

Representation of Women in the press (2)

following (not all of which are strongly documented, but the overall picture and case are overwhelmingly plausible):

- the use of male expressions generically to include reference to females, or even exclusively to refer to females: 'man', 'chairman', 'spokesman';
- similarly, the use of the masculine pronoun 'he' to refer to females in a generic context: †'a writer must ensure that he does not make libellous statements'; except, prejudicially, in conventionally 'female' contexts: †'a cook must keep her utensils scrupulously clean';
- the use of marked expressions containing extra morphemes or words to refer to females, implying deviance or irregularity or at least drawing attention gratuitously to the sex of the person referred to: 'actress', 'poetess', 'lady doctor', 'female accountant'; marked forms for men are almost non-existent, occurring only in contexts where the role is perceived as deviant: 'male nurse';
- the use of diminutive and juvenile forms to refer to or address women: 'Winnie', 'sweetie', 'girl';
- titles and address forms: the choice between 'Mrs' and 'Miss', forcing a woman to declare her marital status (sexual availability) where a man, with just 'Mr', does not have to do so; the taking of the man's name on marriage: 'Mrs Sandra Smith' or even 'Mrs John Smith';
- the over-lexicalization of women: there are many more terms for women than for men, thus indicating that the culture regards women as having an abnormal status; many of these terms are sexually abusive ('slut', 'whore'), dehumanizing ('skirt', 'piece'), trivializing ('pet', 'chick') or signify possession by a male ('wife', 'mistress');