

THE ROLE OF GENDER IN LANGUAGE USE IN FOOD VLOGS: A SOCIOLINGUISTIC STUDY OF ENGAGEMENT STRATEGIES

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Abstract

This research investigates the use of gender in language in food vlogs, where it centers on adjective use and strategies of engagement using a sociolinguistic framework. With Hyland's Metadiscourse Model and Tannen's Report vs. Rapport Talk, the research examines ten food vlogs (five by male and five by female uploaders). Findings identify male uploaders as using more descriptive adjectives and utilizing stronger interactive metadiscourse markers that stress information delivery ("report talk"). Compared to female vloggers, male vloggers employ more emotional adjectives and prefer interactional markers to promote audience affiliation ("rapport talk"). Quantitative results indicate that male vloggers lead the use of transitions and engagement markers, whereas females exhibit higher usage of hedges and self-mentions in relational storytelling. The differences imply that gendered styles of communication have an impact on digital content creation. The research has implications for sociolinguistic studies and digital media research, with an understanding of the limitations of the sample size and cultural diversity. Future studies ought to extend to cross-cultural settings and other linguistic features like metaphors and narrative structures.

Keywords: Gendered language, Food vlogs, Sociolinguistics, Engagement strategies, Hyland's Metadiscourse Model, Report talk, Rapport talk, Digital media communication.

1 Introduction

1.1 Background of the Study:

Food vlogging has changed on various video streaming channels. Food vlogging has also transformed the style, way, interaction, and attitude of people toward food. Instead of food reviews, food vloggers are using visual storytelling, personal narratives, and sensory details to engage viewers and customers regarding food. Vloggers' emotional and experiential moments are conveyed to customers through the language used for their viewers. The food vloggers interact with the public by using various adjectives to describe the taste, texture, and appeal of food and their experience. The adjectives "crispy," "tender," and "heavenly" are used to describe more than food because they give a feeling to the viewers like they are tasting the dish themselves (Alifa et al., 2020).

Vlogging allows people to share their culinary experiences, opinions, and reviews with a large audience online, making it popular. Since food vloggers are creating more content, academics are interested in their linguistic patterns, particularly gender differences. Language shapes perceptions, audience engagement, and compelling food vlog narratives. This study examines gender-based adjective usage, focusing on descriptive and emotional adjectives and vlogger storytelling and engagement strategies. Men and women use adjectives differently in food vlogs. The color and depth adjectives used to describe food affect how audiences view it. Sociolinguistics research shows that women use more adjectives than men and express their experiences emotionally (Rafi'atussyifa & Nor, 2023).

Female food vloggers may use "delightful," "heavenly," or "scrumptious" adjectives to evoke strong emotions. Women use more expressive and emotional language in daily communication. Male vloggers usually use neutral adjectives like "crispy," "tender," or "spicy" in their food vlogs because these adjectives emphasize food appearance. In simpler words, it can be said that the adjectives used by males are not emotional because they emphasize the appearance of the food; therefore, the adjectives used in their remarks are related to the food's appearance most of the time. The choices of adjective differences amongst male and female food vlogs also reflect gender-based communication (Rafi'atussyifa & Nor, 2023).

There is little research available on the internet regarding gender differences and adjective use in food vlogging. According to the findings of sociolinguistic studies, men and women use different communication strategies on online forums. Male vloggers use descriptive and factual adjectives like "spicy" and "tender". On the other hand, female speakers use emotional and evaluative adjectives like "amazing" and "delightful". These two methods can influence audience participation, narrative techniques, and metadiscourse. This study examines the impact of gender on the utilization of adjectives in food vlogs to disclose online discourse trends. It further sheds light on how language shapes audience engagement with food content (Koban Koç, 2022).

1.2 Research Questions:

- What are the most frequently used adjectives in food vlogs by male and female vloggers?
- Do male and female vloggers differ in their use of emotional vs. descriptive adjectives?
- How does gender influence storytelling and engagement strategies in food vlogging?

1.3 Research Objectives:

- To analyze gender-based differences in adjective use in food vlogs.
- To explore whether male and female vloggers differ in their use of emotional vs. descriptive adjectives.
- To examine how gender may affect storytelling and engagement strategies in food vlogging

1.4 Significance of the Study:

The study of the topic of "The Role of Gender in Language Use in Food Vlogs" is extremely relevant to gender studies, sociolinguistics, and electronic communication. The findings of the study present facts about the contribution of language in constructing interaction in food culture during the internet era. The study integrates oral discourse with visual and interactive elements by investigating the application of gendered adjectives within food vlogs. There is other research focusing on differences based on gender when it comes to communication but not how this works in food vlogs, which are extremely sensory and emotive. So, it can be said that robust knowledge regarding these linguistic patterns can provide a more theoretical insight into gendered online narrative discourse.

In practical terms, this research has important implications for online marketers and content creators. According to Hyland et al. (2022), those vloggers who understand how linguistic attributes influence and how their audience perceives them can structure their storytelling strategically to get more views. For example, if emotional adjectives produce more interaction from female audiences, vloggers can adjust their language to suit. Likewise, food and hospitality marketers can enhance their advertising efforts by tapping into gender-specific linguistic tastes to produce more engaging and convincing content. In addition, this

research is advantageous to discourse analysts and media scholars through the application of Hyland's Metadiscourse Model to a contemporary digital genre, bringing classical linguistic theory together with new online communication trends. It shows how interactional and interactive metadiscourse elements function in vlogs, broadening the application of discourse analysis to online environments. In general, this study offers a multi-faceted understanding of language, gender, and participation by making it useful for both theoretical and practical purposes.

2 Literature Review

2.1 Language and Gender in Digital Media:

Men vloggers, as stated by Rafi'atussyifa & Nor (2023), use more commanding and direct language as well as a greater number of taboo words and phrases. Female vloggers apply more praising, questioning, and tagging language when communicating with their YouTube followers. The discourse of many YouTube vloggers contains elements of complement in the scope of female language characteristics. Speech made by female YouTube vloggers also has a linguistic feature. The vloggers use hedges to demonstrate that they are confident or hesitant while providing claims. On the topic of discussing particular subjects like ideas, thoughts, experience, and interests, most of the vloggers usually emphasize communicating themselves and listeners act passively (Rafi'atussyifa & Nor, 2023).

Suganya (2025) highlights the impact of different social media platforms such as Instagram, YouTube, WhatsApp, and Twitter on the language employed for creativity construction through character limits, colloquialism, and multimodal communication. The research emphasizes the emergence of new vocabularies, code-switching, and hybrid language patterns, especially in bilingual environments. It also discusses the conflict between language conservation and innovation in online communication. Social media is revealed to challenge conventional linguistic standards and promote linguistic dynamism that molds contemporary language practices in unforeseen ways (Suganya, 2025).

Talib et al. (2023) examine Lakoff's women's language theory and how it accounts for gender variation in word use and expressiveness. Through their research, they find that women use more hedges, fillers, and affective adjectives, while men use expressive language with reserve and assume audience agreement. Female YouTubers use emotional expressiveness, while males use self-referential language and personal interests. Such differences reflect that adjectives play a major role in determining engagement actions, where they are used by women to increase emotional appeal and by men to stress or dominate. Such findings are also analyzed in this research regarding how tendencies affect audience engagement in food blogs (Talib et al., 2023).

The linguistic differences between genders have attracted the attention of many scholars, such as Swari (2022). According to Lakoff's theory (1975), one of these differences is the choice of adjectives. There was a noticeable difference in the adjectives used to describe male and female celebrities. Although a broader range of adjectives, including "dainty," "lavish," and "ostentatious," were used to describe female celebrities, neutral adjectives like "simple," "excellent," and "classic" were often used to describe male celebrities. The present research suggests that there are still some adjectives that are somewhat linked to gender, but these adjectives can mean the same thing in different contexts (Swari, 2022).

2.2 Adjective Use and Engagement Strategies:

Nigmatyanovna and Firdavisovna (2020) compare the application of adjectives in English and Tatar across various fields, including clothing, human characteristics, and ornaments, with corpus linguistics. The outcome identified the variations in cultures, i.e., how the

English speakers often mention the size of necklaces, while the Tatar speaker mentions the shape. The employment of positive adjectives was typically found in descriptions of attire, but food and shoes are hardly classified by size. It also discusses the linguistic and cultural disparities in adjectives' usage through their importance in cross-cultural communication and digital linguistic analysis (Nigmatyanovna & Firdavisovna, 2020).

Truong et al. (2025) look at the impact of food vlogs on viewer attitudes and restaurant visiting intentions using the stimulus–organism–response (S–O–R) model. They identify informativeness, entertainment, and vividness as determinants of audience engagement, while vlogger attractiveness and homophily encourage parasocial relationships. These relationships then influence consumer behavior and food content attitudes. It also inspects how linguistic strategies simplify audience involvement and emotional influence in online food discourse using Hyland's Metadiscourse Model. Based on such knowledge, the present study explores how gendered adjectives contribute to engagement and audience perception in food vlogs (Truong et al., 2025).

Ebaid (2018) examines the powerful persuasive role of adjectives in product naming by focusing on the ability to shape customer perception. The study categorized the product names as single-word adjectives and multi-word adjective phrases. The outcome indicates that adjectives are an effective marketing tool because they generally stand alone to define the brands. Cultural preferences also influence the naming strategies, with words such as organic being attractive to Western consumers and Beiti (homemade) being attractive to the Egyptian consumers, demonstrating the linguistic effect in branding (Ebaid, 2018).

2.3 Vlogs as a Sociolinguistic Phenomenon:

Chen (2021) investigates how food neophobia affects the response of the audience to the vlogger and video, and how this is moderated. There is also a moderating effect of sensitivity to visual food cues on purchase intent and the relationship between purchase intent and attitudes towards vloggers. Researchers are studying the effects that food-eating videos have on the viewers and the reasons why people view them during meals. According to the theory of planned behavior (TPB), food neophobia, sensitivity to visual food cues, purchase intention, attitudes towards the video and the vlogger, and food choice motives (specifically mood) are all influenced by these relationships. How viewers feel about the video is a good indicator of whether they will buy the product. This research expands on Chen's work by analyzing how gendered use of adjectives affects engagement, emotional appeal, and audience perception in food discourse (Chen, 2021).

Hutchinson et al. (2023) emphasize the value of sensory-rich language for entrepreneurs in vlogging and digital storytelling. A person's destination attitude, behavioral involvement with food, intention to taste, and the amount and mode of mental imagery all have a positive impact. Visit intention is not just a result of mental imagery processing, therefore, it can be said that the amount and mode of mental imagery do not directly affect visit intention. The author also emphasizes that viewers get more emotionally invested in food by reading reviews or watching more vlogs, as it can raise their desire to try the food and boost their intention to visit the restaurant (Hutchinson et al., 2023).

According to Cascio Rizzo et al. (2023), people are more likely to engage with and buy from influencers whose sensory language makes it seem like they use the products they're promoting. What drives authenticity, how to create more effective social media campaigns, and how people react to influencer-sponsored content are all influenced by language. The results of this study highlight that the primary area of interest is sensory language, or language that appeals to the senses of the target audience. Influencers may use words like "good" (a nonsensory word) or "tasty" (a sensory word) to promote food because consumers are more likely to believe that influencers put the products they promote into

practice, demonstrating that sensory language has the potential to increase engagement and sales (Cascio Rizzo et al., 2023).

According to Jang et al. (2024), the use of narratives and storytelling is on the rise, which means they have the potential to impact the engagement and behavior intentions of site visitors. Video storytelling, as opposed to image storytelling, increases engagement and intention to visit among women, but men show no such difference (Jang et al., 2024). Storytelling is fundamental to travel vlogs, but little is known about how travel vloggers create interesting stories or if their stories impact viewers' decisions to travel. Travel vlogs for marketing destinations have discovered that storytelling is an effective way and an efficient tool. If a similar pattern is applied to food vlogging, it can be observed that storytelling can positively affect the engagement of viewers (Li et al., 2025).

2.4 Gendered Communication in Online Content:

The research by Karjo & Wijaya (2020) explores the unique features and characteristics of each gender's language style on video-sharing platforms like YouTube. Male and female influencers have different language traits. YouTubers who focus on men's beauty are using simple, straightforward language. Female YouTubers are friendlier and more personal. Both male and female YouTubers use different kinds of language styles, which include Slang, emotive language, strong opinions, extensive vocabulary, hedges, empty adjectives, intensifiers, report and rapport talk, etc. Males prefer straightforward color names in their vlogs, while on the other hand, females usually prefer associative vocabulary (Karjo & Wijaya, 2020).

Quantitative research conducted by Munaro et al. (2021) has critically analyzed the factors and determinants of customer engagement on YouTube. Video content and linguistic features may play a core role in enhancing the popularity of food vlogs. Moreover, the choices of words by video makers also drive customer engagement. This study examined 11,009 videos from 150 influencers. Based on the findings of this study, subjective language, timing, and emotional valence have the potential to influence the quantity and frequency of "views, likes, and comments" expressed by viewers for the videos. It has been found that medium-to-long length videos uploaded on weekdays with negative affect or low arousal can gain more viewer interaction (Munaro et al., 2021).

Male and female food vloggers, as identified by Alifa et al. (2020), employ varying languages to refer to the food on their vlogs. Female vloggers employ more linguistic features on their vlogs compared to male vloggers who employ polite and friendly language on their vlogs. Female vloggers employ adjectives such as "super yummy" to refer to food. Male vloggers do provide commentary on their engagement with their fans, and so they employ such vocabulary and changes that could signify that they are worried about their fans. These observations highlight the significance of content curating in enhancing YouTube user engagement. These findings emphasize the importance of content curating in enriching YouTube user engagement (Alifa et al., 2020).

2.5 Research Gap:

The recent studies have been carried out on the employment of gendered language in digital forms. Earlier studies also include how gender can influence people's understanding of viewers' interaction with digital content. Based on the results of earlier studies, female vloggers employ adjectives, hedges, and intensifiers, whereas men employ directness and authority (Rafi'atussyifa & Nor, 2023; Talib et al., 2023). Several researchers also connect the utilization of adjectives with vloggers' engagement strategies in their Vlogs (Ebaid, 2018; Nigmatyanovna & Firdavisovna, 2020), and some also place sensory language in the category of pre-signal of persuasion and buying intention of customers in online forums (Cascio Rizzo et al., 2023).

There is a legitimate research gap in understanding how gender can influence the use of adjectives, narrative tactics, and audience appeal in food vlogging. The current literature on the subject matter of this paper explored gendered language in general but has not tackled directly how adjectives can impact a viewer's perception, emotional response, and engagement in food discourse. Existing studies do not fully investigate which adjectives are most commonly employed by male and female vloggers, or whether gender affects the ratio of emotional to descriptive adjectives in food discourse. This study examines how male and female vloggers use adjectives differently. The current study also focuses on how the gender of vloggers can affect their language, content, narrative, and engagement strategies

3 Methodology

3.1 Research Design:

To examine gender differences in the usage of adjectives in food vlogs, this research uses a "mixed-method research approach" that incorporates both discourse analysis and corpus analysis. Sketch Engine, which calculates male and female vloggers' adjectives, is employed in corpus linguistics analysis. Food vlog transcripts are employed by the study in identifying frequency patterns, collocations, and adjectives types in order to judge language differences quantitatively (Team, 2023). Discourse analysis relies on "Hyland's Metadiscourse Model" to analyze adjectives in engagement strategies qualitatively. Discourse analysis investigates how interactive metadiscourse markers affect the narrative and the audience. This method uses quantitative data along with qualitative discourse knowledge to investigate gendered language use in food vlog communication. The use of statistical trends along with contextual interpretation will help achieve the aim of this research (Shantha Nair & S Prem, 2020).

3.2 Theoretical Framework:

The present study employed two primary theoretical frameworks: Tannen's (1990) Report vs. Rapport Talk theory and Hyland's (2005) Metadiscourse Model. Hyland (2005) described a complex model that separated metadiscourse markers into two groups: interactive and interactional. Interactive metadiscourse markers serve structurally in helping in the logical ordering of the text and in helping the reader to trace the writer's line of reasoning. On the other hand, interactional metadiscourse markers are primarily reader-oriented and are used to speak to the audience by involving them in the discourse and indicating the writer's attitude towards the content. Hyland's Metadiscourse Model investigates how adjectives can be employed by vloggers to render food appealing for food vlogging audiences. Tannen's Report vs. Rapport Talk theory was used to analyze differences in narrative style between male and female vloggers. This theory assisted in investigating whether male vloggers used more informational (report) talk and whether female vloggers used relational (rapport) talk through their use of language (Cuevas-Alonso & Míguez-Álvarez, 2021).

3.3 Data Collection:

Random sampling was used to collect data for this research. This research adopts a structured data collection methodology in which a balanced set of food vlogs from five male and five female YouTubers is collected. This sampling (data collection) selection ensures a representative sample of male and female vlogs, getting Transcripts of 10 food vlogs (among which 5 vlogs are male vloggers and 5 vlogs are female vloggers). This sample number was selected in a deliberate attempt to be able to retain a controllable and specialized dataset, to examine adjective frequency and metadiscourse indicators intensely, qualitatively, and quantitatively. Identifying too high a quantity of vlogs potentially would have given the

analysis excessive coverage and a lack of specificity, and with too small an amount, may have lacked variety and therefore have failed to ascertain genuinely gender-dependent trends. (Manzoor, 2020).

3.4 Corpus Software Tool:

The selected video transcripts are analyzed by using a tool named Sketch Engine. Sketch Engine assisted in finding the adjectives and use of language by males and females, along with their differences. After collecting the transcriptions of shortlisted food vlogs (samples), these transcripts are added to a Sketch to analyze linguistic patterns in these transcripts. By following a systematic research framework, this study can also analyze the adjective frequency, collocations, and keywords. Moreover, the data helps to critically analyze the impact of gender differences on the engagement level of customers (Kunilovskaya & Koviagina, 2017).

3.5 Data Analysis:

The metadiscourse model of Hyland and Tannen is applied to examine how gender can affect engagement strategies or storytelling in vlogs. The comparative method used in sampling allowed us to determine if adjective usage and audience engagement are related to each other or not. The study uses automatic and manual transcription to maximize precision and accuracy. Automatic YouTube captions are the initial source, but manual adjustments are made to ensure accuracy, especially when the system makes vocabulary mistakes. Language accuracy is also another important aspect required for the correct analysis of this topic, therefore, the transcription process must be completed with extra care without leaving any chance of mistakes (Pearson & Abdollahzadeh, 2023).

3.6 Ethical Considerations:

Ethics in this research mainly include informed consent and the use of publicly available vlogs ethically. As the research examines food vlogs on YouTube, it is based on publicly available content. Ethical guidelines for digital research state that publicly available information can be utilized without explicit consent, as long as privacy is not breached and creators are not misrepresented. To promote integrity, the study refrains from changing, misquoting, or taking words out of context. To prevent unforeseen consequences, the vloggers' identities are also kept confidential. The focus of the investigation is solely on linguistic patterns rather than individual characteristics. The study guarantees safe research procedures without demeaning content authors and their online presence by adhering to these ethical principles. (Cacciattolo, 2015).

4 Findings and Analysis

4.1 Frequency of Use of Adjectives and Gender Differences:

The results indicate gendered patterns in adjectival deployment in food vlogs. More total adjectives were used by male vloggers compared to female vloggers, indicating greater use of specific and emotional words in order to engage viewers. The study found that male vloggers utilized a total of 1,089 adjectives while female vloggers utilized 397 adjectives in food vlogs. According to the type of adjective, male vloggers employed 184 descriptive and 112 emotive adjectives, while female vloggers employed 92 descriptive and 28 emotive adjectives. Therefore, both genders made use of more descriptive adjectives, but male vloggers utilized both descriptive and emotive adjectives to a larger extent compared to female vloggers, which agrees with Hays' (2017) study.

More descriptive adjectives like "good" (69) and "big" (26) were utilized by male vloggers to give good, factual descriptions of food attributes as discussed by Rafi'atussyifa & Nor (2023) in their study. For instance, sentences like *"That's why you can't find good Payas anywhere else in Lahore"* and *"Look, there is a very big bone"* are good examples of emphasis on tangible food attributes. Emotive adjectives also predominated, with "amazing"

(47 times) and "great" (24 times) used over and over to generate excitement, as in *"This dish is amazing"*.

But female vloggers also demonstrated a similar tendency towards descriptive adjectives, the most frequent of which were "good" (41 instances) and "spicy" (21 instances). Phrases such as *"These guys know how to make them spicy"* and *"you can get all kinds of flavors"* are instances of descriptive language. As mentioned by Karjo & Wijaya (2020), although females used emotional language frequently, terms like "sure" (14 occurrences) conveyed assurance and a slight sense of affect, as in *"make sure to grab some ice cream from that section"* (Karjo & Wijaya, 2020)

• **Table 1: Male Vloggers – Adjectives**

Type	Adjective Examples	Example from Text
Descriptive	good (69), big (26), full (15), small (10)	It is <i>good</i> , it is not light at all. The mutton is so <i>big</i> , its a whole leg of mutton Yakhni. And I will eat it in front of you with <i>full</i> enjoyment. Have some of these <i>small</i> white chickpeas.
Emotional	amazing (47), great (24), delicious (15)	Payas are soft like foam. <i>Amazing</i> . But the <i>great</i> aroma was coming from there. And there are a lot of <i>delicious</i> food items available here.

• **Table 1: Female Vloggers – Adjectives**

Type	Adjective Examples	Example from Text
Descriptive	good (41), spicy (21), fresh (9), small (8)	But the bakery stuff looked so <i>good</i> . This <i>spicy</i> meat looks awesome. They're soft, <i>fresh</i> , and really sweet. Enjoy some hot, <i>small</i> white samosas.
Emotional	sure (14), amazing (9), great (7)	I'm not <i>sure</i> how it's going to go. The chili oil is just <i>amazing</i> , too. The vibe is <i>great</i> too.

4.2 Sensory Appeal and Audience Engagement:

In vlogging about food, adjectives are essential in creating rich sensory descriptions that enhance audience connection. Both men and women vloggers utilize adjectives purposefully to activate viewers' senses and build relatability, though in somewhat different ways. Adjectives on food blogs are powerful devices to build a sensory experience and capture the audience. Male vloggers prefer forceful, vivid adjectives that trigger immediate visual and taste-based imagery. For instance, adjectives such as "crispy," "melting," and "loaded" automatically invoke tactile and gustatory senses. In one vlog, the phrase *"fresh kulcha and a hot, crispy naan with sesame seeds"* instantly evokes a rich sensory image, causing the viewer to picture textures and temperatures. Such evocative descriptions raise excitement and make the food emotionally and visually appealing.

Female vloggers, though more conventional and candid simultaneously in expressing feelings, also apply sensory descriptors to create relatability. Choice of words such as "spicy," "fresh," and "small" emphasize the actual and the mundane. The description of food as *"they are soft and fresh"* brings to mind a common taste, making the contents relatable and credible. It aligns with Alifa et al. (2020), instead of bombarding the audience with superlatives, the words create a sense of casual familiarity, and it becomes simpler to relate to the vlogger's experience (Alifa et al., 2020).

Furthermore, emotional adjectives like "amazing" and "sure" increase viewer engagement by offering subtle evaluative cues. A statement like *"They have hot chat*

available, and it's always fresh because the uncle is there making it for you" not only communicates quality but also deeply engages the audience by utilizing sensual language to bridge the physical distance between the vlogger and the viewer. Adjectives in food vlogs, therefore, fulfill two purposes: they foster interpersonal connections and encourage sensory imagination. Adjectives help viewers visualize flavors, textures, and experiences through dramatic imagery or subtle relatability, greatly increasing emotional engagement and viewer loyalty (Amson et al., 2024).

4.3 Gender and Storytelling Strategies:

The adjectives used by female and male food vloggers reveal distinct differences in narrative style, as suggested by Deborah Tannen's (1990) theory of rapport and report talk. The adjectives used by male vloggers ("crispy," "spicy," "juicy," "tasty," and "creamy") involve the most usage of report talk mode. Male vloggers' stories tend to be objective and report-oriented in purpose to report factual, sensory information regarding food. For example, a male vlogger may comment that a dish is "*perfect aroma*" or "*crispy, hot naan–spicy and salty chickpeas*" without imbuing much personal emotion. This factual, information-rich voice is designed to position the vlogger as an expert and authority figure, adopting a transactional mode of communication in which the ultimate aim is to inform (Khaldi & Boukhentach, 2020).

Women vloggers, on the other hand, have a good relationship with their audience because they want to establish an emotional connection with them. Adjectives such as "amazing," "delightful," "yummy," and "beautiful" highlight feelings and individual experiences. Female vloggers typically describe the effects of the cuisine on their audience rather than just the food's qualities, such as how a dish is "super yummy" or "*delightful Moroccan music*." According to Natano et al. (2024), it creates closeness and invites the viewer into mutual emotional space. Besides, amplifiers of emotions like "really tasty" and "But this spicy beef with rice looks incredible" are frequent in female vlogs, hence enhancing audience likability (Natano et al., 2024).

As per KARA (2020), male vloggers structure their stories in terms of describing food's technicalities, which is characteristic of report talk, while in their stories, characteristic of rapport talk. The adjectives not only mark their different approaches to interaction but also signal how gendered language affects the way stories are constructed in food vlogs. This highlights the sociolinguistic effect of gender on both language choice and interactional goals within the digital food vlogging environment (KARA, 2020).

4.4 Hyland's Metadiscourse Model Analysis: Gender-Based Comparison

The analysis of male and female food vloggers' interactional and interactional metadiscourse indicators shows significant gender-specific differences in engagement and communication strategies, conforming to the model of Hyland.

4.4.1 Interactive Metadiscourse:

Male vloggers show a stronger application of interactive markers to organize their viewers through their content. Hyland (2017) states that males used the transition markers like "but" (93 times) and "so" (141 times), whereas females used "but" (69) and "so" (59) times. This suggests that male vloggers prefer logical organization, contrasts, and cause/effect relationships to organize their narratives. In the same way, frame markers "*first*" (25) and "*then*" (47) occur more frequently in men's speech, indicating a greater sequential emphasis on organization (Amson et al., 2024). Female vloggers, by contrast, also make use of frame markers "*first*" (11) and "*then*" (14) but less frequently, indicating a looser or less sequential narrative style. In the case of code glosses, males once more lead with greater use of words such as "*say*" (38) and "*or*" (36), reflecting their inclination towards explaining meaning and providing alternative interpretations. Females, with lower frequencies (say and or each at 11),

reflect a more implicit approach, trusting in mutual understanding rather than overt elaboration (Czachur & Wójcicka, 2023).

4.5 Interactional Metadiscourse:

In interactional features, gendered oppositions are even more marked. Self-mentions such as “I” and “my” are common in both groups, but males (e.g., I 275 times) marginally outnumber females (I 210 times), indicating a marginally more self-oriented position. Yet, hedges such as “might” (males: 12, females: 11) and “would” (males: 12, females: 29) show that female vloggers use more hedging devices, mitigating their assertions and encouraging audience interpretation. According to Albeshier (2022), this is the case with rapport-building communication, where sustained viewer attention is paramount. Boosters such as “should” and “actually” are also significant: male vloggers employ “should” (23 times) and “actually” (7 times) more forcefully than women, with a stronger authoritative tone. On the other hand, attitude markers such as “even” (males: 35, females: 12) occur much more in males, indicating a focus on evaluation and surprise to increase involvement.

4.5.1 Total Frequencies of Metadiscourse Markers in Male Vlogs:

The overall frequency count of metadiscourse markers points to clear gendered patterns in food vlogs, which are very much in line with the sociolinguistic interest of this research, as explained by Pasaribu (2017). Male vloggers employ a much greater number of both interactive (640) and interactional (960) metadiscourse markers than female vloggers (interactive: 269; interactional: 657). This implies that male vloggers engage more in discourse structuring and audience management, relying heavily on transitions (291) and frame markers (168) to structure their narration logically and clearly. According to Khaldi & Boukhentach (2020), their strong use of engagement markers (388) and self-mentions (384) indicates an assertive storytelling style that emphasizes sustaining audience interest and asserting personal authority, typical of a more “report talk” style by Tannen (Khaldi & Boukhentach, 2020).

Interactive Metadiscourse Markers		Interactional Metadiscourse Markers	
Transitions	291	Hedges	72
Frame Markers	168	Boosters	56
Evidentials	42	Attitude Markers	60
Endophoric Markers	57	Self-Mentions	384
Code Glosses	82	Engagement Markers	388
Total	640	Total	960

4.5.2 Total Frequencies of Metadiscourse Markers in Female Vlogs:

By contrast, women vloggers, though having lower total marker counts, have a more balanced and relational interaction style. The greater frequency of hedges among them (111) than in men (72) suggests the tendency for softer, more inclusive speech, by the “rapport talk” strategy for creating emotional rapport with viewers. In addition, though female vloggers employ fewer boosters (26) than men (56), their rhetorical use of hedging and interactive markers (184) indicates an attitude that initiates audience experience and participation and not one expressing authority. According to Jang et al., (2024), these results indicate that gender has a strong impact on storytelling and engagement strategies in food vlogs: men prioritize structuring and assertive engagement to present information confidently, whereas

women prioritize emotional connection, inclusivity, and collaborative interaction, creating different audience experiences along gender lines (Jang et al., 2024).

Interactive Metadiscourse Markers		Interactional Metadiscourse Markers	
Transitions	160	Hedges	111
Frame Markers	53	Boosters	26
Evidentials	17	Attitude Markers	54
Endophoric Markers	17	Self-Mentions	282
Code Glosses	22	Engagement Markers	184
Total	269	Total	657

Overall, male vloggers emphasize clarity, organization, and assertive expression (report-talk tendencies), whereas female vloggers go for relational connection through hedging and mitigated discourse (rapport-talk tendencies) (Albeshier, 2022). Male engagement strategies are, therefore, more transactional and content-oriented, while female strategies create intimacy and emotional bonding with the audience. This research confirms that gender affects the way vloggers build, explain, and emotionally connect with their audiences in food vlogging discourse as described by Hutchinson et al. (2023).

5 Conclusion and Recommendations

5.1 Summary of Key Findings:

The research found that there were considerable gender differences in adjective use and engagement strategies in food vloggers. Male vloggers used descriptive adjectives like *crispy*, *spicy*, and *fresh*, highlighting factual and sensory information. They used formal language and followed Hyland's interactive metadiscourse markers more, which were centered around transitions and code glosses. Women vloggers, on the other hand, employed a greater percentage of affective adjectives such as *beautiful*, *delicious*, and *amazing*, with a focus on affective involvement and interpersonal touch with the public through interactional markers. Consistent with Tannen's rapport vs. report talk theory, female vloggers preferred storytelling that created emotional rapport, whereas males were more information-oriented. Female vloggers also demonstrated more intense use of self-mentions and engagement markers, making the experience more personalized. These results highlight how gender affects both linguistic style and strategic communication decisions in online food vlogging, confirming previous sociolinguistic work that gendered patterns continue even in informal, online material.

5.2 Limitations of the Study:

Even though this research made useful contributions, it had various limitations. In the first place, the dataset was limited to a fairly small group of male and female food vloggers. A more extensive dataset might have offered more representative findings. Secondly, adjectives were the main linguistic aspect examined; language is complex, though, and examining only adjectives can reduce more comprehensive gendered communication approaches to too simple a framework. Third, classification of emotional as opposed to descriptive adjectives required a certain subjectivity since certain adjectives can belong to different categories based on context. Additionally, the cultural context of vloggers was not controlled, so that regional linguistic varieties may have determined adjective usage and metadiscourse. The analysis also relied on public material, i.e., deeper personal agendas behind language choice could not be entirely revealed.

5.3 Implications for Sociolinguistics and Digital Media:

The results of the current study hold significant implications for both sociolinguistics and digital media studies. Gendered language practice in food vlogs mirrors larger sociolinguistic trends whereby men tend to perform "report talk" using formalized, assertive speech, and women prefer "rapport talk," encouraging emotional connection and group membership. In the case of digital media, this implies that gender influences not just communication patterns but also audience engagement tactics, determining viewer loyalty and interaction. These trends are consistent with previous sociolinguistic studies, including Tannen's work on gendered communication, which established that offline gender norms continue to apply in online spaces. Yet the online sphere also indicates subtle changes, wherein both men and women embrace a combination of affective and descriptive approaches to address the needs of various readerships.

5.4 Suggestions for Future Research:

Potential areas for further investigation include studying the use of wider sets of linguistic features beyond adjectives, i.e., metaphors, jokes, intensifiers, and overall patterns of full discourse markers. Investigating these features and how they correlate with gendered storytelling could provide even stronger insights into how communication works. Another fruitful approach would be comparative cross-cultural analysis, where the usage of gendered language in vloggers within various cultures and languages can be compared, like comparing non-English and English-speaking vloggers. Furthermore, longitudinal research may explore how engagement strategies change over time as vloggers accumulate more experience or respond to audience feedback. Research may also analyze multimodal components, how vloggers use speech, gestures, visual images, and text overlays to maximize engagement in distinct ways for men and women. Lastly, combining audience reactions (e.g., comments, likes, shares) may aid in determining whether gendered language strategies have a direct effect on viewer engagement and success in online contexts.

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