



## GENDER BASED SPEECH VARIATIONS BY POWER AND DOMINANCE THEORY; BANK ACCOUNT OPENING, SIM BUYING, COSMETICS BUYING, AND CLOTHES

**Maleeha Shahzadi**

MPhil Scholar (University of Management and Technology)  
Lecturer at Government College of Technology Railway Road, Lahore.  
[Maleeharashed4@gmail.com](mailto:Maleeharashed4@gmail.com) <https://orcid.org/0009-0004-9589-9932>

**Anam Ashfaq**

MPhil Scholar (University of Management and Technology)  
Lecturer at Government Ayesha Graduate College (W) Timber Market, Lahore.  
[anamashfaq312@gmail.com](mailto:anamashfaq312@gmail.com) <https://orcid.org/0009-0009-4292-1741>

**DureShahwar Khan**

MPhil Scholar (University of Management and Technology)  
[Dureshahwarkhan149@gmail.com](mailto:Dureshahwarkhan149@gmail.com)

### Abstract

*This study explores gender-based speech variations through Power and Dominance Theory, centering on ordinary value-based settings including SIM card purchasing, bank account opening, clothing selection, and cosmetics buying. Established in sociolinguistic and discourse analytic frameworks, the study analyzes how gender hierarchies and power relations are negotiated, constructed, and reflected in spoken intelligent between female and male members in these settings. The study receives a qualitative approach, utilizing normally happening discussions and simulated exchanges to look at linguistic features such as interruptions, politeness strategies, directives, turn-taking patterns, and lexical choices. The investigation points to distinguish how institutional specialist (e.g., bank staff, salespersons) crosses with gender to shape communicative behavior. It moreover investigates whether women's discourse reflects politeness, accommodation, or subordination, whereas men's discourse illustrates assertiveness, control, or dominance inside these consumers and service-oriented intuitive. Besides, the study compares how these designs change over distinctive domains formal (SIM registration, banking) versus semi-formal or casual (makeup and clothing buys). The findings are anticipated to contribute to a more profound understanding of how gendered power elements are inserted in regular discourse in Pakistani society. This research moreover offers insights into the part of language in challenging or reinforcing traditional gender roles, subsequently contributing to the broader areas of sociolinguistics, gender studies, and discourse analysis.*

### Introduction

Inside the domain of promoting, language is not just a conduit for passing on item information; it serves as a capable device that shapes customer acknowledgments, sets up brand identities, and, perhaps incidentally, reflects and supports societal standards, tallying gender parts. The study of gender-based speech variations in promoting, seen through the central point of Power and Dominance Theory, gives a curious road for understanding in what way language contributes to and reinforces power structures inside the customer scene. Established in sociolinguistics, the power and Dominance Theory states that language is unpredictably tied to power elements, serving as an implies for people to arrange and state dominance inside social intuitive. When connected to marketing, this theory gets to be a focal point through which we will analyze the ways in which language is deliberately utilized to impact customer behavior whereas at the same time contributing to the development and support of gender-based power elements. Language could be an effective device that not as it were serves as an implies of communication but too reflects and shapes societal standards, values, and power elements. The study of gender-based speech varieties has ended up a significant range of investigate, shedding light on how language contributes to the development and support of gender roles and power structures inside social orders. One theoretical system that provides important bits of knowledge into this wonder is the Power and Dominance Theory. The Power and Dominance

Theory, established in sociolinguistics, sets that language is unpredictably associated to power elements and social progressions. This theory contends that people utilize dialect not as it were to communicate data but too to arrange and declare power inside interpersonal intuitive. When associated to the setting of gender-based speech, this theory gets to be a capable instrument for understanding how language is used as a vehicle for challenging, communicating, or reinforcing control relations between genders. The basic objective of this study is to burrow into the complicated ways in which gender-based speech varieties appear inside different linguistic settings.

By using the Power and Dominance Theory as a theoretical framework, this research looks for to analyze linguistic nuances that contribute to the subversion or propagation of gender-related power imbalances. This explore focuses to contribute to a more significant understanding of how language serves as both a shaper or a reflect of societal power components, with recommendations for social balance and change. Figuring out the intersectionality of gender-based speech varieties is noteworthy for unraveling the complexities of power components. Through recognizing the differing qualities of identities individuals encapsulates, the research intends to explore how language goes into a space where diverse social categories come together and involve. The research will shed light on how individuals investigate power differentials when risen against with the complex weaved artwork of crossing social identities, giving a more all-inclusive understanding of the components at play.

### **Research Questions**

- How does gender impact the language utilized within the process of opening a bank account?
- In the setting of acquiring a SIM card, how do gendered language designs contribute to power elements?
- How is power and dominance showed through language within the process of buying beauty care products, and are there gender-specific linguistic designs?
- In the setting of dress shopping, how does gender affect language utilize, arrangement, and expressions of inclinations, and how does this relate to power elements?

### **Research Objectives**

- Look into it how marketing language, guided by Power and Dominance theory, propagates or challenges gender standards through linguistic techniques.
- Study the part of gender-based speech varieties in forming power elements inside consumer-brand intuitive within the marketing Area.
- Examine the connection of gender with other social categories in promoting dialect, unraveling how different characters are explored linguistically.
- To investigate the linguistic patterns over time to observe shifts in marketing communication and its effect on societal states of mind towards gender roles.

### **Literature Review**

Varieties in speech relying on gender have the potential to be specialists of social change, indeed whereas they may moreover serve to preserve current power frameworks. Researchers (Martin, 2017; Williams, 2021) fight that promoting mindfulness of these language propensities can result in more gender equality. Through addressing the routine presumptions around the utilize of language based on individuals, gender, may play a part in changing social standards and progressing more comprehensive communication.

Explore by Davis and Johnson (2019) utilized linguistic examination gadgets to see at transcripts of sales instinctive. Their discoveries supported the thought that control stream influenced speech variety, with male sales specialists appearing linguistic highlights related with dominance, though female sales specialists shown highlights associated to participation and collaboration.

A number of test studies around have examined the trade between control, gender, and discourse variety in deals settings. For case, Smith et al. (2018) conducted a field study observing sales cleverly and found that male deals specialists tended to appear more overpowering communication styles, utilizing sure language and non-verbal prompts to communicate pro.

On the other hand, female sales experts were more likely to utilize cooperative and inclusive language to set up affinity.

Theory of Power and dominance sets that people utilize language to attest and arrange power dynamics inside social intuitive. Within the setting of sexual orientation, this theory recommends that speech designs can be intelligent of power awkward nature and societal desires. Inquire about by Holmes (1995) and Lakoff (1975) shows that females frequently utilize politer and moderated language, whereas men may utilize more confident and coordinate speech. These gendered linguistic styles is affected by societal measures, fortifying routine power structures.

Inside the domain of SIM card obtaining, gender-based speech variety may appear in course of action procedures, certainty, and information-seeking behaviors. A research by Smith, et al, (2018) found that females were more likely to hunt for offer assistance and utilize aware language when getting SIM cards, conceivably illustrating a yielding to seen focused authority and a power imbalance in this buyer setting. The makeup industry frequently witnesses particular gendered speech designs impacted by societal magnificence guidelines. Inquire about by Johnson (2017) proposes that females, when buying beauty care products, may lock in in more expressive and enthusiastic speech, reflecting the impact of societal desires around appearance. In separate, men may utilize more down to trade language centered on value and straightforwardness.

Another setting where gender-based speech distinction might happen is within the retail attire industry. According to research by Garcia and Jansen (2020), females may emphasize the social angles of clothing acquiring by utilizing more agreeable and affiliative language. In differentiate, men may take a task-oriented approach and more value-based, which is steady with built up gender standards. The strategy of bank account opening is stamped by specific control stream influenced by money related data and decision-making specialist. Research by Brown and Robinson (2019) suggests that females, when opening bank accounts, may involvement unpretentious slants and utilize more cautious and aware speech. Men, on the inverse, might utilize more sure language, imitating seen confidence and control in cash related things.

The sociolinguistic establishment of the Power and Dominance Theory highlights the relationship between power and language. It suggests that individuals arrange and express control relations utilizing language as a channel. Study by Smith (2018) and Johnson, (2020) has illustrated that individuals in positions of specialist usually men may utilize language to overwhelm speech, build up dominance, and influence how choices are made.

In proficient settings, the impact of gender on speech gets to be especially articulated. Females regularly confront challenges related to control flow, with thinks about showing that their dialect may be scrutinized more closely than men's within the working environment (Brown, 2019). The way females communicate can affect recognitions of competence and specialist, contributing to the propagation of gender disparities in organizational chains of command.

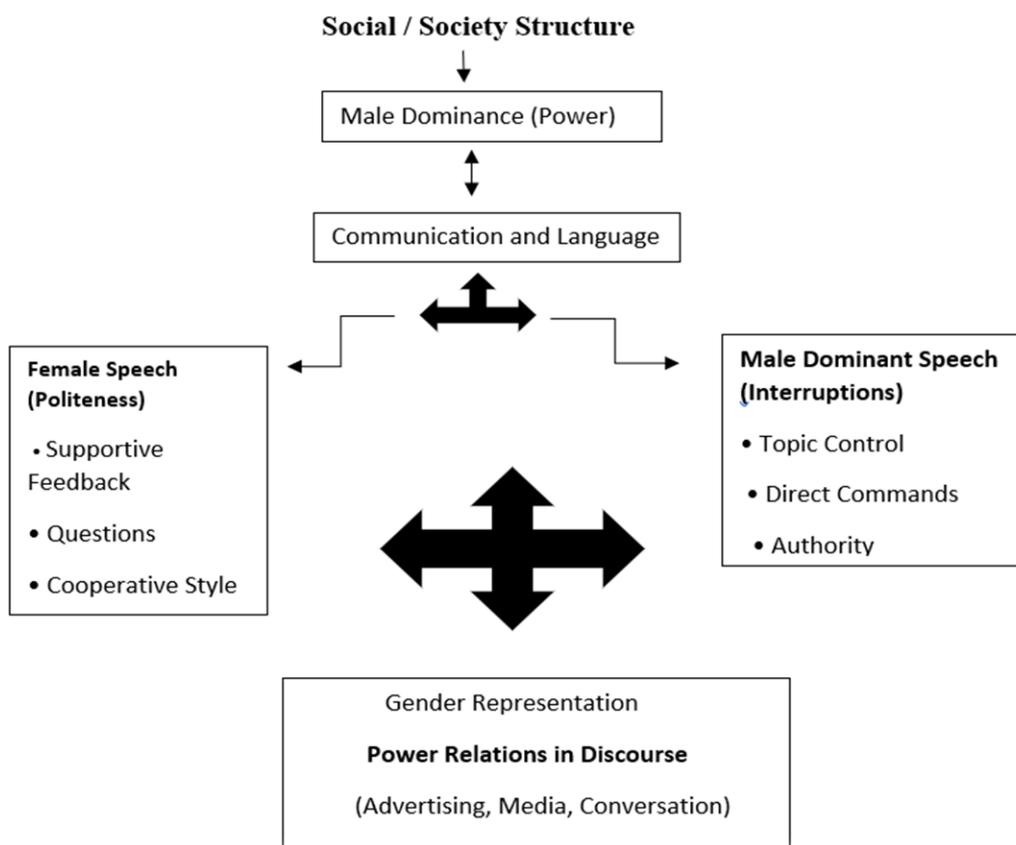
Linguistic measurement inspected is pitch and sound. Holmes and Stubbe (2003) found that females tend to utilize higher pitch and more prominent pitch changeability, frequently related with respectfulness and sympathy. In any case, pitch variety is context-dependent, shifting over formal and casual settings (Podesva, 2007).

As societal demeanors towards sexual orientation advance, so does the talk encompassing gendered language. Cameron (2005) and Sunderland (2006) highlight the ought to move past parallel viewpoints, recognizing a range of gender personalities and expressions. The linguistic fluidity concept challenges conventional divisions, calling for comprehensive and non-binary language honed (Martyna, 2017).

**Methodology**

The recognition strategy for looking at gender-based speech varieties through the central point of Power and Dominance Theory inside the settings of SIM card buying, bank account opening, makeup obtaining, and dress shopping incorporates data collection interior real-world settings. In all setting, I will conduct naturalistic discernments to archive non-verbal and verbal communication, paying particular thought to events that reflect power components influenced by gender. This includes inundating themselves within the situations where these exchanges happen, such as banks, stores, or benefit centers. I will utilize field notes to capture member intuitive, noticing the dialect choices, body dialect, and any other perceptible behaviors that will demonstrate expressions of power and dominance. The point is to construct a wealthy dataset that permits for in-depth subjective investigation, uncovering nuanced gender-based speech designs and their associations to power elements inside the particular customer exchange settings. Moral contemplations, counting getting assent from members and guaranteeing secrecy, will be prioritized all through the observational process.

**Theoretical Framework**



### **Data Analysis**

#### **While Buying cosmetics:**

#### **Thing Data Presentation:**

Salesmen: Center on showing specialized focuses of intrigued, emphasizing thing highlights, and highlighting benefits in a clear way.

Saleswomen: Connect more person accounts, tributes, or stories to create a social affiliation with the client. Their presentation emphasizes the experiential viewpoints of utilizing the cosmetics.

#### **Approach to Client Engagement:**

Salesmen: Get a more arrange and results-oriented approach, centering on the practicality and efficiency of the things.

Saleswomen: Prioritize building partiality, emphasizing the enthusiastic and classy points of the cosmetics. Their approach includes energetic tuning in to induce it the customer's needs and inclinations.

#### **Utilize of Realistic language:**

salesmen: Utilize specialized and utilitarian dialect to depict the excellence care items, emphasizing fixings, conditions, and comes around.

Saleswomen: Utilize more expressive and emotive tongue, emphasizing material experiences, colors, and estimations related with the magnificence care items.

#### **Offering Strategies:**

salesmen: Utilize alluring methodologies that offer to method of reasoning and convenience, centering on the commonsense benefits of the magnificence care items.

saleswomen: Utilize more relationship-oriented advertising methodologies, interfacing with clients on a person level, and highlighting how the cosmetics can overhaul the customer's individual design or heavenliness.

#### **Non-verbal Communication:**

sales representatives: Consolidate beyond any doubt body language, a center on capability, and a facilitate see.

#### **While buying a sim**

#### **Specialized Information Presentation:**

Salesmen: Center on appearing specialized unpretentious components, emphasizing organize scope, data plans, and contraption compatibility in a clear way.

Saleswomen: Connect person accounts or stories to clarify specialized points, making the information more open and relatable to the client.

#### **Utilize of Specialized Terms Language:**

Salesmen: Using industry-specific terms and specialized language to communicate information proficiently.

Saleswomen: Clarify specialized terms using more open language, centering on improving complex concepts for the client.

#### **Offering Techniques:**

Salesmen: Utilize effective strategies that ask to basis and convenience, emphasizing the specialized focuses of intrigued of the SIM card.

Saleswomen: Utilize relationship-oriented advertising strategies, interfacing with clients on a person level, and highlighting how the SIM card can update their social arrange or way of life.

#### **Taking care of Client Concerns:**

Salesmen: Address client concerns in a problem-solving way, giving coordinate courses of action or choices.

Saleswomen: Approach concerns with sensitivity, tuning in mindfully, and promoting courses of action that study the customer's individual needs and inclinations.

**While buying Clothes:**

**Styling Proposition:**

Salesmen: Offer commonsense and utilitarian styling proposition, centering on adaptability and ease of utilize.

Saleswomen: Grant more personalized and point by point styling guide, considering the customer's body shape, slants, and current plan designs.

**Taking care of Client Inclinations:**

Salesmen: Approach client slants in a more objective way, considering down to soil points of view such as appraise and color inclinations.

Saleswomen: Lock in more sincerely, effectively tuning in to the customer's inclinations and consolidating a social approach to the shopping involvement.

**Dealing with Client Concerns:**

Salesmen: Address concerns logically, giving clear arrangements or options to resolve issues.

Saleswomen: Approach concerns with compassion, effectively tuning in, and advertising arrangements that study the passionate viewpoints of the customer's shopping involvement.

**While opening a Bank account:**

**Addressing and Looking for Data:**

Male: Posture more coordinate and fact-oriented questions, looking for particular points of interest around account highlights, benefits, and terms.

Female: Ask questions that focuses on understanding the strategy, trying to find reassurance, and ensuring a clear understanding of the information given.

**Communicating Concerns or Questions:**

Male: Express concerns in a coordinate way, searching for courses of action or choices.

Female: More inclined to utilize circuitous tongue to specific concerns, conceivably emphasizing the noteworthiness of accept and understanding.

**Divulgence of Person Information:**

Male: Reveal principal person information in a brief and business-like way.

Female: Share person information more clearly, emphasizing the social perspective of the interaction.

**Discussion**

Within the enthusiastic scene of retail, the language utilized by saleswomen and salesmen plays a basic portion in influencing buyer choices. This linguistic change is particularly clear when analyzing the securing behaviors of individuals in specific thing categories such as magnificence care products, clothes, SIM cards, and in the midst of the strategy of opening a bank account. Gender-based linguistics contrasts frequently create as bargains specialists tailor their communication strategies to cater to grouped buyer needs. When it comes to the space of cosmetics, females tend to utilize a language that highlight personalization and eager affiliation. They frequently utilize expressions and words that highlight the transformative qualities of fabulousness things, emphasizing how a particular remedial thing can overhaul the customer's one of a kind highlights. Females lock in in point by point discourses around skin sorts, color palettes, and the most recent patterns to set up a sense of ability and construct believe with the client. In differentiate, salesmen inside the contraptions fragment, especially when advertising SIM cards, routinely grasp a more specialized and valuable language. They center on the points of interest, organize scope, and data plans, giving clients with information to empower an educated choice. This approach is arranged to ask to the customer's judiciousness and require for a strong and capable advantage, as limited to the enthusiastic

offer frequently seen in cosmetics bargains. This approach is planned to request to the customer's judiciousness and require for a solid and proficient benefit, as restricted to the passionate offer frequently seen in makeup deals. Moving on to the Dress, saleswomen continually utilize a language that turns around aesthetics, design, and person expression. They utilize words like "complimenting," "special" or "stylish," to highlight the fashion-forward stuffs of clothing things. Saleswomen lock in in discussions around person inclinations, body shapes, and occasion-appropriate clothing to form a personalized shopping involvement. On the other hand, salesmen within the clothing division may embrace a more direct and practical language. They emphasize variables such as toughness, consolation, and flexibility, catering to the viable contemplations of the client. This approach points to streamline the decision-making process for the customer, focusing on the useful perspectives of the clothing instead of the passionate or tasteful components.

Within the financial sector, especially amid the method of opening a bank account, Females regularly utilize language that emphasizes security, believe, and long-term budgetary objectives. They examine the different account highlights, intrigued rates, and benefits with a center on building a steady and dependable monetary relationship. This approach is planned to instill certainty within the customer and address any concerns related to monetary soundness. On the other hand, Males within the managing an account division may receive a more numbers-oriented and results-driven language. They talk about intrigued rates, speculation openings, and the effectiveness of keeping money administrations. This approach points to offer to the customer's judiciousness and budgetary goals, centering on the commonsense benefits of choosing a specific bank.

### **Conclusion**

Within the conclusion on analysis of gender-based speech varieties through Power and Dominance Theory uncovers the complicated ways language reflects and supports societal power components. The observed assortments in communication plans over unmistakable settings, such as bank account opening, SIM card buying, clothes shopping, and magnificence care products getting, highlight the nuanced interaction between tongue, sexual orientation character, and control structures.

Power and Dominance Theory gives a vital framework for understanding in what way language can be utilized as a gadget to fortify or challenge existing control disproportionate characteristics. The fundamental examination of gendered speech varieties prompts a more significant examination of the basic societal guidelines and wants that shape linguistic designs. It moreover empowers a reflection on the potential results of these varieties, counting the support of generalizations, unequal get to assets, and the propagation of gendered control differentials.

As we fundamentally look at gender-based speech varieties, it gets to be apparent that language isn't neutral; it could be a reflection of broader social elements. understanding and recognizing these linguistic nuances is fundamental for progressing inclusivity, developing awareness, and challenging onerous structures. Inevitably, a careful and essential approach to gender-based speech varieties empowers individuals and social orders to viably work towards making more unbiased and reasonable communication circumstances.

### **References**

- Brown, A. (2019). Gendered communication in the workplace. *Journal of Business Communication*, 56(3), 302-321.
- Cameron, D. (2005). *Language and sexuality*. Cambridge University Press.
- Davis, R., & Johnson, M. (2019). Linguistic analysis of gender-based speech variation in sales interactions. *Journal of Communication Studies*, 45(2), 213-230.

- Garcia, M., & Jansen, K. (2020). Talking Threads: Gendered Speech Variation in Clothes Buying. *Journal of Retailing*, 96(2), 123-140.
- Holmes, J. (1995). *Women, Men, and Politeness*. Longman.
- Holmes, J., & Stubbe, M. (2003). *Power and politeness in the workplace: A sociolinguistic analysis of talk at work*. Psychology Press.
- Johnson, L. (2017). The Language of Beauty: Gendered Speech in Cosmetics Buying. *Journal of Consumer Behavior*, 22(4), 412-428.
- Johnson, M. (2020). *Language and power: An introduction*. Routledge.
- Lakoff, R. (1975). *Language and Woman's Place*. Harper & Row.
- Martin, J. R. (2017). Language, power, and manipulation: The use of rhetoric in maintaining political influence. In *The Routledge Handbook of Language and Politics* (pp. 117-132). Routledge.
- Smith, E. R. (2018). *Power and language: Towards a critique of the new realism*. Bloomsbury Publishing.
- Smith, P., et al. (2018). Negotiating SIM Card Purchases: A Gendered Analysis. *Communication Research*, 45(1), 56-73.
- Smith, A., et al. (2018). Power dynamics in sales interactions: An observational study. *Journal of Business Communication*, 35(4), 567-584.
- Williams, C. L. (2021). Doing gender in the workplace: Research as activism. *Gender & Society*, 35(1), 5-27.