TERMS OF ENDEARMENT AND GENDER APARTHEID:
THE CASE OF URDU SONG LYRICS

Saima Mubashra
Department of English literature and Linguistics,
National University of Modern Languages,
Islamabad

Abstract

Language and gender research has enabled us to uncover gender discrimination achieved by investing language with certain ideologies that make gender attributes appear natural and neutral. This research has created the possibility of seeing the biased nature of language used to support male domination. The current study is an attempt to contribute to this line of research by showing how Urdu terms of endearment found in Urdu love song lyrics are clearly patterned on gendered line. The study endorses a social constructivist approach and examines the way gender is being talked about and how men and women are addressed with special reference to Urdu songs. Findings prove that the grammatical as well as semantic structure of these terms of endearment is highly influenced by gender stereotypes and dominant patriarchal ideology.

Keywords

Gender ideology, stereotypes, terms of endearments, power-solidarity cline, Urdu songs