

Investigating Gender Discrimination in Job Titles: A Corpus-Based Critical Analysis

Syed Shujaat Ali

Chairman, Department of English, Kohat University of Science and Technology

Tariq Amin

Lecturer, Department of English, Kohat University of Science and Technology

Qaisar Khan

Chairman, Department of English, University of Malakand

Abstract

In Pakistan, gender discrimination is widespread due to insufficient legislation, cultural barriers and masculine interpretation of religion. The discrimination is also present at workplace and job titles. This study attempts to, using Fairclough's three-dimensional model, identify the implicit ideologies and gendered pronouns in the use of job titles. Following a mixed-method approach, this research-study employs British National Corpus (BNC) and aims to identify and analyze the use of male-representing, female-representing, and neutral job titles and the use of pronouns in job titles. A total of 15 job titles are selected including only those job titles for which female-representing and neutral job titles are available and that are frequently used by people. Sketch Engine is used to know the frequencies of these job titles. The frequencies are, in turn, compared to know what type of job titles are used more in the BNC. The study reveals that there is a significant difference between the frequencies of male-representing and female-representing job titles. Further, the frequency of male-specific pronouns is more than female-specific pronouns when used after male-oriented and female-oriented job titles, leading to discrimination against the female gender. The study recommends measures for creating awareness about the gendered titles and their appropriate use to prevent discriminatory practices.

Keywords: *Job title; Pronoun; Sketch Engine; British National Corpus; discrimination; Fairclough's three-dimensional model*

1. Introduction

A job title is a word that describes the position held by an employee. A job title can describe the level of the position or the responsibilities of the person holding the position. For example, job titles that include the terms executive, manager, director, chief, supervisor, etc. are typically used for management jobs. Other job titles reflect what a person does on the job. For example, policeman, fireman, housewife, stuntman, saleswoman, patrolman and craftswoman etc. show what a person does in his/her duty. Some job titles reveal the job level as well as the job responsibilities, such as head chef, headmaster, assemblyman, businessman, marketing manager, and anchorman etc. These jobs are performed by both genders, male and female, but

there are some jobs for which there are no female representing job titles. Most of the job titles are male oriented and male representing. Even if female representing job titles are there, people do not use them. Some people use female representing job titles but they are very few in number. The study of sexist language is not a nascent area as many studies have already been conducted on various aspects of it. Researchers have focused on the use of sexist language in diverse socio-cultural situations, which results in gender discrimination. Researchers have not yet focused upon the use of sexist language in terms of job titles and their role in gender discrimination. This is an important area which needs to be explored. The current study focuses on the frequency of these male representing, female representing and neutral job titles, the differences between their frequencies, and the way they are used in texts in order to find out the reasons behind such use of the job titles, and how they are contributing to gender discrimination in *the BNC*.

2. Literature Review

Job title refers to a specific word which describes a particular position held by an employee. It can perform different functions, such as it can describe the level of the position. Apart from it, it can also indicate the responsibilities of the person holding the particular position. Kokemuller (2018) conceptualizes that a job title is essentially the name of a position within an organization filled by an employee. There are different types of job titles.

- i. Some job titles describe the responsibilities of the position, the level of the job, or both.
- ii. Some job titles reveal what the person does on the job. For example, accountant, chef, housekeeper, programmer, etc.
- iii. Some job titles reveal both the job level and the job responsibilities, such as head chef, lead accountant, electrical superintendent, marketing manager, etc.

According to Acumen (2010), in today's society, we have been significantly defined by our job titles; and, we often define ourselves by our titles. Whenever we go to a party or to some function, we introduce ourselves by our job titles, for example we say that I am Dr. Khan or President Khan, in Pakistani context. People do not require us to introduce ourselves by our relations but by our job titles. Job titles define who we are. Job titles are very important for all institutions, organizations and companies because they represent a formal structure in these companies and organizations. Job titles also help us identify the post or the type of work or the responsibility held by a worker in the organization. Some job titles are based on sexist language, implying male dominance.

Sexist language is one in which one gender is represented and the other gender is left out. In sexist language, one gender is included and the other is excluded. Graddol and Swann (1989) are of the opinion that sexism is the discrimination against females or males because of their sex, and made on irrelevant grounds. Cameron (1985) says that sexist language is a language that has words and grammatical structures that leave out, insult or belittle women. Goddard and Patterson (2001) inform that English language is a sexist language on the basis of three facts.

- i. It has sex-exclusive words.

- ii. It contains words that remain the same but change in meaning when referring to a man or a woman.
- iii. It carries within it a shared understanding about how males and females are meant to act and the characteristics they are meant to have.

According to Lei (2006), Gendered-languages are the languages that express bias in support of one sex and treat the other sex in a discriminatory manner. In most cases the bias is in favor of men and against women. He further says that because of the sexism in society, there exist sexist languages. Language is a social phenomenon very much related to societal attitudes and some of these attitudes are reflected in job titles.

As far as jobs are concerned, we see that that males and females perform the same jobs and they have same duties and responsibilities in jobs. But there are very less number of job titles that represent females. Stout and Dasgupta (2011) criticize that masculine bias is inherent in masculine generics and it contributes to gender disparities and gender discrimination. If we look at the major job titles such as chairman, actor, fireman, foreman, manager, school master, headmaster, we find that almost all of them are male-oriented and represent masculine gender. Interestingly, females can be seen in these domains performing duties. However, unfortunately, the job titles are discriminatory. Formanowicz, et al. (2013) have noted that it is well-established and more common in Polish language to use male-representing job titles for women. The existing research shows that not only in English language but in all languages, females are discriminated. Formanowicz et al. (2013) say that in Polish, feminine job titles are new and sound awkward. Horvath (2013) has discussed the discrimination of women in leadership positions. He says that women are discriminated in leadership positions as well. Although, women have increasingly gained access to leadership positions, yet they are still underrepresented in top management (European Commission, 2011).

Eagly and Diekman (2000) attempted to trace out the history of job titles. They informed that men and women have historically held different social roles. Men have been more likely to engage in tasks that require speed, strength, and the possibility of being away from home for long periods of time, whereas women have been more likely to stay home and engage in family tasks, such as child-rearing. As a result, males are perceived and expected to be active, resolute and independent whereas females are perceived and expected to be benevolent, helpful, kind and communal. In the past, females used to stay at home and work at home whereas males used to perform outdoor activities and jobs. Moreover, females were not allowed to go out of the home and serve any organization and perform outdoor activities. Due to this, the job titles are male representing, rather than female representing.

The sexist language has negative effects and consequences as well. Many scholars have warned of the consequences of the gender-bias language. Gastil (1990) have noticed that biased language, such as sex-marked job titles and masculine pronouns suggests the superiority of males over females. In the same way, gender-bias language creates masculine images or uncertainty in the minds of their receivers and affects the self-concepts of both women and men. The non-parallel treatment of women in job titles exists in English language. First of all, female-representing job titles do not exist in English language and if they exist, they are derogatory. Litosseliti (2006) laments that the lesser use of boy than girl is one way of looking down upon women e.g. weathergirl vs. weatherman. In the same way, Pauwels (1998) notes that in most of

the languages, there is asymmetrical use in the pairs of words, such as man-woman, lady-gentleman and girl-boy etc.

In the past few years, linguists and other experts have tried to decrease discriminations by creating feminized job titles. However, most of the scholars are of the opinion that these feminized job titles encourage discrimination against women. New research suggests that these feminized job titles such as policewoman and chairwoman lead to further discrimination. Researchers suggest that people do not prefer to use female oriented job titles. The current study will find out the differences between the frequencies of male oriented, female oriented and neutral job titles to see if the female oriented titles are used by the people or not. Researchers have conducted research on the different aspects of gender discrimination, but there is little research in this area that utilizes corpus tools for exploring the use of sexist language for job titles. The current study will attempt to fill this gap. The current study addresses the following research questions:

- i. What are the frequency occurrences of male-representing job titles, female-representing job titles and neutral job titles in the BNC?
- ii. What are the differences between the frequencies of male-representing job titles, female-representing job titles and neutral job titles in the *BNC*?
- iii. How does the sexist language lead to the gender-discrimination?

3. Research Methodology

This is a mixed method research, as it involves both qualitative and quantitative methodologies of research. 15 job titles were selected for the study. Only those job titles were selected for which neutral and female-representing terms are available. For example, chairman, chairwoman and chairperson. The study used the corpus linguistic tools to interpret the use of male-representing, female-representing, and neutral job titles in the *BNC*. Sketch Engine was used to explore the frequencies of different male-representing, female-representing and neutral job titles. After exploring the frequencies of these different job titles, their frequencies were compared to one another in order to know the job titles that are used more in the *BNC*.

The researcher used Fairclough's critical discourse analysis model for the qualitative part of the study. This framework is used to show the interrelationship between the nature of the diverse properties of language texts and the nature of discrete social practices. The three-dimensional model includes the major conception of discourse as text (micro level), discursive practice (meso level) and sociocultural practice (macro level). The major aim of the Fairclough's model is to explore and investigate the relationship between language, ideology and power. As per this model, there are always certain hidden and implicit ideologies behind the selection of each linguistic item in diverse sociocultural and socioeconomic interactions. People select a word, phrase or a sentence in accordance with the purpose they want to achieve and the function they want to achieve. They make choice of linguistic items by keeping in view their implicit ideologies. This model has been explored in the study to know the diverse reasons and hidden ideologies behind the selection of different male-representing, female-representing, and neutral job titles. This study focused on the differences between the frequencies of male-representing, female-representing and neutral job titles, the use of pronouns after these job titles in *the BNC* and their contribution to gender discrimination.

4. Data Analysis

a. Frequencies of male-representing, female-representing and neutral job titles

There are many job titles that are used on daily basis by the speakers of the English language in both spoken and written communication. For some job positions, female representing job titles have been created by the linguists but for some job positions female-representing job titles are not available. Neutral job titles are also created by the users of language that represent both the genders, males and females. The following 15 job titles have both female representing and neutral forms.

Table 1: List of Job Titles selected for the Study

S.No.	Male Representing	Neutral	Female Representing
1	Chairman	Chairperson	Chairwoman
2	Anchorman	Anchor	Anchorwoman
3	Airman	Pilot	Airwoman
4	Policeman	Police Officer	Policewoman
5	Assemblyman	Assemblyperson	Assemblywoman
6	Councilman	Council Member	Councilwoman
7	Foreman	Supervisor	Forewoman
8	Craftsman	Craftsperson	Craftswoman
9	Fireman	Firefighter	Firewoman
10	Headmaster	Principal	Headmistress
11	Newsman	Newscaster	Newswoman
12	Salesman	Sales Person	Saleslady
13	Serviceman	Sailor	Servicewoman
14	Spokesman	Spokesperson	Spokeswoman
15	Waiter	Server	Waitress

Table 2: Frequency of chairman, chairwoman and chairperson and the difference between the frequencies of these job titles in the *BNC*.

S. No.	Orientation	Job Title	Frequency in the corpus	Frequency per million	Difference in the frequency of male and female oriented job titles	
1	Male-representing	Chairman	11169	111.69	M	111.69
2	Female-representing	Chairwoman	69	0.69	F	0.69
3	Neutral	Chairperson	151	1.51	Difference	111

The above table shows that the word ‘chairman’ is used more than the alternative or neutral job title. Big difference is there between the frequencies of female-oriented and male-oriented job titles. The neutral job title is available but we see that people do not use it. People consider females as inferior to males that is why they do not use the terms that are female-oriented. Fairclough (1992) says that there are always hidden ideologies behind the use of certain words. People use male-representing job titles because they want to let females know that they are inferior to men.

Table 3: Frequency of anchorman, anchorwoman and anchor and the difference between the frequencies of these job titles in the *BNC*.

S. No.	Orientation	Job Title	Frequency in the corpus	Frequency per million	Difference in the frequency of male and female oriented job titles	
1	Male-representing	Anchorman	20	0.20	M	0.20
2	Female-representing	Anchorwoman	2	0.02	F	0.02
3	Neutral	Anchor	584	5.84	Difference	0.18

Anchors are found in every news channel. Both the genders are seen as anchors on the television but we use male-representing term more than the female-representing term. In this case, the use of the neutral job title is more than the other two titles.

Table 4: Frequency of airman, airwoman and pilot and the difference between the frequencies of these job titles in the BNC.

S. No.	Orientation	Job Title	Frequency in the corpus	Frequency per million	Difference in the frequency of male and female oriented job titles	
1	Male-representing	Airman	95	0.95	M	0.95
2	Female-representing	Airwoman	5	0.05	F	0.05
3	Neutral	Pilot	3167	31.67	Difference	0.90

The neutral job title ‘pilot’ is used more as compared to the other male oriented and female oriented titles. There is difference between the male-oriented and female oriented terms but it can be said that there are more airmen than airwomen that is why the male-oriented terms are used more than the female-oriented terms.

Table 5: Frequency of policeman, policewoman and police officer and the difference between the frequencies these job titles in the BNC.

S. No.	Orientation	Job Title	Frequency in the corpus	Frequency per million	Difference in the frequency of male and female oriented job titles	
1	Male-oriented	Policeman	1989	19.89	M	19.89
2	Female-oriented	Policewoman	158	1.58	F	1.58
3	Neutral	Police Officer	523	5.23	Difference	18.31

Males are considered as brave and daring that is why people usually use the word policeman to refer to males. The great difference is there between the frequencies of policeman and policewoman. Even the frequency of neutral job title ‘police officer’ is higher than the frequency of female-oriented word and it indicates that people want to use neutral job titles rather than female oriented terms. According to Fairclough (1992), language is the product of power and identity is the product of language use. When language is used, identity is created. Identity is created every now and then. When one uses a language, he/she creates not only his/her identity, but also identity of others. When a person uses male-representing terms more as compared to the female-representing terms, it shows that he considers males as better and superior to females. The frequencies show that people do not seem to accept females as police officers.

Table 6: Frequency of assemblyman, assemblywoman and assemblyperson and the difference between the frequencies these job titles in the BNC.

S. No.	Orientation	Job Title	Frequency in the corpus	Frequency per million	Difference in the frequency of male and female oriented job titles	
1	Male-representing	Assemblyman	14	0.14	M	0.14
2	Female-representing	Assemblywoman	1	0.01	F	0.01
3	Neutral	Assemblyperson	0	0	Difference	0.13

Assemblyman is a person who is a member of a legislative assembly. Both Males and females are part of assembly. Both can be found in assembly hall but females are discriminated in terms of the language use. Word representing feminine gender is created by the language users but people are not willing to use it. Assemblyman is used 14 times and assemblywoman is used just once in the *BNC*. This shows that people are not in favour of the use of female-representing and neutral job titles. People like to use male-representing job titles.

Table 7: Frequency of councilman, councilwoman and council member and the difference between the frequencies of these job titles in the BNP.

S. No.	Orientation	Job Title	Frequency in the corpus	Frequency per million	Difference in the frequency of male and female oriented job titles	
1	Male-representing	Councilman	3	0.03	M	0.03
2	Female-representing	Councilwoman	1	0.01	F	0.01
3	Neutral	Council Member	62	0.62	Difference	0.02

No big difference is there between the use of male representing and female representing job titles. The neutral term for both is used more than the other words. The terms councilman and councilwoman are not very common as people are not observed to be using them. The above table shows that the frequency of both the male-representing and the female-representing job titles is very low as compared to the frequency of the neutral job title.

Table 8: Frequency of foreman, forewoman and supervisor and the difference between the frequencies of these job titles in the BNC.

S. No.	Orientation	Job Title	Frequency in the corpus	Frequency per million	Difference in the frequency of male and female oriented job titles	
1	Male-representing	Foreman	505	5.05	M	5.05
2	Female-representing	Forewoman	10	0.10	F	0.10
3	Neutral	Supervisor	743	7.43	Difference	4.95

Foreman can be defined as a person who is in charge of a group of workers. This job requires skills. It is a highly difficult job to control other people. People do not think that females can control others and can perform this job. The big difference between the frequencies of male representing and female representing job titles shows that people do not consider females appropriate for this job. As Fairclough (1992) says, language users select a particular word by keeping in view their implicit ideologies. People select male-representing job title because they think that only men can perform difficult jobs.

Table 9: Frequency of Craftsman, Craftswoman and Craftsperson and the difference between the frequencies of these job titles the BNC.

S. No.	Orientation	Job Title	Frequency in the corpus	Frequency per million	Difference in the frequency of male and female oriented job titles	
1	Male-representing	Craftsman	255	2.55	M	2.55
2	Female-representing	Craftswoman	4	0.04	F	0.04
3	Neutral	Craftsperson	8	0.08	Difference	2.51

Craftsperson is a person who is skilled in a particular craft. Both the genders have skills in doing different things but the above table shows that people do not want to use female specific term craftswoman or even the neutral term because they don't consider them to be skilled at anything. Big difference is there between the frequencies of male-oriented and female-oriented terms.

Table 10: Frequency of Fireman, Firewoman and Firefighter and the difference between the frequencies of these job titles in the BNC.

S. No.	Orientation	Job Title	Frequency in the corpus	Frequency per million	Difference in the frequency of male and female oriented job titles	
1	Male-representing	Fireman	250	2.50	M	2.50
2	Female-representing	Firewoman	4	0.04	F	0.04
3	Neutral	Firefighter	23	0.23	Difference	2.46

The job title fireman is used 250 times and the alternative job title firewoman is used only 4 times in the BNC. The neutral word ‘firefighter’ is used more than the female representing term firewoman.

Table 11: Frequency of Headmaster, Headmistress and Principal and the difference between the frequencies of these job titles in the BNC.

S. No.	Orientation	Job Title	Frequency in the corpus	Frequency per million	Difference in the frequency of male and female oriented job titles	
1	Male-representing	Headmaster	1149	11.49	M	11.49
2	Female-representing	Headmistress	240	2.40	F	2.40
3	Neutral	Principal	4792	47.92	Difference	9.09

This shows that instead of using female-representing job title, language users use neutral job titles. They do not like to use the job titles that specifically refer to females. This is quite unfair. If both the genders perform the same duties, such words should be used that represent both the genders and no gender should be discriminated.

Both headmasters and headmistresses are the heads of schools and supervise the other school teachers. Both have equal responsibilities and duties and enjoy same power but males do not acknowledge the status of female headmistresses and so they do not use the titles representing females.

Table 12: Frequency of male oriented, female oriented and neutral job titles and the difference between the frequencies of male oriented and female oriented job titles.

S. No.	Orientation	Job Title	Frequency in the corpus	Frequency per million	Difference in the frequency of male and female oriented job titles	
1	Male-representing	Newsman	22	0.22	M	0.22
2	Female-representing	Newswoman	0	0	F	0
3	Neutral	Newscaster	18	0.18	Difference	0.22

As far as I think, newswomen are more in number as compared to newsmen in this modern world and they are more proficient than newsmen. Nowadays people use the neutral term newscaster more than the titles representing males or females. The above table shows that newswoman is not even used once in 100 million words, where as the alternative male-oriented term newsman is used 22 times in the *BNC*. The difference between the frequencies of the male and female oriented titles shows that females are discriminated.

Table 13: Frequency of Salesman, Saleswoman and Sales person and the difference between the frequencies of these job titles BNC

S. No.	Orientation	Job Title	Frequency in the corpus	Frequency per million	Difference in the frequency of male and female oriented job titles	
1	Male-representing	Salesman	448	4.48	M	4.48
2	Female-representing	Saleswoman	14	0.14	F	0.14
3	Neutral	Sales person	227	2.27	Difference	4.34

Salesman refers to a person who sells goods in a given area. The use of the word salesman is more common because mostly the males, not females, are sales persons. This is an outdoor activity and is performed by men. Due to the association of the job with males, the frequency of male oriented titles is more than the female oriented title in the *BNC*.

The neutral job title *sailor* is used more in the *BNC* as compared to the male-specific and female-specific job titles. The neutral job title is used 444 times that is a big number in comparison to other male-oriented and female-oriented terms.

Table 14: Frequency of Serviceman, Servicewoman and Sailor and the difference between the frequencies of these job titles in the BNC.

S. No.	Orientation	Job Title	Frequency in the corpus	Frequency per million	Difference in the frequency of male and female oriented job titles	
1	Male-representing	Serviceman	29	0.29	M	0.29
2	Female-representing	Servicewoman	1	0.01	F	0.01
3	Neutral	Sailor	444	4.44	Difference	0.28

Someone chosen by a group or organization to speak officially to the public for them is called a spokesperson. This job is performed by both the genders, as spokesman and spokeswoman and have equal duty and responsibilities but this table shows that people do not want to use terms representing females and shows that there is a big difference between the frequencies of both the terms.

Table 15: Frequency of Spokesman, Spokeswoman and Spokesperson and the difference between the frequencies of these job titles in the BNC.

S. No.	Orientation	Job Title	Frequency in the corpus	Frequency per million	Difference in the frequency of male and female oriented job titles	
1	Male-representing	Spokesman	3828	38.28	M	38.28
2	Female-representing	Spokeswoman	604	6.04	F	6.04
3	Neutral	Spokesperson	245	2.45	Difference	32.24

If both the genders do the same duties and words are also available for them that represent what they do, then these words should be used to refer to them so that the discrimination can be avoided.

The frequency of the neutral job title server is more than the male and female specific job titles. Waiter is used 672 times and waitress is used 270 times. Gap is there between their frequencies but it cannot be said that the females are discriminated because the waiters are more in number than waitresses. Waiters are found in every hotel where as waitresses are found only in some big three star or five star hotels.

Table 16: Frequency of Waiter, Waitress and Server and the difference between the frequencies of these job titles in the BNC.

S. No.	Orientation	Job Title	Frequency in the corpus	Frequency per million	Difference in the frequency of male and female oriented job titles	
1	Male-representing	Waiter	672	6.72	M	6.72
2	Female-representing	Waitress	270	2.70	F	2.70
3	Neutral	Server	1314	13.14	Difference	4.02

The number of waitresses is less than the number of waiters that is why difference is there between their frequencies in the *BNC*.

b. Frequencies of the pronouns he, she, his and her used with male-oriented, female-oriented and neutral job titles

The frequencies of the male-oriented and female oriented job titles show that females are discriminated in terms of pronouns as well. The pronouns “*he*” and “*his*” are used to represent males and the other pronouns “*she*” and “*her*” are used to represent females. When we use a neutral job title such as chairperson, anchor or server, we want to refer to both the genders that are males and females. But most of the people use these terms to refer to males. They don’t want to represent females by these neutral job titles. The table 16 shows that the male representing pronouns *he* and *his* are used more in *BNC* as compared to the other pronouns that represent females (see Appendix). Although these neutral job titles are created to refer to both the genders but people even discriminate females by using male oriented pronouns after them. The frequency of male-oriented pronouns with neutral job titles is more than the frequency of female-oriented job titles. First of all, languages do not have words to represent females and if words are created to represent females, people do not use them. The male-representing pronouns “*he*” and “*his*” are used 15 and 4 times respectively where is the female representing pronouns “*she*” and “*her*” are used 4 and 1 time respectively. The frequencies of male representing pronouns used with the neutral job title “*sailor*” are more than the frequencies of female representing pronouns used with the same job title. In some of the cases, the frequency of female representing pronouns with neutral job titles is more than the frequency of male representing pronouns such as in the case of chairperson and anchor etc.

5. Findings and Discussion

Sexist language is a language that excludes one sex. Lei (2006) says that sexist language is a language that expresses bias in favor of one sex and treats the other sex in an unequal manner. Most of the time, this bias is expressed not in favor of woman, but in favor of man. Graddol and Swann (1989) define sexism as any discrimination against women or men because of their sex, and made on irrelevant grounds. He is quite right in what he says. Females are

discriminated in our society totally on irrelevant grounds. There is no reason why females should be discriminated. In this modern world, both males and females are performing the same duties but still people look down upon females and they do not even give labels to professions that represent females. Almost all the job titles are male oriented and represent males. Wareing (2004) stated that sexist language is always against women. She adds that sexist language represents men and women unequally, as if members of one sex were somehow less completely human and less complex and had fewer rights than members of the other sex. All human beings and both the genders are equal but people attempt to diminish the feminine gender. Atkinson (1993) notes that females are discriminated not only in terms of labeling but also in terms of the strategies adopted in mixed sex interaction. He is of the opinion that females are discriminated when things are labeled in ways that only represent males and excludes females.

Females are discriminated in the labels that are given to different professions. As stated above, females are found in every domain serving different organizations and performing their duties. But if we look at the different titles, we see that almost all job titles are male oriented and they contain a word that represent males. There are some words that refer to masculine gender and we add some terms to that male representing term to refer to feminine gender. For example, doctor, teacher, student, pilot, lawyer, soldier, shopkeeper and actor etc. People add lady to doctor, female to teacher, student, pilot, and shopkeeper to refer to feminine gender. Litosseliti (2006) says in this regard that lots of professional terms are traditionally male. The use of a female marker has been adopted for instance in lady or female doctor. She says that when such terms are added to a word, it diminishes the prestige of a person by drawing attention to his or her sex. This is the clear example of gender discrimination. This shows that we do not have words for females to represent them and we add words to male representing words to represent them. Lei (2006) argues that occupational nouns and job titles ending in -man obscure the presence of women in such professions and positions. He further says that the frequent use of the word “girl” further increases the trivialization of women. When a woman is described as girl in the same context as a man is referred to as man, it indirectly implies that women are not considered by men to be grown-ups. Holmes (2001) said that women are frequently victims of both conscious and unconscious sexism. He said that the prevalence of sexism is also present in language. Further he said that the women are treated linguistically as subordinate. It is clear from the above examples that females are consciously discriminated. If females are performing the duties in the same way as males are performing, then such titles should also be created that represent females. The absence of job titles for females shows that they are treated linguistically as subordinate to males.

The issue is not only that female representing job titles are not available to represent females but the issue is also that if the female-representing job titles are available and are created by the linguists, people do not usually use them. The above tables clearly show the negative attitudes of people towards the use of female-oriented job titles. There are great differences between the frequencies of the job titles that represent males and the job titles that represent females. For example, the male representing job title “chairman” is used 11169 times and the female representing job titles “chairwoman” is used only 69 times. “Anchorman” is used 20 times and “anchorwoman” is used only 2 times. “Policeman” and “policewoman” are used 1989 and 198 times respectively. These are some of the professions where both males and females are found performing jobs. These jobs titles are frequently used by the people. One another well-known profession is teaching. In schools, both the headmasters and headmistresses perform their

duties but there is big difference between the frequency of headmaster and headmistress in the *BNC*. The above table shows that the job title “headmaster” is used 1149 times and the other job titles “headmistress” is used 240 times. It shows that females are consciously discriminated. Instead of using female representing term to represent female, people use male-oriented job title to refer to females. Mills (2008) talked of overt sexism and indirect sexism. He said that overt sexism is explicitly and overtly conveyed, expressed and marked by certain set of linguistic features or usages such as naming, dictionaries, generic pronouns and nouns, insult terms for women, semantic derogation and first names and surnames etc. On the hand, he says, indirect sexism is a more subtle form of contextualized sexism and it is expressed through humour, presupposition and collocation etc. So it means that the naming of different professions comes under the category of overt sexism. Formanowicz et al. (2013) conducted his research in Poland and noted that it is well-established and more common in Polish language to use male-representing job titles for women. Horvath (2013) talked of the discrimination of women in leadership positions. He said that women are discriminated in leadership positions as well. Leadership positions are headmaster and chairman etc. Although women have increasingly gained access to leadership positions, they are still underrepresented in top management (European Commission, 2011).

Sometimes people use job titles that are female-oriented but the pronouns that they use after them create problems. Most of the time, when a person uses a term that represent female, he/she uses a pronoun such as “his”, “him” or “he” after it that represent male. Sometimes it happens unconsciously and sometimes people do it consciously to discriminate females. In the above table no. 2, it can be seen that the male representing pronouns “he” and “his” are used more with the female representing job titles than the female representing pronouns “she” and “her” are used with the male representing job titles. Lei (2006) regarded the use of “he”, “his” and “him” as a common form of sexism. He said that there are many ways of replacing the ‘he / him / his’ pronouns without distorting the message or readability. Some of the strategies he gave for this are recasting the plural, leaving out the pronoun, repeating the noun, and recasting the sentence to avoid pronouns.

People use male oriented terms to refer to females in order to under represent them. Whenever a person uses language, there is always a purpose behind it. No one use language without having an implicit or explicit purpose behind it. When a person uses language, he/she choose different types of words and different people select different types of words. There is always a specific purpose behind using a specific word. Gastil (1990) said that biased language, such as sex-marked job titles and masculine pronouns, suggests the superiority of males over females. In the same way, gender-bias language creates masculine images or uncertainty in the minds of their receivers and affects the self-concepts of both women and men. People use male-oriented job titles to show that males are superior to females. By using such language, people create the identity of self and of others. Fairclough (1992) says that language is the product of power and identity is the product of language. Identity is created when language is used. When a person uses male-representing job title to refer to females, he/she actually creates his/her identity as something superior to females. As it is stated that language is the product of power, it can be said that language is created by the powerful people. In society, males are traditionally considered as superior to females that is why such sort of words are created that shows the superiority of males over females. Lei (2006) said that language is a social phenomenon and it is closely related to social attitudes. In the past, women were supposed to stay at home, remaining

powerless and generally subordinate to man, whereas men were considered as the center both in the family and society. He says that the existence of sexist language is due to sexism in society. Due to this, languages are male oriented. Splender (1980) says that language is made by man for man. Hidden ideologies are always behind the use of such job titles that diminish feminine gender. Some presuppositions and common sense have been imposed upon the society in a way that people are forced to use such titles. If they do not use it in a way it has been used by the people in power, it would seem highly awkward. Klein (n.d.) says that many times, writing in a non-sexist way seems very awkward and disrupts the flow of the paper.

6. Conclusion

Both males and females are living in the same society and both of the sexes have the same rights as human beings. Both the genders perform different activities and do different jobs. In these jobs, both the genders have the same rights and responsibilities. Both are equally accountable for what they do in their jobs. But in the same jobs and in the same situations, despite of having same responsibilities, females are not given the same services and freedom as given to males. Both males and females teach in schools and colleges but females teachers cannot enjoy the same freedom as male teachers enjoy. Despite the fact that both the genders are found in the same job domains, females are not given the job titles through which they can represent themselves. If, in some of the cases, they are given job titles, people do not usually use these terms to refer to females. Rather they use male-oriented words to refer to females. The study showed that the frequency of female-oriented job titles is very less than the frequency of male-oriented job titles in the BNC. In some of the cases, the frequency of neutral job title is greater than the frequency of female representing job title. Sometimes the neutral job title is used but after that people use male-oriented pronoun that leads to gender discrimination. The study showed that the frequency of female-oriented pronouns is less than the frequency of male-oriented pronouns after neutral job titles are used. These are some of the ways through which females are discriminated and the corpus also showed that females are discriminated.

The study showed the frequency of male-oriented job titles, female-oriented job titles and the difference between the frequencies of male-oriented and female-oriented job titles in the *BNC*. The study found that the frequency of male-representing job titles is higher than that of female-oriented job titles. The study will help people know how females are discriminated in the *BNC*. It will also help people realize that the females are discriminated in the different professions and, in turn, they will try to create words and job titles that represent females.

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Appendix

Table 17: Frequencies of the pronouns *he*, *she*, *his* and *her* used with male-oriented, female-oriented and neutral job titles

Group No.	Word	He	She	His	Her
1	Chairman	1185	112	776	99
	Chairwoman	0	4	2	2
	Chairperson	4	2	2	4
2	Anchorman	4	1	4	1
	Anchorwoman	0	0	0	0
	Anchor	35	22	17	20
3	Airman	18	5	17	2
	Airwoman	0	2	0	1
	Pilot	351	63	297	65
4	Policeman	479	92	282	94
	Policewoman	22	37	7	34
	Police officer	0	0	0	0
5	Assemblyman	2	0	1	0
	Assemblywoman	0	0	0	0
	Assemblyperson	0	0	0	0
6	Councilman	2	0	2	0
	Councilwoman	2	0	2	0
	Council member	4	3	2	0
7	Foreman	132	7	77	12
	Forewoman	1	3	0	5
	Supervisor	59	32	67	38

8	Craftsman	36	2	44	2
	Craftswoman	0	1	0	1
	Craftsperson	1	0	0	0
9	Fireman	43	6	40	12
	Firewoman	1	0	0	1
	Firefighter	4	0	4	1
10	Headmaster	293	36	175	33
	Headmistress	7	72	1	61
	Principal	249	48	324	60
11	Newsman	1	1	6	3
	Newswoman	0	0	0	0
	Newscaster	2	1	2	0
12	Salesman	95	8	78	10
	Saleswoman	0	4	0	3
	Salesperson	11	2	30	6
13	Serviceman	8	1	2	1
	Servicewoman	0	0	0	0
	Sailor	78	33	56	34
14	Spokesman	257	67	170	49
	Spokeswoman	19	33	14	25
	Spokesperson	5	10	0	4
15	Waiter	174	57	102	84
	Waitress	35	67	14	56
	Server	15	1	4	1