

# Get Back In The Kitchen!

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## Introduction

Gender-equality and Gendered Language Analytics-GLA have been gaining attention since the 20th century. The existing literature covers the spatial-gender identity where a domestic space is considered feminine, while public space is masculine. Some of the most notable GLA works include Linguistic Origins of gender equality and women's rights (Lui, et al., 2018), The gendering of language: A comparison of gender equality in countries with gendered, neutral gender, and genderless languages (Peterson & Rodger, 1977) and Sexism in language and Talk-in interaction (Weatherall, 2015). This research applies GLA to kitchen adverts as a means of assessing the role written and visual language has played in the gender usage of the kitchen.

## Methodology

In analysing kitchen adverts there are three scenes, the real kitchen, the written kitchen and the visual kitchen, where the written and visual kitchen are representations of the real kitchen. Since these three scenes are not of the same nature, they require different methods of analysis:

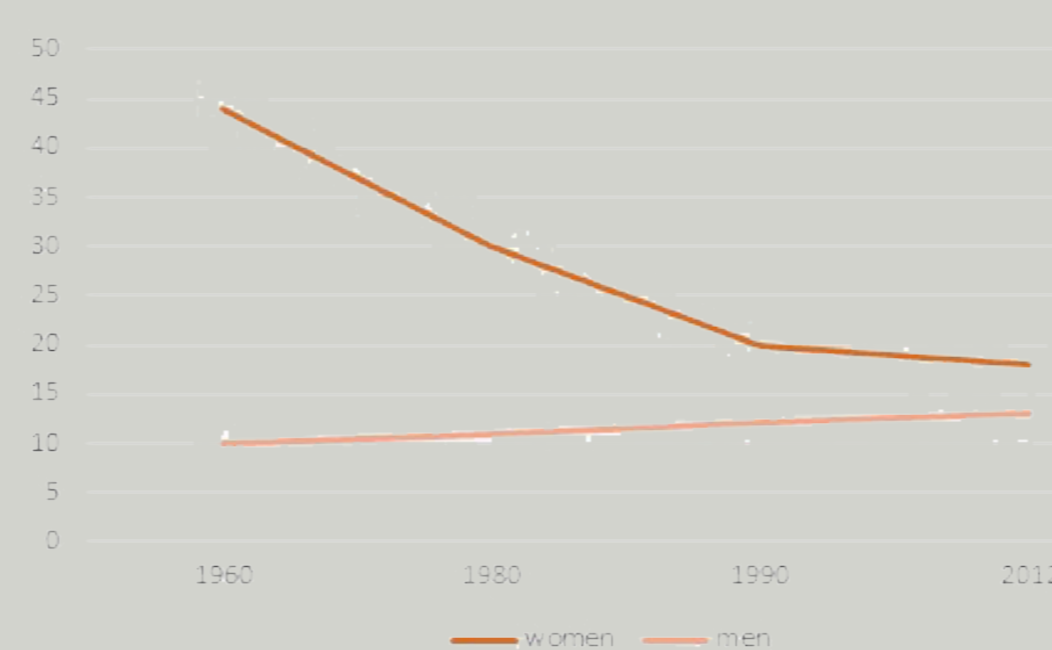
- The first is the real kitchen. Here an empirical method of analysis is applied to contextualise the real kitchen.
- The second is the written kitchen. Here the method of Gendered Language Analytics (GLA) is applied. In GLA each word is treated as separate and approached from various angles, before indicating what the implications of each word's gendering has upon the sentence as a whole.
- The third is the visual kitchen which is analysed in a structuralist method by first translating the visual into written form. This allows key elements within the scene to come to the fore.

## Results

In the adverts from 1964, pseudo generics, lexical gender and gendered pronouns were regularly used. The adverts also rely heavily on creating other groups. This use of female orientated language reflects the 45 hours women spent in the kitchen per week compared to the 8 hours spent by men.

The adverts from 1982 used predominantly genderless language. This reflected the reduction of hours women spent in the kitchen per week from 45 hours in 1964 to 27 in 1982, whereas men saw a rise in the number of hours from 8 to 12. Both show a move towards a genderless kitchen space.

The adverts published in 2018 use predominantly male gendered language through predominantly the use of pseudo generics. This however doesn't reflect the real kitchen where women spend 18 hours in the kitchen per week and men spend 14 hours per week.



## Literature cited

Weatherall, A., 2015. Sexism in language and Talk-in interaction. *Journal of language and social psychology*, 34(4), pp.410-426

Weatherall writes up examples of conversations and points out and names specific examples of sexism within everyday language.

Prewitt-Freilino, J. L., Casewell, A. & Laakso, E. L., 2012. The gendering of language: A comparison of gender equality in countries with gendered, neutral gender, and genderless languages. *Sex Roles*, Volume 66, p. 268-281.

Here Prewitt-Freilino, Casewell and Laakso use bilingual speakers of both Hungarian and Romanian one language is gendered the other is genderless and ask the participants questions about gender equality. When asked in a gendered language the participants are less likely to support gender equality but when asked in a genderless language participants are more likely to support gender equality.

Lui, A. H., Shair-Rosenfeld, S., Vance, L. R. & Csata, Z., 2018. Linguistic Origins of gender equality and women's rights. *Gender and society*, 32(1), pp. 82-108.

Lui et al. conduct a detailed study into the link between gendered languages and women's rights within a given country. Firstly, Lui et al. categorize the languages into gendered, neutral gender and genderless. Then taking a sample of countries assigns them a score based on the number of rights women have. They find a clear correlation between gendered languages and women's rights, with the more gendered the language the fewer rights women have.

## Figure Reference

Cover Image - Zanussi [Advertisement] 'Think Inner Kitchen' (1982) *Good Housekeeping* (May), pp.43

## Acknowledgements

Dr Tim Martin, Dr Francesco Proto and Dr Eiman Elbanhawy.