

## **A Socio-Pragmatic Investigation of Gender Enactment in New Month Text Messages**

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**Abstract :** This paper undertakes a socio-pragmatic investigation of gender enactment in new month text messages. This study employs Gumperz's Interactional Sociolinguistics as its theoretical point of reference to investigate how people create meaning through social interaction. This theory attempts to analyse any social interaction based on contextualization cues and presuppositions. This study explores the appropriateness of language used in texting. The text messages are collected from different mobile phones from different genders, which form the data for this paper. The study observes remarkable differences between genders in the use of informal language. The study reveals that men and women differ remarkably in conversational interaction as well as in writing. While it is observed that women are emotional, orderly, and meticulous, detailed and observed certain grammatical rules, men are casual, brief and appear to show evidence that less attention is paid to grammatical rules. Also, the study shows women as relaxing, showing love, care, concern with their emotive, spirit-raising and touching language, while men are direct, short, and straight to the point. It is discovered through the study that women behave this way because of their brain-wiring. That is why language and communication matter more to women than to men and this reflects in their new month text messages.

**Keywords :** difference, emotionalised expressions, gender, texting

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