ABSTRACT

The purpose of this thesis is to show the readers what are the language differences between men’s magazines and women’s magazines and help them to understand more about it so they can finally choose the suitable magazine for them. This thesis is also made for the readers who are willing to be a journalist to learn and know more about language differences that appear in both magazines so they can make proper articles for the readers. The theory that is used is the theory of male and female language and also the theory euphemism and dysphemism. Those theories are used to find out what are the language differences that appear on the magazines. The theories are also used to find out the reason why men and women produce euphemism and dysphemism. The final analysis indicates that there are three language differences that appear on men’s and women’s magazines and the reason why they use euphemism and dysphemism.

Keywords: language differences, men’s and women’s magazines, euphemism and dysphemism.