Language and Sex in Electronic Advertisement: A Case Study of Automatic Answering Machines

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Abstract

Over the years, there have been writings on the differences in the use of language by men and women in the society. Among other positions by writers is the claim that women's language is inferior, ineffectual and weak. It is equally claimed that women's speech tend to be euphemistic, tentative, flowery and qualified – qualities, which Hartmann (1976) posits make it a lesser or deficient form.While this paper sees the latter qualities in a positive light than negative (as Hartmann portrays), it queries the former, especially in the light of what is operational in the electronic adverts today. If women's speech are really weak, ineffective, and inferior to men, in what contexts and how do we reconcile this position with the fact that today in most electronic automated advertisements the female voice is more frequently used compared to that of the male. This is the question this paper sets out to answer, particularly when we consider the enormity of the role played by advertisement in moving any society forward industrially.

Keywords: language and sex,speech,electronic advertisement,answering machines.

Introduction

'Advertising is any form of non personal presentation and promotion of products, services or ideas by an identifiable individual or organization with the aim of awakening or producing dispositions in audience to buying the products or services, not necessarily to make sale'(Encyclopaedia Americana; vol. 1: 195).

The fact that advertising is essentially persuasive communication with the goals of reaching a defined audience, to a given extent and during a time frame makes it important for advertising agencies to be very careful about the language style they choose in projecting their image. This is because the manner in which a matter is presented in any given topic in the society goes a long way to determine the kind of relationship established over time. Within this electronic age, automated answering machines have become a common means of advertising and so the choice of whether a male or female voice should be used is pertinent considering the social implication of each party's speaking mannerism.

We believe this study will contribute to knowledge by bringing to light as an area of consideration among scholars the issues of the disguised strength in the alleged weakness of women's speech. Before we go into the main objective of this paper, a brief review of literature on each of the related aspects will elucidate the study.

Definition of Terms

GSM: Global System of Mobile Communication

ATM: Automated Teller Machine

Speech Community: As used here refers to any group, which shares both linguistics resources and rules for interaction and interpretation. In this case, the men and women constitute a speech community.

Style: As used here refers to the way or mode of speaking peculiar to men or women. Language, speech and voice are used interchangeably to refer to men or women language variety.

Advertisement and its social implications

Based on its objectives, advertisement has been variously classified. Eight classes have been identified in the Encyclopaedia America vol. I as against six by odebunmi in Adeyanju (2007:103). These varying classes are:

National Advertising – Here producers advertise nationally branded consumer products and services identified with the firm's name e.g. MTN Nigeria.

Retail Advertising – This includes drug stores, departmental stores, supermarkets service institutions like dry-cleaner etc who serve as outlets for consumers within a geographical market area.

Industrial Advertising – This specializes in products like office equipment, machinery, and computers etc., which are advertised to industrial buyers nationally or regionally.

Trade Advertising – This deal with branded and non-branded consumer products bought for resale.

Professional Advertising – This is the type that depends on professional(s) recommendation of the product advertised.

Farm Advertising – This is both a consuming and producing unit.

Non-product or Idea Advertising – This type involves religious bodies, political parties, individuals and groups advertising their ideologies.

Classified Advertising – The 'want ads' in newspapers and magazines is an example of this type and are normally grouped according to products and services. All of the above can fall into three categories:

Immediate action category, awareness category or image category – The immediate action aims at inducing action within a short time notice from customers. Awareness category primarily aims at making the listener, reader or viewer have knowledge of a product or model, or change in price or package design etc while the image category is out to reinforce or change the image of a product or service in the minds of its audience.

Ruthshobya L. In Mbilinyi and Oman (996) has her category as:

- Informative advertising
- Education advertising
- Persuasive advertising
- Reminder advertising and
- Reinforcement advertising

The automatic answering machine adverts apart from being a kind of trade advert, is both an informative and a reminder kind of advertising. This may also have a correlation with the use of female voice.

Men and Women Communication – Krammer (1997) reports that 'men's speech (especially the native speaker) is efficient, blunt, authoritative, serious, effective, sparing and masterful'. *Women's speech is weak, trivial ineffectual, hesitant, hyper polite, euphemistic, often characterized by gossip and gibberish*. Thorne and Henley (1975) view women's speech from the linguistic status perspective. They maintain that women compared with men of the same social status often choose a linguistic form closer to the prestigious or "correct" way of talking.

A feminine and masculine variety is therefore said to exist in the sense, which uniquely distinguishes the females from the males much like wearing a skirt is a proper behaviour for her, marking her out as not being a man. Trudgill (1975) thinks this view should be upheld as it helps to maintain a demarcation line between the sexes to prevent contamination for men. Brend (1975) argues that women use four contrastive levels and that they tend to use high pitch more often than men.

Hartley (1991) in his book' Interpersonal Communication' calls for caution in researching into men and women speech differences especially because one of the problems in researching into the topic is that the views and attitudes we have about the differences between the sexes are often felt very strongly. We agree with his position that this might not be unconnected with discrimination, which women have had to endure in the past.

Quoting excerpt from a newspaper feature that interviewed women who studied at Cambridge University during such days, he reported of the head of English who would shout 'l spy strangers' if he saw women students in his lectures and would not continue his class until they had left. Also cited is the fact that before 1948, female graduates were not allowed to attend a graduation ceremony.

Though the status has assumed a new dimension today, the debate on male and female characteristics still generates strong feelings. According to Hartley, recent research suggests that successful female bosses are not different in performance from their male counterparts. It was rather suggested that women have some advantages over the males in modern organization because they are relationship oriented and are not interested in traditional bureaucracy, able to juggle several tasks and are good at sharing power (Hartley, 1999:181-182).

The differences in opinion of how women and men communicate as seen by each of the sexes and as seen from researchers' view about their way of communication is also an issue of consideration. More so, from the literature, it has been discovered that the often-quoted studies in this area have their limitations in terms of procedures and choices of subject-the more reason to apply caution.

Natural Versus Machine Speech – Since the 1730's, attempts at devising ways of reproducing the human voice mechanically have been in progress. The first at this was an Austrian investor-Wolfang Von Kempelen (1734-1804) who built a machine consisting of bellows to produce airflow and other mechanisms to stimulate parts of the vocal tracts. He was succeeded by Alexander Bell (1847-1922) who constructed a 'talking head'made from various synthetic materials and was able to produce a few distinct sounds.

Thomas Edison's unsuccessful attempt in the late nineteenth century to record a telephone call mechanically led to the intervention of the phonograph. In 1890, Valdemar Poulsen invented a telegraphone, the first magnetic recorder.

This operated much like a modern tape recorder. The telegraphone was an automatic telephone answering machine but had no outgoing message. Following the advent of electronic tubes in the 1920's, fully automated answering machine using tapes came into existence. These automatic talkers are usually programmed with what to say. With advancement in technology today, the need to build physical models of the vocal track is ruled out. Rather, sound waves are magnetic, generated electronically through a synthesis of different components of sound waves are generate to produce a quality of speech, which is quite difficult to differential from human natural talk. Work on artificial intelligence which draws greatly from the fields of psychology, computer and linguistic sciences has made it possible to have speech synthesized on the basis of the machines concepts derived from the machines own internal knowledge structure.

In Nigeria, like most other developing countries today, these talkers are used in a large number of social

and business applications to promote speed, accuracy, efficiency and cost effectiveness. In elevators, announcing systems, calculators, cars, motorbikes, handsets, business officers, especially the banking sector, as well as telephone answering services the use has become quite prominent.

Methodology

The data for this study was collected by random calls initiated by the researcher at different times to the following GSM automated networks: MTN, GLO, AIRTEL, ETISALAT. Data was also collected from ATM machines in the following banks: First Bank Plc., United Bank for Africa (UBA), Skye Bank and Guaranteed Trust Bank by using them directly as well as by interviewing some individuals who use the facility in other banks.

The GSM and ATM are chosen as the focus in this paper because of their accessibility and global appeal. Also because other answering machines like that of the auto-door tend to vary in their choice of voices (automated talkers). These purposive samples have been chosen as good representatives of other bodies or organizations using similar facilities.

Theoretical Framework

That language is indispensable in any society cannot be contested, in fact, language been the unique human form of social interaction and it relates to social functioning in different ways. The value that we attach to our languages is best seen in different kinds of social situations in which languages are used. But the use of language by both sexes (male and female) is not on equal basis according to some culture. Generally in Africa, custom and tradition place men on a highest status than women and as a result restrictions abound in the area of language use.

The Ethnography of communication by Dell Hymes is being used as the theoretical base for this study considering its relevance in the analysis of language in use by a given speech community as evidenced in electronic advertisements.

Following the publication of his essay, "the ethnography of speaking" in 1962, Hymes launched a new synthesizing discipline which focuses on the patterning of communicative behaviour as it constitutes one of the systems of culture, as it functions within the holistic context of culture, and as it relates to patterns in other component systems. The ethnography of communication, as the field has come to be known since the publication of a volume of the American Anthropologist with this title (Gumperz and Hymes 1964), has in its development drawn heavily upon (and mutually influenced) sociological concerns with interacting analysis and role identify. In combing these various treads of interest and theoretical orientation, the ethnography of communication has become an emergent discipline, addressing a largely new order of information in the structuring of communicative behaviour and its role in the conduct of social life.

The subject matter of ethnography of communication is best illustrated by one of its most general questions: what does a speaker need to know to communicate appropriately within a particular speech community, and how does he or she learn to do so? Such knowledge, together with whatever skills are needed to make use of it, is communicative competence. The focus of the ethnography of communication is the way communication within it is patterned and organized as systems of communicative events, and the ways in which these interact with all other systems of culture.

Hymes repeatedly emphasizes that what language is cannot be separated from how and why it is used, and that considerations of use are often prerequisite to recognition and understanding of much of linguistic form. This theory is applied to the data collected using the Acronym –SPEAKING.

THE ETHNOGRAPHY OF COMMUNICATION

Going by the inevitability of communication in respect of the pervasive roles it plays in our lives, a concept of such importance calls for a special study. The ethnography of communication seeks, among other things, to keenly look at those features that characterize any speech event with the aim of achieving the goals of communication and more importantly in language and sex.

However, our view of those concepts cannot be properly driven home without examining the submission of some scholars on the theory.

According to Stubbs (1989:40) ethnography of communication is the art of "studying a particular speech event in a particular social setting." This suggests that the speech event calling for study should not be a general one, but a particular and specific speech event. The same applies to the social setting. Stubbs goes on to say that ethnography of communication also has something to do with the study of the observed or recorded patterns of communication behaviour with a view of understanding spoken interaction. This means that it is highly germane to the study of the act of communication in order to actualize perfect understanding of any discourse. In the same way, Goddard (1998:342) opines that "ethnography of communication is concerned with how speech is organized socially, and has been adjudged the most influential approach to discourse and cultural studies". This is peculiar to male and female, the language that is peculiar to each sex differs.

Juxtaposing the opinion of Stubbs and Goddard above, we can see that emphasis is placed on the social background of the speech event. To properly narrow it down, the issues generated the social setting of an utterance and what this communication concept is trying to investigate include the following:

- In what sense is speech organized socially?
- What are the language attitudes of the language users?
- How do conventions of language use relate to other aspects of social behaviour?
- What language variety does a speaker use in a certain situation and why?
- In what ways should the speaker vary his style with the audience being addressed?
- What are the appropriate situations for speech and for silence?

It is a known fact that in some communities, participation in certain kinds of speech events is restricted to a single sex; it is not in every discourse that involves women participation. In this area, sex differences in language forms and patterns of interaction are understood through situation and social factor. The language that men use when discussing or interacting with women is highly selective. Language use in this situation requires distinct varieties often involving avoidance of taboo in some respects.

To this end, Dell Hymes' Ethnography of communication serves as early different stimulus for the development of sociolinguistics and was very forceful in this argument for the broadening of the object of linguistic enquiry from linguistic competence to communicative competence (Malmkjaer 2002:486). According to Kar Sorning (1977:11) communicative competence is

> A person's capability to effectively express himself, i.e. to express and plead for his/her intentions, wishes and suggestion in communicative interaction.

The implication of Hymes (1972:270) claims is that, for a person to succeed in communication or to lay claim to have competence in communication, such a person must have transcended grammatical knowledge of knowing the social and cultural rules for using the language. Hymes therefore develops a checklist of dimension of sociolinguistics awareness involved when a speaker communicates in a particular speaking situation. This includes setting, participant end, act sequence, key, instrumentality, norm, goal, topic and channel.

Setting – The setting of any speech event can be thought of in terms of where the event is situated in time of place (Brown and Yule, 1989:38).

Participants – To be able to comprehend any speech event, it is highly pertinent to take note of those taking part in the communicative event. This includes the speaker or a reader who plays the role of the addressor included here also is the hearer or reader who is the recipient of the utterance and who plays the role of the addressor.

Ends – Ends, according to Hymes, is the purpose of the discourse, i.e. what is to be achieved by the interlocutors in other words, it is the goal, aim and objectives to be achieved by the participants in a specified speech event.

Act sequence – Act refers to the speech act that is performed. It is the ordering of communicative phenomenon (Malmkjaer 2002:486).

Key – In evaluating any speech event, the analyst has to consider whether the atmospheric condition of the speech is tensed or released, permissive or otherwise and this will be discerned through the emotional tone of the participants in terms of whether it is sarcastic, serious, humorous, euphemistic or pathetic.

Instrumentality – This is referred to the channel or communication employed by the participants: is it speech signing or smoke signals?

Norms – Hymes refers to norms as the acceptable and formalized way in which conversation is initiated and responded to, and it is socially conditioned because of its being sensitive to culture. Malmkjaer (2002:486) says, "Norms is the cultural expectations about how talk should proceed, and what significance is".

Genre – Genre is the type or nature of the speech event in the communicative encounter. For example students teacher interaction, religious services, naming ceremony, quarrel.

Topic – As a clue to discourse interpretation, what is actually being talked about, which is the topic, should also be considered by the analyst.

Code – Osisanwo (2005:75) says that code concerns the language, dialect or style of language being used.

LITERATURE REVIEW
CONTEXT OF SITUATION

Following Brown and Yule (1989:25), context is the environment or circumstances in which language or event occurs. Expressing similar view on the subject matter, Odebunmi (2005:39) says, "Concept provides the background from which the meaning of a word springs. It is the totality of the environment in which a word is used."

Also, Ogbulogo (2005:155) opines that it is the use a linguistic unit has in its social context as in social pleasantries, religious settings or to such other factors as age, sex or class or speakers. Sperber and Wilson (1985:5) submit that context is a psychological construct, a subset of the hearer's assumption about the world. It is their assumptions, of course, rather than the actual state of the world, that affect the interpretation of an utterance.

They move further by saying that a context in this sense is not limited to information about the immediate physical environment or immediately preceding utterances, it includes expectations about the future, scientific hypotheses or religious beliefs, anecdotal memories, general cultural assumption and beliefs about the mental state of the speaker. All play a role in the interpretation of utterances.

From the foregoing, we can see that ethnography of communication and context of situation are important for any meaningful investigation as an instance of language use in the society including language and sex.

LANGUAGE AND SEX

Language is an interesting phenomenon that has been bestowed on human beings. It is a means by which people express their ideas and give meaning to their existence. Language is a social instrument just as one who owns it is a social being. M.A.K. Halliday (1978) corroborates the words of De Saussure that "Language is a social fact". In every human environment, language plays very important roles because of the functions it performs. Language is seen as a system of communication in speech and writing. Human beings use it to communicate. Language is the rope that ties members of a community together as one. While sex is seen as a state of being a male or female.

The first thing you notice, about somebody when you first meet him or her is what sex they are. This is obvious that we do not even think about it. The division of the human race into male and female is so fundamental and obvious that we take it for granted. The fact that the difference is so basic means that it is hardly surprising that it is also reflected and indicated in all human languages. It is a semantic universal which is lexicalized in all the languages of the world in terms of pairs of such as man – woman, boy – girl, son – daughter and so on.

Sex or Gender is also an important sociolinguistic variable. Different studies have revealed the distinction in the language of the male and the female. Among the scholars are: Peter Trudgill Fasold (1990), Holmes, J. (1992) and many others.

It has thereof been noticed that there are distinctions between the male and female choice of language in different societies. For instance, the phonetic distinction. (pitch/voice modulation), grammatical distinction (lexical choice), rhetorical distinction (mannerism, topic of discourse, turn taking attitude etc). Therefore, this study has divided the various distinctions into smaller units for easy explication.

GRAMMATICAL LEVEL

In the choice of words that refers to each of the sex in some societies like Spanish and French for instance show that there is a distinction in the use of pronouns that point to different sexes e.g. French has its third person plural: ils (masculine) as opposed to ells (feminine)

Also, Spanish has:

Vosotros (masculine)

Vosotras (feminine)

Moreover, distinctions can also be seen in their usage of adjective and articles as in French.

Une etudiante tres intelligente *(feminine)*

Un etudiant tres intelligent *(masculine)*

Thus, Trudgill (1983) summarizes that "in languages of the world there seem to be a number of possibilities for how this obligatory grammatical expression of one's own sex may occur.

It may not occur at all – as in English and Hungarian. In an English novel written in the first person pronoun, there will be no linguistic way of telling whether the narrator is male or female unless they give their names.

It may occur through the use of adjectival gender marking, as in French. "je suis he ureuse" which is what a women has to say, versus "je suis he ureuse" which is the male form for "I am happy".

It may occur through the use of distinct gender marked verb form in the first person singular as in Polish past tense verb form: a Polish man says "przyjecha lem" while a Polish women says "przyjechalam" meaning "I arrived".

As discussed earlier, more remarkably, it may occur through the use of distinct first person singular pronouns. Some languages have not only, as we just saw was the case of Spanish, different forms for the first person plural pronoun "we".

PHONETIC LEVEL

Trudgill (1983) explains further that in Gros Ventre, an American Indian language from the North-Eastern U.S.A, palathalized dental stops in men's speech correspond to palatalized velar stops in the speech of women.

Men/diatsa/women/kiatsa (bread)

Also in Yukaghir, a northeast Asian language /tj/ and /dj/ in male speech correspond to /ts/ and /dz/ in the speech

of women. This last case is consciously made since they correlate with age differences.

Moreover, in speech; its seems certain that, although there were clear differences between men's and women's speech, only a relatively small number of vocabulary items were involved: A contemporary report (from the seventeenth century) says:

> *The men have a great many expressions peculiar to*
> *them, which the women understand but never*
> *pronounce themselves. On the other hand, the women*
> *have words and phrases, which the men never use, or*
> *they would be laughed to scorn. Thus it happens that in*
> *their conversations it often seems as if the women had*
> *another language than the men.*

This point was made by students of language from West Indies. They reported that when Europeans first arrived in the Lesser Antilles and made contact with the Carrib Indians who lived there, they discovered that men and women spoke different languages.

Also another phonological shape in verb forms has been noticed in American Indian language Koaseti, a language of the Muskojean family, spoken in Louisiana. Although, the differences seemed disappearing with the time e.g.

	Male	**Female**
He is <u>saying</u>	/ka:s/	/Ka/
Don't <u>lift</u> it	/lakavci:s/	/lakavein/
He is <u>peeling</u> it	/mols/	/mol/
You are building a fire	/O:sc/	/O:st/

Lastly, a research being carried out by Trudgill in the study of the pronounciation of four vowels /ei/ - gate, /a:/ in can't; /au/ in out and /oi/ in boy, by high school pupils of the same age in the same town in South Africa, the boys were much more likely than girls to use non standard local pronunciations. In addition to the above, women are generally known to be using a high pitch of intonation when speaking.

RHETORICAL LEVEL

A syntactic feature that Robin Lakoff believes in more widely used by women is the tag question, as in:

You'd never do that, would you?

As Fasold (1990:104) comments, "greater use of this form by women could mean that women, more often than men, are presenting themselves as unsure of their opinions and thereby as not really having opinion that count very much." Another explanation of this is that, by using this polite form of questioning, a woman is trying to protect her face (a term often used in sociolinguistics to denote a person's need and want in relation to others).

In other words, women claim more status in society. Her greater use of standard form may also imply that she does not attend solely to her own face needs but also to those of the people she is interacting with, thus avoiding disagreement and seeking agreement and rapport.

Findings and Discussion
Data collected from various networks:

The following were collected from the automatic network answering machines of the above-mentioned GSM networks. It is pertinent to note that the data collected from various GSM network can be classified either as an informative or a reminder advert.

INFORMATIVE
MTN
1. The destination you are trying to call is not reachable.
2. The number you have dialled is switched off, please try again later.
3. The number you have called is not available at the moment, please try again later.
4. The number you have dialled in incorrect, please check the number and dial again.
5. The number you have called is not reachable at the moment, please try again later.
6. The number you have dialled is unavailable at the moment, please try again later.
7. The number you have called is not available on the MTN network.

ETISALAT
8. Your account balance is not sufficient to make this call, please recharge or send status to 665 to confirm if you are able to borrow airtime.
9. The number you have called is busy, please try again later.

AIRTEL
10. The number you have dialled is not responding, please try again later.

11. The number you have dialled is switched off, please try again later.

GLO

12. Sorry, your call cannot be completed at the moment, please try again later.
13. The number you have dialled does not exist on the Glo mobile network. Please check the number you have dialled.

REMINDERS

14. Your call credit is low; please load in only one card.
15. Your account is too low for this call; please load a recharge card, thank you.
16. Your account is too low for this call; please load a recharge card, thank you.
17. Your account is low, please recharge as soon as possible
18. Your call cannot be completed at the moment.

findings are presented on the table below:

Network	Voice Type
MTN	Female
GLO	Female
AIRTEL	Female
ETISALAT	Female
ATM	
First bank Plc	Female
UBA	Female
Zenith	Female
GTB	Female
Skye Bank	Female

Discussion on Data Collected

Having explicated the acronym for ethnography of speaking, we go into discussing the data proper.

Setting – in a general sense, the setting of electronic advertisement is usually formal. The female voice automatic talker is not restricted to a specific location but can be accessed in any part of the society. In a more specific sense, the setting can also be anywhere one has access to either the GSM or the ATM. For the GSM, it could be in the house, in the office, in the street etc. For the ATM, it can only be in the Bank or anywhere the machine is installed. The automated doors are mostly operational in commercial offices like banks.

Participants – The participants involved in GSM and ATM are usually the customers (i.e. the users) and the automatic talker. This is because one and only one person can operate any of these machines at a time. For instance, if a user dials a number, it is he/she that hears the response of the automatic talker such as "*the number you have dialled is switched off, please try again later,* except where the handset is on speaker phone. In the case of ATM, the user is told *"you are welcome; please enter your secret number".* At that point, only the user receives the greeting/instruction from the automatic talker.

Ends – Advertisement has the primary goal of providing its audience with information as well gaining its audience's attention. This, therefore accounts for the use of women language which has been marked out as being "softer and less dramatic, super polite, prestigious (overcorrect in following social rules) flowery, euphemistic and hedgy" (Akindele and Adegbite, 1999). The above qualities of the female speech (voice) seem to influence the choice and adaptation of female voices in most automated answering machines as GSM and ATM. In the case of the GSM, the customer may be told to: please recharge your account "the number dialled is not available, please try again later", "account is too low for this call, please load a recharge card, thank you" etc. For the ATM, the customer is directed on what or what not to do. For instance, "enter your secret number". "Your transaction is processing" etc.

Act Sequence – As earlier stated, two parties are involved, (i.e. the automated voice and the customer) but while one is active (the voice giving information and directives), the other is passive, (merely carrying out the information). The information passed across is characterized by politeness and appreciation such as *"please"* and *"thank you"* respectively.

Key – This is a very important point to note about women's use of language. This has a link with findings that women use different patterns of intonation. This in a way could be an attempt to achieving sonority, which has a psychological way of appealing to the audience about the service/s being advertised. This may also be seen in different voice pitches with which each of the following is relayed in GSM:

"The number you have called is not available at the moment, please try again later". (MTN)

"The number you have dialled is not reachable at the moment, please try again later".(GLO)

The ATM also uses polite expressions such as:

"You are welcome, please, enter your secret number, thank you"

The politeness and friendliness in tone here is suggestive of its ability to persuade an unwilling or biased audience. The tone, manner and spirit of interaction or communication is summarized by Ibrahim (2007) in describing language as a "means of giving and receiving information but it often expresses the emotions and attitudes of the speaker who often uses it to influence the attitudes and behaviours of the hearer"

Instrumentality – The channel of communication here is a combination of verbal and non-verbal. The automated voice speaker (gives instruction/information) while the hearer (the customer) carries out the instruction by pressing one or two buttons. It encourages/permits direct feedback especially in the case of ATM. The channel (automated voice which is artificial) is used because of its efficiency, all round the clock availability as well as its cost effectiveness.

Norms – The choice of a female voice in GSM and ATM is in accordance with the societal (global) belief that women are "care givers" which has made it normal for a woman to speak more tenderly ad soothingly especially at social level. It is a general belief that advertisement should be persuasive, thus, the use of polite expressions and a less blunt and forceful speech style. Though not our main focus, the use of the male voice at the automated door entrance as discovered during the study reflects a tacit but ever present sociolinguistic reality – the association of authority with the males. This may be connected with the fact that security jobs are mainly done by men. We can deduce from the above discovery that while the female voice is preferred in more persuasive adverts the male voice is preferred where the stereotype role of males – masculinity is required. This brings up the issue of language use being associated with the norm of any society.

Genre – The electronic advertisements considered in this paper especially the GSM and ATM falls under the genre of information technology. Thus, the textual category as well as the field is that of information technology.

CONCLUSION

Sex differentiation in language arises because as it has been discussed in this paper, language, as a social phenomenon is closely related to social attitudes. Since, females and males are socially and physically different; society has laid down different roles for them and expects different behaviour patterns from them. Language simply reflects this social fact. If the social roles of men and women change, moreover, as they seem to be doing currently in many societies then it is likely that gender differences in language will diminish also.

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