



Gendered Narratives in Motion: A Comparative Study of Travel Blogging Trends Among Malaysian Male and Female Influencers in Digital Landscapes

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Abstract

The present study involves the analysis of language in the written contents of travel bloggers in Malaysia. It pays attention to the different features that male and female bloggers use in their descriptive writing style and usage of keywords. As has been indicated earlier, qualitative research methods are more appropriate for textual data analysis. This, therefore, is what the study did. The data in this study relate to written contents of Malaysian travel bloggers. The study also applies content analysis, which is proven to be efficient in the systematic study of written text.

A combined purposive sampling and random sampling approach was adopted to select the sample in this study. Purposive sampling criterion made sure that the bloggers selected were pertinent to the research objectives; however, random sampling was applied to eliminate bias and enhance generalizability. Such a duality allowed the study to reach a balanced and fairly representative sample of Malaysian travel bloggers, incorporating both male and female voices. The theoretical framework was based on Lakoff (1974) concerning language and gender; men and women have different ways of speaking because of social and cultural forces. The results found substantive differences between Malaysian male and female travel bloggers. Female bloggers have a preference for very descriptive language, using their narrative to describe their experiences in much detail and color female bloggers are found to use more intensifiers, more hedging, more tag questions, more empty adjectives than male travel bloggers, so, to speak at the emotional level, to soften statements, to seek validation, and to express opinions. For example, "so," "maybe," "isn't it," and "adorable".

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المخلص

تشمل الدراسة الحالية تحليل اللغة في المحتويات المكتوبة لمدوني السفر في ماليزيا. تركز على الميزات المختلفة التي يستخدمها المدونون الذكور والإناث في أسلوب الكتابة الوصفي واستخدام الكلمات الرئيسية. كما ذكر سابقاً، فإن أساليب البحث النوعي هي الأكثر ملاءمة لتحليل البيانات النصية. لذا، هذا ما قامت به الدراسة. ترتبط البيانات في هذه الدراسة بالمحتويات المكتوبة لمدوني السفر الماليزيين. كما تطبق الدراسة تحليل المحتوى، الذي أثبت فعاليته في الدراسة المنهجية للنص المكتوب

تم اعتماد نهج عينة متعمدة وعينة عشوائية لاختيار العينة في هذه الدراسة. تضمنت معايير العينة المتعمدة أن المدونين المختارين كانوا ذوي صلة بأهداف البحث؛ ومع ذلك، تم تطبيق العينة العشوائية لتقادي التحيز وتعزيز القابلية للتعميم. سمح هذا الثنائي للدراسة بالوصول إلى عينة متوازنة ومعبرة بشكل عادل عن مدوني السفر الماليزيين، مشتملاً على أصوات ذكورية وأنثوية. كانت الإطار النظري مبنياً على عمل لاكوف (1974) بشأن اللغة والجنس؛ حيث أن الرجال والنساء لديهم طرق مختلفة في التحدث بسبب القوى الاجتماعية والثقافية. ووجدت النتائج اختلافات جوهرية بين المدونين الذكور والإناث الماليزيين. تفضل المدونات الإناث استخدام لغة وصفية جداً، مستخدمات سردهن لوصف تجاربهن بتفصيل كبير، كما تظهر المدونات الإناث استخداماً أكبر للتعزيز.

1.INTRODUCTION

Gender Differences in Language Use

As stated to it has always been found in research that males and females show differences in their use of language at the level of form, content, and function. According to how Haas worded it (1979), males "are more often concerned with the language of orientation, instruction, and assertiveness". Their speech involves more nonstandard forms and topics such as sports, money, or business, but leans on abstractions of time, space, quantity, and motion. Females, on the other hand, are more likely to be supportive, kind, and show their feelings. They prefer to discuss topics related to the home, family, and fashions and foods involved in home life; in doing so, they inject more feeling, evaluation, or psychological attention into the speaking-event (Haas, 1979: 42). These linguistic differences between males and females are based on cultural norms and expectations (Zain and Koo, 2016).

The most important theory within this area is Lakoff's (1975: 502) and it places a number of significant properties upon female language as differentiated from male language. Among these is the use of such features as: 1. Empty adjectives: Lexical items employed to express subjective evaluation, for example, "lovely" or "adorable." 2. Hedges: Phrases that weaken a statement, like "sort of" or "I think." 3. Tag questions: Questions that seek validation by adding to a statement, e.g. "isn't it?" or "don't you think?" 4. Hypercorrect grammar: More formal or "proper language" may be used. 5. Super-polite forms: Such as "if you don't mind" or "would you please," to show politeness. Lakoff's argument is that these forms reflect the ability of the speakers to make conscious choices about how they speak and that in general women are under greater pressure than men in this direction, due to cultural stereotypes of "ladylike" language and low confrontation conventions." Female speech tends to be politer, less assertive, and more concerned with making nice (Lakoff 1975: 404).

Gender and Digital Communication

The emergence of digital channels, such as blogs and social media, has opened new horizons for the study of gender-related language use. People can liberally express themselves online but have to make their way through social conditions that dictate how people normally

communicate. It can be claimed that the persistence of gendered linguistic behavior is to some extent available in findings for online settings. Female bloggers and social media users typically involve the use of more emotional and descriptive language, while male users typically revolve around mere information and assertive statements. (Herring & Kapidzic, 2015:34). In travel blogging, differences in the way males and females describe their experiences, can be traced. Females use language that is more bright and emotional in character to relate their impressions of a place while males generally emphasize very practical details and descriptions. Such differences have some deeper reflection concerning what is expected more broadly in society and how an audience is inclined to view and respond to that text.

Problem Statement

Despite increasing research regarding gender and language, very little is known about these differences and how they operate in digital communication in non-Western countries, particularly Malaysia. In this study, an attempt is made to bridge this gap by exploring the linguistic differences between male and female travel bloggers from Malaysia. More specifically, the study attempts to trace how male and female writers use language differently in their blog posts by focusing primarily on politeness, hedging, tag questions, and, mainly — specialist vocabulary related to travel. Thus, through investigating these differences, the present study shall contribute to our ever-deepening understanding of how gender shapes communication within digital spaces.

Significance of the Study

This study provides considerable significance on several grounds.

First, as far as **1. the theoretical point is concerned**, Lakoff's (1975) theory of gendered language receives updating in the context of digital communication, specifically, travel blogging. This will help us explore better the manifestation of traditional gender roles and the reflection of linguistic patterns within online spaces.

2.Cultural Relevance: Towards Malaysian bloggers, thus, it is possible to observe the way gender and language have intersected within life, at a multicultural, non-Western intersection. Therefore, such is a study that would further facilitate the understanding of gendered communication in a more global perspective.

3.Practical Implications: Understanding these differences will assist the content creators, marketers, and tourism professionals in coming up with strategies to capture diverse audiences. For example, females using emotive language can be used as a cue to travel brands in designing campaigns toward female travelers.

Research Question

- 1.What are the differences between males and females Malaysian travelling bloggers in terms of descriptive writing?
- 2.What are the main vocabularies used by males and females Malaysian traveling bloggers?

Research Objectives

The objectives of the research:

1. To investigate the differences between males and females Malaysian travelling bloggers in terms of descriptive writing.
2. To explore the specialist travel – related vocabulary used by males and females Malaysian traveling bloggers.

2. Theoretical Framework of the study

Lakoff's (1975) Features of Language Use in Digital Communication Lakoff's framework includes the differences of language use in gender via mitigation and politeness strategies,

emotional language, and precision and confrontation detail, but these components may as well be applicable to describe the very same elements found within digital communication. Language features are mediated through texts on digital platforms, whether it is social media, messaging apps, or online discussion boards, as offered in part towards textual and multimodal interaction (emojis, GIFs, and voice messages) (Spence, 1985). Digital communication is where Lakoff's features are maximally brought to bear. In framing one of his earlier pioneering investigations into the differences between males and females' use of language with he noted that "women are politer than men" and that "the assumed friendliness and weakness of females are reflected in both how females are expected to talk and how females are talked about" (1975:243). Since then, almost all research on gender differences has affirmed this view (Brown; O'Barr & Atkins 1980; Tannen 1990; Holmes 2013 ; Abidin , 2016). Explaining further on this, Tannen (1990) said, "Men view the world as being a continual social competition, where he can be one-upping or one-down," and, " within this frame, conversations are viewed as negotiations in which people try to achieve and maintain the upper hand." In contrast, woman thinks of herself as an individual "in a relationship." In her world, "conversations are transactions for closeness in which people seek to affirm and support each other and to reach consensus".

Gender Differences in Digital Communication: A Sociolinguistic Perspective

Research indicates that gender-based conversational strategies persist on the digital scene although always adapted to the constraints and affordances of the medium, and affordances is another word for constraints. For instance:

- **Conversational Feedback:** More supportive or emotional feedback is often used by women, such as emojis (e.g., ♥, ☐, ☺) and comments like "That's amazing!" Men typically use less expressive markers and focus more on the informational content at hand. However,
- **Dominance and Solidarity:** Some researchers argue that males dominate online discussion while females contribute collaboratively and cooperatively, which defines the increasing element of community building through interaction over the net.
- **Repetition and Reinforcement:** Another difference found is that female participants used repetition or paraphrasing more to allow for confirmations and rapport-building while male participants used such devices to reemphasize points or reassert their dominance in disagreement.
 - **Phonological Variations in Voice Messages:** In voice-based digital communication, women tend to use more standard or prestigious phonological features. This differs from the findings in Labov (1966). Meanwhile, men use more casual or non-standard pronunciations.

Societal Norms and Digital Communication

Gender differences are due to basically the same reasons for observing gender differences in analog communication on the reference of Holmes (2008). Women require to use more standard and polite forms mostly due to their being regarded as models of behavior and to be judged more rigorously for language used. Thus, women choose more standard and politer forms. The careful self-presentation, conformity to the norms of social comportment, and the relational aspect in communication all point towards that direction. Conversely, men feel less of these constraints and so might choose versions marked by more casual or even assertive approaches.

Conceptual Framework: Lakoff's (1975) Features of Language Use

A. Mitigation and Politeness Strategies

1. Lexical Hedges or Fillers

(e.g., "you know," "sort of," "well")

Function: Soften assertions, reduce assertiveness, signal uncertainty.

2. Tag Questions

(e.g., "she's very nice, isn't she?")

Function: Seek confirmation, reduce imposition, invite listener participation.

3. Rising Intonation on Declaratives

(e.g., "it's really good?")

Function: Signal uncertainty, seek validation, avoid assertiveness.

4. 'Super-Polite' Forms

(e.g., indirect requests, euphemisms)

Function: Minimize imposition, maintain politeness, save face.

B. Emotional and Expressive Language

5. 'Empty' Adjectives

(e.g., "divine," "charming," "cute")

Function: Express subjective judgments, convey enthusiasm or emotional engagement.

6. Intensifiers

(e.g., "just," "so" – "I like him so much")

Function: Amplify emotional or evaluative force, emphasize affective stance.

7. Emphatic Stress

(e.g., "it was a BRILLIANT performance")

Function: Highlight key elements, convey strong emotional or evaluative stance.

C. Precision and Attention to Detail

8. Precise Color Terms

(e.g., "magenta," "aquamarine")

Function: Demonstrate attention to detail, focus on sensory or aesthetic precision.

9. 'Hypercorrect' Grammar

(e.g., consistent use of standard verb forms)

Function: Adhere to prestige norms, project formal identity, avoid perceived errors.

D. Avoidance of Confrontation

10. Avoidance of Strong Swear Words

(e.g., "fudge," "my goodness")

Function: Adhere to social norms of decorum, project a positive social image.

(Linked to A. Mitigation and Politeness Strategies)

2. Literature Review:

Amir et al. (2012) studied a group of teenage bloggers from Malaysia on a gender basis. The male and female bloggers used language to communicate their daily problems and affairs. An inquiry was pursued regarding the use of tag questions, hedging, empty adjectives, and intensifiers as specific differences between the two genders. Results showed significant differences in the frequency of these linguistic features by male and female bloggers on which gender appears primary also in the enhancement of online communication styles. Thus, this research is highly salient in observing gender-based linguistic patterns in Malaysian bloggers. While teenagers were the concern of the study by Amir et al. (2012), however, this study directs its attention to the descriptive writing of 20 Malaysian adult travel bloggers based on main vocabularies in the area of travel blogging.

Gong (2010) increased the American gender research on digital communication with a comparative study involving two bloggers, American and Chinese. The research was basically an analysis of how linguistic use and cultural references in blogs of these two cultural groups may help understand the extent to which bloggers express themselves. Results returned significant differences in the degree to which language can be used to express oneself between members of the two cultural groups in question, and the current research, building on the above valuable insights, radically narrows down the source population to Malaysian bloggers. It emphasizes descriptive writing and vocabulary use in travel blogs. It is defined within the framework of Lakoff's (1975) gender theory, positing that language use by women and men differs because of sociocultural factors.

Akhter (2014) indeed articulates that there exists gendered language use in digital communication. She conducted a study on Bangladeshi students. Female bloggers used much more formal language and the phenomena hedging, empty adjectives, intensifiers, and other linguistic features related to politeness and emotional expression. Male bloggers were observed to use more straightforward and less embellished language. The findings lend support to the theory proposed by Lakoff (1975), in which women generally use more nuanced and expressive language, contrasted with the more assertive and factual language by men. Although these results prove insightful, the present work seeks to probe whether similar patterned linguistic usage prevails amid Malaysian travel bloggers.

Huffaker (2004) conducted an analysis of demographic and linguistic features of adolescent bloggers, explaining what influence gender, age, and other indicators had on their online communication. The researcher indicated that indeed girls demonstrate more emotional literary inclination than boys. This generalization supports the abovementioned works of Eckert (1998) and Holmes (2008), which suggested that perhaps women's language is more conservative and status-marked, due to the politeness and decorum expectations in society. Trudgill (1972) likewise noted that the female population is more frequently excluded from the mainstream paths of status attainment and is left to use language as its best avenue for influence. These works collectively underscore the centrality of sex as a shaping criterion of linguistic behavior both in the off- and online domains. They are important studies on how gender and culture influence linguistic patterns in digital communication. Amir et al. (2012) discussed language preferences among Malaysian teenage bloggers of different genders. On the other hand, Gong (2010) presented a study about cultural differences between American and Chinese bloggers. These studies suggest how significant gender and culture are as potential factors that account for the differences in means and ways of expression in virtual spaces. This current paper will find out how males and females travelling bloggers make use of language differently on the internet, and will thereby unveil the means by which the online

platform reflects and even perpetuates gender-based strategies in communication. Some studies have already looked at this variation in different cultural and linguistic environments. The differences in studying this have, therefore, laid a base for understanding the impact of gender on behaviors of self-expression on digital platforms.

3. Research Design and Methodology

This paper is positioned within a qualitative research design; it will explore language use among male and female Malaysian teenage bloggers. In general, qualitative research is more heuristic and is best suited for studying complex social phenomena, for which gendered language use qualifies. Despite the smallness of the sample size, the findings might be sufficiently valid and generalizable to the population from which the sample was derived. Mostly though, it would make sense in the context of Malaysian teenage bloggers. The study is, therefore, best placed as a type of case study research, and it tries to give maximum realism to the maximum extent possible. It specifically looks at blogs developed and sustained by Malaysian teenagers over the span of three months and was sourced from a popular free blog directory in Malaysia, which is BlogMalaysia.com (URL: www.blogmalaysia.com). BlogMalaysia was chosen as the fastest growing blog directory in the country regardless of the fact that at the time they choose it, it did not list all the blogs in Malaysia. Going by what they claim, BlogMalaysia provides a platform for bloggers to discover other blogs while promoting their own, something that will be very useful in identifying very active blogs and which are updated several times daily.

Data Sampling

The primary respondents for this study were chosen from BlogMalaysia.com which is a directory of blogs by Malaysian bloggers. To increase the relevance and quality of data, all blogs that fall into any of these categories as per Azni (2008) criteria are excluded:

1. **Multi-authored blogs:** Excluded to keep the language use clearly traceable to one individual and also to achieve accurate gender-related assessments.
2. **Images,** therefore blogs with images only were excluded, as this study focuses on text analysis and linguistic patterns.
3. **Business blogs,** therefore blogs for commercial or organizational purposes are excluded from this study as they predominantly serve promotional or institutional goals rather than personal expression.

The final sample comprised four teenage bloggers for whom blogging meant treating their blogs as personal diaries. They used the blogs to write about their feelings and thoughts concerning everyday life, school, and other personal issues. The choice of the blogs was made on the assumption that they would offer rich, authentic data for the analysis of language use in a naturalistic setting with respect to gender.

Data Collection and Instruments:

Data for this study, therefore, emanated from the blog postings on travel by four chosen bloggers. The following instruments were used to carry out the analysis:

Selecting the Sample:

- **Sample Size and Selection:**

1. The study focuses on **four Malaysian travel bloggers** (two male and two female).
2. A **combined purposive and random sampling approach** is used:
 - **Purposive Sampling:** Bloggers are selected based on relevance to the research objectives (e.g., active travel bloggers with a significant following).

- **Random Sampling:** From the pool of relevant bloggers, a random selection is made to eliminate bias and enhance generalizability.

- **Inclusion Criteria:**

1. Bloggers must be Malaysian.
2. Bloggers must primarily write about travel.
3. Blogs must be written in English or Malay (with translations provided if necessary).

3. Data Instruments:

- The study uses two main tools to collect and analyze data:

1. **Word Counting Tool:**

- This tool quantifies the frequency of specific linguistic features, such as:
 - **Adjectives** (e.g., "beautiful," "amazing").
 - **Travel-related terms** (e.g., "adventure," "culture").
 - **Gendered language markers** (e.g., hedges like "maybe," tag questions like "isn't it?").
- The tool ensures **objective measurement** of language patterns.

2. **Checklist Based on Lakoff's Framework:**

- A checklist is used to categorize and analyze gendered language features, including:
 - **Hedges:** Words or phrases that soften statements (e.g., "perhaps," "I think").
 - **Tag Questions:** Questions added to the end of statements (e.g., "This place is amazing, isn't it?").
 - **Intensifiers:** Words that amplify meaning (e.g., "very," "so").
 - **Empty Adjectives:** Descriptive words that convey emotion but lack specificity (e.g., "adorable," "gorgeous").
- The checklist ensures systematic identification of gendered language patterns.

4. Data Collection Process:

- **Identifying Blog Posts:**

1. The researchers select a representative sample of blog posts from each blogger (e.g., 10 posts per blogger).
2. Posts are chosen to reflect a range of topics (e.g., adventure, food, culture) to ensure diversity in the data.

Data Analysis Method:

The methodology applied in this particular study, therefore, is content analysis. This method offers a systematic means by which textual data can be analyzed to identify patterns, themes, and meanings. Applications having determined the gender of language, such as Lakoff (1975:85), have been applied in the examination of the blog posts for the male and female perspectives of the use of language since different social and cultural factors motivate the use of language by men and women.

The specific aspects on which the analysis was based appraised the following:

1. **Descriptive Writing:** The use of descriptive terms between male and female bloggers is given.

2. **Travel-Associated Vocabulary:** Determining the key vocabularies used by both males and females in the context of travel blogging. Applying Lakoff's theory, this paper attempts to

see if the gendered linguistic patterns found in earlier research are also prominent in the blogging practices of Malaysian teenagers. It also reflects how these patterns relate to larger social expectations and gender roles.

4. Findings and Results

4.1 Frockmeimfamous.com vs wanderingtrader.com

Blogging Styles: Hayley (frockmeimfamous.com) vs. Jeffrey Hagenmeier (wanderingtrader.com)

TABLE 1: ACCORDING TO LAKOFF'S GENDER FRAMEWORK

Aspect	Hayley (frockmeimfamous.com)	JeffreyHagenmeier (wanderingtrader.com)
Tone & Style	Expressive & Emotional: Uses words like "adore," "love," and "favorite."	Direct & Factual: Focuses on history and facts, e.g., "most unique tourist destinations."
Point of View	First-Person: Shares personal experiences and emotions.	Third-Person: Focuses on objective details and historical context.
Descriptiveness	Highly Descriptive: "Colorful streets," "wonderful street arts," "must-visit."	Minimal Description: Uses phrases like "can be quite beautiful."
Politeness	Polite & Gentle: Uses recommendations and soft phrasing, e.g., "I'd recommend exploring."	Neutral & Assertive: Avoids excessive politeness; gets straight to the point.
Emotional Engagement	High: Creates intimacy by expressing emotions, e.g., "I'm so glad I explored Little India."	Low: Focuses on information rather than emotional connection.
Adjectives & Adverbs	Frequent Use: Embellishes language with expressive adjectives, e.g., "not-so-premium price."	Sparse Use: Prefers straightforward language with fewer embellishments.
Hedging	Uses Hedging: Phrases like "I think" or "maybe" to soften statements.	Avoids Hedging: Speaks assertively and confidently.
Tag Questions	Uses Tag Questions: Seeks validation, e.g., "This is nice, isn't it?"	Avoids Tag Questions: Prefers declarative statements.
Travel Terms	Expressive: "Premium service at a not-so-premium price tag!"	Neutral: Focuses on factual descriptions of destinations.

Analysis of Gender-Based Writing Styles in Travel Blogging

This subunit discusses the writing styles of two bloggers, Hayley from frockmeimfamous.com and Jeffrey Hagenmeier from wanderingtrader.com, by applying Lakoff's (1975) gender framework. *The particular titles selected are "The ULTIMATE Guide to Singapore: How to Spend 3 Days in Singapore" by Hayley and "Darvaza Gas Crater: The Door to Hell in The Karakum Desert of Turkmenistan" by Jeffrey.* From this consideration, it will be possible to see quite concretely how gender influences writing, in this case associated with expressiveness, politeness, and use of descriptive language.

1. Female Writing Style: Expressive and Descriptive:

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- **Use of Expressive Language**

This is discussed as Hayley's post in support of Lakoff's framework for female language, which most of its features fall under the expressive and descriptive style of female speech. Among the key features. Sometimes, she gets emotionally charged and uses "adore"love" when she wants to she writes. *"I'm so happy that I walked around Little India as it is my favorite neighborhood in Singapore by far, and a recommendation I make for everyone!"* his agrees with what Lakoff has to say about women using more emotional and expressive language when they choose to convey their experiences.

- **First-Person Point of View:**

The first-person point of view creates an intimate and personal tone and allows the blogger's emotions and experiences to connect with readers. This style of writing reflects the emphasis of Lakoff in the differences in male and female priorities in language; that is, women tend to prefer relational and affective language.

- **Descriptive and Detailed Writing:**

Rich, in detail, Hayley paints very vivid pictures of every location she visits. One of her descriptions pinpointed Haji Lane *"packed full of colorful streets and wonderful street arts; a must visits."* This aligns with Lakoff's observation of women using precise and sensory language to relate their experiences.

- **Politeness and Mitigation:**

Hayley's writing is highly characteristic of Lakoff's theory, whereby women use more polite and mitigated language. For example, she would use the phrase *"I'd recommend"* in place of *"the customer would like"*.

- **Emphasis on relational communication:**

The writing of Hayley is intimate and personal. She shares her emotions and reflections throughout the post. This relational focus is one hallmark of female communication styles, <end_of_input> as noted by Lakoff and subsequent sociolinguistic research.

2. Male Writing Style: Direct and Informative

In Jeffrey's post, we see a more straightforward and informative style of writing characteristic of male language use as observed by Lakoff. It has to be more direct. The major features are:

- **Simple and Factual Language:**

Jeffrey's writing prefers more of an *'in your face'* style looking at giving facts and not necessarily dwelling on expressing one's emotions. *For example, 'Unwittingly, they instead created one of the most unique tourist destinations in the world.'* This is very much in line with what Lakoff says about the fact that males tend to put things more assertively and less expressively.

- **Minimized Emotional Adjectives:**

Describing the Darvaza Gas Crater and its surroundings, Jeffrey uses typically fewer expressive adjectives. *For example, he describes the landscape as "can be quite beautiful,"* which is much less vivid compared to Hayley's descriptions. It reflects Lakoff's theory that men use language that is less likely to be emotionally charged.

- **Typically informative content, not Journalism:**

Facts about the history and meaning of the Darvaza Gas Crater are discussed in the post by Jeffrey, without an overbearing personal reaction or reflection on the same. This perception can be made by the observation of Lakoff's—it is somewhat of a men's thing—an orientation towards transactional communication (information exchange) and not relational communication (relationships).

- **Less Use of Mitigation and Politeness:**

The writing of Jeffrey does not include these polite and mitigated phrases in Hayley's post. The tone is much more authoritative and direct, reflecting the kind of communication style that takes the priority of clarity and efficiency over politeness.

3. Comparative Analysis: Gender Differences in Travel Blogging

When you compare these two bloggers, major differences in line with Lakoff's gender framework emerge:

1. Expressiveness vs. Directness:

—Hayley's text is highly expressive. She uses very vivid adjectives and personal reflections to hold a reader's interest.

—Jeffrey's text is much more to the point and informative. It tells more than sells.

2. Descriptive Detail vs. Sufficient Detail:

—Her descriptions are sensory and aesthetic and descriptive such that one can actually see and feel her experiences.

Jeffrey is pretty detailed but not overly descriptive; it's more about being accurate than anything else.

3. Politeness and Mitigation:

- Writing Hayley includes polite and mitigated phrases to avoid imposition and maintain a friendly tone.
- Jeffrey is more straightforward in his writing, without the kind of polite hedging often found in female writing.

4. Relational vs. Transactional Communication:

- In posting by Hayley, relational communication is highlighted with personal emotions and reflections; this is done to be able to connect with readers. Jeffrey's post centers on transactional communication, delivering information and insights without drawing on personal experiences.

4. Boarder Implications for Digital Communication

Patterns of differences in writing styles are reflective of larger patterns of sociolinguistics that generally hold in digital communication. It is true that women have, on an average, adopted use of more expressive, politer, and more relational language, whereas men tend to be more direct, more factual, and more transactional. The patterns, which are of course influenced by societally organized norms and expectations relative to how male and female persons communicate within the totality of both offline and online realities.

- **Digital Platforms and Gender Norms:**

Specific gender-based communication styles from different countries are adaptations to the affordances of the medium on travel blogs. For example, the use of colorful photos and emojis elicits opinion and expression from women while men describe detailed guidelines and information. It depends on what type of information is needed.

- **Audience Expectations:**

These differences in writing styles may as well reflect audience expectations. More attention may be paid to reading female bloggers to establish personal and emotional connections than to male bloggers who are demanded to touch the head with content rather than the heart.

Summary

The content of the travel blogs posted by Hayley and Jeffrey clearly indicates the effects of gender on their writing styles, which have already been discussed theoretically by Lakoff (1975). Hayley, because she is more narrative, descriptive, and polite, would normally be

considered to reach feminine communication patterns. In contrast, Jeffrey appears brief, factual, and relatively devoid of emotion, all characteristics one would normally expect of masculine communication styles. These differences dramatically highlight how much social norms frame language use and continue to do so, even with something as novel as digital expression, such as writing a short blog about one's travel experiences. Research in the future will take up the question of what variation, if any, there is in this pattern when moved into different cultures, and more digital platforms on the scene will provide further light on the question of the intersection of gender, language, and digital communication.

4.2 Twinsthattravel.com vs budgettraveller.org

TABLE 2: LAKOFF'S CRITERIA OF FEMALE VS. MALE LANGUAGE USE

Criteria	Twinsthattravel.com (Female Bloggers)	Budgettraveller.org (Male Blogger)
1. Use of Adjectives	Frequent use of expressive and descriptive adjectives (e.g., "golden leaves," "balmy golden light").	Minimal use of adjectives; more factual and straightforward (e.g., "brightly lit cafe").
2. Emotional Tone	Evokes emotions and creates a sensory-rich experience for the reader.	Neutral tone; focuses on facts and practical details rather than emotions.
3. Detail-Oriented	Provides rich details about scenery, ambiance, and sensory experiences.	Focuses on practical details like time, distance, and location.
4. Politeness and Indirectness	Uses softer, more descriptive language to engage the reader.	Direct and to the point; less focus on engaging the reader emotionally.
5. Use of Intensifiers	Uses intensifiers like "just as the sun slipped below" to emphasize beauty and detail.	Avoids intensifiers; language is more restrained and factual.
6. Focus on Relationships	Describes the connection between the environment and the people (e.g., "residents resume their traditions").	Focuses on individual experience and practical aspects of travel.
7. Narrative Style	Storytelling approach with a focus on creating an immersive experience.	Report-style writing with a focus on conveying information efficiently.

Analysis of Gender-Based Writing Styles in Travel Blogg

This subunit will be looking at the writing style of two bloggers, Laura from twinsthattravel.com and Kashyap Bhattacharya from wanderingtrader.com with regards to the gender framework as put forth by Lakoff (1975). *The posts selected are those by Laura on "Autumn in Provence" and Kashyap on "Where the Wild Horses Roam in Latvia."* Through such posts, we will be able to see very clearly how males and females differ in their writing styles specifically in terms of how expressive they are and how detailed and jargon-laden their travel-related writing is.

Laura's post shows a lot of features of Lakoff's framework for female language use in the descriptive and expressive sense. Key features are:

- Use of Descriptive and Expressive Adjectives:

A good example of the place and time of day setting that Laura uses to describe Provence in autumn is, "...overlooked the main square; golden leaves falling over café tables and chairs." Describing the leaves as "golden" speaks not only about the physical aspect of the leaves but also carries within the warmth and beauty that we attach to the autumn season. This supports Lakoff's argument that women are more willing to use more descriptive and emotionally charged words.

- **Sensory and Aesthetic Detail: Non-literary**

Laura's texts are full of sensory descriptions that would create a mental image in the reader. For example, she sets the scene of a sunset as "*just as the sun slipped below...*," or how she described the place as "*the green banks of the River Rhône*." Such descriptions appeal to the senses of the readers and, consequently, place them within an experience, and, therefore, just fit into Lakoff's attention in woman's language with the tendency to be very precise and very sensory.

- **Relational and intimate Tone**

Laura writes with a certain intimacy and person ability by engaging her emotions and reflections throughout the post. For example, "*cast in a balmy golden light, the village streets empty and residents resume their local-based traditions...*" This relational focus is actually one of the hallmarks of female communication styles, in Lakoff and later in subsequent sociolinguistic findings.

- **Attention to Practical Details:**

Laura helps with further practical details of travel, booking tickets, and the prices one can expect which is reflective of a larger trend in female travel blogging where bloggers tend to help more and write better, often focusing on the content to make it more comprehensive and useful for readers.

2. Male Writing Style: Direct and Informative

In contrast, Kashyap's post is written in a more direct and informative manner, which can be related to Lakoff's observation about male language use. Prime characteristics include:

- **Use of Descriptive Adjectives (to a Lesser Extent):**

While Kashyap does use descriptive adjectives, they are far less in frequency and vivid in degree compared to Laura's writing. For instance, he describes a cafe as "*brightly lit, strong with the smell of caffeine and freshly baked goods*." This is quite sensory but it doesn't have that much depth, emotional engagement that Laura has.

- **Focus on Factual Information:**

In his writing, Kashyap provided the most factual information one can give about his journey, including the amount of time it took to go from point A to point B. "*...in the 30 minutes we are there...*" proved Lakoff correct: Men talk more in terms of transactional communication (exchanging information) than women.

- **Straightforward Description**

Descriptions in Kashyap's writing are a tad bit on the nose, as opposed to Laura's intricate and elaborate ones. For example, Kashyap terms a bunch of wild horses as "*a small posse of about 10 wild horses, grazing. . .*" Although this paints a clear picture, it certainly isn't as sensorial or emotionally rich as Laura's writing. Travelers, especially men, are influenced by practical information provision over emotional or sensory descriptions.

- **Emphasis on time and logistics**

Kashyap focuses much of his post on the logistical aspect regarding the time it would take him to travel to Jelgava, Latvia. This shows an overarching trend in male travel blogging:

there is often a precedence given to practical information over any form of emotional or sensory description.

3. Comparative Analysis: Gender Differences in Travel Blogging

When the two bloggers are compared, a few differences come out that correspond to Lakoff's gender framework:

1.Descriptiveness vs. Directness:

- Laura's writing is highly descriptive and expressive, with vibrant adjectives and sensory details to involve readers in the experience.
- Kashyap's writing is much more direct to the point, or matter of fact, providing information but not involvement.

2.Sensory Detail vs. Kinds of Details:

- Sensory and aesthetic details abound in Laura's descriptions, painting quite a picture of her experiences. Kashyap is detailed enough but abjures over-descriptiveness; the accent is on factual accuracy.

3.Relational vs. Transactional Communication:

Laura's post leans more towards relational communication, articulating personal emotions and reflections in the attempt to relate with the readership. Kashyap's post, on the other hand, is very transactional; it communicates information and insights without getting into any personal experiences.

4.Practical Details:

Laura includes additional practical details on how and where to book airline tickets and at what price to expect which enhances its depth of coverage and practical approach. Kashyap's preoccupation with the time and logistics of his trip reflects a more

5.Boarder Implications for Digital Communication

Such differences in the writing styles of the two reflect the broader sociolinguistic patterns found in digital communication. It is quite common for women to take on a more expressive, descriptive, and relational style, whereas men are generally more direct, factual, and transactional in their use of language. These patterns are nothing but reflections of the norms and expectations of society, determining the modes of communication for both men and women, be it offline or online

Digital Platforms and Gender Norms

These gender-specific communication strategies are transferred onto the medium of such travel blogs. For example, it would be expressive language and imagery in the first case (colorful photos, emojis) through which the woman posts engaging and appealing content, while the man frames well-sorted guideposts supported by 'proper' information.

• Audience Expectations

Some other reason that could show a difference in writing by these two groups is, of course, the level of expectation of the readers. Female writers might address personal and emotional needs in connection with their readers, while male bloggers might address and respond to the highest expectation informational needs in their readership.

Conclusion:

The study revealed significant differences in language use between male and female travel bloggers, which falls within Lakoff's (1975) gender framework and even more general sociolinguistic theories. Descriptiveness and Politeness Female bloggers used quite a lot of descriptive and expressive language, adorning narratives with vivid adjectives and sensory details to set an immersive and emotionally resonant scene. Phrases *such as "golden leaves falling over café tables and chairs" and "cast in a balmy golden light"* show how good

they are at creating strong images for readers. Female bloggers also engaged in politeness strategies while using mitigated language and relational expressions to get closer to their readers. This is very much in line with Lakoff's claim regarding the general preference of women for politeness and relational communication. Directness and Sufficient Detail in contrast, male bloggers adopt a more direct and factual writing style. The reviews dwelled on imparting all details of their travels, like how long it took them to reach places or logistical details, without too much descriptiveness or emotion. For example, phrases such as *"a small posse of about 10 wild horses grazing"* demonstrate a direct and informative approach. Intimacy and Emotional Expression: Female bloggers' posts felt more intimate and personal because they often express their emotions and reflections during travel. This relational focus is constant with Lakoff's theory that women use language to build connections and share personal experiences. Male bloggers took a contrasting transactional view, focusing more on practical information and insight without involving emotions or personal reflections. Use of Travel-Related Terms: Female bloggers relied more on expressive adjectives and travel-related terms, such as *"not-so-premium price tag"* or *"absolutely adorable,"* to give an account of their experiences. Male bloggers applied less expressive terminology, and instead, factual descriptions included things like *"a brightly lit café or the drive taking 30 minutes to reach the destination"*. Frequency of Language Features: Differences were identified in the frequency of five key language features of the study.

1. They have been more Intensifiers by female bloggers to amplify emotional or evaluative statements. For instance, 'so,' 'just.'
2. There has been more Hedging by female bloggers. For instance, 'sort of,' 'maybe.'
3. More Tag Questions have been asked by female bloggers. For example, 'isn't it.'
4. Female bloggers used more Empty Adjectives. For example, 'adorable,' 'charming.'

Limitations of the Study

While the study provides valuable insights, it has several limitations:

1. Limited Sample Size:

Cultural and Contextual Factors:

2. The study relied on a small number of travel bloggers. The findings, however, provided valuable general insights into the matters under consideration.

The study did not control for cultural and contextual influences that may play a role in determining language use. For example, bloggers with other cultural backgrounds may display different gendered language patterns.

3. Platform-Specific Analysis:

The present study centered only on travel blogs, ignoring other digital platforms, like vlogs, social media, that can function this way with gendered language patterns diverging across these platforms.

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