certain gender. Therefore, she claims that the term “natural gender” is not completely logical. To be more precise, she gives an example of a word “child” which can be referring to a person of either gender, and, as a result, cannot be determined according to the principle of “natural gender”. Moreover, a majority of words naming professions or academic degrees are confusing as well. For example, words “doctor” “teacher”, “politician” can be referring to both female and male person. This leads us to the main issue of the “natural” gender, which is its inability to be relevant for every situation in a language.

“Gender is a denotatum that is conceptualized as taken for granted” (Mignot, 2012).

As regards inanimate objects, Diana Hornoiu (2009) highlights the role of so-called “metaphorical gender”, which emerges when we speak about objects toward which we have a strong emotional attitude. This gender differentiation can be regarded exceptional, while speaking about vehicles, countries or naming a certain emotional state. According to Hornoiu, the word *love* can be marked as masculine, and the word *peace* can have a characteristic of a feminine noun. This statement was described by Josef Vachek (1964: 190), saying that in some cases a human being can be referred to as *it* as well as inanimate objects can be of masculine or feminine gender. Moreover, Vachek highlights, that those

gender shifts are resulted from the certain emotional evaluation of the speaker. Furthermore, the other significant factor in gender expression is the development of the language itself, which I will try to prove in this work.

1.3. EXPRESSION OF GENDER

As it was already noted, grammatical gender in English is defined according to the biological sex of the animate objects and the term “natural gender” is often defined as a straightforward system of English grammar, which was developed historically from the grammatical gender. (Brinton and Brinton, 2010: 116-117). Besides masculine, feminine, and neutral genders, a common (or dual) gender is distinguished as well. It refers to the nouns of both masculine and feminine semantical features.

1.3.1. Pronouns

According to Brinton and Brinton (2010:117), the gender of the nouns in English is expressed by means of pronouns, particularly personal pronouns in the 3rd person singular. The grammatical form of the word *they* does not reveal neither masculine nor feminine gender and is suitable for all genders. Relative and interrogative pronouns are used to express the division into animate and inanimate objects (*somebody/something, who, whom/ what, which*). There is also a certain gradation of the relative animacy of living creatures. For instance, higher animals like horses, dogs, or cats are evolutionary closer to the human beings, meaning they will more probably be referred to as masculine or feminine, unlike insects and primitive creatures.

1.3.2. Morphological aspect

As far as morphological point of view is concerned, there are no distinctive structural traits that are emphasizing the gender of the most English nouns. Nevertheless, there is a limited range of nouns, which are gender-marked by means of certain morphological features:

- Derivational suffixes *-ine, -ess, rix, ette* are used to distinguish a feminine gender from an original masculine word (*hero/heroine, god/goddess, aviator/ aviatrix, bachelor/bachelorette*); It is crucial to note that some masculine nouns are derived from feminine forms (*widow/widower*).
- Compounds naming words of a certain gender such as *-lady, woman-, girl-* or *-boy, male-, gentleman-*, etc., which are connected to the noun making it gender-marked (*lady friend, woman doctor, girl friend; boy friend, male nurse, gentleman caller*).

At the same time endings *-or*, *-er* are not exclusively masculine markers but could also be a part of common gender nouns as *teacher* or *sailor*.

Elektronická mluvnice současné angličtiny Libuše Duškové gives a bright variety of nouns, whose gender is expressed by means of different morphological attributes as:

- female-marked suffixes: *adventurer – adverturess*, *emperor – empress*, *host – hostess*, *proprietor – proprietress*, *shepherd – shepherdess*, *traitor – traitress*;
- male-marked suffixes derived from feminine nouns: *widow – widower*, *bride – bridegroom*;
- compound nouns, where one of the parts contains *man/woman*, *gentleman/lady*, *boy/girl*, *male/female*: men teachers – women teachers, boy students – girl students, male readers – female readers. Interestingly, some of the given examples of compound words do not include a gender-marked part, but still reflect the gender division: *tom-cat* for a male animal and *pussy-cat* for a female. I suppose that the gender of the latter pair is influenced by a tradition of language as Tom is considered a wide-spread name for a male cat. As for the word *pussy-cat*, there is a certain struggle finding out its marked gender. Both *Cambridge Dictionary* and *Merriam-Webster Dictionary* give identical definitions of this word:

pussycat (noun): 1) a cat.

No additional gender marking is included in the definition.

1.3.3. Lexical aspect

Elektronická mluvnice současné angličtiny Libuše Duškové gives a great variety of examples of lexically distinguished gender markers. Those words could be symbolically divided into following lexical groups:

- general terms: *man – woman*, *boy – girl*, *lad – lass*;
- terms that are linked to interpersonal relations or a marital status: *bachelor – spinster/old maid*; *father – mother*, *brother – sister*, *uncle – aunt*, *nephew – niece*, *husband – wife*;
- titles (both general and noble): *sir – madam*, *gentleman – lady*, *king – queen*;
- animals: *bull – cow*, *cock (amer, rooster) – hen*, *gander – goose*, *fox – vixen*.

Dušková notes that in lexical pairs naming animals, one of the words usually not only determines the grammatical category of gender, but also stands for the whole species of the animal. For instance, the word *dog* is both masculine as in a lexical pair *dog – bitch* it refers to the male individual, and common as it names the whole animal species and could

be applied on any dog regardless of its gender. However, in other cases there is a specific noun referring to grammatical gender of a particular animal. *Elektronická mluvnice současné angličtiny Libuše Duškové* gives a following example: *stallion* for a male, *mare* for a female, and *horse* for both genders.

According to *Longman Grammar of Spoken and Written English* (Biber *et al.*, 1999:312), the importance of gender as a grammatical category is rather vague in English language, as it is mostly reflected by the biological sex of the personal/human gender classes. Besides masculine and feminine, it is crucial to distinguish dual gender class. For non-personal gender class the term *neuter* is used. *Longman Grammar* presents the following ways of gender expression in a language:

- Lexical pairs with male and female denotation – those pairs could be among words for family relationship (*mother/father*), social roles (*king/queen*), *lord/lady*), animals (*bull/cow*).
- Gender-specific premodification – putting a gender-marked word before the noun naming a certain profession or social role to reveal its gender: *Whenever possible a female officer will attend.*
- Compounding with a gender-specific element: *Three teenage youths who attacked a lone policewoman were being hunted yesterday.*

Gender-specific derivational endings in a range of nouns that have a morphological variety of gender. Ending *-ess* is a feminine marker (actor/actress; poet/poetess, author/authoress (*Collins Dictionary*): *Actress Vanessa Redgrave has arrived in Macedonia.*

Importantly, the ending *-man* is prevailing distinctly among common gender nouns in English vocabulary. According to a corpus data given in *Longman Grammar*, those nouns are used more frequently than the nouns with the ending *-woman*. It is noteworthy, that some common gender nouns possess only one of the gender-specific endings. Biber (1999: 315) notes only seven nouns with the ending *-woman* (*beggarwoman, ghostwoman, charwoman, slavewoman, needlewoman, sweeperwoman, catwoman*), that do not have a male-gendered analogy. It is important noting that those uniquely feminine terms were created to denote a lower social role and refer to a menial work. According to *Longman Grammar*, “the feminine term often denotes a lesser social role or something with a negative overtone compared with the masculine term”. Nevertheless, there is a plenty of nouns which gender is specified as male exclusively (*airman, barman, clergyman, coalman*).

I personally believe that the origin of those exceptions has its roots in the strict division of labor in the past. Subsequently, female-gendered forms emerged from those nouns. For instance, on the internet you can find a word *barwoman*, although the *Collins Dictionary* claims that the noun's approval status is "pending investigation". Moreover, the word is absent in the *Merriam-Webster Dictionary*. A slightly different case is the synonymic word *bartender* and its female-marked form *bartendress*. There is no definition of the latter word in the *Collins Dictionary*, however, it is included into the *Merriam-Webster Dictionary* and is defined as "a woman, who prepares and serves drinks at a bar: a female bartender". Taking this into consideration, it can be concluded that the status of certain female-marked nouns not only can change in the course of time, but also vary depending on the source.

1.3.4. Dual gender nouns

According to *Elektronická mluvnice současné angličtiny* (Dušková), dual gendered nouns are not specifically marked and can refer to either grammatical gender. Those words often determine professions, interpersonal connections or titles (*artist, assistant, musician; parent, neighbour, guest; professor, engineer, doctor*). According to Biber (1999: 311-319), compounds endings in *-person(s)* have a dual reference as well and they are used to make the language inclusive and not male-centered. This noun class is often used to prevent the biased language with the masculine word considered to be applicative for the feminine terms as a general form. In case the gender of the person is necessary to be denoted, compounds including *-person(s)* can be used: *chairperson* instead of *chairman*, *salesperson* instead of *salesman* etc.

1.3.5. Gender-specific pronoun reference

As the dual gendered nouns do mark a certain gender, the question of the pronoun reference is worth additional noting, in case the gender of the referring object is irrelevant or unknown. Due to the absence of dual gender pronouns, traditionally a masculine personal pronoun was used in the third person singular form:

- *Each novelist aims to make a single novel of the material **he** has been given. (Longman example, p.316)*

Sometimes, there is a use of coordinated pronoun forms, meaning that both feminine and masculine pronouns are put in the sentence to create an alternative and avoid biased language:

- [Anyone] with English as **his or her** native language does not need other languages. (Longman example, p.316).

The most politically correct and inclusive option is the use of a plural form of a pronoun while referring to somebody whose gender is impossible to reveal. The reason for this is a unified plural form *they* applicable for all personal pronouns in the third person form:

- **They** don't use **their** indicat – indicator. (Longman example, p.316)

Therefore, in these cases the word *they* has solely grammatical function, as it is not reflecting the lexical reality of the noun.

1.4. WAYS OF ADDRESSING

Titles are a very important tool in gender expression, which work in both directions. Firstly, they help us to learn the gender of a person. Secondly, when we know the gender, we choose an appropriate title to mark the gender for the others. In order to determine the difference between them I used the definitions from three major dictionaries: *Cambridge Dictionary*, *Merriam-Webster Dictionary* and *Collins Dictionary*.

1.4.1. Male titles

The title *Mr* stands for 'mister', or a former 'master', and is used to name a male human of any age and social status. According to *Cambridge Dictionary*, it is "a title used before the family name or full name of a man who has no other title, or when talking to man who holds a particular official position". Thus, if a man has any other title connected with his professional (Governor – *Gov.*) or academic (Professor – *Prof.*) occupation, the latter is used instead of *Mr*.

The title *Sir* is a more formal and respectful way to address a man. In earlier times it was placed before the names of the men of nobility such as knights and baronets (*Merriam-Webster Dictionary*). Nowadays the title can be used instead of the name while addressing a person "who you are providing a service to or who is in a position of authority" (*Cambridge Dictionary*).

The word *Gentleman* is another word for addressing a man, however, it has a certain connotation: "A man who is polite and behaves well towards other people, especially

women” (*Cambridge Dictionary*). Therefore, it is clear, that the word has no longer merely professional or social interpretation, but also reflects the behavioral traits of the person.

1.4.2. Female titles

There is a relatively more complex system of the ways of addressing women as the female titles were traditionally correlated with their marital status and place in the society. There are three female titles that are often misused: *Miss*, *Ms*, and *Mrs*. I refer to the article by Cydney Grannan in *Encyclopedia Britannica* and the dictionaries mentioned earlier to find out the distinctive features of each of them.

Mrs was originally derived from the word *mistress*, which was a feminine version of ‘mister’. Both *Cambridge Online Dictionary* and *Collins Dictionary* give analogical definition: *Mrs* is a title used before a name (or a full name) of a married woman. Nowadays a word “*mistress*” has a distasteful connotation (*Merriam-Webster Thesaurus*: *mistress* - a female other than his wife with whom a married man has a continuing sexual relationship).

Miss, according to *Britannica*, is a title which became popular in the 18th century and referred to a young girl or an unmarried woman. However, in the course of time a shift of meaning occurred. Nowadays the word *Miss* or *Missy* can have among other a demeaning connotation, which *Cambridge Dictionary* interprets as “a girl or young woman, especially one who behaves rudely or shows no respect”.

Ms emerged in the 1950s as a women’s protest against being presented by their marital status. The title eliminates the factor of being single or married. Since the 1970s this form of addressing women became the leading one (Edens).

Madam – synonym is *lady* – is used without a name as a form of respectful or polite address to a woman. *Madam* also has a negative connotation, which is “the female head of a house of prostitution” (*Merriam-Webster Dictionary*).

Thus, we can assume that there appeared a great shift in meaning of a range of titles. *Miss* as well as *Mrs* were substituted with a *Ms* in order to shift the focus off the social status of a woman. At the same time, there appeared a range of negative connotations of the given titles. The *Collins Dictionary* defines *missy* as “affectionate or sometimes disparaging form of address to a young girl” in British English and “diminutive form, used in speaking to or of a young girl” in American English.

Title	<i>Cambridge Dictionary</i>	<i>Merriam-Webster Dictionary</i>	<i>Collins Dictionary</i>
Mr (mister)	A title used before the family name or full name of a man who has no other title, or when talking to man who holds a particular official position	Used as a conventional title of courtesy except when usage requires the substitution of a title of rank or an honorific or professional title before a man's surname	A title used before a man's name or names or before some office that he holds
Mrs	A title used before the family name or full name of a married woman who has no other title	Used as a conventional title of courtesy except when usage requires the substitution of a title of rank or an honorific or professional title before a married woman's surname	Is used before the name of a married woman when you are speaking or referring to her
Mistress	A woman who has control over a responsibility for someone or something	The female head of a household; A woman who employs or supervises servants; A woman who possesses, owns, or controls something	A married man's <i>mistress</i> is a woman who is not his wife and with whom he is having a sexual relationship
Ms	A title used before the family name or full name of a woman, used to avoid saying of she is married or not	Used instead of <i>Miss</i> or <i>Mrs.</i> (as when the marital status of a woman is unknown or irrelevant)	Is used, especially in written English, before a woman's name when you are speaking to her or referring to her. If you use Ms, you are not specifying if the woman is married or not.
Miss	A girl or young woman, especially one who behaves rudely or shows no respect; A title used before the family name or full name of a single woman who has no other title.	Used as a title prefixed to the name of an unmarried woman or girl	You can use Miss in front of the name of a girl or unmarried woman when you are speaking to her referring to her. Many people prefer the title 'Ms'.
Sir	Used as a formal and polite way of speaking to a man, especially one who you are providing a service to or who is in a position of authority	Used as a title before the given name of a knight or baronet and formerly sometimes before the given name of a priest	The title used in front of the name of a knight or baronet

Madam	A polite word used to address a woman, or a title for a woman used before a position	Used without a name as a form of respectful or polite address to a woman	A very formal and polite way of addressing a woman whose name they [people] don't know or a woman of superior rank
--------------	--	--	--

Table 1. Definitions of social titles from different dictionaries (own elaboration)

Lady	A polite or old-fashioned way of referring to or talking to a woman; A woman who behaves in a way that is traditionally considered to be suitable for a woman	A woman having proprietary rights or authority especially as a feudal superior; 3c: a woman of refinement and gentle manners	Referring to a woman, especially when you are showing politeness and respect
Gentleman	A polite way of talking to or referring to a man; A man who is polite and behaves well towards other people, especially women	A man of noble and gentle birth; A man whose conduct conforms to a high standard of propriety or correct behavior	A man who comes from a family of high social standing

Table 2. Definitions of the titles „lady“ and „gentleman“ in three dictionaries (own elaboration)

1.5. MODERN PERCEPTION OF GENDER IN ENGLISH LANGUAGE

1.5.1. Biased and bias-free language

According to Maggio (1992), ‘biased language’ is a strict polar division of linguistic reality, that causes different forms of discrimination and inequality. It includes such traits as stereotypical treatment, clichés, pointing out the belonging to a particular group (white people/women/people with disabilities/elderly people/lesbians etc.). Below I present some general terms connected with this topic, which I found in *The Bias-Free Word Finder* (Maggio, 1992: 7-8):

- Bias-free/inclusive language – includes all groups of people, not only some of them;
- Sexist language – using certain grammatical forms assuming that masculine gender is universal and inclusive for all genders;

- Non-sexist language – does not refer to a person’s sex when it is irrelevant or refers to men and women symmetrically;
- Gender-free terms – can be used for either person regardless their biological sex (child, clerk, manager, patient, student, chief, officer, employee etc.);
- Gender-specific terms – include a mention of sex; the problem for such terms is that they should be used equally, with the same frequency. The use of gender-specific words can only be fair if they are used not to emphasize a person’s sex, but to name their belonging to a certain profession or other social group;
- Generic terms – all-purpose vocabulary that includes everybody; pronouns *we*, *you*, *they* are generic;
- Pseudogeneric terms – words that are used to refer to all genders, although they are not grammatically inclusive. In English there can be found a wide range of such words. Maggio gives the following examples of pseudogeneric nouns: *mankind*, *brotherhood*, *forefathers*. The most wide-spread pseudogeneric noun is *man*, which is often used to refer to an individual regardless of his or her gender.

1.5.2. Political correctness

The concept of bias-free language is closely related to the term of political correctness. According to the definition given in *Encyclopedia Britannica*, it refers to the language which expresses the least amount of discrimination and offense to the certain social groups of people, which are bonded based on their nationality, ethnicity, age, appearance, sexual identity or personal opinions. The main aim of political correctness is to reach inclusivity by eliminating any sign of social inequality in language. While bias-free language is focused on the linguistic aspects, political correctness is interested in the social perspective. However, those two terms are highly interconnected.

In the context of my work, I will observe the frequency of use of politically correct language towards females. The question I want to be answered is how the political correctness of language was developing throughout the 20th century and on what level it is nowadays. My theory is that the use of gender-marked nouns in print media is intimately linked with the period of time and development of language. I suppose that the frequent use of gender-specific terms is more likely to be found in older sources, than in modern ones.

2. EMPIRICAL PART

2.1. METHODOLOGY

To answer the question whether there was a development in the gender expression with the course of time I have chosen the method of comparative analysis based on the newspaper articles from different periods of time, from the 1950s till the present. My aim is to study the change in the language from the perspective of gender expression by comparison of the old print media and the modern sources. I have also used the method of qualitative and quantitative analysis to examine the frequency of use of certain gender markers in particular types of news.

2.2. THE DATA

I have chosen 6 newspapers originated in the United Kingdom (*The Guardian*, *The Observer*), the United States (*The San-Francisco Examiner*, *The Telegraph-Herald*), and Canada (*Calgary Herald*, *The Leader Post*). For each unit of print media I have selected 3 periods of times, representing the middle of the 20th century, the end of the 20th century and the present days. Therefore, the analyzed issues are presented as follows:

The Guardian: July 1, 1955; December 1, 1990; September 1, 2020;

The Observer: July 3, 1955; December 2, 1990; September 1, 2020;

The San-Francisco Examiner: July 1, 1955; December 1, 1990; September 2, 2020;

The Telegraph-Herald: July 1, 1955; December 1, 1990; September 1, 2020;

Calgary Herald: July 2, 1955; December 1, 1990; September 1, 2020;

The Leader-Post: July 2, 1955; December 1, 1990; September 1, 2020.

In every newspaper issue I have selected 3 types of news for the analysis: political news, social news and advertisement. The reason for that is the fact that the selected types of news have a different aim of informing and target audience and therefore different means of addressing readers or referring to people can be used.

My primary focus in this work is the ways of referring to the people mentioned in the articles. I am interested in the use of titles and other gender-specifying tools. The other object of interest for me are nouns naming titles, originally gendered words (man, woman, lady, gentleman, mother, brother, etc.) and nouns naming professions and occupations as they are one of the essential gender markers in a language. Furthermore, as it was

mentioned earlier, masculine gender is highly often used as a general reference for both genders. My aim is to determine whether the use of masculine gender in a written language is less frequent nowadays than it was in the middle of the 20th century.

2.3. NEWSPAPERS

The Guardian is one of the oldest and most well-known British newspapers, which was established in 1821 in Manchester and held the name of *The Manchester Guardian* until 1959. Nowadays it is published daily in London. *The Guardian* is famous for its independent journalistic investigations and foreign correspondence (*Encyclopedia Britannica*). The newspaper is considered to be more progressive than the traditional *The Daily Telegraph* and *The Times*.

The other print medium belonging to the Guardian Media Group is *The Observer*, which was founded in 1791 and is proud to be “the first Sunday paper published in Britain” The paper contains serious articles concerning art, education and politics and “has a worldwide reputation for responsible journalism” (*Encyclopedia Britannica*).

Unlike the British papers mentioned above, *The San Francisco Examiner* is a local newspaper published on a daily basis in San Francisco, California, since 1865 (available at: <https://www.sfexaminer.com/archives/>). As it is the major paper in San Francisco and San Mateo Counties (available at: <http://sfmediaco.com>) it includes all the types of local and international news.

Another American print media I have picked is *The Telegraph-Herald*, published in Dubuque, Iowa since 1935 (available at: <https://www.loc.gov/item/sn82015829/>). The paper covers news not only from Dubuque County, but also includes so-called ‘Tri-state News’ from Illinois and Wisconsin. In addition, there are political, business, health and lifestyle articles presented in the paper.

As for the Canadian print sources, *Calgary Herald* is a paper with more than a 120-year history. It first appeared as the *Calgary Herald, Mining and Ranche Advocate and General Advertiser* in August 1883. Starting from 1983 it became a daily newspaper. According to *The Canadian Encyclopedia*, *Calgary Herald* has been a strong ally of the ranching and gas industries (*The Canadian Encyclopedia*).

Finally, *The Regina Leader Post* is a daily paper located in Regina, Saskatchewan, Canada. It was established in 1883 and is nowadays a part of the Postmedia Network (available at: <https://www.postmedia.com/brands/>). The *Leader Post* is a universal print

media, where one can find almost any kind of news, from opinion columns to international events.

2.4. RESEARCH OF THE ARTICLES

2.4.1. Political articles

The use of titles was exposed greatly in the political article found in *The Guardian* issued in 1955: the title *Mr* was mentioned 5 times. It is important to note that it was used both before the surname (*Mr Attlee, Mr Lennox-Boyd, Mr Braine*) and before the full name (*Mr Clement Davies, Mr Wedgwood Benn*). There was also a female title *Mrs* mentioned only once (*Mrs Jeger*). Moreover, there is one reference to the title *Sir* (*Sir Antony*). An interesting unit occurred in the text is *Her Majesty* (in *Her Majesty's government*). The *Cambridge Dictionary* defines the word *Majesty* as “the title used to speak about the king or queen”. The possessive pronoun *her* specifies the feminine gender, therefore the whole collocation can be considered a gender marker.

As it is an article about political figures, there is plenty of nouns naming positions in the government and other administrative structures. Thus, I have extracted the following nouns (*The Guardian*, July 1, 1955):

- Prime Minister
- Colonial Secretary
- Foreign Secretary
- Minister of Defense

All the mentioned collocations possess either word *minister* or *secretary*, which are referring to males. For the word *minister* I have found a feminine analogy *ministress* (*Merriam-Webster Dictionary*). However, the use of a common gendered noun *minister* is more frequent. To prove this statement, I searched for a piece of news that contains the term *minister* referring to a female. The following extract is taken from the *Financial Times* for illustrative purposes:

- “...said Justine Greening, a former Conservative Cabinet *minister*...” (Hughes, 2019).

As for the word *secretary*, it is common and can be applied on either gender as well.

The following demonyms were extracted from *The Guardian* issued on July 1, 1955 as well:

- Greeks and Turks
- Cypriots
- People of Cyprus

The mentioned nouns refer to the citizens of the corresponding states (Greece, Turkey, Cyprus) and are of common gender. However, the collocation *people of Cyprus* is politically correct as the category of gender is eliminated and a generic form *people* is used.

Other units I have revealed are common words *representatives* and *members*. I found the word *Tory* an interesting example for the analysis. *Merriam-Webster Dictionary* gives the definition as follows:

“a member or supporter of a major British political group of the 18th and early 19th centuries favoring at first the Stuarts and later royal authority and the established church...”.

Initially the definition seems to refer to the common noun, but after a more thorough consideration of the historical context it appears logical to presume that no female could be called a Tory at the time the word emerged, because the women’s participance in politics was highly limited. I have found the following gender markers in the *Financial Times*:

- Tory women
- Female MPs (Members of Parliament)
- Female Tory
- Former Tory (about Heidi Allen – female)

Thus, the specifying words such as “female” or “women” are used in combination with common gender nouns *member* (in MP) or *Tory* to refer to a woman belonging to the Conservative Party.

The Observer issued on July 1, 1955 contains male title *Mr*, which was followed by a surname (twice) and by a full name (once). The titles were not detected in the following print issues: *The Guardian* from 2020; *The Observer* from 1990; *The Telegraph-Herald* from 1990 and 2020; *The San Francisco Examiner* from 1955; *The Calgary Herald* from 1990 and 2020; *The Leader Post* from 1990. However, there have been extracted four mentionings of the title *Gov.* which stands for *Governor*. The term has several meanings, which the *Cambridge Dictionary* provide as: 1) the title of the official leader of some

organizations; 2) an elected official in charge of a particular region or state. At the same time its feminine form *governess* possesses a drastically different meaning: a woman who lives with a family and teaches their children at home (*Cambridge Dictionary*). The feminine form *governess* has nothing in common with the title naming the leading position in the government or other administrative structure, as it has the masculine form. Thereby, we can see a drastic shift of meaning in the use of two analogical words which differ merely by the gender.

The terms in I found in the article dated from 1990 (*The Guardian, December 1, 1990*) are similar to the ones mentioned above. The title *Mr* was mentioned three times and was followed by surnames referring to male figures. In *the Leader Post* dated from September 1, 2020, both a masculine title *Mr* and a feminine title *Ms* appeared once.

As far as the names of occupations are concerned, the word *president* was mentioned as a reference to Saddam Hussein (*president Saddam Hussein, president Saddam*) and to a former leader of the United States George Bush (*president Bush*). Interestingly, a proper name *Saddam Hussein* has no link with a family name of its owner. While the word *Hussein* is a given name, the term *Saddam* is “an adopted epithet which is derived from Persian word meaning “crush”. “Saddam Hussein” is best translated as Hussein-Who-Crushes-Obstacles or Hussein-the-Destroyer” (available at: <https://slate.com/news-and-politics/1998/11/what-s-the-name-of-saddam-hussein.html>). Thus, various compounding forms are used: the term *president* is followed by an adopted pseudonym (*president Saddam*), by a surname (*president Bush*) and by a combination of a first name and an epithet (*president Saddam Hussein*).

The Calgary Herald from 1990 had an article on the same topic and the collocation *Iraqi president* appeared there as an alternative way of using the term *president* in the text. The term *minister* was also extracted from the article several times. It referred to Tariq Aziz and Eduard Shevardnadze. It is noteworthy, that the term *minister* is most frequently used before the full name of a person, rather than just a first name or a surname. Moreover, in several cases the term stands in combination with a descriptive word which specifies the position (*a foreign minister, Soviet foreign minister*).

The other extracted noun, *dictator*, points out Saddam Hussein in the text. In order to examine whether there is a form referring to a female, I made a request “female dictator” on the internet. The most reliable was the article called “*A list of Female*

Dictators” in the independent journal *Shadowproof* (2012). Therefore, I can assume that this form of specifying gender is the most appropriate in this case.

Another professional noun that was detected in many political articles is *senator*. *The Leader Post* from 1990 contains a range of occurrences of a given noun in various combinations:

- Liberal Senator
- Conservative Senator
- Alberta Senator

The article points out the pseudogeneric male gender of the term *senator* as it contains the following sentence:

- “All I suggest is that each *senator* be prudent and not go beyond *his* physical limits”.

The term *senator* is of common gender, however, it is often assumed to be permanently masculine, as reflected in the text.

Furthermore, a Canadian print media *The Calgary Herald* from 1955 contains a rather rare title *Hon.*, which is a shortened version of *Honourable*. The *Encyclopaedia Britannica* refers to “a title of honour”, which is mostly used in the United Kingdom and the Commonwealth.

As for the words naming professions, no gender-specific words were mentioned. The terms *foreigners* and *officials* are nouns of common gender, which do not refer to a particular gender, and moreover are very slightly related to the professional sphere in the context of the article. The article includes two geographically-connected terms: *Russians* and *American expert*. While *Russians* is a common gender word in a plural form, *American expert* is a term consisted of an adjective and a common noun, which specifies the occupation of a person, but not their gender.

The next analyzed print media, *The Telegraph-Herard*, from the same date, was the first analyzed source which contained the female title *Miss* in *Miss Bentley*. I believe it was the only case the title occurred in the political articles selected for the analysis. No male titles were detected. An interesting term *countryman* (*countrymen*) was mentioned in the article. It is also mentioned only once, and the word is male-gendered as it includes the specifying compound form *-men* (*-man*).

Another term *chairman* is a more frequently occurred one and was also detected in the political article in *The San Francisco Examiner* from July 1, 1955, and in a social article in *The Guardian* from the December 1, 1990. Despite the gender-specific nature of this term (it contains a male-gendered unit *-man*), in the latter source it refers to a female, which is revealed from the context:

- “*she* has rejected his offer to become the Conservative Party’s deputy *chairman*.”

There reason for choosing a male-gendered noun to describe a female can be the pseudo-generic tendency of a male gender in English. As a more appropriate alternative, the female-gendered terms *chairwoman*, *chairlady*, or a common *chairperson* could be used.

In *The San Francisco Examiner* dated 1955 I found some other male-gender markers naming occupations: *newsman* and *publicity man*. These terms are not present in other articles, and neither do their female-gender or common gender analogies. Another noteworthy term found in the articles is *spokesman*, mentioned twice in *The Telegraph-Herald* from 1990 and 2020, and *spokesperson*, extracted in *The San Fransisco Examiner* from 2020. Based on the occurrence of both biased *spokesman* and bias-free *spokesperson* in the same time frame of 2020, it can be assumed that the process of replacing gender-specific words with gender neutral terms is still at an early stage. In addition, there has been detected one occurrence of the feminine-gender term *spokeswoman* in the social article in *The Observer* dated from 1990. It puts the emphasis on the gender of a person mentioned in the article. Thus, the use of a feminine form is not a grammatical rule, but rather a stylistic feature.

The Telegraph-Herald from 1955 includes plenty of common-gender nouns, such as *convert*, *Communist*, *newscaster*, *citizen*, or *witness*. I particularly noticed the occurrence of the term *persons*, which is rather unusual as the word *people* occur in most cases. To provide more concrete numbers, there have been detected 13 occurrences of the word *people* in the selected articles of all types and dates of issue, while the term *persons* occurs only once.

The Telegraph-Herald issued in 1990 contains similar nouns of common gender: *minister*, *president*, and *secretary*. The latter term is mentioned rather frequently: I have extracted 17 occurrences of this nouns in the selected articles. Interestingly, the term is almost always accompanied by the descriptive words:

- Foreign secretary (1)

- Assistant secretary (2)
- Colonial secretary (1)
- Secretary of state (4)
- Parliamentary private secretary (or PPS) (2)
- Under secretary (2)
- Education secretary (2)
- General secretary (2)
- Trade secretary (1)

The isolated term *secretary* appeared in the texts only twice.

In the 1955's issue of *the Leader Post* a compound title *Lt.-Gen.* appeared. The unit stands for "Lieutenant-General" and the definition in *Merriam-Webster Dictionary* is as follows:

- A commissioned officer in the army, air force, or marine corps who ranks above a major general and whose insignia is three stars (*Merriam-Webster*).

It is a common gender term, and the gender is not revealed by the following name *G.G. Simonds*. However, it is most probably a male officer.

The article is a very distinguished one, as it contains a bright variety of curious examples. One of them is the personified toponym Canada, which in a certain context got the grammatical features of an animate object.

- "Canada's 88th Birthday extended far beyond *her* borders..."

As a geographical term, *Canada* should possess a pronoun *it*. Nevertheless, in the given context of the Independence Day celebration, the importance of the noun *Canada* extends beyond the standard perception of a toponym. The other possible cause for personification is a gesture of high respect and patriotic admiration of the author.

Apart from this, I found feminine gender-specific nouns *queen* and *princess*, and a masculine term *cowboys*.

	Geographical terms	Occupations	Noble titles	Other terms
Masculine		• Cowboys		
Feminine			• Queen • Princess	

Common gender	<ul style="list-style-type: none"> • Russians • Indians 	<ul style="list-style-type: none"> • Former premier • Ambassador • Chief of staff • Soldiers • Lumberjacks 	<ul style="list-style-type: none"> • Guest of honor 	<ul style="list-style-type: none"> • Guests • Trippers • Leader
----------------------	---	---	--	--

Table 3. Nouns placed in *The Leader* post from July 2, 1955 (own elaboration)

Table 3 reflects a variety of nouns that have been extracted from the mentioned article. The demonyms *Russians*, *Indians* have no gender specification, while a professional word cowboy is created by adding a gender-specific unit *-boy*. The terms *queen* and *princess* have a feminine gender specification.

2.4.2. Social articles

While analyzing selected units of social print media from 1955, I have noticed a high frequency in the occurrence of titles, mostly feminine ones. In *The Guardian* dated from July 1, 1955 there are two cases of using of the title *Miss* (*Miss Louise Brough*, *Miss Doris Hart*) and 1 occurrence of the title *Mrs* (*Mrs Beverley Fleitz*). In all three cases the title is followed by the full name. A male gendered noun *oarsmen* occurred in the article; however, the gender of the referred people remains unclear from the context. The word *opponent* is common gendered noun; nevertheless, followed by the proper noun with a title *Mrs*, it receives a feminine reference.

“Her opponent will be Mrs Beverley Fleitz, who yesterday beat Miss Doris Hart, the 1951 champion, with surprising ease.”

The analogical case is the common gender noun *champion*, which receives a feminine connotation as it describes a female, Miss Doris Hart.

Masculine gender	Feminine gender	Common gender
<ul style="list-style-type: none"> • Men (1) • Oarsmen (1) 	<ul style="list-style-type: none"> • Miss (2) • Mrs (1) • Women (1) 	<ul style="list-style-type: none"> • Opponent (1) • Champion (1) • Scullers (1)

The Observer from 1955 has no occurrences of gender markers. There are no titles mentioned, and only two common gender nouns occur: *travelers* and *visitors*. The reason for such difference in the extracted units within social articles is their thematic diversity. This particular article is about tourism industry, this is the reason of avoiding gender specification as the topic is inclusive.

Another newspaper, *The Telegraph-Herald* from July 1, 1955, contains two occurrences of noble titles *Lady* (*Lady St. Just*) and *Lord* (*Lord Asquith*). Those titles are an excellent example of paired gender specific words, which refer to the analogical social status and differ based on the gender of a mentioned person. Both titles reflect the high position of the named persons in the society and highlight their noble status. Moreover, a feminine gender-marked noun *princess* was extracted from the analyzed text as well.

The detected word *beau* is a curious case for the analysis as it is an old-fashioned term which most probably does not occur in modern texts. The noun originates in French language (*Online Etymology Dictionary*) and has common roots with the adjective *bell*, which means “beautiful, handsome, genuine”. *The Collins Dictionary* define the noun *beau* as ‘a male lover, sweetheart, or escort’. The male gender specification can hence be confirmed. The foreign origin of the noun explains a visual distinction of the noun among other masculine markers. In modern language the word *beau* has been replaced with a compound term *boyfriend* (*Cambridge Dictionary*).

The Telegraph-Herald from July 1, 1955 – social article “*Princess Margaret Loses Another Beau to Cupid*”:

Masculine gender:	Feminine gender:	Common gender:
• Beau (1)	• Daughter (1)	• Escorts (1)
• Grandson (1)	• Lady (1)	• Film director (1)
• Lord (1)	• Miss (2)	• Magazine publisher (1)
	• Mrs (1)	• Prime minister (1)
	• Princess (2)	

The list presents a prior majority of feminine gender markers (seven in total) in a particular article, while the number of masculine and common gender nouns is three and four occurrences, respectively.

The San Francisco Examiner’s article from July 1, 1955, offers a range of masculine gender markers.

Nouns containing -man (-men)	Other male gender-specific nouns
• Seamen (1)	• Stewards (1)
• Firemen (2)	
• Man (1)	

The reason I marked the term *stewards* as a male-gendered noun is the presence of a feminine analogy *stewardess*, which is frequently used. It is important noting, that the gender differentiation of some nouns (mostly of a professional sphere) can strongly depend not only on the existence of an analogical feminine term, but also on the frequency of its use. As it was mentioned earlier in the work, the noun *minister* does have a feminine form *ministress*, yet the use of it is rather an exception than a rule.

Calgary Herald from July 2, 1955, contains three occurrences of the title *Miss* as its topic is *Miss Canada* contest. Interestingly, the title *Miss* is chosen to refer to all females participating in the event, despite their marital status is not revealed from the context. I suppose the title chosen to present a contest is symbolic, as it may emphasize the festivity of youth and beauty.

Calgary Herald from July 2, 1955 – social article “*Calgary Girl Seeks Title of Miss Canada*”:

Feminine gender markers	Common gender nouns assumed to be feminine	Common gender nouns
<ul style="list-style-type: none"> • Miss (3) 	<ul style="list-style-type: none"> • Dance teacher (1) • Winner (2) • Finalists (1) • Contestants (1) • Westerner (1) • Threat from the west (1) • Soprano (1) 	<ul style="list-style-type: none"> • Judges (1)

The list illustrates a range of common gender nouns, that are assumed to refer to females based on the context of a female’s contest. For instance, the terms *finalists*, *contestants*, *winner*s obviously refer to women as the contest is held among females. The noun *judges* is common gender as well, however, its gender reference remains unclear. The noun *soprano* is preceded by the proper name *Hazelanne Guloien*, from which the feminine gender connotation of the term *soprano* can be assumed.

The social article telling mourning news about the death of a “*veteran actress*” in placed in *the Leader Post* from July 2, 1955. The feminine gender-specific term *actress*

occurs once in the title and once in the beginning of the article. The synonymic word *lead* is of common gender and its gender specified by adding the word *male* and *female* before the term. Therefore, both terms *male lead* and *female lead* occur once in the text. Apart from this, there is a title *Miss* in *Miss Bonner* was mentioned three times in total. A common gender noun *manager* is determined as male based on the proper name *Henry Studigl*, which follows the term. Analogically, the word *understudy* and *veteran* are marked as feminine according to attached proper names, which belong to women (*Edith Reis Merin* and *Miss Bonner*, respectively). As for masculine gender markers, I found only one term, *husband*, which occurs once. However, the noun *husband* determines male gender in a common gender noun *author*:

“*Her husband, Joseph Kramin, is the author of the play.*”

The social articles from 1990 contain variety of units suitable for my analysis. *The Guardian* from December 1, 1990 includes four occurrences of the title *Mr* attached to the proper name, in all cases it was a surname. There have been also detected one occurrence of the title *Mrs* (*Mrs Chalker*) and *Ms* (*Ms Widdlecombe*). Moreover, I found six nouns naming occupations:

- Labour leader
- Parliamentary secretary
- Under secretary
- Agriculture minister
- PPS - the abbreviation stands for Parliamentary Private Secretary (available at: <https://www.parliament.uk/site-information/glossary/parliamentary-private-secretary/>)
- Junior environment minister

All the terms mentioned above are of common gender and are marked as masculine based on the attached masculine proper nouns.

The noun *minister* occurs five times while mentioning females. There are various tools of specifying female gender used in the text. In two cases it is resulted by being attached to the feminine proper name (*Lynda Chalker*; *Gillian Shephard*). In other two cases the feminine gender is marked by means of descriptive unit *woman*:

- Woman cabinet minister
- Senior woman minister

Lastly, feminine character of one case of the term *minister* is caused by the use of the personal pronoun *she*:

- “*she has been made a junior minister...*”

It is important to note that in the case of direct gender specification (*woman minister*) it is clear to define the gender, while in other cases where only proper name is given (*Lynda Chalker – minister*), one perceives gender based on previous experience, i.e. the knowledge of proper names and what gender they refer to.

- Chairman: “*she has rejected his offer to become the Conservative Party’s deputy chairman.*”

The word *chairman* has a masculine gender specific unit *man*, although it refers to a female, as evidenced by the personal pronoun *she*. It is not politically correct as there is a feminine form *chairwoman* or a gender-free term *chairperson*.

The Observer issued on December 2, 1990, contains the following gender markers:

Feminine gender markers

- Lesbian demonstrators
- Women
- Prostitutes
- Spokeswoman

Masculine gender markers

- Gay demonstrators
- Heterosexual men

The *Merriam-Webster Thesaurus* [<https://www.merriam-webster.com/thesaurus/prostitute>] contains the following meaning of the word ‘*prostitute*’:

- “a woman who engages in sexual activities for money”.

Despite the fact, that some sources do not specify the gender of the word *prostitute* and refer to the term as to *a person* who provides sexual services (*Cambridge Dictionary; Collins Dictionary*), it is socially perceived as a reference to a female.

The words *gay* and *lesbian* are gender-specific. The *Cambridge Dictionary* defines the term *lesbian* as “*a woman who is sexually attracted to other women*”. As far as the word *gay* is concerned, the meaning is more complex. On the one side, the term can be used as a general reference to homosexual people. There is the definition in the *Cambridge Dictionary* as follows:

- “sexually attracted to people of the same sex and not to people of the opposite sex”.

However, the term *gay* is used together with the word *lesbian* in the article:

- “*Gay and lesbian demonstrators blocked traffic to bring Trafalgar Square to a standstill yesterday...*”

The extract illustrates the lexical separation of the terms and reflects the word *gay* as referring to males in the context.

The term *spokeswoman* is an outstanding example of specifying feminine gender, as the word *spokesman* can be used as a common gender noun, likewise the term *chairman*, which was mentioned earlier in the work.

Above all, the article includes four common gender terms: *protesters*, *people*, *drug addicts* and *children*. There were no titles detected in the analyzed text.

The article in *The Telegraph-Herald* from December 1, 1990, does not contain any titles either. Nevertheless, three feminine gender markers occur in the text: *mother*, *daughter*, *woman*. I also extracted one masculine gender noun *husband*. Three out of four terms (*daughter*, *mother*, *husband*) determine a certain family relation. The terms *youngster* and *playmate* are common gender nouns and do not refer to a certain gender when isolated. However, in the context of the article both words define a female. Analogically, the word *firefighter*, extracted from the text, has a masculine reference. The term *children* does not specify the gender.

The title *Lt.* (lieutenant) appears in the social article which I selected from *The San Francisco Examiner* issued on December 1, 1990. I also extracted four terms referring to males:

- Pacifica man (1)
- Another man (1)
- A male San Francisco resident (1)
- Bad guy (1)

As illustrated in the list, two terms consist of a descriptive word and a specifier *man*, another collocation contains a term *male* and the final one includes a word *guy*.

In addition, there is a common gender noun *victim*, the gender of which is determined by the context and refers to *a male San Francisco resident*. It is hence assumed to be a male-referred term. The gender reference of the other three common gender words, such as *passers-by*, *witnesses* and *officials* remain unclear.

In the article from *Calgary Herald* dated from December 1, 1990, no titles are detected. As for the gender-specific terms, the feminine-gendered noun *girlfriend* appears once in the text. The rest of the extracted words were nouns of common gender:

- Gambler (1)
- Owner (1)
- Attorney (1)
- Slugger (1)
- Lawyer (1)
- Student (1)

The words mentioned above name occupations or professions. Although they do not signify the gender of the object, all of them are attached to the proper names marked as masculine. Another two terms, *employee* and *prosecutor*, has no gender marking in the text.

A word *turkey* is an unusual case. The original meaning of it is a bird species. However, the term has a metaphorical meaning (*Calgary Herald* from December 1, 1990):

- “4: *a stupid, foolish, or inept person*” (*Merriam-Webster Dictionary*)

The word is common gender.

The final social article from 1990 is placed in *The Leader Post*. I present the detected units in the form of a list.

Gender specific nouns:

Masculine gender:

- Young man (1)
- Lineman (1)
- Brother (1)

Feminine gender:

- Woman (women) (3)

- Husband (1)

Common gender nouns:

Social positions:

- Kid (1)
- Friends (1)
- Parents (1)
- Teammates (1)

Occupations:

- Justice (1)
- Captain (1)
- Athlete (1)
- Lawyer (1)
- Student (1)

Other:

- Rapist (1)
- Star (“...*the star of his high school team...*”) (1)
- Victim (victims) (3)

As for the modern print media, the selected article from *The Guardian* issued on September 1, 2020, there are no titles detected. Moreover, there is only one occurrence of a gender-specific term, *black man*. The rest of the extracted nouns belongs to the nouns of common gender.

Common gender nouns:

Professions and occupations:

- President
- Vice-president
- Police officer

Social groups:

- Protesters
- Voters
- Democratic rival
- Republicans
- Socialist

Other terms:

- Supporter
- Member
- People
- Types
- A 17-year-old

The term *17-year-old* is an uncommon example as it is a nominalized compound unit consisting of a numeral, a noun, and an adjective. The lexeme refers to a person’s age without revealing their gender.

Further in the analysis of the article from *The Observer* dated from September 2, 2020, no gender-specific titles were found. However, I extracted a title *Lt.*, which was mentioned once in the article. Apart from that, two occurrences of feminine gender markers were present in the text:

- North-Arlington woman

- Older female

A common gender noun *officer* was mentioned three times and its gender attribution depends on the attached proper name. In one case it refers to a female *Nicolette Villani*, in other case it is attached to a male *Vincent Auteri*. The third occurrence appears in plural form and refers to both officers mentioned earlier.

In *The Telegraph-Herald* issue from September 1, 2020, no titles of any kind are mentioned. I found two feminine gender markers: *alderwoman* and *mom*. The term *alderwoman* has a masculine form *alderman*. The common gender terms detected in the article are presented on the following lists.

Common gender nouns – gender reference is clear from contextual features:

Refer to females:

- Elementary school teacher
- Elementary school student

Refer to males:

- First-grader
- Education Secretary

In all four cases the gender is specified by proper names in the article. Nevertheless, gender determination by means of proper names is only possible when the name is common to the determiner. Otherwise, it cannot be applied as a gender specifier.

Common gender nouns – gender reference is unclear:

Professions and occupations:

- Teachers
- Medical experts
- Schoolchildren

Interpersonal relations:

- Friends
- Parents
- Neighbours
- Pupils
- Authorities

Other:

- Children
- People
- Kids
- Adults

The article in *The San Francisco Examiner* from September 1, 2020 contains only one title *Gov.*, which at the same time names an occupation of the person. The abbreviation stands for “Governor” (*Collins Dictionary*) and does not indicate the person’s gender. However, the full name *Jerry Brown* following the title points out a

masculine gender. Moreover, gender specific nouns *mother* and *father* were extracted from the article. As for the professional terms, I have detected two common gender units, which refer to a female person *Portia Li*:

- Reporter
- Journalist

Another common gender noun, *president*, has no gender reference in the text. The terms *victims*, *adults*, *teenagers*, *survivors* are not gender-marked either. Two geographical terms appear in the text:

- Chinese locals
- Asian American and Pacific Islander immigrants

Both units contain common gender nouns presented in plural form, the gender is not hence determined.

It can be therefore assumed, that there is no gender specification either by means of professional words or by the titles in the article. The only gender markers found are gender-specific words *mother* and *father*, which name a certain family relation.

The social article in *Calgary Herald* from the selected issue from September, 2020 provides one title of professional matter, *Dr.* the unit is attached to a woman's proper name *Deena Hishaw*. The term *officer* refers to the mentioned female as well. The only gender marker found there is the word *male*. The list of detected common gender nouns is presented below.

Professions and occupations:

- Students
- Staff members
- Principal
- Teachers

Interpersonal relations and social roles:

- Parents
- Children
- Loved ones
- People

Other:

- Individual
- Members of church
- Chicken

The term *loved ones* is a nominalized collocation consisting of an adjective *loved* and a numeral *one* in plural form. The unit has syntactic functions of a noun in the sentence and refers to a person without pointing out their gender.

The final social article I have analyzed is placed in *The Leader Post* issued on September 1, 2020. Likewise in the majority of analyzed articles from 2020, there are no titles detected in the text. There have been extracted three feminine gender-specific nouns:

- Mother (1)
- Woman (2)
- Daughter (1)

The term *woman* is a frequently occurred term in this type of articles. Analogically, words *mother* and *daughter*, which name the most common family relations, are detected rather often.

Common gender terms:

Professions and occupations:

- Principle (1)
- Psychologist (1)
- Health authority (1)
- Executive director (1)

Interpersonal and social connections:

- Family members (1)
- People aged 12 (1)
- Children (1)
- Parents (1)

Other terms:

- victims (4)

What the common gender nouns is concerned, the list contains the most frequent terms, which have been already mentioned repeatedly in other social articles.

2.4.3. Advertisement

The Guardian's advertisement from July 1, 1955 presents an interesting choice of titles:

- Sir James Barrie (1)
- My Lady Nicotine (1)

As it is typical for an advertisement, the titles *Sir* and *Lady* are used to create a more expressive and emotional coloring of the text. As it is the tobacco advertisement, the word *Sir* highlights the prestigious origin of the man smoking a particular sort of tobacco. As for the word *Lady*, it is added to the inanimate object such as *Nicotine* to create a unique character *My Lady Nicotine* symbolizing a young and attractive woman and hence make the advertisement memorable and appealing to the potential buyer.

In *The Observer* issued on July 3, 1955, I selected two advertisements. One of them offers clothing for women. As the article is targeted on females, it includes a gender-specific term *small ladies*. Remarkably, the term *ladies* is supplemented by the adjective *small*, which gives a spirit of feminine delicacy. To compare, the word *women* would sound less elegant and therefore less attractive for potential buyers. Another unit appeared in the text is a common gender noun *manufacturers*, which is accompanied by the demonym *Scottish*.

The second advertisement offers Wolseley cars, and its primary target group is a *middleman*, as it is noted in the text. The term *middleman* is a generic masculine word, however, in the given context it may refer merely to men. Another extracted unit is *man of moderate means*, which is a synonym for the previous term *middleman*. By inserting such terms, the advertiser narrows down the targeting audience, concretizing not only the gender, but also the social class of the buyer.

Analogically, the following advertisement placed in *The Telegraph-Herald* from July 1, 1955, contains three occurrences of the word *man*:

- “*Man, this is whiskey!*”
- “*...men who know fine whiskey...*”
- “*The Man who Cares says: CARSTAIRS White Seal*”

The topic of the article is whiskey advertisement. I believe that a relatively high frequency of the masculine-gendered terms (three cases versus zero cases of feminine-gendered terms) is caused by the social perception of a strong liquor being suitable mostly for men. Regardless, there has been detected a gender-neutral term *whiskey buyers*, which occurs only once.

Continuing with analysis of advertisements, I selected two articles from *The San Francisco Examiner* dated on July 1, 1955. The first column is a poster of a contest called “*Girl of the Month*”. The word *girl* is a gender-specific and initially refers to a young female. In the contest of advertisement, it may be used to highlight the spirit of entertainment and playfulness of the event. Another advertisement offers items for children and contains such terms as *child* and *young-uns*. The latter term is a slang word; therefore it is absent in all major dictionaries. I found the definition in *Urban Dictionary*, and it appeared to be an older word for a youngster, a young person. Both terms are of common gender.

The texts I selected from *Calgary Herald* dated July 2, 1955, offer both products and job vacancies.

Gender-specific terms naming professions are:

- Head waitress (1)
- Male operator (1)

The word *waitress* is a feminine-gendered word as it has a derivational suffix *-ess*. In case of the term *male operator*, it contains a gender-specific unit *male*.

Moreover, I found the following common gender nouns:

- People (1)
- Stenographer (1)
- Secretary (1)
- Applicants (1)
- Person (1)
- Demonstrators (1)

The advertisements I found in *The Leader Post* issued on July 2, 1955, are posters of late-night entertaining events. I extracted two occurrences of the title *Don* in the analyzed text. The *Merriam-Webster Dictionary* gives two possibly suitable meanings of this word:

- “[Italian, title of respect, from donno, literally, lord, from Latin dominus] : a powerful Mafia leader”
- “a Spanish nobleman or gentleman —used as a title prefixed to the Christian name”

Apart from that, the text is rather rich in extravagant names of music bands containing gender-specific units. I present the extracted units below.

Masculine gender markers:

Professions and occupations:

- Kings (1)
- Seamen (1)

Interpersonal connections:

- Sons (2)

Other:

- Gents (1)
- Man (men) (2)

It is important noting, that the terms *kings* and *gents* can be used as titles. The word *gent* is a shortened form for *gentleman* (*Merriam-Webster*).

Female-gendered terms:

- Ladies (1)
- Young girl (1)
- Daughter (1)
- Woman (women) (2)

The terms marked as feminine were found in posters promoting cinema movies.

I extracted plenty of common gender nouns, which I illustrated in the following lists:

Professions and occupations:

- Architect (1)
- Boxer (1)
- Riders (1)
- Rangers (1)

Social connections:

- Friends (1)
- Playmates (1)

Other:

- Rhythmers (1)
- Ramblers (1)

Remarkably, five out of eight terms include the suffix *-er*, which may be used as a masculine-gendered suffix (*Longman Grammar*; 314). From the context of the advertisement I may assume that the words refer to males, however, no linguistic features point it out.

The advertisement articles found in the newspapers from 1990 have distinctively fewer gender-specific terms. The analyzed text placed in *The Guardian* contains only one term *cardholders*, which is a common gender noun in a plural form. No titles or professional terms are detected.

The article located in *The Observer* from December 2, 1990, is another whiskey advertisement. I discovered a masculine title *Lord*, which, I believe, is used to create a general impression of a product of excellent quality. There are three professional nouns of common gender mentioned in the text: *president*, *boxers*, and *footballers*. The word *footballer* could be replaced for *football players* to eliminate the impact of the suffix *-er*, which is originally male (*Farlex Grammar*).

The advertisement in *The Telegraph-Herald* (December 1, 1990) provides *Last Minute Gift Guide* and offers solutions for those, who had not yet prepared for Christmas.

I detected four common gender nouns in the text: plural nouns *shoppers*, *readers*, *advertisers*, and a singular form noun *representative*.

The column in *The San Francisco Examiner* published on the same day has a similar topic and is called *The Ultimate Christmas Gift*. As Christmas holidays is a period of the year which connects the people of all ages, genders, occupations and other social aspects, the lack of gender specification is reasonable. Moreover, there is a range of various common gender nouns, which I present in the following list:

Professions and occupations:	Social connections:	Generic terms:	Other:
<ul style="list-style-type: none"> • Employees • Pilot 	<ul style="list-style-type: none"> • Friends • Couples 	<ul style="list-style-type: none"> • People • Person 	<ul style="list-style-type: none"> • Customers • Passenger • First-timers • Fun-seekers

The words *first-timers* and *fun-seekers* are created by means of a derivational suffix *-er*, which yet does not mark them as male-gendered terms.

The only advertisement, I found suitable for my analysis in the next newspaper, was an advertisement of *Calgary Herald* subscription (*Calgary Herald* from December 1, 1990). There was no titles or gender-specific terms detected. However, I extracted three gender neutral terms: *subscriber*, *carrier*, and a generic noun *person*.

The final advertisement article from 1990 is placed in *The Leader Post* published on December 1, 1990. It has Christmas topic as well as several articles mentioned earlier. Nevertheless, this particular article is more diverse from the perspective of gendered terms. Firstly, there is a title *Dr.*, which is attached to a male proper name *John Stover*. Secondly, I extracted a proper name *Santa*, which, I believe, may be considered a common noun of a masculine gender. Finally, there have been detected two common gender nouns referring to social roles and family connections: *children* and *grandparents*.

Due to the limited access to digital press media, I had a certain difficulty finding an advertisement in *The Guardian* from September 1, 2020. In the end I selected an article which resembles an advertisement. No titles appear in the text. The only gender-specific term is *woman*. As for the common gender nouns, two of them refer to males (*trade secretary*, *director*), another four units refer to females (*trade expert*, *fighter*, *rival*, *South*

Korean trade minister). The gender reference is assumed from the attached proper names, which are familiar to me. In the case of the name *Yoo Myung-hee*, which is attached to the unit *South Korean trade minister*, the name was unfamiliar to me, so I did not know the gender of the person. However, later in the context I found a possessive word *her*, which denoted a feminine gender. The rest of the common gender nouns are presented below.

Professions and occupations:	Geographically connected terms:	Other:
<ul style="list-style-type: none"> • Candidates • Members • Judges • Deputies 	<ul style="list-style-type: none"> • Mexico’s candidate • Moldovan, Saudi Arabian and Egyptian candidates • Geneva insider 	<ul style="list-style-type: none"> • Maverick • Winner

Another example of an uncommon proper name is *Ngozi Okonjo-Iweala*, to which the unit *finance minister* refers. The term *minister* is of common gender and no gender markers are used, except for the proper name, which I am not familiar with. Therefore, I had a difficulty determining its gender. From the photo material illustrating the person named *Ngozi Okonjo-Iweala*, which is a part of the article, I learned that it is a female. However, the linguistic content includes no sign of gender marking. Summing up, this example reflects the tendency of eliminating any gender specification in language.

The selected advertisement from *The Observer* published on September 2, 2020, promotes dentistry services, therefore it was likely to detect the title *Dr.* in the text. To be precise, the whole name with the titles is presented as follows:

- *Mina. A. Elfar D.M.D.*

According to the *Collins Dictionary*, the abbreviation *D.M.D.* corresponds to the “Doctor of Dental Medicine”. The gender of *Dr. Elfar* was determined by means of a possessive pronoun *his* (“*Dr. Elfar and his team*”). Other two extracted professional terms are of common gender:

- Dental professionals
- Friendly staff

Moreover, two terms naming social and interpersonal relations are found:

- Friends
- Patient

Thus, no gender specification is revealed from the selected article.

The same results were received from the advertisement in *The Telegraph-Herald*. No titles or gender-specific words were detected. The article contains four gender neutral terms, such as *members*, *people*, *analysts*, and *shoppers*. The advertisement is targeted on all social groups regardless of their gender as it promotes Walmart grocery stores.

The next newspaper including the text for my analysis is *The San Francisco Examiner* from September 1, 2020. Titles and gender markers are absent in the text. A professional term *lawyer* is mentioned twice, in one case it is attached to a male proper name *Chris Dolan*, the other one has no gender reference. Besides this, two common gender nouns are extracted: a plural noun *readers* and a singular noun *employee*.

The advertisement is placed in *Calgary Herard* issued on September 1, 2020. It offers a resort for elderly people *Golden Life Village*. The only gender marker mentioned there is a male-gendered noun *guys*, presented in plural form. Apart from that, two professional terms such as *staff*, *chef* appear in the text. In addition, there are two nouns naming interpersonal relations are detected: *resident* and *friends*. Moreover, a word *horses* is also found in the text. All five terms are of common gender.

The final advertisement from *The Leader Post*, dated September 1, 2020, contains no gender markers as well. The common gender nouns I extracted are:

- Experts
- Engineers
- Everyday EV owners
- Host

The term *host* has a masculine gender marking as it is attached to a proper name *Andrew McCredie*, owned by a male.

2.5. DISCUSSION

The research based on the selected newspaper articles presents a great variety of lexical means of gender expression. It is important to highlight that I extracted all the nouns that could correlate with the category of gender in text. In my research I focused on the terms referring to professions and occupations, which are presented in abundance primarily in political articles. I was also searching for gender-specific devices of addressing people, such as titles *Mr*, *Mrs*, *Ms* and *Miss*. The masculine title *Mr* was detected repeatedly in politically themed texts of the last century and usually referred to public and political figures. As for the feminine titles, they did not occur in texts very often, nevertheless, there is a visible distinction between the use of *Mrs* and *Miss* compared to *Ms* within periods of time. While feminine titles *Mrs* and *Miss*, which possess a certain social connotation, were found merely in the older sources, a universal for all females title *Ms* occurred once in the text from 1990 (*The Guardian*, December 1, 1990), and once in the article dated from 2020 (*The Leader Post*, September 1, 2020).

As the result of my study, I have received data that can be compared and analyzed from different perspectives: the type of print media, the year of publication, the topic of the article. I find the analysis of lexical patterns in particularly themed texts the most crucial, hence I present it first.

2.5.1. Political articles

During my research I have found mostly masculine gendered terms, which refer to professions. Among the most frequent terms were *chairman*, *minister*, *president*, *secretary*, *senator*, and *official*. As I noted earlier in the work, the word *chairman* contains gender-specific part *-man*, which automatically defines the term as masculine. The rest of the professional terms mentioned above is of common gender. However, in my research I studied the term *minister* by searching for the feminine analogies for it. I have discovered that the term *minister* is applied to women more frequently than the feminine form *ministress*. The proof of this fact was found in the articles: there was no occurrence of the term *ministress* in the text.

The following diagram shows how frequently the term *minister* refers to masculine, feminine and common gender in the selected articles:

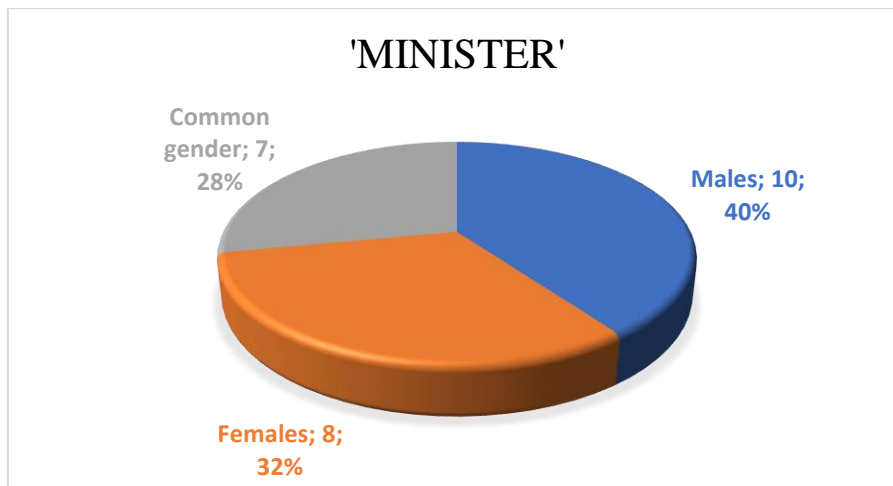


Diagram 1. Gender reference of the term 'minister' in the selected texts

As it is demonstrated on Diagram 1, there is a relatively small difference in the amount of male, female, and common gender references in the articles. The term occurred 25 times, ten times referring to males, eight times to females and seven times to persons of unspecified gender. I believe that to be the indicator of the common-gender character of the term *minister*. Nevertheless, I have collected two examples of the compound term *woman minister* (*The Guardian*, December 1, 1990). Interestingly, those terms occurred not in the political article, but in the social one.

Another word that was detected rather often is *spokesman*. I have detected two mentions of the term itself (*The Telegraph Herald* from 1990 and 2020) and two references to the gender-neutral term *spokesperson* (*The Guardian* from 2020; *The San Francisco Examiner* from 2020).

2.5.2. Role of proper names

During the research it appeared clear that the significance of a proper name is rather high, when it comes to gender expression in language. As long as we know the proper name and its gender reference, we can use it to identify the gender of other persons possessing the same name. I applied this knowledge of proper names while extracting the nouns and categorizing them based on their gender affiliation. For example, the political article in *The Guardian* published on December 1, 1990 included the following unit:

- Secretary of state, James Baker

I assumed that the common gender noun *secretary* refers to a male, as the proper name James is perceived by me as a male proper name. Another example occurred in the 'social' article of the same issue:

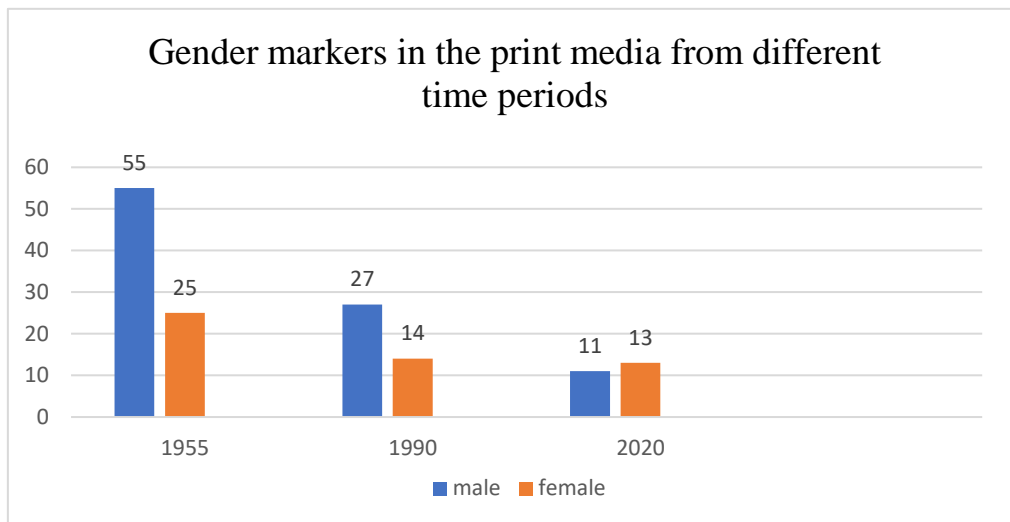
- Lynda Chalker, the overseas development minister

I have made a conclusion that the mentioned term refers to a female person, basing on my general knowledge. Nevertheless, the principle is not applicable in case the proper name is unfamiliar. For instance, the name *Ngozi Okonjo-Iweala* (*The Guardian* from September 1, 2020) is not common for English speakers, and therefore its gender is difficult to determine.

2.5.3. Occurrence of male and female gender markers

I have calculated the number of gender markers that were determined as feminine and masculine in selected political articles from different time periods.

There is a graph I created according to the occurrence of female and male gender markers in the articles from 1955, 1990 and 2020 respectively:



Graph 1. The occurrence of gender markers in the print media from different time periods

Graph 1 is based on the gender markers such as titles (Mr, Mrs, Miss, Lord etc.), gender-specific professional nouns (*chairman/chairwoman, alderwoman, landlord* etc.) and nouns referring to family connections (*mother/father, wife/husband, son/daughter* etc.). the statistical data do not include nouns, the gender of which is defined by proper names, as I find it irrelevant. However, it does include two cases of determining gender based on female personal pronoun *she*. A significant difference in the number of both female and male gender markers can be observed. Both in 1955 and in 1990 the number of male gender markers is approximately twice more frequent than female gender markers. However, we can detect an eloquent decrease of the occurrence of either gender markers with time, which is resulted by using more gender-neutral words. It is important

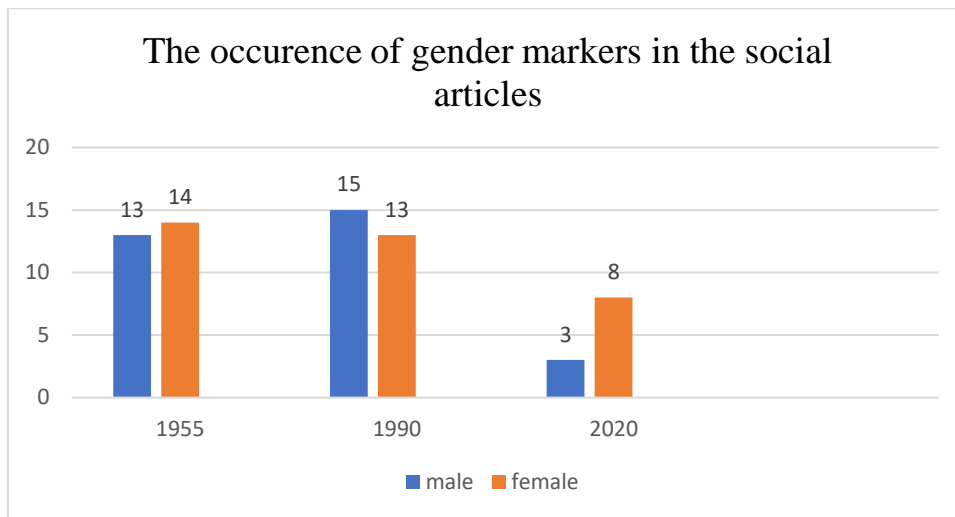
to note, that according to the data from the 2020, the number of female gender markers is slightly more frequent than the number of male gender nouns. I believe that this is caused by more frequent use of gender-neutral nouns referring to masculine objects. Simultaneously, the articles from 2020 contain a wide range of feminine markers such as *mother, woman, female*, which are used to specify gender affiliation of a person.

2.5.4. Social articles

As the topics of social articles often inform about extraordinary events of every-day life of people, gender-specific nouns as *girl, boy, woman, son, husband, mother, guy* etc. occur regularly. Moreover, there are plenty of neutral-gender nouns as *pupils, people, children, teachers, parents*, etc. In addition, there is an article in *The Observer* dated from December 1, 1990, which tells about anti-AIDS demonstration and includes several LGBT+ terms, which possess gender specification (*lesbian demonstrators, gay demonstrators, heterosexual men*). The difference of vocabulary from different time periods is explicit. For instance, *The Telegraph-Herald* from July 1, 1955, contains a vivid variety of titles such as *princess, lady*, which automatically refer to the earlier times of royal nobility. The other reference is the old-fashioned noun *beau*, which originated from French language and is nowadays replaced with an English word *boyfriend*.

As for the professions mentioned in the social articles from 1955, a great number of them is gender-specified as masculine. *The San-Francisco Examiner* from July 1, 1955, contains the following professions: *seamen, firemen*.

The following diagram reflects the occurrence of masculine and feminine gender markers in the social articles from 1955, 1990 and 2020.



Graph 2. The occurrence of gender markers in the social articles

As it is showed in the Graph 2, the occurrence of masculine and feminine markers from years 1955 and 1990 are relatively similar, whereas in the articles from 2020 the number of gender-marked nouns is distinctly lower. The number of feminine nouns is much higher in the latest articles – there have been detected only three masculine gender markers and eight feminine genders markers. While in the print media from 1955 and 1990 a large number of gender-specific titles was used (*Mr, Mrs, Miss*), in the articles from 2020 they hardly occur and are omitted in most cases. The most frequent female-gendered words are *woman/women* (8 times), *mother* (3 times), *daughter* (3 times). As for the male-gendered markers, the most frequent are *man/men* (6 times), *male* (3 times) and *husband* (3 times).

2.5.5. Articles of advertisement

The research of the advertisement articles has shown that the occurrence of gender markers is strongly dependent on the target group of a certain advertisement. For instance, there have been extracted a range of articles offering products such as tobacco and hard liquor, whose main target group are males. Thus, it is reflected in the language and male-gendered words such as *man, middleman, gentleman, man of moderate means* are used. Interestingly, the noble titles such as *lord* or *sir* are used in liquor advertisement to highlight the luxury and prestige of the offered product. At the same time, the advertisements which offer women’s products such as clothing or various beauty services most often possess a female-gendered marker *ladies*. Nevertheless, the majority of gendered nouns which occurred in this type of articles is of common gender, meaning the offered product or service is suitable for any group of people. The most frequent nouns are those referring to interpersonal and family connections (*friends, parents, family,*

couples) or just having generic reference (*people of all ages, customers, buyers, residents*).

The frequency of the occurrence of gender markers and common-gender nouns is reflected in the following diagram:

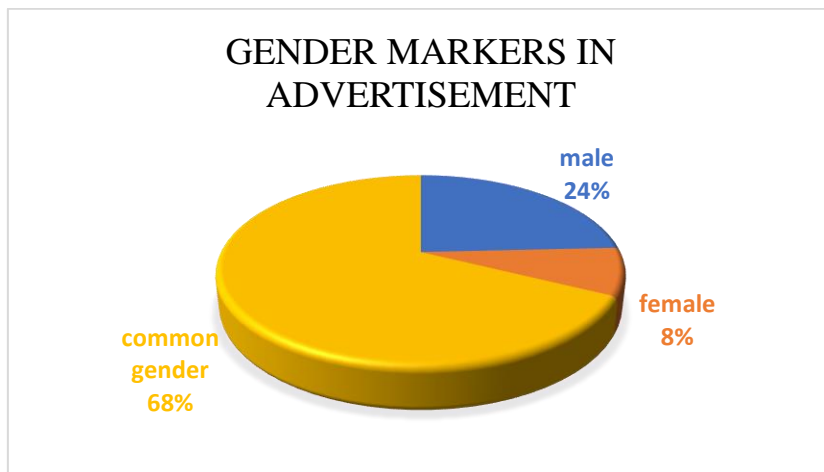


Diagram 2. The occurrence of gender markers in advertisement

Diagram 2 shows a substantial priority of the use of common gender nouns in the advertisement articles. 68% of all detected nouns refer to a person regardless of their gender. The specification of gender is not significant in this type of articles as its initial aim is to interest as many potential buyers as possible.

2.6. GENERAL OVERVIEW

The analysis has shown a range of distinctive features in every type of articles. In political sources there is plenty nouns naming positions and professions, as well as numerous titles are used to highlight the officiality of the people mentioned there. The male gender markers prevail in political articles. There are several reasons for that. First of all, only men were allowed to political sphere of life, while women were excluded from it. Secondly, men used to and still occupy the majority of administrative positions and therefore are mentioned more frequently. The social articles vary in gender markers, which in most cases refer to relative connections or mention a person's gender as a general description. Thus, gender-specific nouns such as *man, woman, male, female* are used most often. The most gender-neutral type of news is advertisement, as it tends to erase the gender specification in order to make an offer inclusive of and attractive to everyone. If the occurrence of gender markers in general throughout time is compared, it is clear that the larger number of them occur in earlier sources (1955 and 1990), while in the recent print media the use of gender-specific nouns is eliminated.

Here I present a picture of the total number of detected words in all selected articles, which are compounded with the use of gender-specific units *-man* and *-woman*, and a common gender unit *-person*:

Terms including <i>-man</i>	Terms including <i>-woman</i>	Terms including <i>-person</i>
<ul style="list-style-type: none">• Oarsman (1)• Chairman (3)• Middleman (1)• Countryman (1)• Spokesman (2)• Newsman (1)• Publicity man (1)• Seaman (1)• Fireman (1)• Lineman (1)	<ul style="list-style-type: none">• Spokeswoman (2)• Alderwoman (1)	<ul style="list-style-type: none">• Spokesperson (2)

The great precedence of the use male forms in English language is illustrated. There have been found ten various compounds which include masculine-specific marker *-man*, while the feminine-gender compound nouns were detected two times and a common gender term was found only once.

The use of common gender nouns is highly frequent in all types of articles. I have calculated the frequency of dual gendered nouns in political, social and advertising articles, which I present in the following diagrams.

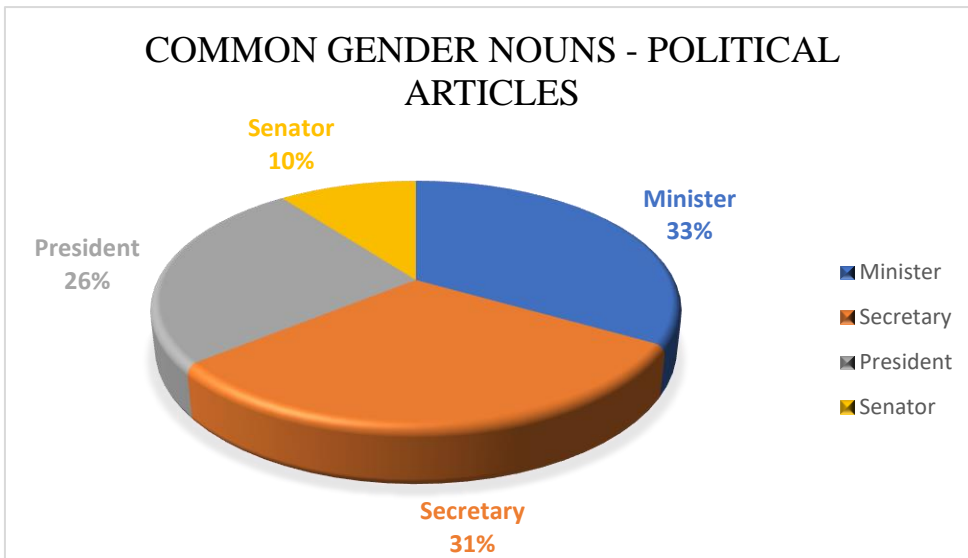


Diagram 3. Common gender nouns most frequently occurred in the political articles

Diagram 3 presented above illustrates the most frequent common gender nouns which occurred in the political articles chosen for the analysis. It reflects that the term *minister* occurs the most frequently, it was detected 26 times (33%) in total. The second most popular term is *secretary*, which occurs 24 times (31%) in all researched articles. Another common gender noun, which appears rather often in the texts, is the word *president* (occurs 20 times, or 26%). Finally, *senator* has a slightly lower number, eight occurrences (10%) in total.

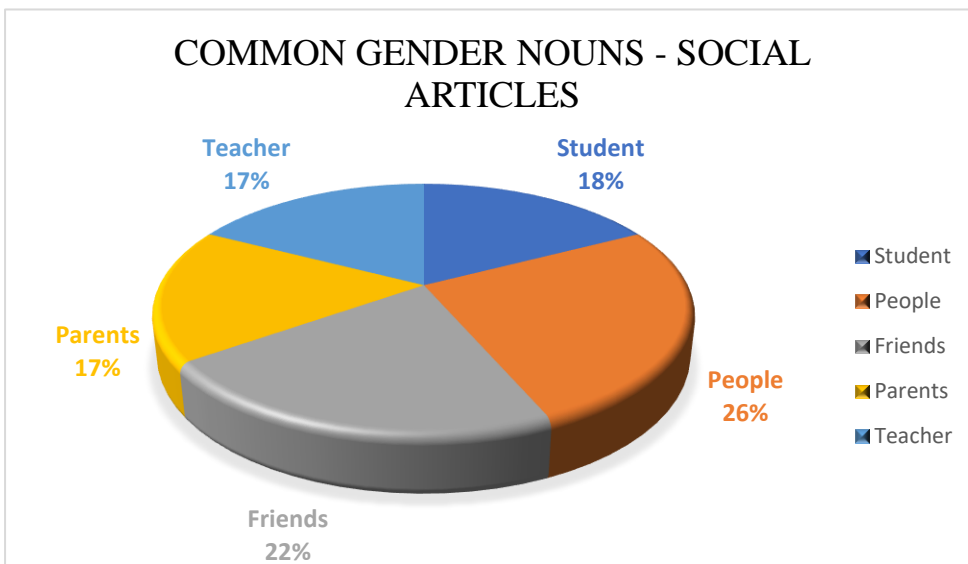
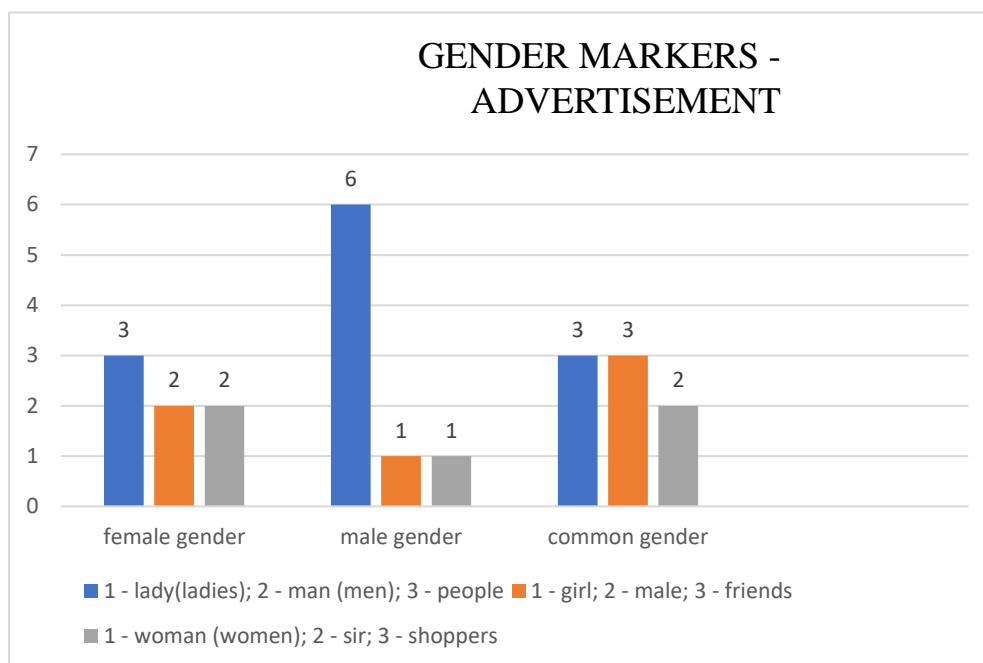


Diagram 4. The most frequent nouns of common gender occurred in the social articles

As reflected in Diagram 4, there have been extracted five most frequently used nouns of common gender, as far as the social articles are concerned. The leading term is a plural noun *people*, which occurs six times (26%) in the articles. It is followed by the word *friends*, also used in a plural form and mentioned five times (22%) in total. As for the

terms *students*, *parents*, and *teacher (teachers)*, each of them appears in the texts four times (18%, 17%, and 17%, respectively). A relatively low number of occurrences of the given words is caused by the bright diversity of other common terms from various social topics.



Graph 3. Most frequent gender markers in advertisement

As we can see from the graph, the most frequently used gender marker is a gender-specific word *man (men)*, which occurs six times. As for the feminine marked nouns, the most frequent is the term *lady*, which appears three times. Finally, there are three leading units of common gender, which are *people* (3 times), *friends* (2 times) and *shoppers* (2 times).

3. CONCLUSION

In my work I have conducted a research concerning the expression of the grammatical category of gender in English written sources. For this purpose, I have selected print media such as newspapers from different periods of time and searched for units which refer to objects possessing the quality of natural gender. The initial aim of this work was to determine whether there is transformation of gender expression based on the course of time and nature of articles. Therefore, I have performed a comparative, qualitative and quantitative analysis of the selected texts. I analyzed the extracted terms and categorized them according to their semantical function in the text. Moreover, I determined the gender specification of extracted words and created a statistical conclusion based on my findings.

After the analysis of six newspapers from the United Kingdom, the United States of America, and Canada from 1955, 1990 and 2020 years I have discovered a range of curious patterns of gender marking, which resulted from the peculiarities of certain time periods and the character of articles. Despite the limited number of analyzed sources, the specific features of gender expression appeared clear enough.

My theory considering the change of gender specification with time has been proved. First of all, in earlier newspaper issues there have been detected a distinctively larger number of gender-specific terms. It was particularly illustrative in political and social articles. The primary tools of gender specification are general titles *Mr, Mrs, Miss, Ms* and noble title *king, queen, princess*. Other units, which highlight the gender of an object, are compound nouns *-man, -woman, -lady; boy-, girl-*. The frequent occurrence of nouns referring to interpersonal and mainly family relations, such as *daughter, son, mother, father, brother* etc., appears in the social articles. Regarding the advertisement, a rather low frequency of gender marking has been observed. It may be a result of the universality of this type of texts. Apart from that, an apparent tendency to gender neutrality in language has been noticed in the modern sources. The articles from 2020 contain a substantially lower number of gender-specific terms and a great variety of gender-neutral nouns have been discovered.

There is still a range of questions to be studied. Firstly, a larger number of various newspaper sources should be examined to create a more explicit image of gender expression in English. Moreover, the role of proper names in specification of gender could

be a matter of further research as well. Finally, the problem of gender-neutral titles and pronouns is a highly relevant topic in modern linguistics.

REFERENCES

“A List of Female Dictators” (2012). *Shadowproof*. Available at: <https://shadowproof.com/2012/06/23/a-list-of-female-dictators/>

BIBER, Douglas *et.al.* (1999). *Longman Grammar of Spoken and Written English*. Harlow, England: Longman.

BRINTON, Donna and Brinton, Laurel (2010). *The Linguistic Structure of Modern English*. Philadelphia: John Benjamins Publishing Company.

Britannica, T. Editors of Encyclopaedia (2017, August 10). *The Honourable*. *Encyclopedia Britannica*. <https://www.britannica.com/topic/The-Honourable>

Britannica, T. Editors of Encyclopaedia (2017, September 6). *The Observer*. *Encyclopedia Britannica*. <https://www.britannica.com/topic/The-Observer>

Britannica, T. Editors of Encyclopaedia (2020, July 23). *The Guardian*. *Encyclopedia Britannica*. <https://www.britannica.com/topic/The-Guardian-British-newspaper>

Calgary Herald (2014). *The Canadian Encyclopedia*. Available at: <https://www.thecanadianencyclopedia.ca/en/article/calgary-herald>

Cambridge Online Dictionary. Available at: <https://dictionary.cambridge.org/>

Collins Dictionary. Available at: <https://www.collinsdictionary.com/>

CORBETT, Greville G. (ed.) (2014). *The Expression of Gender*. Berlin: Walter de Gruyter.

CRUSE, Alan (2006). *Meaning in Language. An Introduction to Semantics and Pragmatics*. New York: Oxford University Press.

Dictionary by Merriam-Webster. Available at: <https://www.merriam-webster.com/>

DUŠKOVÁ, Libuše et al. (2009). *Mluvnice současné angličtiny na pozadí češtiny*. Electronic edition. Ústav anglického jazyka a didaktiky, FF UP. Available at <https://mluvniceanglictiny.cz/>

EDENS, Kathy. “Mr., Mrs., Ms., and Miss: How to Use Titles Correctly (Every Time)”. Available at: <https://prowritingaid.com/art/968/mr%2C-mrs%2C-ms-and-miss%3A-everything-you-need-to-know-about-titles.aspx>

MIGNOT, Élise (2012). "The Conceptualization of Natural Gender in English", *Anglophonia/Sigma*, 16 (32), 39-61.

GETCHELL, Michelle (2015) "Women in the 1905s" *Khan Academy*, Arts and humanities, US history, The postwar era (1945-1980), 1950s America, available at: <https://www.khanacademy.org/humanities/us-history/postwarera/1950s-america/a/women-in-the-1950s>

GRANNAN, Cydney. "Why Is There an R. in Mrs.?" *Encyclopædia Britannica*. Available at: <https://www.britannica.com/story/why-is-there-an-r-in-mrs>

HORNOIU, Diana (2009). "The Category of Gender in Present-Day English: Issues of Grammar and World View". *Analele Universității Ovidius din Constanța. Seria Filologie*. Iss. No. 20.

HUGHES, Laura (2019). "Tory women put their backs on abuse and 'ineffective' parliament". *Financial Times*. London. Available at: <https://www.ft.com/content/07d6edfc-fcbd-11e9-a354-36acbbb0d9b6>

MAGGIO, Rosalie (1992). *The bias-free word finder: The dictionary of nondiscriminatory language*. Boston: Beacon Press.

Online Etymology Dictionary. Available at: <https://www.etymonline.com/>

PRAVALNIK, Urška (2009). *Political Correctness in the Media* [unpublished Diploma work]. University of Maribor.

The Free Dictionary by Farlex. Available at: <https://www.thefreedictionary.com/>

Urban Dictionary. Available at: <https://www.urbandictionary.com/>

VACHEK, Josef (1964). "Notes on gender in Modern English". *Sborník prací Filozofické fakulty brněnské univerzity*. A, Řada jazykovědná. 1964, vol. 13, iss. A12. Czech Republic: Brno University.

"What's the Name of Saddam Hussein?" (1998). Available at: <https://slate.com/news-and-politics/1998/11/what-s-the-name-of-saddam-hussein.html>

NEWSPAPER ARCHIVES AND ARTICLE SOURCES

Newspaper Archives:

1. Google News Archive Search. Available at: <https://news.google.com/newspapers>
2. Newspapers.com. Available at: <https://www.newspapers.com/>

Links to online articles:

1. CHARLTON, Angela. "Virus or not, it's time for class again across Europe". *Telegraph Herald*, September 1, 2020. Available at: https://www.telegraphherald.com/ap/international/article_da88e2c7-4210-5ebb-930d-757cade1adcb.html (*The Telegraph-Herald* from 2020, social article)
2. MOJADAD, Ida. "Confusing state eviction deal creates 'know-your-rights' crisis for tenants, advocates". *San Francisco Examiner*, September 1, 2020. Available at: <https://www.sfexaminer.com/news/confusing-state-eviction-deal-creates-know-your-rights-crisis-for-tenants-advocates/> (*The San Francisco Examiner* from 2020, political article)
3. PISANI, Josef. "15 Years Later, Walmart to Launch Its Answer to Amazon Prime". *Associated Press*, September 1, 2020. Available at: <https://www.bizneworleans.com/15-years-later-walmart-to-launch-its-answer-to-amazon-prime/> (*The Telegraph-Herald* from 2020, advertisement)
4. The Associated Press. "Belarus poll workers describe fraud in Aug. 9 election". *Telegraph Herald*, September 1, 2020. Available at: https://www.telegraphherald.com/ap/international/article_be58bbbd-2eff-5531-8fdf-f837edea925e.html (*The Telegraph-Herald* from 2020, political article)

LIST OF GRAPHS USED IN THE WORK

Graph 1. The occurrence of gender markers in the print media from different time periods	53
Graph 2. The occurrence of gender markers in the social articles.....	55
Graph 3. Most frequent gender markers in advertisement	59

LIST OF DIAGRAMS USED IN THE WORK

Diagram 1. Gender reference of the term ‘minister’ in the selected texts.....	52
Diagram 2. The occurrence of gender markers in advertisement.....	56
Diagram 3. Common gender nouns most frequently occurred in the political articles	58
Diagram 4. The most frequent nouns of common gender occurred in the social articles	58

LIST OF TABLES USED IN THE WORK

Table 1. Definitions of social titles from different dictionaries (own elaboration).....	24
Table 2. Definitions of the titles „lady“ and „gentleman“ in three dictionaries (own elaboration)	24
Table 3. Nouns placed in The Leader post from July 2, 1955 (own elaboration)	34