



EXTENDED ABSTRACT



THE MALE AND FEMALE EMOTIONAL CONSTRUCTS IN THE CYBER SOCIAL NETWORK: A PRELIMINARY STUDY

NorwatiMohd. Zain, HishamudinIsam

(Universiti Utara Malaysia)

Emails: zainnorwati@gmail.com , din@uum.edu.my

doi: <https://doi.org/10.33329/joell.6S1.17>

ABSTRACT



Information technology and communication technology have established interpersonal relationships in cyberspace. A strong collaboration between information technology, telecommunications, computers and a wealth of information has created social networking sites or Social Network Sites (SNS) such as Facebook, Twitter, Instagram, and similar sites. SNS also facilitates the spread of language use and emotions designed for the male and female gender groups. Differences in identity will result in the differences in the use of patterns, methods, rules as well as the diversity of language and meaning. The purpose of this study is to identify the use of language that represents the emotional construct of the male and female gender on Facebook (Fb). A total of 10 active Fb sites written by groups of males and females, in the Malay Language, was randomly selected as data to be analysed. The methodology of the study was based on corpus research method as introduced in the Corpus Linguistic discipline. The initial findings of the study have indicated that the use of language that depicts the positive and negative emotions of the males and females gender groups in Fb do exist. This proves that sexual orientation is part of an indicator of language use that illustrates the emotions of male and female gender groups on social networking sites.

Keywords: Facebook, Man, Woman, Emotion, Corpus.