

## Exploring the Adjective 'Sick' in Men's vs. Women's Online Magazines: A Corpus-Based Analysis

### Eksplorasi Adjektiva 'Sick' dalam Majalah Daring Pria dan Wanita: Analisis Berbasis Korpus

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#### ABSTRACT

The word sick has multiple meanings and functions in English, including as a noun, adjective, and slang expression. This study aims to investigate whether the adjective sick is used differently in men's and women's online magazines, particularly in terms of slang and emotional meanings. The data for this research are drawn from corpora of online magazines targeting male and female audiences, such as GQ and Elle. Using corpus linguistic methods, Word Sketch is employed to identify the collocates of sick and group them according to their grammatical relations. The analysis indicates that in men's magazines, sick is more frequently used as slang to describe something impressive or appealing, while in women's magazines it tends to be associated with emotional or negative contexts. These findings suggest that gender targeted media reflect distinct language preferences, supporting the view that men and women exhibit different linguistic choices. This study contributes to a better understanding of gendered language use in contemporary online media.

**Keywords:** sick, corpus, Word Sketch, online magazine

#### INTISARI

Kata "sick" memiliki banyak arti dan fungsi dalam bahasa Inggris, termasuk sebagai kata benda, kata sifat, dan ungkapan slang. Studi ini bertujuan untuk menyelidiki apakah kata sifat "sick" digunakan secara berbeda dalam majalah online pria dan wanita, khususnya dalam hal makna slang dan emosional. Data untuk penelitian ini diambil dari korpus majalah online yang menargetkan audiens pria dan wanita, seperti GQ dan Elle. Dengan menggunakan metode linguistik korpus, Word Sketch digunakan untuk mengidentifikasi kolokasi dari "sick" dan mengelompokkannya menurut hubungan gramatikalnya. Analisis menunjukkan bahwa dalam majalah pria, "sick" lebih sering digunakan sebagai slang untuk menggambarkan sesuatu yang mengesankan atau menarik, sedangkan dalam majalah wanita cenderung dikaitkan dengan konteks emosional atau negatif. Temuan ini menunjukkan bahwa media yang ditargetkan berdasarkan gender mencerminkan preferensi bahasa yang berbeda, mendukung pandangan bahwa pria dan wanita menunjukkan pilihan linguistik yang berbeda. Studi ini berkontribusi pada pemahaman yang lebih baik tentang penggunaan bahasa berdasarkan gender dalam media online kontemporer.

**Kata kunci:** sick, korpus, Word Sketch, majalah online

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## **INTRODUCTION**

Language is an essential means of communication, allowing individuals to share ideas, emotions, and intentions with one another, forming the basis of social interaction and cultural continuity (A. W. Ellis & L. Beattie, 1986). Language uses us as much as we use language. As much as our choice of forms of expression is guided by the thoughts we want to express, to the same extent the way we feel about the things in the real world governs the way we express ourselves about these things (Lakoff, 1975). Language is dynamic and constantly evolving, shaped by various social and cultural factors (Lakoff, 1975). A prominent example of this evolution is the adjective *sick*, which has undergone a notable semantic shift over time. Traditionally associated with illness or discomfort, *sick* has expanded its meanings through a process known as amelioration, where its usage has broadened to convey positive connotations, such as "impressive" or "cool" in informal contexts. One of the categories the word "sick" has shifted into is slang. Slangs are words and phrases that are regarded as very informal and are typically restricted to a particular context. (Mitra et al., 2014) Words like *bad*, *ill*, and *wicked* have undergone similar transformations in colloquial language, signaling broader trends in linguistic change (Daily JSTOR, 2023). Kolla et al.' (2022) study found that:

Polysemy between slang and non-slang words such as "sick" and "cold" is difficult to cover for our models. For example, the word "sick" can be used with a negative, formal language, connotation: "I am feeling very sick", or a positive slang connotation "These beats are sick"

This duality exemplifies how context and social usage influence language adaptation and underscores the polysemous nature of *sick* as it functions across formal and informal settings (Merriam-Webster, 2023).

A deeper understanding of this semantic shift can be gained through collocational analysis, which examines how *sick* co-occurs with other words in different contexts. In formal language, *sick* often appears in collocations like "feeling sick" or "sick leave," emphasizing its connection to illness or discomfort. In informal and slang contexts, however, collocations such as "sick beats" or "totally sick" highlight its association with positive or impressive qualities (Knoblock, 2022).

The semantic evolution of *sick* is also shaped by cultural and social dynamics, including gender. Previous studies have shown that men and women tend to use language differently, with women often favoring affiliative and emotional expressions, while men typically employ assertive and evaluative language (Fivush and Grysman, 2022). For example, women might use phrases like "I'm sick of this," reflecting emotional states such as frustration, whereas men are more likely to use *sick* as slang for something praiseworthy, such as "That move was sick." These variations in usage align with broader societal patterns, where language serves as a reflection of cultural norms and gendered experiences (Lakoff, 1975). One of the ways we can see how gender is represented through language is through media; one type of media that showcases writings specifically targeted toward men and women is online magazines. Magazines aimed at different genders create and reproduce gender stereotypes, highlighting how language and content reflect societal norms (Kozlowski et al., 2020). Language in gender-targeted publications reflects societal expectations and reinforces gender norms (Bucholtz, Mary., 2023). To analyze this kind of written material is also a way of discovering whether the language of women and men are socially constructed with the help of media and the different strategies authors and editors use. (Arvidsson, S., Smitterberg, E., & Nilsson., 2009) thus, employing corpus linguistics becomes essential, as it allows researchers to systematically examine the linguistic features present in these publications, revealing how

language not only reflects but also shapes gender identities and societal norms. Magazines like Elle, Harper's Bazaar, GQ, dan Esquire are magazines that mostly talk about fashion, lifestyle, and pop culture. We build a corpus using these online magazines. Men's magazines, which often focus on hobbies, sports, and lifestyle, tend to feature sick in a slang context, particularly within subcultures like skateboarding (sitasi) and surfing (Pinto, n. d.), where it conveys approval or enthusiasm (Thorpe & Wheaton, 2013). In contrast, women's magazines frequently frame sick within emotional or relational contexts, mirroring societal expectations of women's roles and communication styles (Kozlowski et al., 2020). These contrasting usages highlight how media not only reflects linguistic trends but also reinforces cultural identities and norms. Tools from corpus linguistics, such as concordance analysis and word sketch, enable researchers to systematically study the patterns of how the adjective 'sick' is used between genders, providing insights into the evolving meanings of sick and its usage trends.

A corpus is defined as a collection of pieces of language text in electronic form, selected based on external criteria as a data source for linguistic research (Sinclair, 2005a: 16 in Cheng, 2012). Corpus has the plural form namely corpora. Corpora are becoming increasingly large thanks to the ready availability of electronic texts and more powerful computing resources (Cheng, 2012). According to Yuliawati and Indira (2019), the use of corpus linguistics in studying words that have almost the same meaning is the most suitable approach because of the advantages possessed by this approach. Three main concepts in corpus linguistics that are often used in the analysis process are collocation, semantic preference, and semantic prosody (Yuliawati, 2016). To analyze the polysemy of the word 'sick' we will utilize the concept of semantic preference. As Stubbs (2001) defines it, semantic preference refers to 'the relation, not between individual words, but between a lemma or word-form and a set of semantically related words' (p. 65). This approach allows us to explore how specific words are associated with particular semantic sets, providing deeper insights into their contextual meanings (Sinclair, 1996). Tools such as Sketch Engine can identify patterns in collocates, modifiers, and semantic preferences of sick, allowing researchers to explore how its meanings shift across different contexts. For example, a corpus analysis could reveal how sick co-occurs with positive descriptors like awesome in men's magazines or negative phrases like sick of this in women's magazines. This approach highlights how linguistic shifts are influenced by media representations and cultural factors.

The adjective sick represents the dynamic nature of language and its capacity to adapt meanings based on context, culture, and societal influences. This research aims to explore how the semantic shift of sick is reflected in gendered media, particularly magazines, which serve as cultural artifacts that both represent and shape societal norms. By analyzing the collocational patterns and semantic preferences of sick in men's and women's magazines, this study seeks to uncover how language change reflects broader cultural and gendered dynamics. From a linguistic perspective, this study contributes to the field of semantics by providing an empirical, corpus-based account of how polysemy and semantic shift are patterned across gender-targeted discourse. While previous research has documented the semantic broadening and slang usage of *sick*, this study extends existing work by examining how its meanings are distributed differently in men's and women's online magazines. By applying the concept of semantic preference, this research demonstrates that meaning variation is not only context-dependent but also shaped by audience design and gendered media practices. In doing so, the study bridges semantic theory with corpus linguistics and sociolinguistics, showing how lexical meaning, evaluative language, and gender intersect in contemporary media discourse. This research therefore contributes to a deeper understanding of how semantic change operates within socially situated language use.

## METHODS OF RESEARCH

This research aims to explore the usage of the adjective "sick" in men's versus women's online magazines, focusing on its frequency and semantic tendencies. The analysis examines specific linguistic features, including collocates in the "and/or" pattern, nouns modified by "sick," and verbs preceding "sick." The corpus consists of articles from women's magazines (Elle and Harper's Bazaar) and men's magazines (GQ and Esquire), with 125 articles collected per magazine and researchers limit the articles from 2019 until 2024. This totals 500 articles, divided equally between the two categories. Articles are identified using the keyword search feature on the respective websites, with the Word Finder feature in Windows employed for accuracy.

The collected data is uploaded to SketchEngine, a corpus analysis platform that facilitates the exploration of word frequency, collocations, and patterns. Frequency analysis determines the prevalence of "sick" in both corpora, including raw and normalized counts. We also use the feature in Sketch Engine Word Sketch tool. The tools is used to examine collocational behavior by observing the collocates of the search words on the basis of the grammatical relation. (Yuliawati & Indira, 2019) Word sketch is employed for this research as the development of new sketch grammars focusing on the extraction of semantic relations is a timely contribution to the field of terminology (León-Araúz, 2016)

Significant collocates are selected using the logDice statistical measure, which highlights strong lexical associations within a range of  $-/+5$  tokens. These collocates are further classified using the UCREL Semantic Analysis System, which categorizes them into semantic groups. This step provides insights into the semantic preferences of "sick" and highlights potential gender-based differences in its use within online magazines. This methodology offers a comprehensive approach to examining "sick," revealing patterns and meanings shaped by gendered language in media.

## RESULT AND DISCUSSION

This section presents the main results of the corpus analysis of the adjective *sick* in men's and women's fashion magazines. Each result is first stated explicitly, followed by an explanation of how it was obtained using corpus methods, and then discussed in relation to semantic preference and gendered language use. After building a separate corpus for men and women magazine, 250 articles each. Through the concordance feature we get the result of the table below. We limit the significant collocates to content words only.

### 1. Frequency of "Sick" in both corpus

**Table 1. Frequency of the word "Sick"**

	Men Fashion Magazine Corpus	Women Fashion Magazine Corpus
Frequency	323	311
Per million tokens	1,070.02	1,038.63

From Table 1, we can infer that in men's fashion magazines, the word "sick" appears 323 times, becoming the 3rd highest adjective in the corpus. While in women's fashion magazines, it is slightly less frequent, occurring 311 times. The word "sick" also becomes the 3rd highest adjective in the corpus. When normalized for corpus size, the word "sick" appears 1,070.02 times per million tokens in men's magazines compared to 1,038.63 times in women's magazines. This indicates that "sick" is used slightly more often in men's fashion magazines, suggesting a marginal preference for the term in men's media within this dataset. However, the difference is relatively small, indicating that the term is used at a fairly similar rate across both corpora.

## 2. The Collocates of Sick in ‘and/or’ pattern in both corpus

**Table 2.1 Collocates of Sick in ‘and/or’ pattern in Men Fashion Magazine Corpus**

Men Fashion Magazine Corpus
Tired, twisted, old, wallet-friendly, injured, black-and-white, hippy, afraid, frightened, parental, enough, elevated, new, sudden, pretty, European, outdoor, horrible, whole, modern, graphic.

**Table 2.2 Collocates of Sick in ‘and/or’ pattern in Women Fashion Magazine Corpus**

Women Fashion Magazine Corpus
tired, injured, like, sad, elderly, angry, sick, hurtful, disabled, several, super

In the table 2.1 and 2.2, we can see the collocates of "sick" in the 'and/or' pattern reveal distinct trends in men's and women's fashion magazine corpora, highlighting on their semantic preferences. In men's magazines, collocates include terms such as "tired," "twisted," "old," "wallet-friendly," "black-and-white," "hippy," "afraid," "frightened," "modern," and "graphic." These collocates suggest a broader and more diverse usage of "sick," encompassing physical states (e.g., "tired," "injured") and stylistic or descriptive terms (e.g., "modern," "graphic"). In contrast, women's magazines display a narrower range of collocates such as "tired," "injured," "sad," "elderly," "angry," "hurtful," and "disabled." These words predominantly reflect emotional or physical conditions, indicating a tendency to associate "sick" more with personal experiences or states of being.

The data suggests that men’s magazines employ "sick" in a wider variety of contexts, potentially emphasizing stylistic and lifestyle elements, whereas women’s magazines focus on emotional and health-related contexts, aligning with gendered patterns of language use observed in media.

## 3. The Modifiers of Sick in both corpus

**Table 3.1 Modifiers “Sick” in Men Fashion Magazine Corpus**

Men Fashion Magazine Corpus
Extremely, deliciously, out, unbelievably, insanely, objectively, all, quietly, supremely, really, physically, genuinely, seriously, truly, especially, even, as, completely, so, pretty, up, very, already, now, just, not,

**Table 3.2 Modifiers “Sick” in Women Fashion Magazine Corpus**

Women Fashion Magazine Corpus
Little, probably, really, too, quite, pretty, so, as, very, much actually, just, not

As we can see on table 3.1, the modifiers from Men Fashion Magazine corpus mostly are the adverb of degree, shown by the words: *Extremely, unbelievably, insanely, objectively, all, supremely, really, seriously, truly, especially, completely, so, pretty, very*. Those words modify adjective “sick” expressing extent or intensity. For example, “*No matter how much the internet loves his Michelin-caliber alter ego, though, White is not his character—shared penchant for extremely sick jackets aside.* (Malachovsky, 2024 from GQ Magazine)” the word *extremely* emphasizes how cool the jacket is in a hyperbolic way. Other modifiers like *Deliciously, quietly, physically, genuinely* are the adverbs of manner. The words *Already, now* are the Adverbs of Time, These indicate These modify the temporal aspect of *sick*. Words *Just, even, as, all* are the Adverbs

of Focus/Emphasis. These adverbs focus attention or clarify the degree of modification applied to “sick.” *Not* is a Negation. The word *not* is used to negate or contrast the adjective.

While on table 3.2, The modifiers in the Women's Fashion Magazine Corpus are comparatively more restrained and less exaggerated, as shown by the words as adverb of degree: *Little, probably, really, too, quite, pretty, so, very, much*. These express a more nuanced or moderate emphasis than the Men's Corpus. Example usage “‘*Basically, I got really sick of the dynamic between he and I.*’” the word “really” emphasizes the intensity of the speaker's feeling of dissatisfaction, providing a moderate but clear intensity to the adjective “sick.” Other modifiers like *As, just* are Adverbs of Focus/Emphasis, these highlight specific details or comparisons. For example “‘*Our relationship with fashion has become so surface level, and I think people are just sick of it,*’ *Cheong says.*” the word “just” serves as an adverb of focus, emphasizing the immediacy and shared nature of the dissatisfaction with fashion trends. The word *not* is a negation, it is used to negate or contrast the adjective. The Men's Corpus encourages hyperbolic and exaggerated vocabulary to emphasize the dramatic impact of “sick”, which is consistent with striking style trends in men's fashion. The Women's Corpus, on the other hand, values delicacy and balance in language, highlighting refinement and subtlety. This reflects the stylistic differences in how fashion media communicates with male and female audiences.

#### 4. Nouns Modified by Sick in both corpus

**Table 4.1 Nouns Modified by “Sick” in Men Fashion Magazine Corpus**

<b>Men Fashion Magazine Corpus</b>
Burn, sneakers, pair, kick, foe, brain, ad, day, kids, jacket, people, airbnb, psychiatrist, pig, PE, Perpetrator, hatred, die, Js, puppy, leave, Wid, Idahoan, hook, recreation, leaf, cat, rig, tattoo, beach, sunnie, fade, investment, picture, parka, stunt, sweatpant, accessory, watch, weapon, cause, mind, collapse, garment, flex, samba, move, resident bucket, bandana, child, balance, range, folk, good, shade, record, chain, model, hoodie, trouser, job, amount, silhouette, deal, night, suit, line, game, thing, gear, short, style, bag, bot, tee, piece, shoe, way, pants, time

**Table 4.2 Nouns Modified by “Sick” in Women Fashion Magazine Corpus**

<b>Women Fashion Magazine Corpus</b>
serviceman, child, photo, veteran, leave, burn, way, system, day, people

From the the table 4.1 and 4.2, we can infer that the nouns modified by "sick" in men's and women's fashion magazines reveals notable differences in their usage. In the men's fashion magazine corpus, "sick" is used to modify a diverse array of nouns, many of which are associated with lifestyle, fashion, and activities. Examples include "sneakers," "jacket," "hoodie," "tattoo," "beach," "investment," and "game." These nouns suggest that the adjective "sick" is often applied to items or concepts that are considered stylish, trendy, or engaging within the context of men's media.

In contrast, the women's fashion magazine corpus shows a more limited range of nouns modified by "sick." These include "serviceman," "child," "photo," "system," and "day." The nouns in this corpus suggest that the term "sick" is more commonly associated with health-related or emotional contexts, as well as broader societal or personal issues.

This comparison indicates that "sick" tends to carry a broader, more versatile connotation in men's magazines, often associated with style and innovation. In women's magazines, its use is more concentrated on health, caregiving, or societal matters, reflecting different thematic priorities

in the two types of media. These differences highlight how gendered media influences the semantic application of adjectives like "sick."

## 5. Verbs Modified by Sick in both corpus

**Table 5.1 Verbs before "Sick" in Men Fashion Magazine Corpus**

Men Fashion Magazine Corpus
Get, be, look, feel, fuck, wake, become

**Table 5.2 Verbs before "Sick" in Women Fashion Magazine Corpus**

Women Fashion Magazine Corpus
get, be, feel, become

From the Table 5.1 and 5.2, we can see that the analysis of verbs preceding "sick" in men's and women's fashion magazine corpora highlights subtle differences in verb usage. In the men's corpus, the verbs include "get," "be," "look," "feel," "fuck," "wake," and "become." These verbs suggest a more dynamic and varied context for the adjective, with a mix of physical, emotional, and even informal or explicit expressions, such as "fuck." This range indicates that "sick" in men's magazines is often integrated into informal, energetic, or expressive narratives.

In the women's corpus, the verbs preceding "sick" are "get," "be," "feel," and "become." These verbs are more neutral and emotionally centered, focusing on states of being or transitions. The absence of informal or explicitly charged verbs suggests a more reserved and personal tone in how "sick" is contextualized in women's magazines.

Overall, the men's corpus exhibits a broader and more varied usage of verbs before "sick," reflecting an emphasis on casual or expressive contexts. The women's corpus, in contrast, maintains a focus on introspection and emotional states, aligning with themes often prioritized in women's media. These patterns highlight differing linguistic tendencies shaped by the target audiences of each magazine type.

## 6. The word "sick" in the 'of' pattern in both corpus

**Table 6.1 "Sick of" in Men Fashion Magazine Corpus**

Men Fashion Magazine Corpus
Cabin, chaos, talkin, shakin, dickhead, strife, ranch, slander, leak, sweatpant, concept, fit, feeling, lot, clothes, role, story, everything.

**Table 6.2 "Sick of" in Women Fashion Magazine Corpus**

Women Fashion Magazine Corpus
Sight, job, pink, clothes, sanitizer, dynamic, patriarchy, femininity, town, focus, trend, hair, career, people

As presented in table 6.1 and 6.2, the pattern of "sick of" in men's fashion magazines suggest a mix of cultural references, emotional expressions, and critiques of societal or personal struggles. Words like *cabin*, *ranch*, and *sweatpant* evoke a rugged, casual lifestyle often associated with men's fashion narratives. Emotional and critical terms such as *chaos*, *dickhead*, *strife*, and *slander* indicate themes of frustration or rebellion, potentially reflecting dissatisfaction with societal norms or personal experiences. Fashion-specific terms like *fit* and *clothes* highlight discontent with certain styles, while broader concepts such as *role*, *story*, and *concept* point to

reflections on identity and narrative, tying fashion to self-expression. On the other hand, the pattern “sick of” in Women Fashion Magazines corpus is more Reflective, structured, and societal-focused. The phrases "*Sick of Patriarchy*" and "*Sick of Femininity*" are more describing of dissatisfaction or discomfort with society standards and cultural expectations. Women's fashion magazines also contain “sick of” patterns associated with fashion and appearance terms such as “clothes, hair”. Terms like “clothes” and “hair” highlight the pressure and exhaustion women feel regarding the trends and standards in the fashion and beauty industry.

## 7. Significant Collocates in Both Corpus

**Table 7.1. Significant Collocates in Men Fashion Magazine Corpus**

Rank	Collocate	LogDice	Rank	Collocate	LogDice
2.	get	9.67	68	glasses	8.23
5	sick	9.47	70	burn	8.21
6	sneakers	9.35	73	days	8.17
9	people	9.10	77	die	8.15
14	tired	8.90	80	watching	8.13
28	look	8.69	81	watch	8.11
29	dad	8.69	85	clothes	8.08
35	wearing	8.58	102	pair	7.99
39	products	8.55	107	boots	7.97
40	kicks	8.53	111	gear	7.92

From the Men’s Fashion Magazine Corpus, we identified the top twenty content words that collocate with “sick” which are; get, sick, sneakers, people, tired, look, dad, wearing, products, kicks, gear, glasses, burn, days, die, watching, watch, clothes, pair, and boots. After analyzing their semantic preferences using the UCREL Semantic Analysis System (USAS), we classified these collocates into the following categories:

- Clothes and personal belongings: sneakers, wearing, clothes, boots, watch
- Objects generally: Products, gear, glasses

From the semantic categories identified, 'Clothes and Personal Belongings' (e.g., sneakers, wearing, clothes, boots, watch) and 'Objects Generally' (e.g., products, gear, glasses) are the categories most frequently associated with the collocates of 'sick,' highlighting a trend toward describing possessions and personal style.

As mentioned in the Introduction part, research by Fivush and Grysman (2022) suggests that men are more likely to use assertive language, which often involves direct, confident expressions aimed at conveying knowledge or judgment. The slang use of "sick" as seen here aligns with this trend, as it functions as an assertive statement of approval. There are many occurrences where the word ‘sick’ is used mostly as slang which means ‘cool’.

**Table 7.2. Significant Collocates in Women Fashion Magazine Corpus**

Rank	Collocate	LogDice	Rank	Collocate	LogDice
1.	get	11.05	27	feel	8.90
3	tired	9.63	37	blessings	8.70
5	people	9.50	38	lifetime	8.66
8	wounded	9.28	40	children	8.66
10	injured	9.27	41	extremely	8.65

11	stomach	9.25	46	feeling	8.60
14	makes	9.16	48	born	8.60
19	think	9.03	52	little	8.57
22	sight	8.99	50	sad	8.58
25	sick	8.93	74	hurtful	8.28

According to Women Fashion Magazine Corpus, we identified that the content words that collocate the most with sick are get, tired, people, wounded, injured, stomach, makes, think, sight, sick, feel, blessings, lifetime, children, extremely, feeling, born, little, sad, hurtful. The semantic categories for these collocates, as analyzed with the UCREL Semantic Analysis System (USAS), are as follows:

- Anatomy and Physiology: Tired, Stomach, Born
- Health and Disease: Wounded, Injured, Sick
- Thought and Belief: Think, Feel, Feeling

From these categories, we can observe a distinct semantic preference of the word "sick" toward both physical health and strong emotional states. Categories such as "Health and Disease" (wounded, injured, sick) emphasize the word's traditional association with negative health implications, while "Thought and Belief" (think, feel, feeling) and "Degree" (extremely, little) suggest that "sick" is also used to express intensity or extremes of emotion.

As mentioned in the Introduction part, research by Fivush and Grysman (2022) suggests that women tend to use more affiliative language, which aims to create connections, whereas men often use more assertive language aimed at declaring knowledge or making bold statements. The phrase "sick and tired" can reflect affiliative language when used to communicate shared frustrations or emotions, aligning with this pattern of female language use. By expressing a collective feeling of weariness, it builds a sense of empathy and connection.

## CONCLUSION

This study highlights how the word "sick" is used in men's and women's fashion magazines, revealing different linguistic patterns and thematic priorities in the two corpora. In the frequency analysis of the word sick, we used the word frequency list feature and showed a not-so-significant difference in frequency. In addition, we also used the word sketch feature in Sketch Engine to find the collocation behavior of the adjective "Sick". In the men's fashion magazine corpus, we found that men use the word "sick" as slang, which is shown by the collocations related to the word which mostly refer to fashion trends or things that are considered cool. Whereas in the women's fashion magazine corpus, we found that the significant grammatical relations and collocations of the word "sick" emphasize the emotional context. This study highlights the importance of context and audience in shaping language patterns, offering valuable insights into how gendered marketing strategies influence linguistic preferences. Future research could explore similar patterns with other slang terms or adjectives to gain a further understanding of the relationship between language, media, gender, and cultural identity.

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