

GENDER DIFFERENCES IN LANGUAGE USE IN COMIC STRIPS 'PICKLES'

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ABSTRACT

The study investigated gender differences in language use in the comic strips *Pickles*. One month long comic strips which were taken from Malaysian daily newspaper *Star* and *Sunday Star* from 5th July to 5th August, 2012 were analyzed. Two linguistic features which were hedges and intensifiers were identified in the study. The findings showed that male characters used hedges and intensifiers more than female characters. Moreover male and female characters used hedges and intensifiers in different situations and they had different functions as well.