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**CHALLENGING GENDER STEREOTYPES THROUGH
LANGUAGE USE: AN ANALYSIS OF THE FABULOUS
GODMOTHER’S DISCOURSE
IN THE FILM “CINDERELLA” (2021)**

**ВИКЛИК ГЕНДЕРНИМ СТЕРЕОТИПАМ У МОВЛЕННІ:
АНАЛІЗ МОВЛЕННСВОГО ДИСКУРСУ ХРЕЩЕНОЇ МАТЕРІ
У ФІЛЬМІ «ПОПЕЛЮШКА» (2021)**

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The examination of gender differences has been a topic of interest across a range of academic disciplines, including the field of linguistics. The study

titled “Rethinking Language and Gender Research” highlights the strong correlation between language and gender, which has a significant impact on communication. The research findings suggest that language differences are essentially the result of people’s perceptions of gender stereotypes associated with males and females in different fields. These stereotypes are then reflected in the language used by individuals [5, p. 719].

For our investigation, we chose to analyze the Amazon original musical “Cinderella” that was released in 2021. The character that we are particularly interested in is a genderless fairy godmother, referred to as Fab G and played by Billy Porter. The casting of a man in a role that is traditionally associated with women was an intentional decision of the movie director to convey the idea that “magic has no gender” [3].

We utilized an automated content analysis tool called LIWC (Linguistic Inquiry and Word Count) to ensure the accuracy and impartiality of our quantitative analysis results [4]. We used the numbers generated by LIWC to compare our findings and identify the categories that had higher or lower indexes. The indexes we refer to were obtained from a dataset that was created by randomly selected subsets of text from 15 different English language sets [2, p. 8]. In our research, we specifically looked into indexes related to movies. As a result, we have received the following indexes for the categories that are considered to be gender-influenced.

The use of adjectives and adverbs, as it has been observed, is predominantly associated with the female gender. In the study entitled “The Different Language Use Between Male and Female University Students”, it has been pointed out that female students tend to employ exaggerated adjectives and adverbs with greater frequency than their male counterparts [6, p. 15]. Our own analysis of the data also supports this statement, as use of both adverbs and adjectives exceeded the norm. In particular, the index for adverbs was 7.2, and for adjectives, it was 6.52.

The use of personal pronouns is also often associated with gender as a distinct category. In the study titled “Language and Gender in Congressional Speech”, it was observed that women tend to use more first-person singular and third-person pronouns, while men tend to use more second-person pronouns [1, p. 7]. Our analysis partially confirms this finding, as the index for the usage of first-person pronouns was observed to be 1.37, which is significantly higher than the norm, and for the third-person pronouns, it was found to be 0.69, which falls within the norm. However, the use of the second-person pronouns was observed to be 10.29, which is significantly higher than the mean.

It is also worth considering the use of social words. According to the findings of “The Psychological Meaning of Words: LIWC and Computerized Text Analysis Methods”, women tend to use a greater number of social words

compared to men [7, p. 36]. Our findings provide further evidence for this observation. The index of social words of 19.38 surpasses the mean.

The study undertaken has primarily focused on four categories, revealing that the character's language use exhibited patterns that can be attributed to both men and women. However, it is imperative to note that these findings are only preliminary, and further research is required to explore other categories and discover additional gender-influenced speech patterns. Further analysis in the area will advance our understanding of the complex interplay between language and gender.

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