

Abstract

This study investigates assertiveness strategies in male and female language in their ways of giving opinions. Data were collected from 24 students registered at the Department of English, UPI, selected through DCTs and interviews through a judgment sampling/procedure. Such social variables as social distance, relative power, and ranking of imposition were included in the analysis of respondents' assertiveness.

Analysis was based on Hermes' framework on assertiveness (1999). It was found that females tended to be more assertive than males, although males used more straightforward expressions. The inconsistent patterns, which involved social variables indicate the respondents' inability to assert appropriately based on the contexts.

