

Communicating research results

- Try representing these results as data graphics. How informative can you make them?

Excerpts from:

Ueno, Junko. 2006. *Shojo* and adult women: A linguistic analysis of gender identity in *manga* (Japanese comics). *Women and Language* 29(1): 16–25.

- (1) Background for the study (note: not very linguistic...)

This study focuses on *shojo manga* (comics written for girls) and *ladies manga* (comics written for adult women) magazines. *Shojo manga* is targeted primarily at girls from elementary school through high school (Tsurumi, 1997). The majority of themes in *shojo manga* is romantic love, though other themes, such as fantasies, mysteries, and science fiction are also included. *Ladies manga*, in contrast, aims predominantly at adult women. *Ladies manga* deal with the typical reality adult Japanese women often encounter, such as love, career, mother-child relations, social problems, divorce, relationships with the in-laws, and others (Ito, 2002).

Shojo and *ladies manga* magazines are selected for analysis because their readers and writers are almost entirely female. They are written “of women, by women, and for women (p 54)” (Fujimoto, 1991). As Talbot (1992) discusses, even though the characters in print media such as books and magazines are imaginary, a writer can use a variety of strategies to establish a rapport with the readership. Some techniques include claiming a common background, showing that one knows what the reader is like, and ‘speaking the same language’ as the targeted readership (Talbot, 1992). The projected gender identities of female characters in *manga* magazines, therefore, are likely to reflect the characteristics of the desired readership.

- (2) Research question: 1. How and to what extent do the female characters’ speech patterns, the use of gendered forms in particular, in *shojo* and *ladies manga* magazines differ according to the characters’ ages?

- (3) Results — note also key to abbreviations

Table 1 illustrates the percentages of gendered forms in all the *manga* magazines examined in this study. SF refers to strongly feminine forms, MF means moderately feminine forms, SM stands for strongly masculine forms, and MM refers to moderately masculine forms. N is neutral forms. These abbreviations are used hereafter.

(Don’t worry for now about what kind of language data the SF, MM, etc., categories refer to — we’ll cover some issues of language and gender later in the course.)

Table 1: Distribution of gendered forms [in all manga]

Age group	SF	MF	SM	MM	N
teens	8.3%	15%	4%	21.4%	51.3%
20s	26.8%	23%	1.4%	6.6%	42.2%
30s and above	36.3%	21.5%	0.8%	9.3%	32.1%

Table 2: Distribution of gendered sentence final usage in *shojo manga*

Age group	SF	MF	SM	MM	N
teens	8.4%	15.1%	4.1%	20.2%	52.2%
20s	37.6%	17.3%	2.3%	7.5%	35.3%
30s and above	33.9%	24.8%	0%	5.5%	33.8%

Table 3: Distribution of gendered sentence final usage in *ladies manga*

Age group	SF	MF	SM	MM	N
teens	6.7%	13.1%	2%	41.4%	36.8%
20s	26.8%	22.9%	1.2%	6.3%	42.8%
30s and above	36.8%	20.1%	0.8%	10.3%	32%