



Gender Representation in SMS Jokes

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The aim of this research is to explore how language is used through a new medium of communication in SMS jokes in portraying different roles of gender. What is their effect on the minds of the people and how they perceive it. Some kind of ideology is constructed using certain expressions by criticizing the roles of both the genders in a humorous way that helps in reinforcing the already existing stereotypes against them. The study adopted qualitative research paradigm. Purposive sampling technique is used for the selection of SMS jokes. Through this sampling technique, 30 different gender-bias SMS jokes have been selected that had been received on cell phone number through different contacts. It is believed that only the gender of female becomes the target of humor but this study proves that the roles assign to both male and female are being humiliated in jokes. The findings of the research show that jokes occupy a pivotal role in constructing the overall image of both the genders. The language that is used in portraying both male and female is highly subjective, derogatory, abusive, and prejudiced.

