



RESEARCH PAPER

Exploring Gender Neutrality in Pakistani Newspapers: A Critical Discourse Study

¹Hafsa Naveed, ²Musarat Yasmin and ³Isra Irshad

1. M. Phil Scholar, Department of English, University of Gujrat, Punjab, Pakistan
2. Associate Professor, Department of English, University of Gujrat, Punjab, Pakistan
3. Lecturer, Department of English, University of Gujrat, Punjab, Pakistan

Corresponding Author: isra.irshad@uog.edu.pk

ABSTRACT

This study examines the use of gender-neutral language in Pakistani newspapers. It assesses whether the language in Pakistani newspapers follows traditional gender norms or shows a transition toward gender-neutral language. A linguistic shift, especially regarding the adoption of gender-neutral language, is primarily driven by the increasing global recognition of gender diversity. Against this backdrop, it is essential to examine the extent to which the Pakistani media has adopted this shift. To do so, a one-month sample of newspapers was taken from leading Pakistani outlets, including Dawn, The Nation, and Express Tribune. The performative approach is used as a theoretical framework to analyze the shift from traditional gender-biased language to gender-neutral language. Additionally, data are analyzed using critical discourse analysis. The findings reveal that, although gender-neutral language is used, the discourse still reinforces traditional gender norms. Some gender-neutral words are associated with males due to a male-dominated society. The study emphasizes the need for Pakistani news organizations to implement editorial policies that promote gender-neutral language.

KEYWORDS Gender Neutrality, Critical Discourse Analysis, Performative Approach, Newspapers

Introduction

Over the past few years, the concept of gender neutrality has gained significance on a global scale as societies strive to overcome traditional gender biases. Gender neutrality refers to the use of language, policies, and practices that don't favor any particular gender, which promotes equality and inclusiveness. In promoting gender neutrality in society and making people aware of what gender-neutral language is, the media plays an important role.

In today's world, media discourse plays an important role in shaping social realities (Happer & Philo, 2013), especially in newspapers, because they are widely used sources of information by people in society. The way the newspaper uses language in reporting news on gender affects people's perception of a particular gender. The use of gender-biased language in the newspaper can unintentionally strengthen the already existing stereotypes and biases concerning a particular gender. So, the use of gender-neutral language in newspapers and print media is essential as it promotes a more balanced approach to representing gender in society. These kinds of studies are useful for those who are determined to enhance gender equality in society, like policymakers, educators, and media persons.

This research focuses on how Pakistani newspapers use language to construct and convey gender neutrality in everyday media discourses. The study applies Judith

Butler's theory of performativity (Butler, 1990). The approach highlights how language can redefine gender identities in a society over a period of time, as gender identities are not fixed but evolve with time. Then, Fairclough's critical discourse analysis is used to reveal the underlying meaning of power relations and to examine whether the language used in newspapers promotes traditional gender norms set by society or they are challenges the already established gender norms and moves towards gender neutrality. So, this framework enables the analysis of gender-neutral language in Pakistani newspapers.

Pakistani society is a male-dominant society in which certain gender norms are fixed (Ali et al., 2022). The present study intends to explore how print media in Pakistan uses traditional gender biased language or if they are moving towards using a more gender neutral language. The study explores gender neutrality in Pakistani newspapers through the lens of critical discourse analysis and performative theory. Thus, the study addresses the following questions: 1) What is the frequency of gender-neutral pronouns and nouns used in Pakistani newspapers? 2) To what extent does the language used in Pakistani newspapers follow the traditional gender norms or demonstrate a transition towards gender-neutral language?

Literature Review

This section reviews existing research on gender neutrality, its representation in media and discourse, and the influence of Pakistani newspapers on the formation of gender norms. The discussion begins with an overview of gender neutrality.

Gender Neutrality

Odrowąż-Coates (2015) maintains that gender neutrality has roots in post-constructivist feminism. She maintains that the "gender blindness" policy is that everyone should be treated equally, irrespective of their gender. The essence of this policy is that there should not be preferences or assumptions about specific gender roles in society or gender norms. Though gender differences exist between the two opposite genders, men or women, they are not bipolar extremes on a scale. Gender neutrality challenges traditional gender norms and stereotypes. It makes people more aware of the use of inclusive terms and the way language can be used to reinforce gender biases. Thus, there is a need to build a society where everyone is treated equally. Similar feminist approaches to discourse and representation have shown how language use, including in translation, can reinforce or resist gender norms (Irshad & Yasmin, 2022; 2023, 2025). Shivdasiya (2024) examined gender neutrality in the Indian context. She maintains that gender neutrality is providing equal and fair treatment to both men and women. If one opportunity is given to one gender, it should be given to the other gender. She states that India is a democratic country that values equality among all its citizens of India. She further says that gender-bias should be removed from all laws, rights, and duties. If gender bias is removed, it can contribute to societal advancement.

Gender Neutrality in Discourse

As Fairclough explains, discourse refers to the use of language in a particular way for social communication. Discourse can be written or spoken language. Studying gender neutrality in discourse means analyzing how gender-neutral language is used in written texts, which can be an academic text or a news article. Research has been done on the use of gender-neutral language in written discourse. For instance, Raza, Niazi, and Hamza (2025) analyzed the gender biases in the writing of students by examining

the written discourse on the duties of students, which was written by 92 students from the English department at KUST University, Pakistan, and 14 students took part in the discussion about gender-neutral language. They concluded that most students were unaware of gender-neutral pronouns. When written discourse was analyzed, it was concluded that most of the students used only masculine pronouns and did not use any gender-neutral or feminine pronouns. This indicated that gender-bias was deeply rooted in them due to the social and traditional gender norms. It was suggested that there was a need for educational reforms that could challenge traditional gender norms and promote gender neutrality.

Furthermore, Mayfield (2024) studied the rejection of gender-neutral pronouns and analyzed the linguistic aspect of gender neutrality, primarily focusing on LGBTQ youth. In this, she talked about how speaking or taking actions that were in their favor could make them feel more confident. Then, she emphasized the use of the right word choice as it demonstrated a sign of respect. Therefore, to prove her point, she studied the use of gender-inclusive pronouns in the UK. She concluded that an environment in which gender inclusivity was promoted could result in a more welcoming environment where every gender was respected.

Da Costa (2023) examined the use of the gender-neutral pronoun “they” by conducting three different studies. Firstly, she analyzed the use of the gender-neutral pronoun “they” by parents and how they used it and perceived its meaning in comparison to the pronouns “she” and “he”. After that, she analyzed how children use and perceive the meaning of “they” in comparison to “she” and “he”. Then, it was investigated how literature influenced the effective understanding of pronouns. She concluded that parents saw “they” as a gender-neutral pronoun, but their children saw “he” as a more gender-neutral pronoun. She also mentioned that literature could affect the perception and usage of pronouns. Thus, she argued that the usage of pronouns and nouns with their meanings changed over time.

Gender Neutrality in Media

Any form of media, whether it is a newspaper, TV, or online platforms, has a crucial role in constructing gender roles through its choices of words related to a particular gender. They are the main source through which traditional gender norms are either promoted or challenged with new ideas related to gender quality and the use of gender-neutral language. Many researchers have done work on the use of gender-neutral language in the media. Borza (2021) studied the use of gender-neutral pronouns. He stated that Oxford University’s Students’ Union (OUSU) was the one that supported the use of gender-neutral pronouns. The researcher analyzed 100 online comments from six British newspapers from December 2016- December 2017. They concluded that only 1.32 % of the population was in favor of new gender-neutral pronouns, which also included “ze”. Most people did not consider the use of pronouns “he” or “she” as a sign of exclusion, but they were shocked and replied negatively to the use of the gender-neutral pronoun “ze”. Núñez-Román et al. (2023) studied the use of gender-inclusive language on Twitter. They focused on tweets by teachers and identified a unique feature in Spanish digital communication, which they called gender-inclusive textisms (GIT).

They claimed that teachers performed an active role in promoting gender-neutral language and spreading good language practice. They concluded that teachers helped in promoting gender-neutral language in online education.

Ali, Shahid, and Rehman (2025) studied the use of gender-neutral language in social media in Pakistan. Their main aim was to analyze the gendered linguistic changes and the use of gender-neutral language. They also highlighted the use of gender-neutral pronouns like “ze”, “hir”, “they”, and “them”. One of the other factors that they explored was how modern English challenged the traditional language uses that were biased, and in what way the modern English language was making people more aware of gender equality. They examined the data gathered from different social media platforms to analyze the linguistic item usage. Then, they collected data on hashtags used on these social media platforms to analyze the momentum of the use of gender-neutral language. Then, they analyzed the evolutionary changes that had taken place in modern English regarding gender controversy with a specific focus on the use of English in Pakistani social media. They concluded that feminists had been successful in making people aware of gender-neutral language, but Pakistani people still have a long way to fully accept gender-neutral language. This was mainly due to the strong traditional influence of gender roles in Pakistan.

Role of Pakistani Newspapers in Shaping Gender Norms

Numerous studies have been done on how the media portrays different genders, focusing on stereotypical representations or gender-neutral language (Akram & Yasmin, 2023, 2024, 2025). Arooj et al. (2022) studied the stereotypical representation of Pakistani print media. Their main focus was how different genders- male and female-were represented in Pakistani print media. They performed a critical discourse analysis to gain a deeper insight into the topic, and also analyzed the pictures used in both English and Urdu in the light of Fredrickson and Roberts' (1997) theory of objectification. They concluded that Urdu newspapers portrayed women as provocative objects that were meant to be enjoyable for men, and restricted to housewives only. On the other hand, English newspapers in Pakistan represent women with reference to their professional roles, but with the same cultural tags that were given to them by society. Moreover, Yasmin et al. (2018) studied the gender inequality and socio-cultural outcome of gender discourse in Pakistani print media. They mainly analyzed the advertisement discourse. They highlighted that word choices were manipulated to construct a negative image of women, and that also raised insecurity and inequality among different genders. This could also cause economic insecurity and domestic disturbance, and could promote imbalance in society. Yasmin et.al. (2019) studied gender portrayal in Pakistani English print media. After analyzing the one-month data from four different newspapers in Pakistan, they concluded that women were overrepresented in entertainment news and the language used for them was unequal compared to that used for men.

Despite the increased gender awareness around the world, few studies have been done on this perspective. The present study analyses the use of language in terms of gender neutrality in Pakistani print media. Applying a performative approach as a theoretical framework. Discourses from leading newspapers are critically analyzed to determine if they are moving towards gender neutrality in newspapers or if they are still using gender-biased language.

Theoretical framework

Judith Butler's (1990) Performative approach is used as a theoretical framework to analyze whether Pakistani print media moves towards a more gender-neutral society or continues to reinforce traditional gender roles assigned by society. Meyerhoff (2015) maintains that gender is not about acting in a certain fixed way; it is related to certain

kinds of behaviors that we perform in our daily lives, which help us understand what it means to belong to a particular gender. When certain behaviors are repeated over and over again, society links those behaviors to a particular gender. She says that Butler argues that some scholars do not distinguish between deliberate performance and the broader process of performativity. She says that our identities are actually formed through these repeated behaviors. In this view, we can say that gender neutrality is the way people choose to perform, which is different from the roles set by society, so these repeated actions can lead to a more neutral way of expressing oneself, regardless of traditional gender norms of masculinity and femininity, thereby enhancing equality in society.

Material and Methods

The present study followed a pragmatic approach, which means using both qualitative and quantitative approaches in one study (Creswell, 2002). The researcher has the freedom to choose an approach without being bound to or adhering to a single philosophy. The pragmatic approach focuses on practical solutions also takes into account its social and historical perspective. A pragmatic approach was used in this study to measure the frequency of gender neutral nouns, pronouns in comparison with gender specific nouns and pronouns. After that, critical discourse analysis is used to analyze the underlying meaning behind their usage.

The sample for this study was taken from three leading newspapers: Dawn, Express Tribune, and The Nation. The news articles from 1st December 2024 to 31st December 2024 were selected from these newspapers related to politics, crime, education, business, sports, and entertainment. They were selected and compiled in a Word file to form a corpus for the study. Then, Antconc 4.3.1.0 was employed to identify the frequency of gender neutral pronouns and gender specific pronouns that were being used in Pakistani English newspapers. Then, critical discourse analysis was done to identify the underlying meanings behind the use of gender neutral language or gender biased language.

Result and Discussion

The analysis of the study is structured on three dimensions. First, the frequency of gender-neutral nouns and pronouns in newspapers and the contexts in which they appear are analyzed. Second, the linguistic dimension of data is analyzed to examine whether language indicates a shift from traditional gender norms to a more gender-neutral language. Third, the discursive manifestation of gender is analyzed, investigating how gender is represented in everyday discourse, whether they were represented in gender-neutral terms or still prioritized one gender over the other.

Frequency of Gender-Neutral Pronouns

The study examined gender-neutral pronouns and their frequency in the compiled data, along with the context in which they appeared. This includes coverage in the three leading newspapers of Pakistan: Dawn, The Nation, and Express Tribune. The details are provided below.

Table 1
Frequency of gender-neutral pronouns

Categories	Dawn News	The Nation News	Express Tribune
------------	-----------	-----------------	-----------------

Gender-Neutral Pronouns	They	Them	Their	They	Them	Their	They	Them	Their
Politics	619	287	888	80	31	183	347	292	729
Crime	60	21	83	16	9	40	71	37	123
Business	975	469	1333	187	106	535	479	230	1171
Entertainment	39	24	42	13	8	26	25	11	49
Education	63	21	66	14	7	22	23	15	53
Health	33	12	42	17	5	20	32	19	52
Sports	25	19	36	12	2	11	8	3	36
Opinion	748	344	1027	121	64	299	546	292	1347
Total	2562	997	3547	460	232	1136	1531	766	3560
Overall Total	7106			1828			5857		

The above-mentioned frequency of gender-neutral pronouns in Pakistani English newspapers highlights that there is considerable use of gender-neutral pronouns in formal language as compared to the informal language on Social media. This study aligns with Ali, Shahid, and Rehman (2025), who showed the use of gender-neutral pronouns in Pakistani social media and put forward the idea that feminists have successfully made people aware of gender-neutral language. Still, they also concluded that Pakistani people have a long way to fully accept gender-neutral language. This is mainly due to the strong traditional influence of gender roles in Pakistan.

Frequency of Gender-Neutral Nouns

The following section presents an analysis of the frequencies of gender-neutral nouns in three selected Pakistani newspapers. The results of the frequencies are given in the tables below.

Table 2
Frequency of gender-neutral nouns in Dawn Newspaper

Sr.no	Newspaper context	Gender-Neutral Nouns in Newspapers--- Male	Gender Neutral words for female	Gender-specific Nouns for Male	For female
1	Politics	Parliamentarians (48), Senators (19), Voters (53) Judge (321)	Senators (3)	Male parliamentarians (1)	Female parliamentarians (2), Female voters (7), Women voters (5), Female judges (2)
2	Crime	officers (258) and Police officers (38)		Policemen (20)	Female officers (1) Female police officers (2)
3	Business	Chairperson (52) Manager (45) Director (274) employee (31)	Manager (5) Director (8)	Chairman (440)	Female employee (1)
4	Health	Doctor (37) Nurse (4)	Doctor (1) Nurse (6) Patient (1) Physician (2)		Female Doctor (1)
5	Education	Teacher (31), Student (121)	Teacher (3) Student (9)		Female student (1) Girl Student (3)
6	Entertainment	Actor (93)	Actor (20)		Women-Actors(1), Actress (7)

8	Opinion	Activist (45), Editor (15)	Activist (6) Editor (3)	Woman activist (1)
---	---------	-------------------------------	-------------------------------	--------------------

Table 3
Frequency of gender-neutral nouns in the Nation Newspaper

Sr.no	Newspaper context	Gender-Neutral Nouns in Newspapers--- Male	Gender neutral for female	Gender-specific Nouns Male	For female
1	Politics	Minister (446) Parliamentarians (30) Senator (102) Voters (4) Judge (66)	Minister (5) Senator (9)		women Parliamentarians (2)
2	Crime	Officer (119) Police officer (24)	Officer (1)		
3	Business	Chairperson (11) Manager (25) Director (114) Employee (10)	Chairperson (7) Manager (1) Director (14)	Chairman (230)	
4	Health	Doctor(4), Nurse (2)	Nurse (2)		
5	Education	Teachers (40) Student (40)	Teachers (1) Student (6)		
6	Entertainment	-			Actress (1)
8	Opinion	Activist (4) Editor (9)	Activist (3) Editor (1)		

Table 4
Frequency of gender-neutral nouns in Express Tribune Newspaper

Sr.no	Newspaper context	Gender-Neutral Nouns in Newspapers--- Male	Gender neutral for female	Gender-specific Nouns Male	For female
1	Politics	Parliamentarian (4) Senator (88) Judge (181)	Senator (2) Judge (8)		
2	Crime	Officers (170) Police officers (33)			Female officers (1)
3	Business	Chairperson (3) Manager (59) Director (232) Employee (47)	Chairperson (1) Manager (7) Director (23) Employee (1)	Chairman (230)	Chairwoman (1) Female Manager (2)
4	Health	Doctor (31)	Doctor (3) Nurse (10)		
5	Education	Teachers (25) Student (48)	Teachers (6) Student (7)	Male students (1)	Female students (3)
6	Entertainment	Actors (94)	Actors (6)	Male actors (2)	Actress (225)
8	Opinion	Activist (11) Editor (6)	Activist (5) Editor (5)		

After analyzing the frequency of gender-neutral nouns in Pakistani newspapers, we can say that there is a use of gender-neutral language, but gender-neutral nouns are mostly used with males as compared to females. This usage of gender-neutral terms with males can somehow reinforce the traditional gender roles set by society. As Ullah et al. (2016) studied the gender stereotypes and sexism in Pakistani print media. They highlighted that the language used in Pakistani newspapers strengthens gender stereotypes and sexism. However, if we compare this with our findings on the frequency of gender-neutral nouns and pronouns in Pakistani English Newspapers, it can be concluded that these are moving towards the usage of gender-neutral language in newspapers, but also strengthening the already established gender roles.

Linguistic and Discursive Aspects

This section consists of two extracts selected to investigate the linguistic and discursive aspects.

“The federal cabinet endorsed a decision by the prime minister regarding the formation of a joint task force to trace **perpetrators** involved in ‘fake news’ regarding the deaths of **protesters** in a crackdown by the government to disperse the PTI **protesters** who converged on the D-Chowk last week” (Dawn News, December 3, 2024).

This news was taken from the Dawn news article, “New task force to probe fake news of PTI casualties”, by Syed Irfan Raza. In this article, the writer is referring to the incident of 26 November, where the PTI workers, both male and female, were protesting against the imprisonment of their political party chairperson, Imran Khan. To disperse them, there was a crackdown by the government, which resulted in the death of many PTI protesters. In this article, there is news regarding the action taken by the Prime Minister to uncover the manipulators who spread the false news that the government has done this. Over here, the concept of intertextuality is applied, referring to the other texts/news within this news article.

This sentence has a complex structure. This can be broken down into multiple clauses: one main clause, “The federal cabinet endorsed a decision by the prime minister”, and multiple embedded clauses including infinitive clauses (to trace And to disperse.....), and a relative clause (who converged...). There is the use of gender-neutral language on the surface level, by using words like ‘perpetrators’ and ‘protesters’. They didn’t specify whether they were male or female. No gender-specific language is used in this sentence that reflects the stereotypical representation of gender roles.

After analyzing this sentence on a textual level, we can see that the language used in this sentence is gender-neutral. But if we analyze this on a social level, the terms “prime minister”, “cabinet”, and “task force” are associated with power and decision-making. As Pakistan is a male-dominant society over here all the decision-making power and roles are associated with males. So, we can say that these gender-neutral terms are used for males over here. On the other hand, the term ‘protesters’ is used in this sentence. This refers to all the PTI workers and supporters, who include both males and females. Thus, this term is purely used as gender-neutral, which represents both male and female protesters.

He added that Khan emphasized that the negotiations committee should talk about the release of PTI workers, **parliamentarians**, and other **political leaders**, and not for him. (Nation News, December 27, 2024)

This sentence was taken from Imran Mukhtar's news article "PTI sets Jan 31 deadline for government to conclude talks" in The Nation News. In this article, the writer has used the method of intertextuality by giving a reference to ongoing negotiations between the government and PTI. To settle the political tension in the country. But the PTI leader Imran Khan says that he will not do any kind of deal unless all his workers who were arrested on 9 May are released. He says that he can forgive everything the government has done to him, but the government has to release all his workers, parliamentarians, and political leaders. This creates his image as a selfless person. On the sentence level, this sentence contains multiple clauses connected with the conjunctions "that" and "and". Next, this sentence starts with a gender-specific pronoun "He," which shows gender bias. Following that, this sentence is in reported form, which means that it was not directly conveyed by the one who said it. There is the use of the modal verb "should", which shows that the negotiation committee has to follow the orders given by Khan. The terms like Parliamentarians, political leaders, and the negotiations committee are gender-neutral. If we analyze this from a social perspective and a performative approach, we observe that in Pakistan, politics is usually associated with males. So, in this statement, Khan is not just giving a political statement, but he is reinforcing the traditional gender roles. In which his position as a leader demands the acts of collective duty, selflessness, and responsibility. All these roles are traditionally associated with males. The terms used in this statement, negotiation committee, parliamentarians, and political leaders, are all gender-neutral. However, in the Pakistani context, they are the positions with power, decision-making, and responsibility that are usually associated with males in Pakistan. So, we can say that despite the use of gender-neutral language in Pakistani English newspapers, they are reinforcing the traditional gender roles.

Yaseen et al. (2023) studied the gender inequality and socio-cultural outcome of gender discourse in Pakistani print media. They mainly studied the headlines in Express Tribune. They concluded that the language used in these headlines causes a sense of insecurity and inequality among the different genders. But if we relate these findings to the present study, we can say that not only the language used in the headlines but also the gender-neutral language used in the news articles can also cause a sense of insecurity among different genders. This is mainly due to the social factors that affect the meaning associated with a word. In a male-dominated society different gender-neutral words are automatically associated with males, and women's roles are suppressed or overshadowed. Such gendered interpretations of ostensibly neutral terms reflect how socio-cultural communication styles are shaped by implicit norms (Safdar & Yasmin, 2021; Safdar & Yasmin, 2022; Saleem et al., 2021). So, we can conclude that gender-neutral language is present in Pakistani print media at the linguistic level, but discursively, this gender-neutral language is strengthening the traditional gender norms due to the male dominance in society.

Conclusion

This study has investigated gender neutrality in Pakistani print media. It focused on the language used in everyday newspapers. The objective of this study was to analyze the frequency with which gender-neutral nouns and pronouns are used in Pakistani newspapers and to examine whether they reinforced or challenged traditional gender norms. The findings reveal that there is a considerable use of gender-neutral language in

Pakistani newspapers. However, when they were analyzed in the sentences by applying critical discourse analysis and a performative approach as a theoretical framework, it revealed that despite the usage of gender-neutral language, they still strengthen traditional gender norms. Some gender-neutral words are associated with males due to a male-dominated society. The limitation of this study is that it only considers three English newspapers in Pakistani print media and does not consider magazines, books, or journals to see how gender-neutral language is used in them. There is still a need to create awareness of gender-neutral language in our society. Future research can be conducted on this topic by considering other forms of print media and comparing them with digital media to analyze how much and in what way gender-neutral language is used to represent different genders.

References

- Ali, T. S., Ali, S. S., Nadeem, S., Memon, Z., Soofi, S., Madhani, F., Karim, Y., Mohammad, S., & Bhutta, Z. A. (2022). Perpetuation of gender discrimination in Pakistani society: Results from a scoping review and qualitative study conducted in three provinces of Pakistan. *BMC Women's Health*, 22, 540.
- Akram, N. & Yasmin, M. (2023). Sexual violence against women: Global interventions and an evidence from Pakistan. *Women's Studies International Forum*, 97, 1-8. <https://doi.org/10.1016/j.wsif.2023.102691>.
- Akram, N. & Yasmin, M. (2024). Media portrayal of sexual violence in Pakistan: A critical discourse analysis of the Lahore-Sialkot motorway incident. *Women's Studies International Forum*, 106, 102955. <https://doi.org/10.1016/j.wsif.2024.102955>.
- Akram, N. & Yasmin, M. (2025). Perpetuation of rape myths through news reporting on intimate partner violence: A transitivity analysis of Asma Aziz case. *Women's Studies International Forum*, 109, 103038. <https://doi.org/10.1016/j.wsif.2024.103038>.
- Ali, S. S., Shahid, M. S., & Rahman, M. S. (2025). Development of gender controversy in modern English: projections on social media. *ASSAJ*, 3(01), 13-30.
- Arooj, A., Rahman, G., & Rafiq, M. (2022). A Study of Gender Representation in English and Urdu Newspapers in Pakistan: A Critical Discourse Analysis. *Global Sociological Review*, VII(I), 249-261.
- Borza, N. (2021). Why shall I call you ze? Discourse analysis of the social perception of institutionally introducing the gender-neutral pronoun ze. *Linguistik online*, 106(1), 19-45.
- Butler, J. (1990). *Gender trouble: Feminism and the subversion of identity*. Routledge.
- Creswell, J. W. (2002). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage Publications.
- Da Costa, M. S. B. (2023). *"They": Investigating a Gender-Neutral Pronoun Across Development*, Doctoral dissertation at the University of Surrey.
- Donaghue, N. (2015). Who gets played by 'the gender card'? A critical discourse analysis of coverage of Prime Minister Julia Gillard's sexism and misogyny speech in the Australian print media. *Australian Feminist Studies*, 30(84), 161-178.
- Dragaš, M. (2012). Gender relations in daily newspaper headlines: The Representation of gender inequality with respect to the media representation of women (Critical Discourse Analysis). *discourse (interdiscursivity)*, 6, 104.
- Happer, C., & Philo, G. (2013). The role of the media in the construction of public belief and social change. *Journal of Social and Political Psychology*, 1(1), 321-336. <https://doi.org/10.5964/jspp.v1i1.96>

- Irshad, I. & Yasmin, M. (2022). Translating Eloped Women: A Critical Analysis of the Selected English Translations of Urdu Novel Aangan by Mastoor. *Asia Pacific Translation And Intercultural Studies*, 9(3), 314-333. <https://doi.org/10.1080/23306343.2022.2133310>
- Irshad, I. & Yasmin, M. (2023). Translating harassment: cross cultural reconstruction of the feminist identity in translated fiction. *Humanities and Social Sciences Communications*, 10, 1-10. <https://doi.org/10.1057/s41599-023-02306-5>.
- Irshad, I. & Yasmin, M. (2025). Stylistics and Translation: A Descriptive Analysis of the Translation of Iqbal's Jawab-e-Shikwah "Answer to Complaint" by Pritchett. *Journal of Applied Linguistics and TESOL*, 8(2), 2612-2623. <https://doi.org/10.63878/jalt917>
- Mayfield, M. R. (2024). *Exploring the factors that influence speakers' adoption or rejection of gender inclusive pronouns*, Doctoral dissertation at the University of Southampton.
- Meyerhoff, M. (2015). Gender performativity. *The international encyclopedia of human sexuality*, 1-4.
- Nunez-Roman, F., Gómez-Camacho, A., & Hunt-Gómez, C. I. (2023). Gender-Inclusive Textisms: How Spanish-speaking educational communities promote linguistic innovations on Twitter. *Linguistics and Education*, 76, 101191.
- Odrowąż-Coates, A. (2015). Is gender neutrality a post-human phenomenon? The concept of 'gender neutral' in Swedish education. *Journal of Gender and Power*, 3(1), 113-133.
- Raza, S., Niazi, M. M., & Hamza, M. (2025). Exploring Linguistic Sexism in Students' Written Academic Discourse of the Department of English at KUST. *Dialogue Social Science Review (DSSR)*, 3(1), 184-195.
- Safdar, M. Yasmin, M. (2021). Muslim Female Subjectivity in Mohsin Hamid's How to Get Filthy Rich in Rising Asia: Disrupting the Binary of the Religious and the Secular in Pakistan. *Journal of Gender Studies*. 31(6), 701-711. <https://doi.org/10.1080/09589236.2021.1930523>
- Safdar, M., & Yasmin, M. (2022). Repositioning Sexuality of Spatially Mobile Muslim Women in Kamila Shamsie's Broken Verses. *National Identities*, 25(3), 1-18. <https://doi.org/10.1080/14608944.2022.2150755>
- Saleem, T., Yasmin, M. & Saleem, A. (2021). Linguistic politeness of Pakistani English and British English speakers: Culture and gender perspectives, *Cogent Arts & Humanities*. 8 (1), 1-18. <https://doi.org/10.1080/23311983.2021.1996917>.
- Shivdasiya, S. (2024). Gender neutrality—Its role and impact in society. *International Journal of Creative Research Thoughts*, 12(11), e417-e429.
- Ullah, H., Khan, A. N., Khan, H. N., & Ibrahim, A. (2016). Gender representation in Pakistani print media: a critical analysis. *Pakistan Journal of Gender Studies*, 12(1), 53-70.

- Yasmin, M., Masso, I. C., Bukhari, N. H., & Aboubakar, M. (2019). Thespians in print: Gender portrayal in Pakistani English print media. *Cogent Arts & Humanities*, 6(1), 1661647. <https://doi.org/10.1080/23311983.2019.1661647>
- Yasmin, M. Naseem, F & Raza, M. H. (2018). Creative Marginalization of Gender: A discourse analysis of advertisements in Pakistani newspapers. *Creativity Studies*, 11 (1) 152-161. <https://doi.org/10.3846/cs.2018.5509>