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**AN ANALYSIS OF LANGUAGE USE IN GENDER AND RACE DIFFERENCES
A CASE STUDY OF ONLINE PERSONAL ADVERTISEMENTS
IN A DATING WEBSITE**

SUBMITTED TO

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BY

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ABSTRACT**An Analysis of Language Use in Gender and Race Differences****A Case Study of Online Personal Advertisements in a Dating Website****By****Natjaya Sinkersuk**

This study was conducted to analyze language use in gender and race differences of online personal advertisements in a dating website. The aims of this study were to observe language use in personal advertisements that referred to the desired relationships of ad-posters and their partners and to investigate the differences of language use among those of gender different and race groups. The units of analysis consist of 120 online personal advertisements which were collected from the dating website named www.meetic.com. The collected online personal advertisements were divided into four genders (i.e. heterosexual men, heterosexual women, homosexual men or gay men and homosexual women or lesbians) and two race groups (i.e. westerners and easterners). The online personal advertisements were analyzed to investigate the differences of language use among each gender and race group in the way they used language to looking for potential mates or desired relationships. The potential mates and desired relationships were categorized into four relationships i.e. friend, dating partner, soul mate & marital partner and those seeking more than one relationship. The findings reveal differences of language use which is influenced by the main factors which are gender and race and other sub factors. These factors are culture, beliefs, values, and society norms. Based on the findings, the majority of western heterosexual men tend to use language to seek dating partners and eastern heterosexual men were in contrast looking for friends. Western and eastern heterosexual women seem to use language to search for a soul mate & marital partner. For the homosexual group, almost of the western men used language to talk

about soul mate & marital relationships. In contrast, the eastern men sought friendship. Western and eastern women similarly used language to convey feelings about friendship. Finally, a discussion of the differences of language use based on the cultural diversity of each group is presented following the presentation of the findings.

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