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Personal Pronouns in Editor's Letters

- A gender-based study.



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Abstract

Several studies have shown that women tend to use more personal pronouns and therefore show more involvement with the reader.

This paper examines the differences between male and female editors' letters in magazines. The study applied the method of corpus linguistics in order to examine forty editor's letters twenty from the male-targeted magazine *Gentlemen's Quarterly* and twenty from the female-targeted magazine *Harper's Bazaar*. First person singular and second person singular pronouns were examined to determine whether the female editor showed more involvement with the reader than the male editor. The result shows that the male editor from the *Gentlemen's Quarterly* shows more involvement with the reader than the female editor from *Harper's Bazaar*, which clashes the findings of previous studies.

Keywords.

AntConc, corpus linguistics, editor's letters, gender studies, magazines and pronouns.



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1. Introduction

“Gender is not something we are born with, and not something we have, but something we do - something we perform” (Eckert and McConnell-Ginet, 2003:10).

The way in which men and women use linguistic forms varies considerably. Many previous studies have been made on the topic of gender differences in both written and spoken materials. Holmes (1992: 157), for instance, claims that the linguistic behavior between men and women differs such as regards speech functions and also the fact that women use a more polite language than men (1992: 157). Similarly feminist scholar Lakoff (2004: 44-45) also states that men and women have different ways of expressing themselves and that boys and girls are raised differently depending on gender. Previous studies have been carried out by Argamon et al (2003) regarding differences in written texts between male and female writers with focus on personal pronoun.

There are several fields in which the differences between males and females can be found. Not only is the language different between genders, but gender inequality still permeates a wide variety of areas. Coates (1998: 67) states that men and women are treated differently in terms of salary but also other areas such as women not being taken seriously at the workplace. Another difference that could be found is the way in which the language is used, for instance in the use of language in magazines. The differences between gender-targeted magazines can be found in the way they approach the reader. According to Litosseliti (2006: 97), men and women use personal pronouns differently in magazines. Women tend to use more personal pronouns than men in order to make the reader feel more inclusive.

Due to its crucial importance in society, the field of gender-based language needs investigation. This thesis intends to make a contribution by comparing the written language in the editor's letters of two different magazines, one targeting female readers and the other intended for a male audience. What makes the editor's letters particularly interesting from a gender perspective is that they are designed with a gender-specific audience in mind. The study will investigate the ways in which the two editors approach their readers and invite them to share their opinions, feelings and experiences, with a specific focus on the use of personal pronouns.

1.1 Aim and scope

The aim of this thesis is to analyze the language deviation in two different magazines, one directed to male readers and the other to female readers. The hypothesis is that there is a difference in how men write for men and how women write for women in the editor's letters, which function to define the magazine's profile. The focus will be on comparing twenty of the *GQ Magazine* editor's letters with twenty of the *Harper's Bazaar Magazine* editor's letters in order to see how the personal pronouns are used. In order to acquire analyzable results of the potential differences corpus linguistics will be used to receive the result of the study concerning the use of words. By looking at the personal pronouns the goal is to find a result to whether there is a difference in how the editors approach the readers. Using the personal pronoun *I* frequently could tend to be a more familiar way to which the editors want to be seen by the reader. The study strives to answer the following research questions:

- How significant is the difference in the use of pronoun frequency between men and women?
- How does the context between the two magazines differ?

2. Background

2.1 Female language versus male language

Lakoff (2004: 44-45) argues that women and men have different language use where women use a more colorful way of expressing themselves. Women use a different vocabulary than men in certain situations such as describing a color. Similarly to Lakoff, Coates (2004:13) also brings up the notion of people believing that women use a more polite language compared to men. Coates (1998:85) also mentions the fact that women tend to use hedges such as; *possibly* and *perhaps*. Women tend to use negative politeness since they show more uncertainty than men (1998: 85).

Lakoff (2004) also discusses the expression "little ladies" where she explains that little ladies do not misbehave, scream and shout. Little boys, however, are almost expected to act in that way since it is considered normal (Lakoff 2004: 44-45). In contrast, Coates (2004) argues that all people have their own point of view of how gender deviates. Furthermore, she claims that the norm which people tend to believe in is that men curse more than women whilst women gossip more than men. However, Coates (2004: 3) further claims that this is what people assume, not what is necessarily true. It therefore seems that we are more interested in

the deviation between men and women than we are in the similarities there might be. Another study regarding gender differences carried out by Trudgill (cited in Aitchison 2001) concluded that women are more self-conscious about their speech than men are, and in fact women thought they used non-standard forms more than was in fact true. Trudgill (cited in Aitchison 2001) suggests that women devote a conscious effort to adapting their speech because they are socially insecure (cited in Aitchison 2001: 71-72).

Eckert and McConnell (2003) write that a boy strives to become like his father and looks up to him while a girl wants to wear the mother's clothes and be like her. As Eckert and McConnell (2003: 10) claim, the boy will swagger while the girl will mince. It would not be accepted if the boy would mince and the girl would swagger; society decides how it is acceptable to behave. In a similar vein, Lakoff (2004) writes that if a girl talks like a boy she will be ridiculed or put in place. This Lakoff (2004: 440-441) claims will have consequences later on in life when she will not be taken seriously in situations because she cannot express herself in a forceful manner. Janet Holmes (2008) refers to studies in dialectology, which show that women are status conscious. More specifically, women use a language that reinforces their subordinate status (Holmes, 2008: 296). Similarly, Coates (1998: 67) claims that women tend to use more conservative variables than men.

2.2 The differences in communication between men and women

Men and women have always deviated concerning their way of expressing themselves both in speaking and written text. Tannen (1986: 131) discusses the misunderstandings that are apparent in the communication between men and women. Women are looking for *Meta communication*, meaning the double meaning of situations, which can cause many misapprehensions in everyday life, whilst men tend to think in general terms (1986: 131). Tannen (1990: 274) also touches on the subject of men's indifference concerning certain topics and situations. She claims that at first look it might appear as if the men are uncommitted, however, that is not the case. The fact is that men have a certain passive body-language which would make it difficult for them to change; they are committed, however, this does not show since they tend to hide their feelings (Tannen, 1990:274).

Other differences that can be observed between men and women include how they use language. Aries (1996: 127) made a research concerning the use of personal pronouns by women where she looked at the first person pronouns. She found that all studies made except from one showed the same result, namely that women use more personal pronouns than men. Aries concluded the study with the claim that women used first person pronouns more than

men. This study was based on speech, and the contexts in which the different studies were made varied.

In similar vein to Aries, Friginal (2009: 129) found the same results concerning the personal pronoun used by men and women. Friginal's results show that women use *I, you, we, he, she* and *they* more frequently than men. He also claims that the gender-based differences in his study support earlier research made by Argamon et al. and Mills (2003), where it is stated that women are more actively involved in conversations than men. However, the use of second person *you* has a higher frequency among men than women which could indicate that men are more direct than women in expressing their opinions. As mentioned in previous section 2.2, Litosseliti explained the use of personal pronouns used by women. She also shows a table made by Holmes (2000: 3) where the different attributes between men and women are apparent namely, masculine versus feminine. Where the masculine interactional style is; *direct, aggressive, competitive, autonomous, dominates talking time, interrupts aggressively, task-oriented* and *referentially oriented*. Whilst feminine interactional style is; *indirect, conciliatory, facilitative, collaborative, talks less than men, has difficulty getting a turn, person-oriented* and *effectively-oriented* (Holmes cited in Litosseliti 2006: 128).

Previous research of how gender deviates in written texts has been made by Argamon et al. (2003). They came to the conclusion that the pronouns *I, you* and *she* are used more by females than males. Argamon et al. did not find the result surprising and drew the conclusion that females use more personal pronouns to enhance the relationship between the reader and writer, which on the contrary men do not.

2.3 Female-targeted magazines

There are a wide variety of female-targeted magazines that exist in the world today. Concerning personal pronouns, they are used frequently in many magazines. *You, your* and *we* are personal pronouns which show a way of mutual values between the reader and the text producer (Litosseliti 2006: 97).

In order for the reader to feel inclusive with the magazines personal pronouns are used. This happens when the author includes the reader by using pronouns *we* and *us*. By also approach the reader by using second person pronouns such as *you, your* makes the reader feel more included (2006: 98). Litosseliti also mentions that there is a "two-way friendly interaction", and this relationship between the reader and author is commonly known as *synthetic sonalization* or as called in female magazines; *synthetic sisterhood* (2006: 98).

2.4 Male-targeted magazines

The development and occurrence of men's magazines are quite new phenomena. Well-known male-targeted magazines are *GQ*, *Arena*, *FHM* and *Esquire*, which all originate in England during the 1980s and have since then become vastly popular among male readers (Litosseliti 2006: 103). As female magazines strive to make women feel more confident and by also give advice on products that should be bought, these male-targeted magazines have adopted this concept and use the same approach (2006: 103). The male-targeted magazines are careful how to approach their readers since men, just as women are different. Therefore commercial messages in male magazines are important to be phrased in a desirable way for the reader. A man wants to feel masculine and therefore the ads are phrased in a humoristic approach. An example that Litosseliti shows is from GQ;

“Water for Men: This isn't some fancy, foreign water, full of poncy minerals. This extra-butth bottled water contains just one mineral: salt, and plenty of it. And because it's oestrogen-free it won't turn you into a eunuch like tap water does.”

(GQ, June 1997: 29)

(cited Litosseliti 2006: 105)

This ad shows a distance to femininity and homosexuality towards the reader since men might otherwise not buy the product if the ad was connected to those two attributes (Litosseliti 2006: 105). Usually the male magazines are filled with sarcasm humor whilst taking a distance to work, ethnicity, fatherhood and homosexuality (2006: 105). Gauntlet (2002) also discusses the uprising of male magazines and claims, similarly to Litosseliti, that they are a quite new phenomenon. However, he states that men obviously bought magazines back in the days such as the *Playboy*, *Penthouse* and *Men only*, but these are pornographic magazines. Today there are a significant number of male fashion magazines to be found in the stores (Gauntlet: 2002: 154). When the first male magazines began to emerge during the 1980s, the response was not popular. But as time passed and the magazines expanded they became vastly popular. The market for male fashion magazines took off when *Loaded*, *FHM* and *Maxim*, which emerged in the nineties (Gauntlet: 2002: 155).

3. Material

The material and primary sources of this study are two of the top fashion magazines in the world; *Gentlemen's Quarterly (GQ)* and *Harper's Bazaar (HB)*. *GQ* magazine is aimed for a male audience whose interests include fashion, culture, style and food. *HB* is aimed for a

female audience with more focus on fashion-related topics. Furthermore, this thesis will analyze the editor's letters, and no articles will be included. Therefore, there might be a difference between the magazines not only in writing but also in approach. There is a slight difference in dates when the editor's letters were written. The GQ Magazine's twenty editor's letters are from a time period 2009-2012. In contrast, HB has older editor's letters taken from the time frame 2007-2010. In addition, the authors in each magazine are the same through the twenty issues. Also, both magazines have a British and an American version, and the versions analyzed here are the American ones. The editor for *GQ* is Jim Nelson and the editor for *HB* is Glenda Bailey. As mentioned above, both authors have composed all the editor's letters from each magazine, that is to say twenty letters each. The table below shows the total number of words in the magazines.

Table 1 Total number of words:

Magazine	Total number of words	Average number of words per letter
GQ	16248	812
HB	6292	315

As we can see in the table above the GQ has more than twice as many words in the twenty editor's letter. In order to receive the best results of this study I will therefore calculate the words per thousand words.

The GQ

"Gentlemen's Quarterly" (GQ) first appeared in 1957 on *Apparel Art* which was the oldest magazine for men at that time. *Apparel Art* was published once every quarter until 1983 when GQ took flight and acquired a new meaning with more focus on trends and "megapolis life-style" (GQ). According to Magsdirect.com, GQ changed in 1983 and the new editor, Art Cooper, introduced a new meaning with topics related to more than just fashion. Art Cooper was the editor for GQ until his death in 2003 when current editor, Jim Nelson, took over the post as editor in chief (Magsdirect.com). In 2006, the GQ had 854,000 subscribers and 4 million readers according to Magsdirect.com, and a report from the same source claims that in year 2005, GQ had 73 percent of male readers and 27 percent of female readers and that the median age of the readers was 34.6. Concerning the number of readers, GQ has gained approximately 100,000 since 2002 when Gauntlet's research for the GQ had a circulation of

759,000 readers. A summary of the different male magazines are shown in Gauntlet's book and the GQ summary has an appearance following below:

GQ SUMMARY (Gauntlet, 2002:165)

What people think it is: Posh clothes and upmarket articles for gentlemen.

What it really is: Expensive fashion and style features, some decent articles, plus embarrassing middle-aged lust and lots of scantily-clad women.

GQ's ideal man: Smartly dressed, well-read, and married to Claudia Schiffer, apparently.

The HB:

"Sophisticated, elegant and provocative, *Harper's Bazaar* is the style resource for women who are the first to buy the best, from casual to couture. With style, authority and insider insight, *Bazaar* focuses strictly on fashion and beauty, and covers what's new to what's next."

(Hearst 2009[www])

Harper's Bazaar is America's first fashion magazine with its inception in 1867. According to hearst.com HB focuses "strongly on fashion and beauty" and is available in 43 countries (Hearst). The Telegraph wrote an article about HB in 2011, where general facts and history about the magazine was shown. Blanchard, the writer of the article, wrote about the current editor of HB, Glenda Baily, and about her origins from Derbyshire in England but who now currently resides in the USA. Blanchard also states that Baily has been the editor of HB since May 2011 (2011, the Telegraph, Blanchard). HB's Editor in Chief was born in November 16, 1958 according to webpage *about.com*.

4. Method

In order to receive a result, the thesis focuses on studying the editor's letters in both magazines. The data has been analyzed separately in AntConc where the words have been counted and calculated in frequency. The editors are of the same gender as the magazines are aimed for, which makes the study narrow in the sense that the analysis will be between one male and one female writer. This thesis focuses on the usage of personal pronouns in the texts; whether the forms used by the female writer vary from those of the male writer and analyzes in what ways the editors address the audiences. Observation of these features is expected to shed light on the question of whether there is a deviation between the language

use in the magazine by and for men and the magazine by and for women. The personal pronouns that the thesis will focus on are; *I, me, my, you, your, us and we*. The analysis of reflexive pronouns has been omitted due to the low number of frequencies. As mentioned in the material section, the deviation of number of words is quite significant and therefore the words will be normalized to one thousand with the formula: total number of pronouns, divided by total number of words, times one thousand (Biber, Conrad & Reppen 1998: 263). After looking at the pronouns in AntConc I have also studied the context in which these pronouns occur; whether there is a deviation in how the male writer uses the pronouns in contrast to the female writer. Using AntConc as a tool made it easier to find and analyze the words in the text. Below in section 4.1 follows an explanation of AntConc to facilitate the understanding for the reader.

4.1 Understanding corpus linguistics

This study will use genre specific terms such as *concordances* and *concordance plot*. A brief explanation to what these are will be given in order for this research to be understandable. Firstly, *corpus linguistics* means, according to Lindquist (2009:1), analyzing language in order to be able to do comparisons and see what results can be received. Secondly, *concordance* is explained by Lindquist (2009:5) as “a list of all the contexts in which a word occurs in a particular text”. Shakespeare’s works are examples of what theologians and literary scholars have studied by hand in order to see how different words are used and by this see how the words have been used and how they are used in present and in this way receive a historical understanding of how words change. The concordance facilitates the work, since it shows how a specific word is used and in what context. Earlier linguist research has been done by hand and therefore taken significantly more time. Therefore AntConc is a useful program to facilitate the task of linguistic research. AntConc, according to Laurence Anthony’s home page is, “a freeware, multiplatform tool for carrying out corpus linguistics research and data-driven learning.” (Laurence Anthony, 2012).

There is something called *concordance plot* where a comparison can be made between the texts and where an overview of how many words from each magazine is present. This facilitates the study in that one can see in the plot where a certain word is present in the text (Laurence Anthony, 2012).

5. Result and discussion

This section shows the result of the study. They will be divided into five sections in which each pronoun is presented. After each table the result will be discussed in order to make the text more convenient to follow. In Table 2 below the total number of pronouns is shown.

Table 2 Total number of the pronouns; I, me, my, you, your, us and we

Magazine	Total number of personal pronouns	Pronouns per 1000 words	Total number of words
GQ	916	56	16 248
HB	244	39	6 292

As can be shown in Table (1) above the total number of singular and plural pronouns that were observed, calculated a number of 1160. Where 916 pronouns were from GQ and 244 from HB. The number of pronouns per thousand words deviated quite significantly, which is quite surprising compared to results from previous studies made by Argamon et al. where the use of personal pronouns were significantly higher amongst women. Since the total number of words deviates between the two magazines, it is difficult to draw a general conclusion. However, looking at the occurrences per thousand words strengthens the conclusion of this study that women use less personal pronouns than men in editor's letters.

5.1 First person singular *I*

Previous research as mentioned in section 2.4 has shown that the occurrence of personal pronoun *I* is commonly used more by women than men. In this case it fails to correspond with the previous studies since the GQ in this case, more frequently uses first personal pronoun *I*.

Table 3 total number occurrences of *I*

Magazine	Total number of <i>I</i>	Occurrences of <i>I</i> per 1000 words
GQ	305	18.7
HB	58	9.2

As shown in the table above the *personal pronoun I* occurs significantly more often in the GQ than in the HB. The occurrence per thousand words is also different since the GQ has a

frequency of 18.7 per thousand words while the HB only has a frequency of 9.2 per thousand words. The editor for GQ, Nelson, thereby proves to use significantly more *I*'s. It could thus be argued that he has a closer relation to his readers than the editor of HB. Thus, this result does not agree with previous research by Argamon et al. (2003) who claims that women use more personal pronoun *I* than men. However, by looking at the sentences in which *I* occurs we can also see that the tone deviates between the two magazines.

GQ:

- (1) Yet **I**'ll admit, **I** sometimes feel a missing beat in the nation, a sense of being left out by Obama's higher rhetoric; **I** find myself wishing he'd speak more directly to all of us about race (while recognizing how damn hard that is).
- (2) **I** keep thinking back to February, when Attorney General Eric Holder made the black history speech that got him into so much trouble.
- (3) **I** had a brief desire for him to turn that heat on other issues: gay marriage, these hard-ass economic times, even boring old health care.
- (4) Normally **I** ENJOY reading stories about the villains of the recession, those unscrupulous cads who pray on people's debts and desperations.
- (5) But **I** felt something different when **I** read about an insidious wave of career marketers scam artists who are taking advantage...
- (6) **I** was hired on the spot

In sentence (1) Nelson uses the first person pronoun *I* as an indication of his political status and his feeling concerning the US election. As also is apparent in sentence (2) Nelson states his thought on political events that have occurred. All the sentences from (1)-(6) are about his own personal experiences and thoughts on things mostly related to politics and current state of affairs taking place. This indicates that the reader should be updated on the field of politics in order to comprehend the topics Nelson touches in his editor letters. In sentence (1) Nelson becomes very personal with the reader; he expresses his personal feelings concerning politics and the President Obama. It is the same result with the following sentences (2)-(6), where Nelson also writes of personal experience and is not afraid to show the reader a piece of himself. As we can see in sentences (1)-(6) from the GQ, Nelson has a personal tone towards his readers. As mentioned in section 2.3, the editor tries to catch the male audience with a sense of sarcasm. Not only does he discuss the personal experiences and opinions but by using the personal pronoun *I* it could refer to the author as more intimate with the reader. As seen in sentence (2) he mentions that he remembered the political embarrassment.

HB:

- (7) Marrakech is a magical city and **I** was lucky enough to experience it firsthand over Thanksgiving.
- (8) **I**'m sure her Talitha Getty-inspired wardrobe will be widely emulated
- (9) **I** hope there are ideas in this issue that get your creativity flowing.
- (10) And so **I**'ve always aimed to make Bazaar about enhancing a woman's personal style.
- (11) **I** also wasn't surprised by all the white and utilitarian looks on the runway.
- (12) **I**'ve just returned from the Spring 2010 collection in Europe,...

Bailey on the other hand uses the sentences differently since she mentions personal experience in a vamping way in contrast to Nelson. For instance sentence (7) and (12) are examples of this since she emphasizes the travels she has made to both Marrakesh and Europe. There also occurs hedging in Bailey's sentence (9) where she writes *I hope* which indicates uncertainties concerning the issue. Another hedge that she uses can be seen in sentence *I'm sure* which also indicates uncertainty. Coates (1998: 85), as mentioned in the background discussed the fact that women tend to use hedges since they are more insecure than men.

While methodically going through the sentences where *I* occurred in the editor's letters I found that most sentences were similar to examples (1)-(6). By comparing the GQ sentences to the HB we can see that the verbs after the *I* does not differ significantly. However it is the context in which *I* is used that deviates. Looking at the HB's sentences (7)-(12) we can see that every sentence has at least one reference to fashion. The way in which Nelson uses *I* is more to refer closely to his own opinions whilst Bailey does not become as personal with the reader.

In conclusion to this section of the personal pronoun *I*, I would say that the GQ is more personal with the reader than Bailey for HB is, since GQ has twice as many *I* per thousand words than HB. The fact that Litosseliti (2006) claims that women use more personal pronouns than men contradicts this case since the GQ has a higher number of pronouns than the HB. By comparing the use of the *personal pronoun I* between the two editors we can see that they use it in different contexts. They are both still referring to personal experience. However while the GQ editor Nelson discusses different areas of personal experience, HB's editor Bailey refers to fashion in general and the issue. The conclusion that can be drawn from this is that the GQ's editor is on a much more familiar level with the reader since he brings up the issue as well as current affairs and his opinions concerning them. He also uses a humorous way of expressing himself as in sentence (4), whilst Bailey on the other hand is referring to fashion related topics.

5.2 First person singular *me*

First person singular *me* is not as frequently used as the first personal pronoun I though we can see even in this study of editor's letters that the GQ has a slightly higher occurrence per thousand words than the HB.

Table 4 total number occurrences of *me*

Magazine	Total number of <i>me</i>	Occurrences per 1000 words
GQ	52	3.2
HB	16	2.5

As shown in the table above we can see that this case does not deviate much between one another. The GQ has an occurrence of 3.25 per 1000 words whilst HB has 2.5. This is quite surprising since then both magazines have close to the same number of *me*'s in their editor's letters. By looking at the sentences 13-18 from the HB's they show a more sense of superiority with the reader. Bailey uses *me* in positive sentences, *as lucky for me, hosted a dinner for me, clear to me*, these sentences also refers back to fashion, thus looking at the GQ sentences by Nelson *me* is used in a different context where he is retelling stories or discussing experiences he has had in everyday life.

GQ:

- (13) What the ad led **me** to was the sprawl of Rockville, Maryland,...
- (14) Ignatius tutored **me** on the philosophy of job consultation
- (15) Thank you for almost meeting with **me** today.
- (16) He just glared at **me**. What the f*** is purrrsay?
- (17) Even Ballon Boy seemed retro to **me**,...

In sentences (13)-(17) the editor Nelson is rephrasing stories told by others. For instance sentence (15) he retells what someone told him when Nelson forgot to meet with that person. This shows an indication of both telling stories and talking about daily events.

HB:

- (18) It was clear to **me** the Moroccan mecca is having a moment
- (19) Lucky for **me**, it's one thing my team has in spades.
- (20) He recently hosted a dinner for **me** at Dawnridge
- (21) It would be no surprise to **me** if she became one of the top models of our time
- (22) ..., but to **me** truly magical fashion is timeless
- (23) ...,and it reminded **me** how relevant the looks Yves created still are;...

As we can see in sentences (13)-(23) there is even a slight difference in how the editor approaches the reader by personal experiences here. In the GQ examples, the editor uses more slang in his sentences as well as some cursing which does not occur in any of the HB's sentences. Nelson also has a form of sarcastic humor in his way of expressing himself. For instance the example below:

Soon, a middle-aged man came in and silently plopped in the chair next to me. I was terrified. "You people got any jobs?" "Well," I said, maybe a little too perkily, "we don't have any jobs *per se*—" He just glared at me. "What the f*** is purrrsay?" Clearly he did not enjoy my dynamic nature. (GQ)

However, there is no sarcasm in HB. By looking at the sentences (18)-(23) where Bailey discusses her fashion experiences with a sense of superiority while also compared to the GQ there is no hint of humor in her sentences. Another attribute present in the GQ is the cursing words that occur. The HB does not have a single curse word whilst GQ on the other hand has several occurrences (one example can be seen in sentence 16). The conclusions that can be drawn by the use of *me* by the two editors are that there are no differences in the uses of the personal pronoun *me* which is quite surprising considering previous research made by Aries (1996), Friginal (2009) and Argamon et al. (2003) who all claim that the personal pronoun *me* is used more by women than men.

5.3 Possessive personal pronoun *my*

Table 5. First person pronoun *my*

Magazine	Total number of <i>my</i>	Occurrences per 1000 words
GQ	75	4.7
HB	21	3.3

In Table 5 above the occurrence per 1000 word does not deviate significantly between the two magazines. The GQ has 4.7 while the HB has 3.3.

GQ:

- (24) I want **my** country baaaaack!
- (25) The dingo's got **my** baby!
- (26) It lasted two and a half days, and shaped the rest of **my** life.
- (27) I pictured **my** boss as a genial lover of literature, ...

(28) By Day Two, I was on **my** own,...

(29) Clearly he did not enjoy **my** dynamic nature.

As shown in sentence (24) the editor Nelson for GQ shows an aggressive opinion and a statement with his sentence. He writes “my country”, which could refer to the strong feelings he has towards his country. However, the meaning can also refer to what another person is saying and that he is rephrasing a sentence said by another. The sentences from the GQ often refer back to previous events and Nelson writes what other people have said. This on the other hand does not occur to the same extent concerning Bailey who does not retell others stories but speaks of own personal experience.

HB:

(30) True, **my** setting was the breathtakingly beautiful hotel La Mamounia,...

(31) If **my** editors can all find something to love,...

(32) When it comes to style, **my** friend Hutton Wilkinson has also found a way to honor the past while moving forward.

(33) I learned **my** powers of negotiating at a young age.

(34) One of the most exciting things about **my** job has always been discovering new talent,...

(35) ..., when I returned for ready-to-wear, I was thrilled to see **my** new finds on the runway.

As we can see in the examples (24)-(35) there are differences in how the editors use the personal pronoun *my*. The GQ’s editor Nelson uses more exclamation marks and is referring to previous stories that have taken place while Bailey, on the contrary, in sentences (30)-(35) keeps discussing her style and her fashion experiences. The occurrences in the different magazines do deviate as mentioned. As seen in sentences (24)-(35) the usage of *my* deviates between the two editors. Bailey’s sentences are only referring back to herself, *my* equals “her’s”. Although, the GQ sentences by Nelson are different. He does not refer *my* with only himself but other people’s experiences as well. Sentence 29 occurs as follows below:

An angry woman, clutching a flag with tribal intensity, riled up the crowd with her question: “Why are you people ignoring his birth certificate?” Then she birthed her own little shriek: “I want *my* country baaaaack!” She didn’t say it so much as *weep* it, with the same tortured maternal pain that Meryl Streep once wailed, “The dingo’s got *my* baby!” (GQ)

In this sentence Nelson uses *my* not for himself but to refer back to an event that has already taken place. Sentences (24) and (30) are taken from this section. Below an extract from the HB shows the how Bailey uses the pronoun *my*.

Marrakech is a magical city, and I was lucky enough to experience it firsthand over Thanksgiving. True, *my* setting was the breathtakingly beautiful Hôtel La Mamounia, which was recently renovated by French interior designer Jacques Garcia. (HB:)

When comparing these two, the difference is quite clear concerning the way the editors have phrased their sentences. Nelson refers back to others whilst Bailey writes of own accord.

5.4 Second person pronoun *you*

The use of personal pronoun *you* has the highest frequency of all the pronouns that are used in this study.

Table 6 Total occurrences of *you* in both corpora.

Magazine	Total number of <i>you</i>	Occurrences per 1000 words
GQ	229	14.3
HB	48	7.6

Table 6 shows that the occurrences of *you* are significantly higher in the GQ than HB. The result agrees with previous research made by Friginal (2009) who came to the conclusion that men used more second person pronoun than women. The GQ's editor Nelson uses the second person pronoun twice as often as HB's Bailey. This could indicate that Nelson wants to include the readers more than Bailey. However, the sentences used deviate considerably between the two editors. In example (36)-(41) Nelson uses *you* in an insulting way but also hints back to what other people previously have said.

GQ:

- (36) Why are **you** people ignoring his birth certificate?
- (37) Grill the woman all **you** want, but come up with better grilling techniques than repeating the words...
- (38) And sure, if **you** want to get all technical about it,...
- (39) These people who come to see **you** are desperate and hurting.
- (40) **You** people got any jobs?
- (41) CAN I ASK *YOU* SOMETHING? Totally off the record.

As we can see in sentences (36), (37), (38) and (40) the way Nelson uses *you* is not referring to one person but a collective group of people. Nelson is not addressing the reader per se, but

a third party that he is discussing. Though in sentence (39) and (41) are related to the reader however not in a direct sense where it is the actual reader he is approaching.

HB:

- (42) If **you** need further proof,...
- (43) Fashion, no matter how chic, is incomplete until **you** make it your own,...
- (44) **You** could hear it in the music.
- (45) Inspired by what **you** see on the runway,...
- (46) **You** really got the sense that designers weren't letting a good recession go to waste.
- (47) We hope **you**'ll find all the ideas **you** need to do the same in this issue.

Bailey is, in contrast, to Nelson talking directly to the reader when using *you*. Sentences (42), (43) and (47) show examples in which Bailey is talking directly to the reader whilst in sentences (44)-(46) have a different meaning of *you*, it is a general *you* and is not referring to a specific audience but people in general. For instance *you* can also have the meaning of *one* in this case. In these sentences we can see that GQ approaches the reader more aggressively by saying for instance; *you people!* (36), (40) Nelson is using the pronoun *you* in a very direct and almost mean way while HB on the other hand is using *you* with a softer tone. However Bailey is also using *you* as referring to "one" as well as directly talking to the reader.

"So **you** could say I was just doing my job, being efficient, out there on Broadway. Still, it bothered me that I'd completely blown off my friend" (GQ)

The same goes for the sentence here. Nelson is using **you** as referring to "one" however the sentence below shows how Bailey pushes the emphasis on the reader to feel included and strives to make the reader feel confident about fashion.

"Whether **you** plan to be queen for a day (as I feel when I wear the Roger Vivier shoes that Bruno made for me to celebrate my Order of the British Empire last year, *pictured*) or queen of the night, we've filled this issue with everything **you** need to help **you** put your best foot forward. Enjoy." (HB)

5.5 Second person pronoun *your*

Table 7 occurrences of use of *your* in both corpora

Magazine	Total number of <i>your</i>	Occurrences per 1000 words
GQ	52	3.3
HB	23	3.6

Table 7 shows that the result of *your* in the editors letters. What is interesting in the result above is the fact that HB has a slightly higher frequency per thousand words than the GQ. Which indicates a more intimate level of writing from Bailey. Referring back to previous research, this result agrees with the results (Litosseliti: 2006)

GQ:

- (48) I might just mean **your** college fraternity,...
- (49) ...the way you smile when someone's refreshed **your** beverage
- (50) Everyone's so chipper and bright as they ask you to submit to **your** third cavity search.
- (51) Man, you were in **your** own orbit, he said.
- (52) ..., while you were busy selling the last of **your** worldly goods,...
- (53) ..., what I know about Icelandic volcanoes will blow **your** mind.

HB:

- (54) This season, you can go all-American in **your** Ralph Lauren denim,...
- (55) Don't be afraid to pair your army jacket with **your** ruffled blouse.
- (56) ..., it is as essential to **your** wardrobe as next season's jersey dresses will be.
- (57) ..., you need to make some magic of **your** own.
- (58) While **your** attitude toward shopping has likely changed,...
- (59) ..., wouldn't you rather spend **your** fashion dollar on something you'll love?

The manner in which Nelson uses the word *your* is a slightly more generic sense, not the reader per se. On the other hand Bailey uses *your* within fashion context that are directed to the actual reader. Nelson uses *your* in a different way, for example by describing events in which others have used *your* to refer to him as in meaning (51).

5.6 The use of *us*

The use of the pronoun *us* indicates more involvement with the reader which enlightens the editors approach to their readers.

Table 8 the result of use of *us* in both corpora

Magazine	Total number of <i>us</i>	Occurrences per 1000 words
GQ	35	2.2
HB	5	0.8

The use of *us* by either editor is not frequent in this case. The GQ has more than twice as many occurrences of *us* per thousand words in contrast to HB. This is interesting due to the fact that previous research made by Litosseliti (2006: 98) where she writes that women tend to use more inclusive pronouns that are “in-group” markers such as *us* which refers to inclusiveness. In this case, the results show the opposite since GQ has more than twice as many occurrences per thousand words than HB.

GQ

- (60) His presidency has allowed **us** to talk around race
- (61) This study does not apply to **us**
- (62) After Jimmy Carter struggled so hard to make each and every one of **us** depressed
- (63) “it doesn’t look right on **us**” (speaking of Americans)
- (64) ...and cried out to God to forgive **us**.
- (65) Newt talks a lot about taking **us** back to the magically...

The sentences (60-65) from GQ indicate that the editor, Nelson, is referring to the Americans reading the magazine. He uses *us* as a group of the nation. For instance in sentence (60) he discusses Obama and how he makes the people of the United States feel. Since Nelson is the editor for the American GQ the fact that he is including the Americans in the *us* makes sense. So this also shows closeness to the reader. However Litosseliti (2006) showed in her study of gender and magazines that in the world of magazines it is important to make the reader feel inclusive, though this seemed to be more apparent in the female magazines than in male magazines.

HB:

- (66) If Cinderella taught **us** anything,...
- (67) Albert Elbaz at Lanvin put stark economic realities behind **us**

- (68) Karl, of course, found a way to keep **us** gazing at the heavens.
 (69) Cate Blanchett, 38, helps **us** celebrate Giorgio Armani
 (70) ...designer himself, who led **us** on a tour.

Due to the small number of instances of *us* in the HB only five sentences could be presented. That on its own suggests that Bailey does not use inclusiveness of *us* to the same extent as GQ. Even though she does not use *us* frequently at all there still are a few occurrences, which shows inclusiveness towards the readers. However sentence (70) refers back to a tour she was on and does not include the reader. Whilst sentence (66) refers to all readers since Cinderella is a famous story to which most of *us* can relate.

5.7 The use of *we*

The use of *we* is an inclusive pronoun that similarly to the other pronouns makes the reader feel more inclusive. Table 9 below shows the deviation between the two editors use of *we*.

Table 9 the result of use of *we* in both corpora

Magazine	Total number of <i>we</i>	Occurrences per 1000 words
GQ	114	7
HB	44	7

Table 9 shows that GQ and HB have the same number of occurrences per thousand words which proves that *we* is used to the same extent and is equally important to both editors in order for the reader to feel inclusive.

GQ:

- (71) And by doing so, **we**'re proving how much distance we have to go before **we** grow up
 (72) In America, **we** marry everybody
 (73) I feel pretty confident **we** can help you back in the game.
 (74) He said. "**We** investigate them"
 (75) **We**'re screwed and **we** will soon be ruled by Sarah Palin.
 (76) **We** used to have it.

By looking at the sentence (71) the editor discusses *we* as a collective group. He means everyone in general. In sentence (72) *we* means Americans since he is referring back to America. Moving on to sentence (73) *we* means the GQ as a collective group he is talking

about the magazine, that the magazine will help the reader to get back in the game. Sentence (74) he refers back to something that has already been said which is not actually said by the editor himself. In the remaining sentences (75)-(76) he means the readers of the magazine as a group. These sentences (71)-(76) have a strong connection towards the reader since the *we*'s are used with the reader.

HB:

(77). Even though **we** are in business of trends, the Harper's Bazaar...

(78). **We** hope you'll find all the ideas you need to...

(79). **We** always want you to look stunning too.

(80). **We** think this issue has the same feeling-good effect.

(81). This month, **we** have two...

(82). In this issue, **we**'ve lots of tricks up our sleeves

The sentences (77)-(82) indicate the magazine in all examples. *We* is not used as *we* as editor and readers but *we* as the magazine. The HB's result is the opposite of the GQ's since the GQ used *we* as inclusive for the reader. The conclusion that could be drawn in this case similarly to the other pronoun results in this study shows that the male magazine GQ shows more involvement with the reader than the female magazine HB.

6. Conclusion

The aim for this study was to see if there was any difference in use of pronouns between men and women in editor's letters. The pronoun frequency on the basis of previous studies was taken to indicate involvement. This thesis concludes similar to much previous research, that there is a deviation in the written language between men and women. However, the fact that previous research has shown that women tend to show more involvement with the reader does not prove to be the case in this study.

The results show that the uses of the personal pronoun *I* in fact was not as previous research has shown, true in this case. Argamon et al. (2003) and Aries (1996) found that women tend to use more personal pronouns *I* and *me* than men. Instead as shown in Table 2, the GQ has twice the frequency of pronouns per thousand words than women, which then shows that Nelson has a personal level in which he approaches his readers. Bailey, on the other hand, shows less use of personal pronoun in general which then could be concluded as such that the HB is not as personal with their readers as GQ.

This study suggests that men use more “female” pronouns than the women. However one important aspect that must be taken into consideration is the fact the GQ’s editor Nelson, retold stories where he was actually not the person who used the pronoun per se.

This is only a small contribution to a field that needs further investigation. Since this thesis only has focused on two magazines editor’s letter no general conclusion about the usage of personal between genders can be made. The results contradict my own hypothesis about the outcome of this study. Not only were the GQ letters significantly longer than the HB’s letters but also the usage of pronouns was proven to be the opposite of what previous research has found. I therefore suggest for further research that instead of analyzing two different magazines analyze several different magazines and less letters from the same author. The questions that can be asked for further research is whether male usage of pronouns in magazines actually is more common than in female magazines, which proved to be the case here.

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8. Appendix

Appendix 1

Editor's letters: Harper's Bazaar Editor's letters:

<http://www.harpersbazaar.com/archive/magazine/letter-editor/0/5>

Accessed on October 5, 2012

February 2, 2010

1.EDITOR'S LETTER: MARRAKECH AS MUSE

http://www.harpersbazaar.com/magazine/letter-editor/glenda-bailey-editors-letter-0310?click=main_sr

Accessed on October 5 2012

2.January 7, 2010

EDITOR'S LETTER: MAKE FASHION YOUR OWN

http://www.harpersbazaar.com/magazine/letter-editor/glenda-bailey-editors-letter-0210?click=main_sr

Accessed on October 5 2012

3.December 9, 2009

EDITOR'S LETTER: DESIGNERS IN LOVE

http://www.harpersbazaar.com/magazine/letter-editor/glenda-bailey-editors-letter-0110?click=main_sr

Accessed on October 5 2012

4.November 16, 2009

SPRING PREVIEW

Designers go back to the basics for looks that are both *It* and *always*.

<http://www.harpersbazaar.com/magazine/letter-editor/december-spring-preview-glenda-bailey-letter-1209>

Accessed on October 5, 2012

5.October 14, 2009

FASHION WEEK: INTERPRETING THE TRENDS AT EVERY AGE

Read more: Fabulous at Every Age Contest – November Harper's Bazaar - Harper's BAZAAR

<http://www.harpersbazaar.com/magazine/letter-editor/november-fabulous-at-every-age-glenda-bailey-letter-1109>

Accessed on October 5, 2012

6.September 22, 2009

CARRYING ON A LEGACY: JANET JACKSON IN OCTOBER'S ISSUERead more: Janet Jackson in October 2009 Harper's Bazaar - Harper's BAZAAR

<http://www.harpersbazaar.com/magazine/letter-editor/janet-jackson-editors-letter-1009>

Accessed on October 5, 2012

7.July 10, 2009

EDITOR'S LETTER AUGUST 2009

Put your best foot forward. <http://www.harpersbazaar.com/magazine/letter-editor/editors-letter-0809>

Accessed on October 5, 2012

8. August 18, 2009

**THE BEST FASHION ON EARTH: SEPTEMBER'S ISSUE, FROM SUSAN BOYLE
TO SESAME STREET**

<http://www.harpersbazaar.com/magazine/letter-editor/best-fall-fashion-editors-letter-0909>

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9. July 10, 2009

EDITOR'S LETTER AUGUST 2009

<http://www.harpersbazaar.com/magazine/letter-editor/editors-letter-0809>

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10. June 8, 2009

EDITOR'S LETTER JULY 2009

http://www.harpersbazaar.com/magazine/letter-editor/editors-letter-0709?click=main_sr

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11. May 13, 2009

EDITOR'S LETTER JUNE 2009

http://www.harpersbazaar.com/magazine/letter-editor/editors-letter-0609?click=main_sr

Accessed on October 5, 2012

12. April 16, 2009

EDITOR'S LETTER MAY 2009

http://www.harpersbazaar.com/magazine/letter-editor/editors-letter-0509?click=main_sr

Accessed on October 5, 2012

13. July 22, 2008

EDITOR'S LETTER

<http://www.harpersbazaar.com/magazine/letter-editor/editors-letter-0808>

Accessed on October 5, 2012

14. June 9, 2008

EDITOR'S LETTER

<http://www.harpersbazaar.com/magazine/letter-editor/editors-letter-0708>

Accessed on October 5, 2012

15. May 19, 2008

EDITOR'S LETTER

http://www.harpersbazaar.com/magazine/letter-editor/editors-letter-0608?click=main_sr

Accessed on October 5, 2012

16. March 18, 2008

EDITOR'S LETTER

<http://www.harpersbazaar.com/magazine/letter-editor/editors-letter-0408>

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17. February 18, 2008

EDITOR'S LETTER

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18. September 26, 2007

EDITOR'S LETTER

<http://www.harpersbazaar.com/magazine/letter-editor/editors-letter-1007>

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19. August 12, 2007

EDITOR'S LETTER

<http://www.harpersbazaar.com/magazine/letter-editor/editors-letter-0907>

Accessed on October 5, 2012

20. July 30, 2007

EDITOR'S LETTER

<http://www.harpersbazaar.com/magazine/letter-editor/editors-letter-0807>

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Appendix 2

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13. March 2011
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14. April 2011
<http://www.gq.com/magazine/toc/201104/jim-nelson-april-2011>
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15. May 2011

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