

## ARTICLE

# Linguistic Analysis of Gender Representations in Magazine Advertisements: Breaking the Semiotic Codes

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## ABSTRACT

This research examines gender representation in Jordanian magazine speech using the terms Jameela (beautiful), Rozana (rose), and Mustakilah (independent). This qualitative study explores these terms' language patterns, contextual meanings, and gender representation implications. The study corpus includes 2021–2022 Jordanian magazines of diverse genres and demographics. Document analysis examines linguistic and gender themes in the text. The study's collocational patterns for each term illuminate magazine discourse's connections and meanings. Jameela is associated with aesthetic and feminine qualities including beauty, fashion, elegance, and grace. Rozana's collocates include love, scent, delicacy, and flower, emphasizing femininity and romance. Mustakilah emphasizes women's agency and autonomy through promoting independence, empowerment, ambition, and self-reliance. These results match gender representation studies on print advertisements and leisure publications. Language reinforces gender stereotypes and social norms. This research illuminates Jordanian magazine discourse's gender portrayal and linguistic peculiarities. This study challenges prejudices, promotes gender equality, and creates more inclusive narratives by critically evaluating media gender depiction's language components. The research emphasizes media literacy and awareness to counteract prejudices and empower women by recognizing cultural and socioeconomic factors in gender depictions. The results advance gender representation studies in Jordanian media.

**Keywords:** Gender Representation; Gender-relevant Nouns; Collocational Patterns; Contextual Meaning; Societal Expectations; Femininity; Gender Stereotypes; Social Norm; Media Discourse

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# 1. Introduction

Gender stereotypes in the media affect society. Women's portrayal in Jordanian media influences their social status. Three nouns—Jameela (beautiful), Rozana (rose), and Mustakilah (independent)—characterize women in this research. These concepts may illuminate Jordanian gender discourse. This study investigates the grammatical and contextual meanings of these phrases to better understand gender depiction and media discourse dynamics. Jordanian magazines portray women using three nouns: Jameela (beautiful), Rozana (rose), and Mustakilah (independent). The study analyzes how words describe women and their social effects. These depictions challenge gender norms. In the particular Jordanian environment, where gender dynamics are impacted by cultural, social, and linguistic variables, this research adds to the existing academic literature. This research examines the meanings and implications of these terms to reveal how Jordanian publications portray women. It adds to gender portrayal, media impacts, and social change concerns.

This study aims to investigate the issue of limited comprehension regarding the representation of women in Jordanian magazines, as well as the potential reinforcement of conventional gender norms and stereotypes. Although there has been prior investigation into gender representation across different media platforms, there is a dearth of research specifically examining the usage of feminine nouns in Jordanian magazines. The utilization of language, specifically through the employment of nouns, holds significant importance in the formation of perceptions, attitudes, and societal norms. Hence, it is imperative to analyze the linguistic construction of women within magazine discourse and assess whether these constructions serve to challenge or perpetuate established gender norms. The study seeks to address this issue in order to make a scholarly contribution towards a more comprehensive comprehension of gender representation and to advocate for a more inclusive and empowering depiction of women in the media of Jordan.

The present study aims to address the following research questions:

1. How are women represented in Jordanian magazines through the use of specific nouns, such as "Jameela" (beautiful), "Rozana" (rose), and "Mustakilah" (independent)?

2. What are the underlying meanings and associations of these nouns within the magazine discourse, and how do they contribute to the overall representation of women?
3. To what extent do these noun representations challenge or reinforce traditional gender norms and stereotypes in the Jordanian context?

# 2. Literature Review

Gender representation is a popular and crucial issue in media. Often, media are a reflected version of human society, and such reflection always influences people's thoughts and behaviors. Therefore, many scholars are keen on carrying out numerous studies to determine the representation of gender in many media contexts. At the same time, newspapers and magazines influenced Western perceptions of the world and simultaneously reinforced stereotyped images of non-Western people, particularly women. Magazines, moreover, provide a vast genre, targeting a variety of demographics, which results in enhancing the appeal to a wider and more diverse public. The study of the representation of female figures within mass media has become a major concern among media researchers. These researchers are exploring a better understanding of how media construct ideal images of 'femininity', clearly stating characteristics that enhance gender identity<sup>[1-4]</sup>.

Various scholars in the field have already dealt with how gender is portrayed in a variety of publications, including general-interest consumer magazines, as well as fashion and beauty magazines. The findings of research conducted in the past tended to show two somewhat conflicting depictions of femininity and masculinity. Specifically, some publications solidify traditional conceptions of womanhood and manhood, while others try to depict a newer picture of gender equality. By analyzing how the pieces feature gender, some scholars predicted that societal views regarding sexual roles and reputation would be reflected in the records. Bias was identified in research that examined gender images in magazines. Activity, schoolwork, use of terminology, and phrases were all taken into consideration. According to those who produce gender images, the photographs were captured. Social conformity and typos are two areas of vocabulary that have been noted<sup>[5-9]</sup>.

Academics have studied media gender depiction and

linguistic usage. Media influences gender attitudes and promotes or challenges gender norms and stereotypes, according to several research. These studies show how language, especially nouns, affects women's portrayal. To understand how media speech affects and perpetuates gender norms, research emphasizes language patterns, collocational relationships, and contextual meanings. The interconnections of race, ethnicity, and socioeconomic background affect people's experiences, hence scholars recommend using an intersectional framework to study gender portrayal. Feminine nouns and gender depiction in Jordanian magazines are understudied. Previous research have examined gender representation via visual and linguistic features, but Jordanian magazine feminine nouns have not been specifically studied. This study analyzes the frequency, collocational patterns, and contextual meanings of women-related nouns in Jordanian publications to address this gap. This research examines the linguistic construction of gender to understand how women are linguistically portrayed and how it affects gender representation in media.

Several research have shed light on media gender portrayal. Smith<sup>[10]</sup> reviewed empirical research on gender in print ads. The research sought to analyze gender representation in this media genre. The review examined gender preconceptions, gender roles in print advertisements, and power dynamics. The analysis found that print ads typically reinforced gender stereotypes. Women were shown as domestic, kind, and beautiful, while males were powerful and authoritative. Print advertising promote gender hierarchies, objectify women, and use gendered language. Print advertising also altered gender conventions. It found that advertising gender depictions may change gender concepts, attitudes, and behaviors. The study underlined the necessity to critically examine and analyze gender depiction in advertising to shift gender stereotypes. Collins<sup>[11]</sup> explored how gendered language in women's and men's lifestyle magazines affects gender norms and prejudices. The study explored how language fosters gender stereotypes. Gender-specific terminology in women's and men's leisure magazines was evaluated. They examined how gendered language reinforces gender norms. Women's and men's lifestyle publications have gendered language. Women were lovely and domestic, while men were powerful and prosperous. These words reinforced gender preconceptions. Gendered language may also

affect readers' gender roles. Lifestyle publications' gendered language may perpetuate gender inequity. Chen and Lee<sup>[12]</sup> compared women in Chinese and Western fashion magazines. In these works, cultural differences in beauty, body image, and gender norms were examined. The researchers investigated women's looks, beauty standards, and fashion trends in fashion publications from both cultures. These magazines compared Chinese and Western body standards, fashion, and gender conventions. The research found significant gender representation cultural differences. Chinese fashion magazines focused on modesty and feminine beauty. Western fashion publications encouraged a wider diversity of body shapes, fashion trends, and femininity. These representations mirrored each society's beauty, femininity, and gender conventions. The research showed how cultural influences affect fashion magazine portrayals of women and stressed the necessity to understand beauty standards and gender norms in different cultures.

Li and Lee<sup>[13]</sup> compared gender stereotypes in Chinese and South Korean television ads. The researchers wanted to compare gender roles and depictions in these two East Asian nations.

The research analyzed television commercials for gender roles, activities, and traits. Researchers examined how commercials reinforced or challenged gender stereotypes. Cultural gender portrayals differed. Chinese ads portrayed women as typical housewives and conformists. South Korean ads had better gender equality and showed women in non-stereotypical positions. These studies showed that cultural environment affects media gender portrayal. They stressed the importance of cultural elements in gender stereotypes and media's influence on gender roles. González-Fernández and Barrios-Beltrán<sup>[14]</sup> examined gender portrayals in magazine ads across cultures. The research contrasted Spanish and US magazines to see how women are portrayed in various cultures. The researchers analyzed magazine advertising for women's roles, traits, and visual presentation. They examined gender stereotypes and cultural influences on women in advertising. The survey found considerable gender inequalities in Spanish and US magazines. Spanish ads depicted women as caregivers in household situations. US ads featured women in increasingly diversified and non-stereotypical roles, including leadership and professional ones. These research showed how culture affects commer-

cial depictions of women. They stressed the importance of cultural norms, values, and society expectations while examining gender representation in media. Comparing the two cultural contexts revealed how cultural conditions affect magazine ad gender portrayals. It stressed the necessity of recognizing the cultural subtleties and social conventions that impact the depiction of women in advertising, helping to nuance gender representation in media.

Despite the substantial scholarship on gender representation in media, Jordanian magazines and feminine nouns remain understudied. There is little study on how feminine nouns affect gender portrayal in Jordanian publications. This study analyzes Jordanian magazines' feminine nouns' grammatical features to fill this gap<sup>[15–17]</sup>. This research explores the frequency, collocational patterns, and contextual meanings of these nouns to better understand gender representation in Jordan and fill a gap in the literature. These and other studies on gender representation in media have shed light on the need for further study in other cultures<sup>[18]</sup>. This study expands on previous research on gender portrayal in Jordanian magazines and examines feminine nouns to get new linguistic insights<sup>[19–21]</sup>. Although a number of qualitative studies have discussed images of women or advertising in various cultural contexts, few have provided detailed readings of all texts published for, by, or about men and women in specific Jordanian magazines<sup>[22–25]</sup>. One magazine agrees with previous scholars that although some publications defy stereotypes of sex and gender, in presenting these, additional issues of nationalism, race, and class emerge. Local publications often encounter challenges in examining sex and gender in great detail because they are more concerned with representing elite women or pan-Arab stereotypes in order to secure stakeholding in the bazaar and integrate print journalism economies<sup>[26, 27]</sup>.

### 3. Theoretical Framework

This qualitative study examines women-related terms in Jordanian English-language magazines using document analysis. The research is grounded in feminist media theory and linguistic theories, which intersect to analyze how language constructs and perpetuates gender representations. Feminist media theory provides the framework to critique power dynamics and gender norms in media, while linguistic

theories (e.g., Critical Discourse Analysis) offer tools to dissect the semantic and collocational patterns of nouns related to women. Together, these theories inform the study's objectives: to identify language patterns, contextual meanings, and the implications of gender representation in Jordanian media<sup>[28]</sup>.

### 4. Methods & Procedures

This qualitative study examined women-related terms in Jordanian publications using document analysis. The study analyzed and interpreted textual data to identify the nouns' language patterns, contextual meanings, and gender representation implications. The study gathered 2021–2022 magazines from various genres and demographics. The magazines were chosen to represent Jordanian media. Five magazines with a wide range of users and topics were chosen. They use English to write. For this study, the words were chosen based on how often they are used in Jordan and how much they affect how women are portrayed. The researchers wanted to get a full picture of how women are portrayed in Jordanian publications, so they chose common names that are linked to gender roles, stereotypes, or strength. As for the type of sample, the study looked at magazines from different themes and age groups to get a full picture of the Jordanian media scene. The researchers tried to find magazines that were written for different kinds of readers and covered a wide range of topics so they could get a good idea of how different kinds of women-related words are used in different areas. The goal of choosing these five magazines was to give a fair look at the Jordanian media scene and show how language and gender are used in different types of journals. English was picked as the writing language for the study so that it would be easier to compare and understand the results. But it's important to remember that the study focused on how the magazines talk about and show women, no matter what language they were written in. Document analysis was used to analyze the textual content. This tool evaluates data reliability. The study identified recurrent themes, language patterns, collocational linkages, and contextual meanings of chosen women-related terms. Multiple measures were performed to verify data analysis. To become acquainted with the magazines, the researchers read them. Data was coded and categorized using the document analysis program. To

guarantee coding uniformity and reliability, researchers had frequent conversations and peer debriefings. The magazine proprietors and writers' privacy and rights were protected by ethical research practices. To protect privacy, all data were anonymised.

The study analyzes magazines published between 2021 and 2022, selected to represent diverse genres and demographics within the Jordanian media landscape. Five English-language magazines were chosen based on their readership size, influence, and content variety, ensuring a broad spectrum of gender representations. While the focus on English-language publications introduces certain limitations (e.g., underrepresentation of Arabic-language perspectives), these magazines provide valuable insights into how gender is constructed in media targeting both local and international audiences.

Data were analyzed using document analysis, with a coding process designed to ensure reliability and validity. Initial codes were developed inductively, focusing on recurring nouns, collocations, and contextual meanings related to women. Themes such as "women as caregivers" and "women as professionals" were identified and validated through inter-coder reliability checks and peer debriefing. Ethical considerations were prioritized, with all data anonymized to protect the privacy of magazine owners and writers.

## 5. Results

The use of qualitative method allowed for a comprehensive study of Jordanian magazines' feminine nouns. This method revealed their occurrence rates, associations, and contextual meanings. Here are the first study results with tables and explanations.

**Table 1** shows Jordanian magazine frequency of chosen women-related terms. "Jameela" occurs 462 times. "Rozana" appears 298 times and "Mustakilah" 183 times. certain frequencies show how often certain words appear in magazine discourse. It quantifies how frequently "Jameela," "Rozana," and "Mustakilah" occur in magazines. The frequency figures show how these terms are used in Jordanian magazine discourse. It underlines each noun's relative importance and lays the groundwork for future research of their connotations, meanings, and contributions to magazine women's depiction.

**Table 1.** Frequency of Women-Related Nouns in Jordanian Magazines.

Noun	Frequency
Jameela	462
Rozana	298
Mustakilah	183

The study investigated the prevalence of the nouns "Jameela," "Rozana," and "Mustakilah" in Jordanian magazines to better understand gender portrayal. These results may be compared to relevant research. The magazine corpus included 462 instances of "Jameela," according to frequency analysis. This matches earlier studies on gender-specific media terminology. Smith<sup>[10]</sup> reviewed empirical research on gender portrayal in print ads and found that beauty and attractiveness nouns were commonly utilized. Magazines often use "Jameela" to promote beauty and elegance. "Rozana" appeared 298 times in magazines, according to frequency analysis. Chen and Lee<sup>[18]</sup> examined female representation in Chinese and Western fashion magazines and found this as well. These articles showed cultural differences in attractiveness and body image. "Rozana" is often connected with delicacy, smell, and idealized femininity, reflecting comparable cultural influences on gender depiction. In contrast, "Mustakilah" occurred 183 times in the magazine debate. This supports media studies on woman empowerment and independence. Collins<sup>[11]</sup> discovered that magazine articles emphasized conventional gender roles more than independence and empowerment. The lesser frequency of "Mustakilah" shows that magazines may not portray women as autonomous and powerful. The frequency analysis of chosen words in Jordanian publications matches with comparable research. It emphasizes beauty-related phrases, societal norms on female portrayal, and empowerment and independence terms. These data help us comprehend media gender portrayal in Jordanian publications.

Moreover, the study examined the prevalence of the nouns "Jameela," "Rozana," and "Mustakilah" in Jordanian magazines. This research uses the concepts of social constructivism, feminist media theory, linguistic theories, media effects theory, and intersectionality. These ideas illuminate media gender portrayal and language's influence on society. The high frequency of "Jameela" in magazine discourse

matches socially created beauty and aesthetics. This supports the idea that cultural norms affect media portrayals of women. The magazine discourse's focus on beauty and "Jameela" reflect this. Feminist media theory suggests Jordanian publications gender women. The predominance of "Jameela" and "Rozana" reinforces gender norms of beauty, femininity, and domesticity. These results support gendered language and imagery that perpetuates social norms. Interpreting frequency findings requires linguistic theory. Magazine editors and authors choose nouns based on semantics. "Jameela" and "Rozana" are used often, suggesting they were chosen to symbolize beauty and idealized femininity. Language shapes gender images and social norms. Media effects theory explains how these words' frequency may affect readers' attitudes, beliefs, and actions. "Jameela" and "Rozana" might reinforce beauty standards, gender norms, and society expectations, affecting readers' self-perceptions. Finally, intersectionality reminds us to evaluate how gender intersects with race, ethnicity, and socioeconomic background. The investigation focused on noun frequency, although gender representation is impacted by several intersecting variables. Jordanian magazines' intersectional depiction of women might be studied. The frequency results of the selected nouns in Jordanian magazines match the theoretical framework, providing insights into gender's social construction, media's role in reinforcing or challenging gender norms, language's role in gender representation, and readers' perceptions and behaviors.

## 6. Collocational Patterns

An analysis of lexical co-occurrence in language usage, the collocates for the name "Jameela" refer to the words that commonly appear in association with this particular name.

**Table 2** lists Jordanian magazines' "Jameela" collocates. "Beauty" occurs 189 times, demonstrating that "Jameela" is strongly associated with beauty. "Fashion" is the second most frequent collocate, appearing 127 times, suggesting a link between "Jameela" and fashion. The magazine discourse portrays "Jameela" as feminine and sophisticated, with "Elegance" appearing 85 times and "Grace" 73 times. The collocates for the term "Rozana" refer to the words or phrases that commonly occur in association with it.

**Table 2.** Collocates of the Noun "Jameela" in Jordanian Magazines.

Collocate	Frequency
Beauty	189
Fashion	127
Elegance	85
Grace	73

**Table 3** lists Jordanian magazines' "Rozana" collocates. "Rozana" is strongly associated with love, since "Love" occurs 108 times. "Fragrance" is the second most frequent collocate, appearing 76 times, indicating a relationship between "Rozana" and fragrances. "Delicate" (61 occurrences) and "Blossom" (55 occurrences) highlight "Rozana"'s femininity and beauty in the magazine discourse.

**Table 3.** Collocates of the Noun "Rozana" in Jordanian Magazines.

Collocate	Frequency
Love	108
Fragrance	76
Delicate	61
Blossom	55

The collocates for the term "Mustakilah" are the words or phrases that commonly occur in conjunction with it.

**Table 4** lists Jordanian magazines' "Mustakilah" collocates. "Mustakilah" is strongly associated with independence, since "Independent" occurs 92 times. "Empowered" appears 54 times, linking "Mustakilah" to women's empowerment. "Ambitious" (38 occurrences) and "Self-reliant" (31 occurrences) show the magazine discourse's representation of women as ambitious and self-sufficient. The analysis of collocations unveiled the most commonly occurring collocates for each noun. The collocates associated with the term "Jameela" primarily revolved around themes of beauty, fashion, elegance, and grace. "Rozana" was associated with love, fragrance, delicacy, and flowering. "Mustakilah" connoted independence, empowerment, ambition, and self-reliance.

**Table 4.** Collocates of the Noun "Mustakilah" in Jordanian Magazines.

Collocate	Frequency
Independent	92
Empowered	54
Ambitious	38
Self-reliant	31

The collocational patterns analysis shows how the chosen nouns (“Jameela,” “Rozana,” and “Mustakilah”) relate to gender representation in media theory. Media discourse shapes gender norms and stereotypes, according to theory. “Jameela” collocations support conventional beauty standards and feminine values. The high correlation of “Jameela” with collocates like “Beauty,” “Fashion,” “Elegance,” and “Grace” implies that the magazine discourse depicts women according to social ideals of physical beauty and elegance. These data suggest that media reinforces gender stereotypes. “Rozana” collocational designs emphasize love, aroma, delicacy, and flowering. These connotations portray women as romantic and feminine. These linkages reflect cultural norms and the symbolic meaning of “Rozana” as a noun, as well as gender roles. These results show the intricate relationship between cultural norms and gender representations in magazine discourse.

“Mustakilah” collocational patterns defy gender standards. Strong correlations with collocates like “Independent,” “Empowered,” “Ambitious,” and “Self-reliant” portray women as independent, powerful, and challenging gender stereotypes. The theoretical framework emphasizes media’s ability to change gender norms. The collocational patterns study shows how magazine nouns promote or challenge gender norms and stereotypes, supporting the theoretical approach. Collocates illuminate the meanings and representations of these words, helping us comprehend gender representation in media.

The Jordanian magazine discourse collocational analysis of chosen words matches certain findings from previous research in other cultures. Smith<sup>[10]</sup> observed that print ads represented women in typical family and domestic roles. This matches the collocational patterns for “Jameela,” which stressed beauty, fashion, elegance, and grace. These collocates promote gender norms and beauty standards by associating “Jameela” with them. Chen and Lee<sup>[18]</sup> found considerable cultural disparities in attractiveness, body image, and gender norms in female depiction in Chinese and Western fashion magazines. Love, scent, delicacy, and flower are collocates for the Jordanian noun “Rozana” that reflect femininity and romance. These correlations match Chinese and Western fashion publications’ cultural contexts. The term

“Mustakilah,” which emphasizes independence, empowerment, ambition, and self-reliance, resonates with research on women’s empowerment and questioning gender norms. Li and Lee<sup>[13]</sup> analyzed gender characterization in Chinese and South Korean television ads, showing women as autonomous and powerful. “Mustakilah” collocates show that Jordanian magazines portray women as independent and ambitious. The Jordanian collocational analysis results match several comparable research from other cultures. They show how cultural norms, social expectations, and the symbolic implications of gendered nouns affect media depiction of women. These results underscore the necessity of understanding cultural and socioeconomic context when studying gender depiction and striving toward more inclusive and empowering media images of women.

Contextual meanings include interpreting words, phrases, and sentences depending on their context. Contextual analysis revealed the semantic and pragmatic properties of the selected words in magazine conversation. “Jameela” represented beauty. “Rozana” symbolizes femininity and elegance by evoking a rose’s beauty and fragility. “Mustakilah” emphasizes women’s autonomy and empowerment (see **Table 5** below). The outcomes of the analysis investigating the degree to which noun representations in the Jordanian context either challenge or perpetuate traditional gender norms and stereotypes may differ depending on the particular nouns under examination. The analysis will entail the examination of the collocational patterns, contextual meanings, and associations of the chosen nouns within the discourse of the magazine. For instance, in cases where the chosen nouns primarily associate with concepts pertaining to conventional gender roles, societal ideals of beauty, or domestic activities, it implies a perpetuation of established gender norms and stereotypes. Conversely, when the nouns exhibit a frequent association with vocabulary pertaining to empowerment, leadership, agency, or non-traditional gender roles, it suggests the possibility of a challenge to established gender norms. The analysis of these findings can offer valuable insights into the portrayal of women in Jordanian publications, thereby elucidating whether they perpetuate or contest prevailing gender norms and stereotypes within the society.

**Table 5.** Examples showcasing the names in the context of various Jordanian magazines.

Magazine Title	Sentence
Luxury Magazine	“Introducing Jameela, the epitome of beauty and elegance, gracing the pages of our exclusive fashion stories” “Experience luxury as its finest with Jameels’s curated selection of exquisite fashion and opulent accessories”
Sara Magazine	Discover Rozana ’s secret to a radiant complexion with our beauty editor’s top-skincare tips. Unlock the secrets of glowing skin with Rozana ’s expert advice and her recommended skincare routine.
Vision Magazine	Mustakilah shares her passion of independence and empowerment, inspiring our mission to pursue their dreams. Realistic. Explore Mustakilah ’s vision for women’s empowerment and her efforts to break societal barriers and stereotypes
Tomorrow Amman Guide Magazine	Join Jameela as she explores the hidden game of Amman, showcasing the city’s vibrant culinary scene.
Almuslimeh Magazine	Learn from Rozana’s wisdom and experience as she shares her tips for achieving a balanced lifestyle while maintaining spirituality Rozana, a symbol of femininity and grace, shares her insights on maintaining a balance of lifestyles in today’s busy world.

The examination of noun representations within the Jordanian context offers valuable insights into the degree to which these representations either challenge or perpetuate established gender norms and stereotypes. The results indicate that the level of difficulty or support differs based on the particular nouns that were analyzed. There exists a heightened probability of perpetuating traditional gender norms and stereotypes when nouns are commonly linked to concepts pertaining to traditional gender roles, beauty standards, or domesticity. These associations indicate a concentration on the physical appearance of women, their domestic duties, and the societal norms and pressures associated with femininity. Conversely, nouns that exhibit frequent collocation with terms pertaining to empowerment, leadership, agency, or non-traditional gender roles may suggest a possible disruption to conventional gender norms. These organizations depict women as resilient, competent, and actively involved in diverse areas that extend beyond conventional gender norms.

It is imperative to acknowledge that the degree to which these noun representations contest or uphold conventional gender norms may not be unequivocal. The discourse may contain a combination of both challenging and reinforcing elements. Moreover, it is essential to consider the wider cultural and societal framework within which these noun representations are situated when interpreting them. In general, the examination of noun representations within the Jordanian context enhances our comprehension of the intricacies sur-

rounding gender norms and stereotypes. This analysis sheds light on the enduring nature of conventional gender roles, while also revealing the emergence of more progressive and empowering depictions of women. The findings from the analysis regarding the degree to which noun representations in the Jordanian context either challenge or perpetuate traditional gender norms and stereotypes offer valuable insights into the changing dynamics of gender portrayal.

The results indicate a multifaceted and intricate representation of women within the context of Jordanian discourse. To begin with, the findings suggest a proclivity to perpetuate conventional gender norms and stereotypes for nouns that are commonly linked to traditional gender roles, beauty standards, or domesticity. These affiliations place significant emphasis on the physical appearance of women, their responsibilities within the confines of the household, and the societal norms and standards associated with femininity. This observation indicates that specific nouns contribute to the continuation of established gender roles and societal expectations, which may restrict women’s ability to act independently and uphold traditional gender hierarchies. On the other hand, in the case of nouns that are commonly associated with concepts such as empowerment, leadership, agency, or non-traditional gender roles, the findings suggest a possible disruption to conventional gender norms. These affiliations depict women as resilient, competent, and actively involved in diverse spheres beyond conventional gender norms. The text underscores the increasing prevalence of progressive

and empowering depictions of women, which serve to highlight their accomplishments, impact, and active engagement across various domains of society.

The findings of the analysis demonstrate a fluid and progressive dialogue concerning the portrayal of gender in Jordanian publications. Although certain nouns continue to perpetuate and uphold conventional gender norms, there exists substantiation indicating a movement towards more comprehensive and empowering depictions. As gender standards are challenged and redefined, Jordan's media landscape is dynamic.

However, these results must be interpreted carefully and in light of the larger social and cultural context. Culture, society, and audience preferences impact media portrayals of women. Thus, it is crucial to analyze how various noun representations affect societal norms, with a focus on gender equality and social reform in Jordanian culture.

The results suggest that Jordanian gender norms and stereotypes must be challenged and reshaped. Promoting varied and powerful depictions of women in the media may promote gender equality and social change.

## 7. Conclusion

This research evaluated Jordanian magazine discourse about women using particular words. The findings show a broad range of noun representations, including gender conventions and evolving dynamics that challenge them. The investigation sheds light on women's representation and its possible influence on gender roles. This research has significant consequences for women empowerment and gender stereotypes in Jordan. Noun depictions that empower women, especially in leadership, agency, and non-traditional gender roles, have improved media portrayals. The representations above may change society's views and inspire women to pursue a variety of jobs and goals. The results provide many suggestions. First, media organizations and content producers must continue to challenge gender stereotypes and promote more inclusive and empowering storylines. By intentionally using nouns that break from expectations, women may be shown in a variety of positions and achievements. Media literacy programs may also raise audience awareness of media impact and encourage critical thinking.

This study has some limitations. The current investigation focused on Jordanian publications and a particular word category. This technique may not fully explain gender representation in the media. The research only considers nouns from a linguistic standpoint, not visual clues or the magazines' larger discourses. To learn more, it is recommended to investigate these elements. The research also relies on language patterns and correlations, which may not translate into real-world attitudes and actions. Media depictions influence society in many ways. Audience research and qualitative interviews may be used in future studies to further understand noun representation reception and impact.

This study analyzes the linguistic patterns and connotations of certain nouns in Jordanian magazines, contributing to the growing subject of gender representation in media studies. The results of the study bring attention to the enduring presence of conventional gender norms as well as the emergence of increasingly empowering portrayals. Through the identification and interrogation of gender stereotypes within media discourse, societal advancement towards enhanced gender parity can be achieved, thereby cultivating an environment that is more comprehensive and empowering for women.

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The author declares no conflict of interest.

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