

MALE ORIENTED VOCABULARY AS A FORM OF POLITICAL  
DOMINANCE AND A CAUSE OF FEMALE ALIENATION FROM  
POLITICS: A CONTENT ANALYSIS OF NEWSPAPER TERMINOLOGY

A THESIS  
PRESENTED TO  
THE FACULTY OF THE DEPARTMENT OF POLITICAL SCIENCE

IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE HONOR'S DEGREE  
OF BACHELOR OF ARTS IN POLITICAL SCIENCE

BY  
AIDA JOSEPHINE GUERY NELSON  
MAY, 1973

MALE ORIENTED VOCABULARY AS A FORM OF POLITICAL  
DOMINANCE AND A CAUSE OF FEMALE ALIENATION FROM  
POLITICS: A CONTENT ANALYSIS OF NEWSPAPER TERMINOLOGY

AN ABSTRACT OF  
A THESIS  
PRESENTED TO  
THE FACULTY OF THE DEPARTMENT OF POLITICAL SCIENCE

IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE HONOR'S DEGREE  
OF BACHELOR OF ARTS IN POLITICAL SCIENCE

BY  
AIDA JOSEPHINE GUERY NELSON  
MAY, 1973

## ABSTRACT

This thesis explores some aspects of political socialization. It specifically will look at language patterns in political literature. The study of the language patterns in political literature leads to the formulation of the hypothesis that the symbols and words used in political literature are a factor which influences political behavior. In addition to influencing political behavior, language symbols and their connotations are an indirect and subtle lever which alienates the female reader and represents a continuance of male domination in the political arena.

The editorial and women's pages are used as grounds for study. The technique used to measure the differences is a quantitative content analysis of words, subject matter and readability.

This study concludes that there is a correlation between the use of male oriented terminology in political literature and the alienation of the female reader by virtue of her socialization. It shows that the subject matter presented for women is intended to keep her in the traditional role of the home - maker and that there is a tendency to present simpler reading material to women.

## TABLE OF CONTENTS

### Chapter

I.	SOCIALIZATION.....	1
II.	LANGUAGE.....	11
III.	RESEARCH DESIGN AND METHODOLOGY.....	19
	Content Analysis	
	Source of Data	
	Variables	
IV.	ANALYSIS.....	31
	Frequency of Male Oriented Words	
	Verbs and Their Types	
	Measurement of Subject Matter	
	Measurement of Readability	
V.	CONCLUSION.....	61
	BIBLIOGRAPHY.....	70

## LIST OF TABLES

Table		Page
1.	Occurrence of Male Oriented Words.....	33
2.	Verbs and Their Types.....	36
3a.	Subject Matter..... Chic Woman's World	49
3b.	Subject Matter..... Editorials	50
4.	Number of Words Excluding A's and And's.....	52
5.	Percentage of Adjectives.....	54
6.	Average Length of Adjectives.....	55
7.	Percentage of A's.....	56
8.	Percentage of And's.....	57
9.	Number of Paragraphs.....	59
10.	Average Length of Sentence.....	~60

## CHAPTER I

### SOCIALIZATION

Socialization, the process by which a person's ideas, customs, prejudices, and perceptions are moulded and absorbed is a subject that at the present is commanding a great deal of attention. Sociology, Anthropology, Political Science, and Psychology are providing research on this relatively new subject in the quest for reliable knowledge about the basis of human behavior.

The Twentieth Century has seen myths and traditions replaced by experimentation, technology, and verifiable information. No longer does the majority of the secular public believe in spirits, bad blood, genetic inferiority or superstition as valid explanations of behavior. We demand that explanations for social phenomena be more methodical and empirical.

At the same time there is a growing demand for self-determination and less attention paid to how things were done or explained in the past. We want to know why people behave in various fashions. How does a

person form his/her beliefs and attitudes? Why do people continue to guard and cherish traditions when they no longer serve an obvious purpose? Why are some individuals more aggressive than others? What factors make one society generally pragmatic and another inclined to pomp and ceremony?

The knowledge in this area is limited and as Wayne Dennis has written:

"...in regard to social factors in perception we are at this point: no one seems to doubt that our perceptions of objects in the inanimate world, and particularly the meaning of these objects, is determined by culture. Our interpretations of persons likewise is admittedly influenced by our own group membership. While we recognize these influences when they are pointed out to us, they seem to play little part in our systematic accounts of personality. We assume that the general citizen's perception of the world is affected by his church, his vocation, his party, his lodge, and his newspaper, but we have not taken the trouble to study these influences." (1)

---

1.

Wayne Dennis, Ph.D., "Cultural and Developmental Factors in Perception", Perception an Approach to Personality, Robt. R. Blake and G. V. Ramsey, Editors, (The Ronald Press Co., New York, 1951.) p. 152.

Socialization, whether it be religious, educational, sexual, philosophical, or political, is attributed to the culture in which one finds oneself. Social influences are not present in the chromosomes. Social influences have a developmental course in which they imbed themselves in the behavior.

As women are a significant group in the population, it is important to investigate their socialization process and how this process affects them in the political sphere. "As of July, 1970, women constituted no less than 53.3% of the American voting electorate." (2) It is a baffling phenomena that such a large sector of the American public is almost invisible and therefore it is even more important to understand why women do not play a more active role than they do in the political system. Why are there so few females in office? Why do women tend to vote more conservatively than men? Why, in fact, is there such a lack of interest in political literature on the part of women?

There have been no women presidents in the United States and until recently none were even thought of seriously

---

(2)

"Congressional Record, July 10, 1970, p. 1745."



for nomination. "In 1969-70 there were 10 women in the House of Representatives - 10 among 435 members in all - 4%. In the Senate it is worse, only 2%." (3) "In the Eighty Eighth Congress - with 11 women members - three made it into the most exclusive committees." (4) These were the Rules, Ways and Means, and the Appropriation Committees. Since 1920 only two women have held Cabinet rank in the federal government. They were Frances Perkins, Secretary of Labor, 1933-45, and Oveta Culp Hobby, Secretary of Health, Education and Welfare, 1953 - 55.

"In the Foreign Service 10 women have served as ambassadors and ministers between 1920 and 1970. Out of 103 chiefs of mission abroad, only 3 are women. The Foreign Service has 3,061 women among a total of 10,769 employees. Among Foreign Service Officers, however, women constitute less than one tenth of the total." (5)

---

(3)

Kirsten Amundsen, The Silenced Majority, Women and American Democracy, (Prentice Hall, Inc., New Jersey, 1971.) p. 63.

(4)

Frieda Geblen, "Women in Congress," Trans-Action, October, 1969, p. 37.

(5)

U. S. Civil Service Commission Statistics Section, Study of Employment of Women in the Federal Government; 1967, (Washington, D. C. Government Printing Office, June, 1968.

"of the 849,421 women in federal civilian service in 1968, only 147 held the top positions, grades GS16 through 18. That makes for 1.5 percent of women among the administrators and federal executives." (6) "Tiny numbers occupy high posts in the judicial and administrative hierarchies: under the past three administrations women have comprised a constant percent- 2.4% - of a rising number: 79 of 3,273 in 1951-52; 84 of 3,491 in 1958-59; 93 of 3,807 in 1961-62." (7)

"In the Judicial Branch of the federal government no women are to be found above the rank of 12, and in the Department of Justice, only 5 made it into rank 16 and 1 into rank 17. By comparison, 388 men in that Department enjoyed ranks of 16 and above in 1968." (8)

Obviously there is no need to discuss the absence of women in the Supreme Court. However, the lower courts are just as representative of women as the other branches discussed above. "In 1968 there were five women among the District Court Justices, one in the Court of Customs,

---

(6) The 1969 Handbook on Women Workers, p. 121, Women's Bureau Bulletin 294. U. S. Department of Labor.

(7)

Margaret Mead and Frances B. Kaplan, (eds.) American Women, (Charles Scribner's and Sons, New York, 1965, pp.72-75.

(8)

U. S. Civil Service Commission Statistics Section, Study of Employment of Women in the Federal Government, p. 4.

two in the Tax Courts, and three serving in District of Columbia courts by presidential appointment." (9)

On the State level only three women have succeeded in being elected governor and each of them succeeded their husbands. "Miriam A. ("Ma") Ferguson of Texas, 1924-26 and 1932-36, Lurleen Wallace of Alabama in 1966, and Nellie Taylor Ross of Wyoming who was elected in 1925." (10)

"In 1967 women held only 313 out of 7,700 state legislative seats. This is about 4% representation in State legislatures." (11)

The picture is bleak indeed, and when it is coupled with the tendency of women to vote more conservatively,\* than men, it brings to mind the question of why is this so?

---

(9)

U. S. Civil Service Commission, Op. Cit., p. 4.

(10)

Martin, Gruberg, Women in Politics: A Source Book, (Academic Press, New York, 1963.) pp. 189-90.

(11)

The 1969 Handbook on Women Workers, Ibid., p. 125.

\*

For an excellent analysis of explanatory factors on this phenomena, see: Seymour Lipset, Paul F. Lazarsfeld, Allen H. Barton, And Juan Linz, "The Psychology of Voting: An Analysis of Political Behavior." In Handbook of Social Psychology, Vol. 2, pp. 1124-1175. (Addison-Wesley Publishing Co., Cambridge, Mass., 1954.)

Herbert H. Hyman found in his studies of voting behavior that: "In adolescents sex differences are inconsistent in direction and negligible in magnitude;...With adults, however, adult women have been found to be moderately but consistently less tolerant than men." (12)

Of course, one could say that until this century women possessed neither educational advantages, freedom, or the franchise, and no one would deny that. However, why is there so little political involvement on the part of women at this time in the United States, when every opportunity (presumably) is available for the taking?

The crux of the problem is the manner in which women are socialized. The experiences which produce positive images of themselves, also produce an inability to relate positively to political activity and literature. From the cradle on children receive messages contributing to their typing as a boy or girl and by age two some awareness usually has taken place as to their sexual identity and sex standards for corresponding behavior.

---

(12)

Herbert H. Hyman, Political Socialization, (Free Press, Toronto, 1959, reprint 1969.) p. 34.

These messages are reinforced by the images of the mother and father in the family and by the images illustrated in media, nursery literature, textbooks and the selection of toys. An example of this channeling of sex roles was pointed out by a teacher, Julie Edwards, of Davis, California, who sent questionnaires to the parents of the children in a private nursery school.

"Mrs. Edwards found that parent's approval and disapproval of qualities affecting their children's sociability could be clearly divided along sex lines. Parents of girls stressed their malleability, cooperativeness, and willingness to take directions as their daughters' most valuable characteristics. Disapproval was given to assertiveness and affinity to quarrel. Boys, on the other hand, were praised for being independent, assertive, and inquisitive, and severely put down for being timid and fearful.

The teachers' attitudes were found to correspond very well, indeed. Watching the children play on the outside jungle gym, for instance, teachers would quickly interfere with a little girl having trouble in climbing up to the top: 'Take it easy, dear - we'll help you down.' But a boy trying the same daring feat would be cheered on: 'That's the boy! You can make it if you want to !' Similarly, a girl acting aggressively would be put down for being bossy, while identical behavior in a boy would be dismissed with an easy going shrug: 'That's boys, you know.'." (13)

---

(13)

Kirsten Amundsen, The Silenced Majority, Ibid. pp. 116-117. Quoted from an unpublished research, reported at the Conference on Women, University of California at Davis, May, 1970.

W. A. Mischel agrees that: "From early childhood on, dependent behavior is less rewarded for males and physically aggressive behavior less rewarded for females in our culture." (14)

The association of political activity with masculine behavior, ie. aggression, and the abundance of male related symbols and language in political literature coupled with their negative socialization towards these is a subtle but socially effective means of deterring female participation in the political arena. It is intolerable that women as a political group remain a silent majority, and therefore, it is mandatory that we investigate all of the causes of their condition.

The process of socialization is for the most part subtle. Our attitudes and philosophies are reinforced constantly in our daily lives. We are so accustomed to these influences that we are not aware of the social and political impact that they induce in our personalities. Some of these forces are obvious, but quite often the "obvious is absurd". The discovery of the obvious is usually very difficult to grasp and understand, simply because the old habits of thinking, or shall I say not thinking, have obstructed (14)

W. A. Mischel, "A Social Learning View of Sex Differences in Behavior," in Eleanor Macoby, ed., The Development of Sex Differences. (Stanford University Press, California, 1966.) p. 75.

our capacity to see things in a new light. As the old saying goes, "One can't see the forest for the trees."

The obvious aspect that this thesis will treat then is language patterns, (words, symbols) in newspapers as a factor in socialization. In this particular case, the hypothesis is that this factor influences political behavior and indirectly represents a continuation of male domination in the political arena. I posit that the literature aimed at a female audience is worded differently than literature that is politically oriented. By this factor, political literature is alienating to women because of their socialization, and by this fact women are unable to relate positively to the terms used due to the concepts which they have of their proper role in society. Furthermore this thesis will show that literature that is prepared for women is more narrow in the variety of subject matter and easier to read, even though women receive the same education as men.

## CHAPTER II

### LANGUAGE

Language is a process of communication which is taken for granted. It is thought of as a means of naming or labeling objects, feelings, ideas, and actions. However, words and their denotations and symbolic connotations have attached concepts and experiences which have nothing to do with the precise dictionary definitions. Thus the word "communism" means one thing to a Soviet Citizen and quite another to an American Citizen. The word "lady" denotes nobility in one culture and in another culture a female who does not act in a vulgar manner in public, ie., does not pick her nose at the dinner table.

Feelings are attached to words at an early age. Piaget indicates that:

"Social factors permeate the child's perception of his environment from a very early age. He has interiorized certain aspects of his culture (in this case sexual roles) by the time that he can first give a description of his perceptions. In fact, he does not distinguish between the world and culture." (15)

---

(15)

J. Piaget, "The Child's Conception of the World", quoted in Wayne Dennis, Ph. D., Cultural and Developmental Factors in Perception, Perception an Approach to Personality, Ibid., p. 164.



Indeed, it is my opinion that many adults do not ever move beyond this point. Society provides certain patterns and characteristics, and the child sees them as natural. For example, some societies view monogamy as natural, male domination as natural, slavery as natural, capitalism as natural, etc., etc..

Perceiving information or objects according to Bruner involves a three step cycle.

"Analytically, we may say that perceiving begins with an expectancy or hypothesis. In the language of Woodworth, we not only see, but look for, not only hear, but listen to. In short, perceiving takes place in a "tuned organism". The second step is the input of information from the environment.... The third step in the cycle is a checking or confirmation procedure... of the information...." (16)

Thus one's perception of things and one's interpretation of symbols and words depends on which experiences we associate with that information and how we sort and store it in our minds.

Accordingly then, in our culture where males and females are

---

(16)

Jerome S. Bruner, Ph.D., "Personality Dynamics and the Process of Perceiving", in Perception, an Approach to Personality, Ibid., p. 123.

socialized and reared in different fashions, the product of this socialization, i.e., men and women, are the "tuned organisms". They are tuned to their proper sex roles and accepted forms of behavior. Females are the passive, gentle, compassionate, unintellectual, apolitical half of the human race and males are the aggressive, rough, demanding, intellectual and political other. Women are perceived of as passive and apolitical even though there are visible exceptions. This is so because the images and symbols that are valued, perpetuated and transmitted by this society, reflect such an impression not only to women, but of course, to men. That this is a learned phenomenon is clearly evidenced by the observation of other cultures where characteristics we usually ascribe to women are classified as masculine.

Naming or labeling depends on a process of classification. These classifications are based on certain recurring elements in our sense of experience, i.e., passivity and domesticity are associated with females, and aggressiveness, sports, and business with males. As Alfred Korzybski has written:

"There is no rigid and pre-established scheme according to which our divisions and subdivisions might once for all be made. Even in languages

closely akin and agreeing in their general structure we do not find identical terms. As Humboldt pointed out, the Greek and Latin terms for the moon, although they refer to the same object, do not express the same intention or concept. The Greek term (mēn) denotes the function of the moon to "measure" time; the Latin term (luna-lucna) denotes the moon's "lucidity" or brightness.... The function of a name is always limited to emphasizing a particular aspect of a thing, and it is precisely this restriction and limitation upon which the value of this name depends... in the act of denomination, we select, out of the multiplicity and diffusion in our sense of data, certain fixed center of perception. Language becomes... a medium through which we eventually talk to ourselves or to others, with its own definite limitations." (17)

The relation between language and experience is often misunderstood, Sapir found.

"Language is not merely a more or less systematic inventory of the various items of experiences which seem relevant to the individual, as is so often naively assumed, but is also a self contained, creative symbolic organization, which not only refers to experience largely acquired without

---

(17)  
 Alfred Korzybski, "The Role of Language in the Perceptual Process...", in Perception, an Approach to Personality, Ibid., p. 177.

its help but actually defines experience for us by reason of its formal completeness and because of our unconscious projection of its implicit expectations into the world of experience. As Santayana said: 'The empiricist... thinks he believes only what he sees, but he is much better at believing than seeing'." (18)

As has been pointed out, language is complexly intertwined with experience. These associations have a significant impact socially and politically.

"The very structure of language contributes to such effects in subtle ways of which we are quite unconscious as we employ them and react to them. What ever diverse pictures may be in the minds of the various respondents to such cues, it is their action or their acquiescence in deprivation that is politically significant. These symbolic forms serve to reconcile belief-systems with behavior, stretching one or the other in the interest of social and political viability. We see symbolism in this light best in alien cultures, where we are not involved in the prevailing belief-system and therefore scrutinize institutions rather than accept them." (19)

---

(18)

E. Sapir, "Conceptual Categories in Primitive Languages", (Science, 1931, 74, 578.) Quoted in A. Korzybski, "The Role of Language in the Perception Process", in Perception an Approach to Personality, ibid., p. 176.

(19)

Murray Edelman, The Symbolic as of Politics, (University of Illinois Press, Chicago, 1970.) p. 116.

The cues that women as a group receive from political literature induce quiescence. The terminology and phraseology is unfamiliar, not only in a technical sense, but also insofar as the male oriented words which are used. Politics is generally associated with power, conflict, bargaining, and aggression. None of these concepts are concomitant with femininity. Thus while a female reader may know the denotation of words and phrases such as, opposition, fractions, frontal action, interplay, bureaucratic, power play, rearward action, regroup forces, etc., she does not relate positively to them. She does not relate because she has had little or no personal experience with these concepts. She has been taught to avoid conflict and instead to appease her family and friends by means of not asserting herself.\* She does not see herself in these images since they are classified as non-feminine and her normal exposure to them is minimal, if not entirely absent.

As Edelman says,

"We also find reason to suspect that the use of particular language styles is a more sensitive

---

\* For an excellent analysis of this bypassing of conflict, see Margaret Adam's "The Compassion Trap", in V. Gornick and B. K. Moran, (Eds.) Woman in Sexist Society, (The New American Library, New York, 197?.) pp. 555-575.

and useful index of political functions in the modern state than the conventional division into executive, legislative, and judicial actions." (20)

Is literature aimed at a male audience different from that aimed at a female audience? A lot of individuals would agree that yes, the subject matter frequently is different. There is *Modern Home* and *Sports Illustrated*. There is *Vogue Magazine* and *Playboy*. There is *Sewing Circle* and *Popular Mechanics*. Be that as it may, why is it that a male may browse through a *Modern Home Magazine* and a female does not browse through a *Popular Mechanics*? My opinion is that males do have associational images with homes. After all, they have all grown up in one. However, females are not usually encouraged to participate in sports, mechanics, or business. As a firm believer that energy finds its lowest level, I feel that the lack of familiarity with a subject, and therefore the necessity to expend extra effort to become familiar with that subject without positive encouragement, is a means of deterring female participation.

---

(20)

M. Edelman, The Symbolic Uses of Politics, Ibid., p. 134.

Once we are aware of the transactional bond among language, experience and meaning, it enables us to use linguistic analysis to probe a phase of political dynamics, which is otherwise difficult to recognize or observe.

## CHAPTER . II

### RESEARCH DESIGN AND METHODOLOGY

My hypothesis is that the manner, literal style and word usage in political oriented literature is a subtle means of male domination. I postulate that the average female reader is alienated from political literature due to her inability to relate positively to the subject matter and the language by virtue of her socialization. The technique used to test this hypothesis is Content Analysis.

### CONTENT ANALYSIS

In its simpler forms, content analysis is the coding and recording of facts or points in order to make observations about the intent, changes, meaning, or sources of a message. It is the breaking down, the separation or the reduction to simpler parts of a content, in this case a newspaper. As it is literature, the analysis will utilize the language and connotations of symbols therein.

As literature is a means of communication, Berelson correctly notes that :

"In the communication process a central position is occupied by the content. By communication content



is meant that body of meanings through symbols (Verbal, Musical, Pictorial, Gestural) which makes up the communication itself. In the classic sentence identifying the process of communication- 'Who says what to whom, how, with what effect'- communication content is the what." (21)

One of the original descriptions of content analysis was the "research technique for the objective\*, systematic, and quantitative description of the manifest content of communication." (22)

However, the primary emphasis of content analysis now according to George Gerber is to: "illuminate or to make possible inferences about something that is not otherwise apparent." (23) Content analysis is frequently applied to reveal the purposes, motives, or other characteristics of the communicators as they are reflected in the content; or to identify the effects of the content upon the attention, attitudes, or acts of readers and listeners.

---

(21)

B. Berelson, Content Analysis in Communication Research, (Free Press, Glencoe, Illinois, 1952.) p. 13.

\* The author is aware of the empirical aspect of the question of "objectivity", but feels that content analysis is one means of increasing the degree of objectivity in a study, in contrast with an interview or questionnaire where the subject may react to the interviewer rather than the questions at hand.

(22)

Berelson, B., Content Analysis in Communication Research, Ibid. p. 13.

(23)

George Gerber, et al, "The Analysis of Communication Content, (John Wiley & Sons, New York, 1969.) p. x.

As a research technique, content analysis has been employed for a variety of purposes. In the question of literature this method has been used to solve questions of disputed authorship. Propaganda analysis was used widely during World War II. This process has also been used extensively to chart the changes in attitudes, decision making, frequency of conflict and changing alliances amongst nations and or political groups. \*

"Content analysis research usually involves the following stages. First, the research question, theory, and hypothesis are formulated. The sample is then selected, and the categories are defined. Next, the documents are read and coded, and the relevant content is condensed on to special data sheets. After coding, items placed in each category may be scaled, whereupon counts in frequency or intensity are made. Finally interpretations of the findings are made in light of the appropriate theory." (24)

---

\*For a content analysis on the question of authorship see: Frederick Monstetter and David L. Wallace, Inference and Disputed Authorship, (Addison-Wesley-Publishing Co., Reading, Mass., 1964.) pp. xvi, 283.

Douglas Adair, "The Federalist Papers, in the William and Mary Quarterly Journal, Third Series, Vol. XXII, no. 1, January, 1956, Pp. 131-139.

For a content analysis on changing political attitudes see: Richard L. Merritt, Symbols of American Community, 1735-1775, (Yale University Press, New Haven and London, 1966.)

Richard James Haney, "The Sino-Soviet Conflict and Soviet-Japanese Relations: 1960-1965", Master's Thesis, University of Houston, August, 1972.)

For a psycholinguistic source see: J. W. Atkinson, ed., Motives in Fantasy, Action, and Society, (Princeton, N. J., Van Nostrand, 1958.) (24)

R. C. North, O. R. Holsti, M. G. Zaninovich and D. A. Zinnes, Content Analysis (Northwestern University Press, 1963.) p. 38.

Though I have surveyed different techniques and contents of content analysis, I found none that would serve as a pattern for this study. Therefore, though this case would fit into the psycholinguistic category, it is for the most part original. Part of the contribution of this thesis is the development of another kind of content analysis.

I posit that inferences about relationships between intent and content or between content and effect can validly be made. As was pointed out in Chapter II, there most definitely is a relationship between content and its impact on the listener. Thus for our purposes, it remains to investigate the content sample for evidence of the disparity, if any, in communication literature. Inferences about population groups, in this case women, will be made on the basis of the content produced for them. By this process we can observe what attitudes the communicator has of and about women, and at the same time, how women relate and react to the content produced for them.

The question has often been asked if popular attitudes determine communication content, or does content determine attitudes? At the present the consensus appears to be

that it is a mutual influence. Nevertheless, I tend to believe that the scale is tipped in favor of the content influencing attitudes, as we are all aware and familiar with the process of creating "markets" for products which otherwise would not be successfully consumed.

SOURCE OF DATA

The source selected for this analysis was the Houston Post. It was chosen due to its large audience and because a newspaper presumedly generally reflects the community which it serves. The year 1967 was chosen as the time period from which to extract the sample for the study. I chose this year also because of the lack of activity on the part of women in politics at that time, though as was pointed out in Chapter One, things have not improved in the interim by any significant degree.

The areas to be sampled were the lead article presented in the Woman's Section which is classified as Chic Woman's World, and a random sampling of articles which appeared in the editorial section of the newspaper.

These two sections were chosen as the editorial page is usually directed at political activity with an occasional human interest story. The Women's pages were chosen over other parts of the paper because it is the section that is designed especially for women and by that virtue is read more frequently by female readers than male readers.

At this time I want to make my position clear. I am not saying that women do not read other sections of the newspaper and I am not postulating that subjects which treat politics, business, and the military will not be included in the women's pages. To this last fact, we already know that they are not included in that section of the newspaper. What I am going to prove is that the kinds of words used in political literature are different than those used in the women's pages, not only in connotation, but in their degree of readability. Also, I will show that the literature aimed at a female audience is narrower in subject matter and is closely related to the home.

Advertisers have given proof to the claim that women do read the women's pages consistently and more regularly than men. The Bureau of Advertising tells us that:

"The chief difference in page opening is by sex, and this is something advertisers can sometimes turn to their advantage. For example, the women's pages where most food advertising runs are opened by 90% of women readers, and are obviously a better place to run food advertising than, say, the sports or financial page." (25)

---

(25)

Bureau of Advertising, "A Million Miles of Newspapers", p. 3.  
(435 Lexington Avenue, New York, N. Y. 10017)

When considering those ads for products of interest to both man and women, the readership figures show the size of differences due to editorial environment.

Products of Interest      \*\*  
To Both Men and Women  
Median Performance Index\*

Type of Page	Men	Women
Sports	114	49
Women's	63	101
General news	100	101

\*Total Ads for Men and Women =100

Source: MMN Starch Studies of 32,000 ads (1961-63)

As can be seen there is a significant drop in attention paid to ads in the inappropriate types of pages. This confirms that there is a strong trend for women to read the Women's pages and for men to read the Sports pages and both to read the general news in the same proportion. Therefore, in keeping with my hypothesis, the women's pages will show what the communicator believes is of interest to women and how the communicator sees women as persons.

---

\*\*

Bureau of Advertising, "Research Facts on Position, Timing, and Creativity in Newspaper Advertising, (New York, 1968.) p. 8.

Every tenth paper was selected for sampling, beginning with January 1, 1967. These 37 samples were coded for terminology and subject matter only. Of these 37 samples, every fifth newspaper was analyzed for more specific variables. A Random Numbers (26) table was used as the average number of commentaries and articles ranged from four to seven to the page. There was no need to apply this method to the Women's Pages as there is only one article on the first page and the remainder of the space is utilized for advertisement and "Sale" notices. Ten samples were chosen randomly from these sixteen specifically for the purpose of a verb analysis.

### VARIABLES

The most difficult facet of content analysis is the selection of variables. To reduce bias and increase reliability, the aspect to be analyzed must be concrete enough so that anyone at any other time may be able to perform the same analysis and arrive at the same or similar conclusion.

#### VARIABLE I

#### TERMINOLOGY

As my most important contention is the alienation of female

---

(26)

Arkin, Herbert and Colton, R. R., Tables for Statisticians, (Barnes & Noble, Inc., New York, 1963.) p. 153.



readers by male oriented terminology, this was the first area to be coded. I have classified the areas of measurement into four categories:

- I. Sports oriented Words, such as racing, back stop, stem-winder, rear guard, first quarter, etc.,
- II. Military, Aggression and Power Oriented Words, such as power, resistance, expansion, occupational programs, blockades, launch, weaponry, war, mobilization, etc.,
- III. Political or Technical Terms, such as party whip, bankrolling, pork barrel, and names of agencies and committees and procedures which are exclusively political.
- IV. Trade or Business Oriented Words, such as corporate profits, gains, fip, option to buy, seasonally adjusted, collective bargaining, the Board, etc..

These categories were used in determining differential use between the editorial literature and the women's page. My hypothesis is that political literature is saturated with the above four classifications of male oriented terms and the female literature is not. Therefore, the female reader feels more comfortable with reading matter which does not contain few if any of these four types of terminology.

VARIABLE IIVERBS AND THEIR TYPES

In this analysis the verbs were picked out from 10 randomly chosen articles and compared with each other. There are five articles from the editorials and five from the women's pages. Verbs, gerunds, and participles were compared and in some cases for contrast the adverbs of some verbs were included.

VARIABLE IIISUBJECT MATTER

The third classification entailed the sphere of subjects treated in the articles and the variety in subject matter presented. It is my hypothesis that the women's pages will be more restricted in subject matter.

VARIABLE IVLEVEL OF READABILITY

Readability is the ease with which something is read. A test of readability would point out why some reading materials are easy to read and others are difficult. In this area I am looking for any difference in the grammatical content between the two samples. I posit that the Women's pages have a tendency to be more facile to read than the editorial sample.

This area was broken down into the following categories:

- a) The total number of words.
- b) The total number of adjectives.
- c) The average length of adjectives.
- d) The total percentage of times "a:" appeared.
- e) The total percentage of times "and" appeared.
- f) The average number of paragraphs.
- g) The average length of sentences.

## CHAPTER IV

### ANALYSIS

In Chapter One a general hypothesis was presented: That women because of their different socialization and therefore different experiences have an inability to relate positively to political literature. It was posited that the abundance of male oriented symbols was a subtle means of alienation for the female reader. Therefore, partially for this reason, women are relatively non-participant as a group in the American Electorate.

In Chapter Three the means of measuring were explained and classified. If we can find some supporting evidence in these comparisons, we will be able to advance with some confidence the hypothesis that due to the difference in vocabulary, women are discouraged from learning about and thus engaging in politics. Furthermore, we will be able to accept this type of communication as an indirect and insidious form of male dominance.

FREQUENCY OF MALE ORIENTED WORDS

It should be kept in mind that no mathematical operation is entailed here, simply a word count. Table I illustrates the occurrence in the editorial sample of sports, military-aggression, political-technical, and trade terminology. As can be observed, the military-aggression column has the most frequency. The second area of frequency is the political-technical jargon with the sports references third.

The author is aware of the necessity for denotative words such as a "war" in the real sense. This is not the case at hand here but what is of importance is the use of the term "war" to describe conflict situations as a primary convention and its proceedings.

The Chic woman's world was devoid of these symbols with the exceptions of the word "throw" used in the sense as to "throw away" and the word "tackle" as in to "tackle a job."

TABLE IOCCURRENCE OF MALE ORIENTED WORDS

	SPORTS	AGGRESSION MILITARY	POLITICAL TECHNICAL	TRADE
*****				
EDITORIALS	121	380	139	11
WOMEN'S PAGES	2	0	0	0

### VERBS AND THEIR TYPES

In this section the verbs, gerunds, and participles are coded out of ten random articles. The verbs are compared for types, tenses, infinitives, negatives, and action.

Table 11 illustrates five categories that were of interest. A derivative of the infinitive "to be" is consistently used more often in the Women's articles than the Editorials. It is 10.3% more to be exact. This is so because in the articles in the Women's section most of the space is devoted to description and states of being rather than action.

A most rare finding is the almost total lack of the use of the conditional or future tenses. This indicates a lack of speculation, abstract thought and questioning in the women's pages. In the number of infinitives used again the average is low, 3.3 against 12 for the editorials. The use of negatives is almost absent in the Women's articles, .20 negative words were used in five articles compared to an average of three in each editorial article. The use of any derivative of the infinitive "to have" was interesting also, this shows an average of 2.8 in the Women's articles compared to 6.4 in the Editorials.

The verb "like" is used in the Women's articles several times while it does not appear at all in the Editorials except in the negative once in the December 29th article. This I find in contrast to the word "want" which appears in almost every editorial and only once in the women's articles and at that the object doing the wanting is a paper towel which is indestructible. This suggests a degree of passivity with the women liking things and the men wanting things as in a state of dissatisfaction.

In a comparison as can be seen by the five pages of the verbs compared, the editorials have more active and aggression oriented verbs than the women's pages. On the January 11th articles the editorials show words such as reluctant, financed, be prevented, take over, permit, collect, maintain, undertake, launch, etc., etc.. On the Women's article the words show, sold, modeled, becoming, presented, worn, revered, likes, wore, noted, most of which indicate a state of being rather than a state of doing.

The April 22nd page displays the same contrast, as can be seen for the Women's articles, attractive, shaded, selected, designed, perform, like, creeps, range, give, bloom, appear, enjoy, includes, cover, etc.. Compared to these the Editorials show incensed, issuing, destroyed, succeed, dealing, adhere, caused, headed, stresses, dominated, having taken, transcends,



ARTICLE	% BE*	FUTURE CONDITIONAL	INFINITIVES	NEGATIVES	TO HAVE
W. 1/11	54.2% (n=35)	2	0	0	5
E. 1/11	40.2% (n=72)	16	16	4	5
*****					
W. 4/22	36.4% (n=50)	2	7	0	1
E. 4/22	22.4% (n=19)	9	1	2	4
*****					
W. 9/20	41.9% (n=71)	1	3	0	3
E. 9/20	33.4% (n=106)	9	16	3	9
*****					
W. 11/9	43.4% (n=66)	3	8	0	3
E. 11/9	33.5% (n=96)	10	25	3	7
*****					
W. 12/29	54.3% (n=46)	5	1	0	2
E. 12/29	41.3% (n=55)	4	2	3	7
*****					

WOMEN TOTAL  
AVERAGE

45.9%

2.6

3.8

.20

2.8

EDITORIAL  
TOTAL  
AVERAGE

35.1

9.6

12

3

6.4

\*Percentage of total verbs

committed, equipped, all are of a more active nature and quite a few totally male oriented.

The September 20th page shows for the women's article, showing, displaying, like, prefer, feast, heard, see, used, look, seeing, grab, remind, visit, remind. The Editorials again to name a few show opened, find, fought, followed, obtain, insure, brought, drove, occupy, have forbidden, to strike, to shock, run, to try, etc..

The Women's article for November 9th is amazing. The topic is the toughness of paper towels and here words of action and conflict appear but they pertain to the paper towel and not the woman. The towel jumps, demands, refuses, while the woman is exhausted, buys, is looking, bears, gets, considered throwing, tries to dump, etc., etc..

The McCarthy article for the same date displays the same trend as the rest of the Editorials to have larger numbers of action words, explored, carry, throwing, influence, beat, disavow, run, rankled, shove, stumping, etc..

Finally the December 29th articles express the same story. The Women's article has read, watch, sit, pay, use, recover, reupholster, painted, etc., while the editorial shows,

January 11, 1967, Women's Page Article: "Ring In Spring,

INTERNATIONAL!

VERBS

is breaking	are revered
are (4)	was
are being sold	is pointing
is (2)	travel
will be modeled	fly
can be	has
are becoming	said (2)
is showing	have (3)
are shown	likes (4)
will be presented	opened
are co-ordinated	flares
is worn	wore
	noted

January 11, 1967, Editorial Page Article: "Galveston Bay Water"

are talking	could begin
is possible	would serve
is reluctant	may agree
is not clear	must provide
would be (4)	has
are concerned	pass
is (7)	create
has not been found	to oppose
is needed(2)	contribute
is desirable	has shown
is to be	do not mean
should be made	has proposed
to be financed	said
to be made	effect
to be understood	established
is inevitable	put it
are	involved
is bad	to establish
should be prevented	to enforce
would make it	proposed
would do	to acquire
could not do	to own
would have	to operate
could accept	providing (2)
could take over	to make
to raise	to collect
it needs	to finance
talk	to maintain
to permit	to undertake
rests	to launch
believe	

April 22, 1967, Women's Page Article: "Shangri-La on a 50 x 120 Foot Lot".

## VERBS:

is conducive	vie	fill
is (2)	make	doubles
can be planned	contributes	surrounds
can be planted	to growing	completes
to be attractive	selected	include (2)
was (2)	creeps	to consider
are(3)	numbers	to cover
are used	range	
is shaded	to provide	
have been selected	give	
is entwined	serve	
are designed	bloom	
is interested	to enclose	
are growing	appear	
are fond	complete	
will perform	enjoy	
might like	leads	
divides	sitting	
grow	to enjoy	

April 22, 1967, Editorial Article: "Conservatives Hold Grip on YRs".

is (2)	informed	reduce
were (2)	wanted	transcends
was (3)	adhere	assures
was incensed	made (2)	committed
was issuing	it seemed	conditioned
will be (2)	caused	equipped
would give	headed	interested
could not make	had gone	broadening
would not make	he has	understand
would have destroyed	wearing	
will take	leaves	
happened	stressed	
shows	can predict	
took	take	
to succeed	looks	
representing	dominated	
dealing	having taken	

September 20, 1967, Women's Article: "For Looking, For Living".

## VERBS

to be	feast
there are (3)	have heard
it is (6)	can see
is	used
are showing	look
there is	to seeing
will interest	grab
displaying	put
like (3)	remind
prefer	have had
has gone	to visit

September 20, 1967, Editorial Article: "A Journey With Eli, A Symbol".

is as	to make (2)	meant
is (10)	to insure	heard
is marked	to try	to know
was (3)	to see	asked
is written	knows	have forbidden
were (5)	see	stuffed
are (3)	traveled	have caused
are using	to begin	to strike
are present	goes back	had invited
are hidden	to leave	promising
were settling	nestling	told
have been told	conceals	said (2)
would be opened	flourished	had fulfilled
will never go	brought	to open
could go	drove	did not want
would come	live	seemed
would benefit	lives	to shock
could help	means	think
could not care	lies	to leave
will open	holding	to combine
will go	having	to hold
can find	to hold	run
had sprouted	employed	please
fought	had	ran
led	seem	
gives	occupy	
having made	visited	
followed	waiting	
obtain	to present	

November 9, 1967, Women's Article: "Throwing in the Towel is a Full-Time Job".

## VERBS

is becoming	are ready	buys
is (3)	could toss	can use
it used to be	will buy	throw
it was	disposing	feeling
to be thrown	considered throwing	feels
was (2)	made	to keep
to be hung	to clean	spills
are (2)	created	needs (3)
has been	did not need	has worn
has become	to dry	exhausted
there are	cropped	figure
is looking	could toss	can give
be put	going, going, gone	forget
can be	wants	tain't so
it will be	to get	jumps
refuses	can use	demanding
to stay	can think	conserving
bear	find	to go
gets	tries	can treat
to part	to dump	can treasure

November 9, 1967, Editorial Article, "McCarthy Talks of Entering Race."

is (10)	to be explored	to use (2)
to be said	are going	to beat
be taken	is likely	hope
is putting	will stay hitched	lending
is going	will do	enter
have been trying	will sign	loves
to be used	would need	does not choose
is needed	will get	to throw
are trying	could have	to disavow
is required	would have	to get
is hinting	would entail	to run (2)
could be	will	has left
was	might carry	does not end
should be	has come	rankled
was due	to throwing	able
to be	says	to shove
was eager	dump	has altered
can be stated	want(2)	intends
are (5)	to win	to go
were	influence	can
are saying	knows	has gone

November 9, 1967, McCarthy continued:

testing  
to contest  
goes  
to consider  
to enter  
to make sure

beating  
to request  
to pile up  
means  
to start  
stay

to have to dig  
make  
stumping  
to fade  
improves

December 29, 1967, Women's Article: "A Room with a Viewpoint".

could be (3)	comes
might be (2)	sparkling
is (9)	go
are (3)	build
can be paired	use
can be simple	have
can be stocked	opens
is striking	has seen
can be used	recover
are painted	reupholster
can be	buy
are added	to cover
get away	provides
read	defines
watch	says
sit	can go
pay	

December 29, 1967, Editorial Article: "Small Nations Unhappy".

Are casting	provided	has described
is (5)	to backstop	starts
are complaining	think	insists
is forcing	believe	hold
could not be	has demanded	demands
is measured	have	start
is evident	measuring	requires
are being subjected	has exacted	to set
will be hearing	has aided	calls (2)
can be seen	do not like	has
will be less	admits	
were	boils down	
are (2)	can command	
is being reached	has grown	
there is	can enforce	
has been	offered	
may be equal	say	
will not exceed	wring	
gave (2)	apply	



forcing, being subjected, exceed, backstop, demanded, exacted, command, enforce, wring, insists, demands, requires, etc..

One fact is clearly evident, and that is that in the Women's page is not where the action is. Of the five articles not one of them had any action devoted specifically to a woman. As can be seen by the titles, one concerns fashion, another gardening, the third furniture, the fourth the belligerent paper towel, and the fifth displays furniture again.

The communicator has projected an idea of women and of what women like by aiming descriptive type literature at women rather than an action oriented account.

MEASUREMENT OF SUBJECT MATTER

Tables IIIa and IIIb show the blatantly restrictive variety of topics found on the women's page for the 1967 year of which every tenth paper was selected. Twenty seven of the thirty seven articles are confined to the home and the domestic scene. Twenty one of these twenty seven exemplify the "Feminine Trinity" of "Fashion", "Furnishings", and "Flowers". The majority of the remaining articles, seven of ten, express society gossip. This leaves a total of three articles which take the feminine reader outside her confines, and not too terribly far, music, an article on youth assisting the unemployed, and a third on the rehabilitation of women inmates in the Goree House of Correction.

The analysis supports the hypothesis. The topics that appear in the sampled women's articles make the reader feel at home by offering her a world which outwardly resembles her own. It also reveals the image of the female reader that the communicator possesses, that of a home oriented individual, despite the fact that in 1970, 40% of the labor force in the United States was composed of women workers.\*

---

\* From the U. S. Bureau of the Census and the U. S. Department of Labor, The Women's Bureau.

Not only does it reveal an image of a home body, but it shows by the character of the stories that the communicator sees the female reader as a child-like personality.

References and title pages indicate this:

"Dogs to Fit Personalities", 7/31/67., "ringing bells". 1/11/67, "Shangri-La", 4/22/67, "Fairy Godmothers", 3/2/67, "as pretty as a rose", 1/21/67, "of snowflakes and sunbeams", 3/12/67, "Valentino", 7/21/67, "Hitch Your Wagon to a Star", 9/10/67, "Princess Is...", 10/10/67, "White House Wedding", 12/9/67, "A Tree for Christmas", 12/19/67.

These topics not only tend to keep women associated with the home, but also tend to keep her in a juvenile fantasy world.

These types of subjects are not geared to lead the female reader to self-knowledge. They are not intended to make the female evaluate, or re-evaluate herself and her goals or aspirations. These articles do not direct the reader to scrutinize her world as the communicator sees it, much less to criticize and form opinions of the outside world, politics, economics, or sociology.

There is no effort expended in this literature to make women aware of their prejudices, resentments, information, or the lack thereof, their potential, or capabilities, or

to stimulate abstract thoughts and concepts. By reinforcing their already internalized perceptions of themselves, this literature perpetuates the alienation of women from the political system.

Even at that, in the realm of the home, which is to be her territory, these articles are not conducive to encouraging her initiative or creativity. For the most part they are explicit explanations of what to do with the home, clothes and garden -- laden down with excessive descriptions. Their implications are that even in the sphere where women belong they are not capable of making decisions for themselves and must be advised by others.

By contrast, the editorial sample offers a more varied choice of subject matter from social problems whether local or international. Though the adjectival content is not staggering in count, the trend is to use abstract or more technical adjectives in the editorials, such as autonomous, influential, authoritarian, while the Chic articles are burdened with adjectives of appearance and trivia, such as red, blue on green, moon beams, beautiful, etc..

While the editorial information represents the bias of the author, the information level suggests that the communicator

has in mind a more mature audience, an audience with a more varied interest range and an ability to think abstractly and to make choices while digesting complex information.

TABLE IIIaSUBJECT MATTERCHIC WOMAN'S WORLD

FASHION	9	CHARITY BALL	1
FURNISHINGS	6	HUMAN RESOURCES IN HOUSTON, ACTION FOR YOUTH	1
FLOWERS	6	MARRIAGE	1
FOOD	1	WOMEN PRISONERS GOREE INMATES	1
PETS	1	AN OFFICER'S WIFE	1
HOUSEWORK	1	THE COACH'S WIFE	1
MUSIC	1	SOCIETY	7

TABLE IIIbSUBJECT MATTEREDITORIALS

POLLUTION	3	SMOKING	1
ECONOMY	7	TREATY NEGOTIATIONS PANAMA	1
REPUBLICAN PARTY & INDIVIDUAL REPUBLICANS	4	OLDER GENERATION	1
YUGOSLAVIAN REFORM	1	POVERTY - FEDERAL AID - LUNCHES	2
MIDDLE EAST CONFLICT	5	TEACHER'S SALARIES	1
INTERNATIONAL MONETARY FUND	1	MUSEUM	1
NEW YEAR'S SERMON	1	AIRPORTS	1
DEMOCRATIC PARTY & INDIVIDUAL DEMOCRATS	4	WAR & SCIENCE	1

MEASUREMENT OF READABILITY

In this section I am looking for technical differences in the sample articles. Of the 37 newspapers sampled, every fifth one was chosen for this analysis. The selection provided eight articles from the editorials and eight from the Chic Women's World. The hypothesis mentioned previously which is applicable to this section is that the trend would be for women's articles to be easier to read.

WORDS

Table Iv illustrates the total number of words excluding "a" and "and" from the sixteen articles. It is a point of interest that the human interest stories tend to be almost  $2/3$  as long as the rest in both groups. The human interest articles are marked in Table Iv with an asterisk for identification.

One comes from the editorials and two from the women's pages. Including these three articles, the average editorial is 577 words compared to 527 in the Chic section. The study could have eliminated these human interest articles, but for the sake of a systematic and methodical approach it was decided to include them. The exclusion of them also would have increased the variable of bias as personal decisions would have had to be made.



Nevertheless, if the reader excludes these three items in Table IV, it is noticeable that the remainder of the sample indicates longer articles in the editorial section. In any case, the editorial average is a full 50 words longer. This may look insignificant but results in editorials being around 10% longer even though the format of the women's page is such as to give potentially half a page to an article plus open-ended continuation on the next page while an editorial competes with three to six other articles on the same page for space. The space on the women's page is reduced by posed pictures and open space with large lettering.

TABLE IV

NUMBER OF WORDS EXCLUDING A'S AND AND'S

	1	2	3	4	5	6	7	8
						*		
EDITORIAL	557	504	566	510	236	858	758	461
WOMEN'S PAGE	392	414	500	* 805	* 1092	217	387	321
	1/11	3/2	4/22	6/11	7/31	9/20	11/9	12/19
EDITORIAL AVERAGE	= 577			RANGE = 244-900				
WOMEN'S PAGE AVERAGE	= 527			RANGE = 217-1092				

ADJECTIVES

Table V illustrates the percentage of the articles consumed by adjectives. This was derived by using the total number of words excluding "a" and "and". The average shows a slight trend toward more adjectives in the Chic articles, though admittedly it is a small percentage.

AVERAGE LENGTH OF ADJECTIVE

Table VI indicates a more significant trend. It reveals that the adjectives used in the editorial sample are more than a full letter longer. One editorial, the sample from 1/11 shows the average adjective to be 11.2 letters long, while the longest average, which appears also on 1/11 of the Chic sample is 6.2 letters. The overall average shows the editorials to possess 7 letter adjectives versus under 6 letter adjectives for the Chic group. If you have engaged in word games, you can appreciate the difference between six and seven letter words. The trend for women's page articles to contain smaller and simpler words tend to support the thesis that women are favored with lower level material despite their average education being about equal to that of men.

TABLE VPERCENTAGE OF ADJECTIVES

	1	2	3	4	5	6	7	8
EDITORIALS	11.2	11.1	16.6	15.8	19.9	12.4	11.2	17.5
WOMEN'S PAGES	24.2	14.4	19.4	13.7	12.4	12.4	9.8	19.0
	1/11	3/2	4/22	6/11	7/31	9/20	11/9	12/29

EDITORIAL AVERAGE = 14.6      RANGE = 11.1 19.9

47 to 107 Adjectives

WOMEN'S PAGES AVERAGE = 15.0      RANGE = 9.8 - 24.2

27 to 151 Adjectives

TABLE VIAVERAGE NUMBER OF LETTERS IN TOTAL NUMBER OF ADJECTIVES

	1	2	3	4	5	6	7	8
EDITORIALS	12.5	6.4	6.7	6.9	6.0	6.1	6.8	6.5
WOMEN'S PAGES	6.2	6.0	6.0	5.3	5.5	6.0	6.0	5.9
	1/11	3/2	4/22	6/11	7/31	9/20	11/9	12/19

EDITORIAL AVERAGE = 7.1      RANGE = 6.0 - 12.5

WOMEN'S PAGES AVERAGE = 5.9      RANGE = 5.3 - 6.2

PERCENTAGE OF "A"

The percentages of Table VII measure a facet of simplicity. As is clearly observed, there are almost twice as many "a"s in the literature aimed at the female reader. The whole average shows 3.0% for the Chic sample and 1.3% for the editorial sample. The impact of this high percentage of "a"s is even more profoundly shown in conjunction with Table VIII.

PERCENTAGES OF "AND"

That the percentage of "and"s is nearly double in the Chic group supports the hypothesis that these articles are more simply written than the editorial sample. The abundance of "a"s and "and"s creates a reading material which has less complex sentences and a redundant quality similar to primer readers. ("and a dog, and 3 cats, and a parrot, and a .... or a black and tan dress with a white and gray and brown knit and scalloped jacket.") This type of reading material implies that the communicator judges the reader as one that cannot handle reading material which is more difficult than the junior high school level. It implies that the reader cannot handle complex grammar and that the material is to be

offered in the simplest of words. This is amazing as more females finish high school than males in the United States and one out of four goes on to higher learning.

TABLE VII

PERCENTAGE OF A'S OF TOTAL NUMBER OF WORDS IN ARTICLE

	1	2	3	4	5	6	7	8
EDITORIALS	1.2	1.1	1.6	2.4	2.5	2.2	1.7	2.4
WOMEN'S PAGES	1.4	2.7	2.8	1.1	3.7	2.6	2.9	7.2
	1/11	3/2	4/22	6/11	7/31	9/20	11/9	12/29

EDITORIAL AVERAGE = 1.8                      RANGE = 1.1 - 2.5

WOMEN'S PAGES AVERAGE = 3.0                      RANGE = 1.1 - 7.2

TABLE VIIIPERCENTAGE OF AND'S IN WHOLE TOTAL OF ARTICLE

	1	2	3	4	5	6	7	8
EDITORIALS	2.4	1.5	1.2	2.2	0.8	2.4	1.5	1.9
WOMEN'S PAGES	3.6	2.7	3.1	4.1	2.5	3.8	1.2	3.6
	1/11	3/2	4/22	6/11	7/31	9/20	11/9	12/29

EDITORIAL AVERAGE = 1.7

RANGE = .8 - 2.4

WOMEN'S PAGES AVERAGE = 3.0

RANGE = 1.2 - 4.1

NUMBER OF PARAGRAPHS

The average number of paragraphs in Table IX is the same. This is accounted for by the overly verbose human interest stories in the Chic sample. With the exclusion of these, one can see that the trend is for the remainder to show more paragraphs in the editorial sample.

AVERAGE LENGTH OF SENTENCES

The average length of sentences was computed by sampling every other sentence from both sets of articles. "A"s and "and"s were not included. Table X is quite significant as it indicates that the average sentence in the editorial sample is over 1/3 longer than the Chic sample. In Tables VII and VIII it was shown that the percentages of "a" and "and" were nearly doubled in the Chic sample. This shows that the sentences aimed at female readers not only are less complex, but tend to run on. They are quite simple sentences joined together with an overabundance of the article "a" and the conjunction "and".

The total picture assembled from this analysis is that there is a difference in terminology between the two samples. Primarily there is a difference in symbols, secondarily there



is a restrictive and narrow subject matter aimed at women readers than in the political literature in the editorials, and thirdly the trend is for female directed literature to be simpler in nature and easier to read.

TABLE IX

NUMBER OF PARAGRAPHS

	1	2	3	4	5	6	7	8
EDITORIALS	10	10	12	12*	4	13	13	12
WOMEN'S PAGES	8	7	12	20*	16*	5	9	8
	1/11	3/2	4/22	6/11	7/31	9/20	11/9	12/29

\* indicates human interest stories

EDITORIAL AVERAGE            =        10.5                    RANGE    4 - 13

WOMEN'S PAGES AVERAGE    =        10.5                    RANGE    5 - 20

TABLE XAVERAGE LENGTH OF SENTENCE

(letters)

	1	2	3	4	5	6	7	8
EDITORIALS	29.	38.0	19.0	15.8	22.0	23.1	24.0	21.0
WOMEN'S PAGES	10.5	19.	28.3	22.0	17.3	12.4	13.9	16.7
	1/11	3/2	4/22	6/11	7/31	9/20	11/9	12/29

EDITORIAL AVERAGE = 25.3

RANGE = 19-38

WOMEN'S PAGES AVERAGE = 16.5

RANGE = 10.5 - 28.3

## CHAPTER V

### CONCLUSION

The evidence presented in Chapter IV suggests a correlation between the use of male terminology in political literature and the alienation of the female reader. It shows that the subject matter presented to female audiences is limited and tends to keep the reader in her own environment. It lacks variety and action. Lastly, the evidence suggests a tendency to present simple reading material to the feminine population.

The primary correlation between the use of male terminology and female alienation has by no means been exhausted, but it definitely does shed light on this facet of socialization which has not been investigated. I feel that any subsequent investigation on this subject will show similar results. As the relationship between language and perception becomes clearer, it also becomes more obvious that it is an important lever of dominance, as this case has pointed out. The fact that women are taught from childhood to avoid conflict, strife, violence, and to refrain from asserting themselves is perpetuated in the women's literature which, as was pointed out, lacks little or no positively oriented action.

The latter two conclusions, the limited subject matter and the simpler reading material presented to women, indicate the image that the communicators and society have of women as a group and by the same token the images that women have of themselves. That image is of a child-like personality which spends all of her time and energy in the area of the home. These I personally feel are insults to the female sex.

Conversely, this study also points out the association of male oriented vocabulary in political literature with aggression and violence. This is indicated with the staggering number of military and aggression terms in Table I and the more action and aggressive verbs in the Verbal Analysis section in Chapter IV.

So what is to be done? It has been advocated that females should be socialized in the same manner as males. This being the traditional rough, tough, beat them up philosophy. Many feminist groups militantly defend this alternative and in our society where quite often nothing better turns up, "clubs are trump". In this light this course of action can be understood and appreciated. I have no doubt that with the same type of Spartan training, females would just as capably turn out to be as aggressive, unbending, and violence oriented as the most brawny of men. This may have been an effective

solution a few hundred years ago, but I see it as a sure route to destruction today. Therefore, though I advocate self-determination and independence for females, I do not suggest that this be accomplished by a manner of socialization oriented towards aggression. Furthermore, the same socialization of males should be redirected from its present course to pay less attention to muscles and virility and more to collective forms of living and governing.

That these elements of aggression and violence are necessary for political efficacy is a notion that must be questioned. Undoubtedly as politics is associated with conflict, aggression has almost been a synonym in this area. Violence, power and the attitude that might makes right have been an acceptable philosophy in the past as history can well display. That these qualities have been beneficial is questionable. However, in our 20th century civilization, a global society which is extremely technological and complex, this type of behavior and attitude are less efficacious. This is an issue which is a current dilemma to political scientists and, of course, the military. The vulnerability of complex societies is obvious, therefore the irony of being one of the strongest powers in the world and at the same time

the most dependent on technology to survive is disturbing.

Thus I feel, that most of the aggressive and dominating attitudes that have been used in the past cannot be used in the future. This "might obsession" is clearly archaic and will have to be abandoned, like wooden boats. Not only does this apply to international conflict, but it also applies to the male and female ascribed roles in this society.

A complete overhaul of our socialization process is mandatory beginning at the infant state. The toys that we select for our children have to be scrutinized for sex-role typing, such as guns for boys and dolls for girls. The violence oriented toys should be discouraged for both sexes and creative play encouraged.

Girls should be encouraged to play more decision making games to give them skills in working with groups. For instance, the block games that boys play in which territory is marked out collectively, the rules are decided, the bargaining over players, (such as in a ball game) etc., is an important part of development of organizational skills and team play which is often discouraged for girls if not

totally denied.

In a technological era might is insignificant. The chances of having a bright male child or a female child are the same. Thus we are wasting the talents of the 50% of females who are intelligent and capable of contributing positively to all areas of society by socializing them to the feminine ideal of passivity.

Young women should be exposed to a variety of alternative life styles rather than only the traditional home oriented one. The reading material should be more representative of what is going on in society and the world rather than the home geared material we have seen. This should encourage independent thought and criticism of abstract concepts.

Women should be presented in the women's pages in a manner which shows women active in many spheres of life in a positive way. There are successful intelligent women in almost all careers, few as they may be, but they are non-existent to the majority of the female public. Positive images of women are imperative as models for the young females who are searching for a complete well rounded life.

However, with this independence comes responsibility. To function in the attempt to secure a democratic society, responsibility for one's self and one's actions is without exception necessary.

This study is by no means an indictment of the Houston Post writers. They are no different than other papers across the nation. They are a product of our culture and their printed material reflects this. However, that over 50% of the American electorate is not being heard from is more than disturbing. The question arises:

"What does it do to a democracy?" When this apathetic majority does not exercise its political rights, or voice their political feelings and demands, what kind of loss is it for the nation? The idea for democracy stated by John Dewey was:

"The keynote of democracy as a way of life may be expressed as the necessity for the participation of every human being in the formation of values that regulate the living of man together." (27)

Most reasonable people would agree that women are human beings

---

(27)

John Dewey, "Democracy and Educational Administration," School and Society, April 3, 1937: quoted in Thomas R. Dye and L. Harmon Zeigler, The Irony of Democracy, (Belmont, Calif., The Wadsworth Publishing Co., Inc., 1970.) p. 6.



though in the past it was a hotly debated subject. However, for the most part the political sphere has been dominated by values that regulated the living of "men" together without the voice of women. Democracy posits a form of government in which only a broad participation of all the citizenry may or could insure a representative system.

"Sweetness, passivity, and helplessness may be appealing qualities in a variety of situations, but the political is not one of them. A woman whose self-concept is entirely what a sexist ideology would have it to be is not likely to make independent judgements, to voice her opinions, or to take on political responsibilities." (23)

This pervasive self-concept prevents a female from acquiring political expertise, from running for office against men, from finding, fighting for, and accepting leadership roles.

Women and other minorities have learned that legislation to end discrimination is important but not enough. Legislation does not change societies, nor their concepts of women, or those concepts which women have of themselves.

---

(24)

Kirsten Amundsen, The Silenced Majority....ibid., p. 133.

This must be done by changing sttitudes, habits, and the process of socialization for both men and women.

For women to progress into the political system, voice demands, and accept political responsiblity, change must be made in every facet of society leaving nothing unturned. When women progress toward full citizenship, the whole society will progress towards a representative whole.

It was Cassius J. Keyser who said:

"...for it is obvious, once the fact is pointed out, that the character of human history, the character of all our human institutions depend both upon what man is and in equal or greater measure upon what we humans think man is." (29)

This I feel doubly pertains to women. As long as women see themselves as politically lacking efficacy, then they will continue to lack efficacy, and furthermore, the rest of society will consider it "natural" that women lack political efficacy.

---

(29)

C. J. Keyser, 'Mathematical Philosophy!: a Study of Fate and Freedom., Quoted in Alfred Korzybski, "The Role of Language in the Perception Process", Blake and Ramsey, Eds. in Perception, an Approach to Personality, p. 202.

To change and remake oneself is horrendously difficult, but the change for the sake of political stability and representation is almost mandatory. This progress cannot be accomplished without suffering and grief, as society is both the marble and the sculptor.

---

## SELECTED BIBLIOGRAPHY

### BOOKS

- Amundson, Kirsten. The Silenced Majority, Women and American Democracy. New Jersey: Prentice-Hall, Inc., 1971.
- Arkin, Herbert, Colton and Colton, R. R. Tables for Statisticians. New York: Barnes & Noble, Inc., 1963.
- Atkinson, J. W. Ed. Motives in Fantasy, Action, and Society. Princeton, New Jersey: Van Nostrand, 1953.
- Berelson, B. Content Analysis in Communication Research. Glencoe, Illinois: Free Press, 1952.
- Blake, Robert R. and Ramsey, G. V. Perception, an Approach to Personality. New York: The Ronald Press Co., 1951.
- Edelman, Murray. The Symbolic Uses of Politics. Chicago: University of Illinois Press, 1970.
- Gerber, George. The Analysis of Communication Content. New York: John Wiley & Sons, 1969.
- Cornick, V. and Moran, B. K. Woman in Sexist Society. New York: The New American Library, 1972.
- Gruber, Martin. Women in Politics: A Source Book. New York: Academic Press, 1968.
- Hayne, Richard J. The Sino-Soviet Conflict and Soviet-Japanese Relations: 1960-1965. Master's Thesis University of Houston, August, 1972.
- Hyman, Herbert H. Political Socialization. Toronto: Free Press, reprint 1969.
- Macoby, Eleanor. The Development of Sex Differences. California: Stanford University Press, 1966.
- Mead, Margaret and Kaplan, Frances B. American Women. New York: Charles Scribner's and Sons, 1965.
- Merritt, Richard I. Symbols of American Community, 1735-1775. New Haven: Yale University Press, 1966.

- Monstaller, Frederick, and Wallace, David L. Inference and Disputed Authorship. Reading, Mass.: Addison-Wesley-Publishing Co., 1964.
- North, R. C., Holsti, O. R., Zaninovich, M. G. and Zinnes, D. A. Content Analysis. Northwestern University Press, 1963
- The 1969 Handbook on Women Workers, Women's Bureau Bulletin 294, U. S. Department of Labor.
- Ziegler, L. Harmon and Thomas Dye, The Irony of Democracy. California: The Wadsworth Press, 1970.

## ARTICLES

- Adair, Douglas, "The Federalist Papers" William and Mary Quarterly Journal Third Series, Vol. XXII, January, 1956.
- Bureau of Advertising, A Million Miles of Newspapers. New York: Bureau of Advertising.
- Bureau of Advertising. Research Facts on Position, Timing, and Creativity in Newspaper Advertising. New York: Bureau of Advertising, 1963.
- Geblen, Frieda. "Women in Congress" Trans-Action. October, 1969.
- Lipset, Seymour, Lazarsfeld, Paul F., Barton, Allen H., and Linz, Juan, "The Psychology of Voting; An Analysis of Political Behavior." Handbook of Social Psychology Vol. II 1124-1175 1954.
- U. S. Civil Service Commission Statistics Section, Study of Employment of Women in the Federal Government. 1967, Washington, D. C. Government Printing Office January, 1963