

**Male Superiority Through the Use of Language in G.B. Shaw's
Pygmalion: A Critical Discourse Analysis**



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Abstract: *The focus of this study, “Critical Discourse Analysis of male Superiority through language in Pygmalion: A Critical Discourse Study” is to give a vivid idea about the society dynamics and the position of men and women in the latter half of the 19th century. A Pygmalion is one of the most celebrated play of George Bernard Shaw. The play revolves around Higgins who was continuously trying and did experiment on Eliza whom belong from a lower class. He tries with the help of Pickering to make Dutch from Eliza; they did all but failed with her behavior. They’re focused on her accent only not on behavior. It indicates that how patriarchy can develop the toxic mentality of men and suppressed women. It became the women as a victim or a puppet for the experiment of men.*

Keywords: Critical Discourse Analysis, Male Superiority, Pygmalion, Language

Introduction

Language is set of rules which is passed and followed by generation to generation it is not arbitrary (Language and Mind, Chomsky 1968). Language is the way of communication through which we express our own desire, thought, ideas and feeling. It's the process of sign, in sign signified and signifier and symbol by the use of voluntary system. The process through which we communicate in a society.

The nature of CDA should be answered by a detailed technical discussion about the place of discourse analysis in contemporary scholarship and society. Such conversations should identify, the criteria that are characteristic of work in CDA. He should simplify and summarize such criteria by saying that in our choice we need to study CDA primarily with discourse dimension of abuse of power and injustice it is its result let us spin our son suggestion of such a prominent

overall aim (Mey,1985; O'Barr,1984; Steiner,1985).

CDA aim is not only focus on donate on spatial control or model or any other institute and some other theories are discourse at focus is on the social issue through which they analyses the discourse. For analyze the social political goal it's necessary to give importance to theories, models, modes which type of procedure should be applied because these issues are so entangled in their self. It focuses on the problem that society is facing it's either be in sense of power or gender inequality, it also gives importance to theoretical problems (Van Dijk).

Also, the other aim of CDA is to analyze the importance of role of power in society once we get command on it then it easy to solve the issue true reproduction. It focuses on to find the issue between social groups. While focusing on social power, need to ignore the Personal Choice of

power. If need a look of justice by seeing every perspective equally without showing favoritism. Power in society is based on strong approach towards need of society, it includes money, natural resources, income, glass system, importance, power, group system and educational system for the store we shall focus on specific things like context of discourse and conversation it's play important role in the concept of power (Clegg,1989; Lukes,1986).

According to above conversation the explanation may more or less run as follow;

1: White people in their discourse only talk about their need and requirement by ignoring the black people rights.

2: Their behavior toward is also negative in trying to highlight their mistakes.

3: The injustice context model will examine the production, try to bring equality. From all the three strategies the white people show their ideologies and trying to portray the black down by showing Anti-Black ideologies with other white people. Like they give mentation of their power will stop so the same pattern is done by black people, so they would highlight the racism in society (Essed 1991).

If everything avoids their personal grudges and talk about other problem, in same group, like white people talk to Blake, as same as black people do, lower class to higher class and higher class to lower class, Woman to men talk and women to men talk. So, this level let them towards positivity and they can make the ethics level above our top. So, this is a turn off negativity in audience and guide them toward monitor discriminability (Van Dijk 1987).

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Author

In the late 19th century, Henry George, the American economist, and social philosopher, and George Bernard Shaw, the British playwright and social reformer, stood out as influential figures. Despite never meeting, Shaw acknowledged George's impact on his interest in economics and credited him for awakening this passion. Both men shared a commitment to eradicating poverty, although their visions diverged significantly. While George advocated for ethical democracy and cooperative individualism as the path to social progress, Shaw leaned towards socialist dictatorship and the idea of a Superman, aligning himself with Joseph Stalin and Soviet communism. Shaw believed in a purposeful life aimed at serving a grand objective, whereas George emphasized blazing a trail for progressive humanity and collaborating with the Creator to build a moral world. (J.,1990)

Plot

In George Bernard Shaw's play "Pygmalion," we follow the story of Henry Higgins, a phonetics professor, who takes on the challenge of transforming Eliza Doolittle, a Cockney flower girl, into a sophisticated lady. The play delves into themes of social class, identity, and the power of language. As Higgins teaches Eliza proper speech and etiquette, we witness her remarkable evolution from a humble street vendor to a refined woman. The dynamic between Higgins and Eliza is central to the narrative, showcasing the complexities of their relationship as teacher and student, as well as the influence of society on individual growth. Shaw's exploration of societal norms, gender roles, and the impact of education is thought-provoking and timeless. "Pygmalion" challenges perceptions of class mobility and raises questions about authenticity, self-worth, and the nature of transformation. Through witty dialogue and sharp observations, Shaw crafts a compelling narrative that continues to resonate with audiences today.

Literature Review

Feminism in Pygmalion George Bernard Shaw's Pygmalion has been a play that gained academic

discussions in various perspectives. Nevertheless, its feminist view has been the most discussed throughout the years. The purpose of this paper is to support the modern lost females with some suggestions through analyzing feminism in *Pygmalion* and excavating its practical significance. There are some brief introductions concerning feminism, the view on feminism of George Bernard Shaw and his work *Pygmalion* (ZOU Xiaowei, 2018).

The "Pygmalion effect" pertains to people and how their own expectations or the expectations others have of them can impact their actions and achievements. This influence extends even to the most fundamental physiological level - an enriched environment can lead to an increase in brain size and nerve tissue density, while stressful or depleted conditions can reduce the number of nerve cells. In the Soviet era, there was a prevailing belief in the ultimate triumph of good (the Pygmalion effect or placebo in medical terms). However, from the 1990s onwards, a contrasting belief emerged in Russia - the expectation that evil would prevail (the Golem effect or nocebo in medical terms). The evidence of the Pygmalion effect during Soviet times is exemplified by outstanding personalities who flourished in that era, like Professor V.A. Kutyrev in the realm of philosophy. The Soviet era allowed individuals from various fields to excel, embodying the Pygmalion effect in practice (Tarasov, 2023).

Author

George Bernard Shaw: A Very Short Introduction offers a straightforward introduction for those new to George Bernard Shaw's writings. Shaw's extensive and diverse body of work, including a vast number of plays, positions him as the second most significant playwright in English literature after William Shakespeare. His broad range of works, spanning plays, journalism, essays, and polemics, established him as a prominent public intellectual and literary figure globally. This introduction explores the essence of 'Shavian' by tracing the development of key themes and styles throughout Shaw's extensive career (Wixson, 2020).

George Bernard Shaw is widely regarded as a key figure in English playwrighting. He penned over sixty plays, numerous critical and political writings, theoretical works, and five novels. Hailing from Ireland, Shaw played a crucial role in breaking away from the idealism and melodrama of nineteenth-century British drama. By incorporating dialectic structures and realistic dialogue, he revolutionized the theatrical landscape. Initially causing a stir with his early plays, Shaw's use of paradox and humor helped audiences engage with his profound ideas. His works delve into the interplay between individualism and broader socio-political themes such as feminism, socialism, evolution, war, and Irish matters. As a leading figure in the Fabian Society, Shaw emerged as a vocal public intellectual straddling the transition from the nineteenth to the twentieth century. Despite facing criticism for some political missteps in the twentieth century, Shaw's later works are gaining recognition as critics place him within various intellectual frameworks (Zorn, 2015).

Theory

Ali Dezhkameh Narin Laujagh, Yaser Hadidi applied the CDA on the newspaper of Iran and America of covid-19. They apply when diet to find out the variation between the both countries newspaper reporting related to covid-19. For this identification they collected 56 samples of newspaper over 1 year duration from January 2020 to January 2021 from America and Iran newspaper. The name of newspaper is the New York Time America, the Iran time Iranian newspaper. They further explain that through CDA service AC City platform to focus on the people operation, suppression, racism in that hard time with the help of CDA interpretation (1021).

University of East Anglia explored the CDA was descriptive translation study and contextualized literary stylistics by relating translate in literary text and its form and how it works to explore the tools in part relation in specific society and its law. Two main types of argument first translation study required expansion which can be get by argue with critical social theory and secondary is literally text, it can be original or

taken by translating from other text it's offered information about ideology, par relationship and discourse is not literary text (Erel,2008).

Khafaga applied the CDA of mine controlled strategies in George Orwell 1984. The paper tries to highlight it is work that are used to control the mind of public in specific ideologies or the main narratives in 12th century to show the part of powerful people and rule over the public mind (2019).

Chen Lihua works on Pygmalion by the feminist perspective. This paper shows the perspective we find the play is no doubt that the creation of a woman, either the creation of a woman from a duchess, or the creation of duchess from flower girl in which men is good, the father, and creator where woman is in the position of a child, and being corrected, educated and remade by man. The woman character is such as an object used for experiment (1999).

The class struggle in capitalist society is depicted in George but not shares full stop show himself is the socialist who support the working-class struggle through his propaganda, public collections, critical essays and literary work that are take the human expectation in industrial spare. The objective men to reveal social condition in society and struggle of the working class (Fikri,2021).

The process feminist digital activism in China first of present the example of Weibo case is illustrative that how the gender stereotype was formed in the account for it developed was formed to know about its maintenance and dissemination of the place maker discourse. And it shows that how counter discourse make place in online activism as well as offline activism full stop applying feminine CDA with linguistic and textual analysis, it's revealed that with linguistic device of satire, Weibo post formed a counter public that challenges the dominant patriarchal discourse by exposing the hidden nature of its territory and making visual what used to be taken for granted. After death started using hairstick to promote feminism to load dominance course in society (Quyang, 2023).

Rula Odeh , Maissa N Alrawashdeh in their article write about the role of patriotic structure

and gender stereotype in cyber dating abuse that examine the male immoral experience in Jordan that still pre material relationship are still not acceptable in the tradition and social norms. They conduct study in qualitative way they analyze University student 47 married student age 19 to 26 and they asked them about their experience and thought about engagement of CDA cyber dating abuse against female romantic partners via social media worship and Facebook and mobile phone first of they have two main things that are former first one contextual and motivation for men preparation and second one is consequences of CDA for male perpetrators. It results was to control and show aggression and sexual behavior or common in male and their abusive behavior. The trip decoration leaves negative impact on the health of superior physical and psychological health as well as their social and academic behavior. It's formal to address CDO leads to our domestic worlds against women (2022).

Research Methodology

This research is qualitative in nature as the text of The Pygmalion is the primary source of the data. Researchers normally use one of two research approaches while performing a study: qualitative or quantitative. The goal of a qualitative study is to gain a better understanding of a social or human problem from several perspectives. Qualitative research is conducted in a natural setting and requires the creation of a comprehensive and accurate image of the phenomena being studied. In general, qualitative data analysis is thought to be a human process in which the researcher depends on textual and content analysis. Quantitative data analysis, on the other hand, is better suited to research studies that require statistical data. The researcher prefers the qualitative method to handle the issue at hand in this research study because it is more explanatory in nature. The reason for using this method is to obtain a genuine textual analysis, which appears to be suited for examining the male supremacy through language perspective of Pygmalion.

Theoretical Framework

Critical Discourse Analysis (CDA) is a crucial

approach in contemporary scholarship and society that focuses on analyzing language use to uncover power dynamics and injustices in discourse. In CDA, the criteria that are characteristic include examining how language is used to manipulate, control, or oppress individuals or groups. This analysis involves looking at the ways in which language can reinforce power structures, perpetuate inequalities, and shape social reality (Barr, 1984).

One of the primary aims of CDA, is to unveil the discourse dimension of abuse of power and resulting injustices. This means that CDA seeks to uncover how language is employed to exert power, maintain dominance, and perpetuate unfair practices in society. By studying discourse through a critical lens, CDA aims to reveal hidden power relations, challenge dominant narratives, and advocate for social change (Mey, 1985).

In essence, the overarching goal of CDA is to bring to light how language can be used as a tool for oppression and discrimination. By analyzing discourse patterns, CDA aims to empower individuals to recognize, resist, and transform the ways in which language can be wielded to perpetuate injustices and inequalities in society. Through a critical examination of language use, CDA contributes to fostering awareness, promoting social justice, and advocating for more equitable and inclusive communication practices (Steiner, 1985).

Analysis

Critical Discourse Analysis (CDA; better named critical discourse studies [CDS]) is a movement or perspective of multidisciplinary discourse studies that specifically focuses on the discursive reproduction of power abuse, such as sexism, racism, and other forms of social inequality, as well as the resistance against such domination (The handbook of discourse analysis, 466-485, 2015).

"A woman Who uttered such depressing and disgusting sounds has no right to be any we are no right to live. Remember that you are a human being with a soul and the divine gift of articulate speech".

That quote you shared from Pygmalion really highlights the male dominance in the play. Professor Higgins' words are definitely demeaning and disrespectful towards Eliza. It's a prime example of how language can be used to assert power and reinforce gender inequalities. The Van Dijk model can help us analyze the underlying dynamics and implications of such language in the play and that paragraph really shows how Professor Higgins uses his language to put Eliza down. It's like he's saying she doesn't deserve to exist or speak because of how she sounds. It's a clear example of male dominance and the power dynamics in the play. Those lines you mentioned highlight the demeaning and disrespectful language used towards a woman. It implies that her speech is unpleasant and suggests that she has no right to exist or be alive. However, it is important to remember that every person, regardless of gender, should be treated with respect and dignity. The Van Dijk model can be applied here to analyze the power dynamics and dominance expressed through language.

"You see this creature with her kerbstone English: the English that will keep her in the gutter to the end of her days. Well, sir, in three months I could pass that girl off as a duchess at an ambassador's garden party."

That quote really shows how Professor Higgins believes that Eliza's lower-class English is holding her back. He thinks he can transform her into a high-class lady in just three months. This reflects the male dominance in the play, with Higgins exerting his power and control over Eliza's language and social status. The Van Dijk model can help us analyze these power dynamics and the impact of language on social hierarchies.

The lines you mentioned are from the play "Pygmalion" by George Bernard Shaw. In this particular scene, a character is expressing their belief that they have the ability to transform a woman's social status simply by altering her way of speaking. They refer to her English as "kerbstone English," implying that it is rough and unrefined. This derogatory language suggests that her way of speaking is what keeps her confined to a lower social class, or as they

put it, "in the gutter."

"All I ask is my rights as a father; and you're the last man alive to expect me to let her go for nothing; for I can see you're one of the straight sort, Governor. Well, what's a five pound note to you? And what's Eliza to me?"

That quote really highlights the male dominance in the play. Eliza's father is basically saying that he won't let her go without getting something in return, treating her almost like a commodity. He sees her as just a financial transaction, not considering her feelings or desires. It's another example of how language can be used to assert power and control over women. The Van Dijk model can help us analyze the underlying dynamics and implications of such language in the play. The lines you mentioned are from the play "Pygmalion" by George Bernard Shaw. In this particular scene, a character is expressing their belief that they have the ability to transform a woman's social status simply by altering her way of speaking. They refer to her English as "kerbstone English," implying that it is rough and unrefined. This derogatory language suggests that her way of speaking is what keeps her confined to a lower social class, or as they put it, "in the gutter."

This type of language and behavior perpetuates gender inequality by placing value on certain speech patterns and demeaning those that don't fit the mold. It reinforces the idea that there is a "right" way to speak and that deviating from this norm is a mark of inferiority. Such attitudes can have a detrimental impact on individuals, limiting their opportunities and perpetuating social divisions. In conclusion, "Pygmalion" shed light on the power dynamics and gender inequality present in society. The derogatory language used towards the woman's English reflects the way language is used to assert dominance and reinforce social hierarchies. By analyzing this situation through the Van Dijk model, we can better understand how language is employed to maintain these inequalities.

"I've taught scores of American millionairesses how to speak English: the best looking women in

the world. I'm seasoned. They might as well be blocks of wood. I might as well be a block of wood."

The Van Dijk model is a framework that focuses on how language is used to create and maintain power imbalances in society. It looks at the ways in which language can reinforce and perpetuate social hierarchies, including gender-based dominance.

First, let's look at the quote, "All I ask is my rights as a father; and you're the last man alive to expect me to let her go for nothing; for I can see you're one of the straight sort, Governor." This quote highlights the character's desire to assert his rights as a father. The use of the phrase "let her go for nothing" suggests that he expects something in return for allowing "her" to be free. This can be interpreted as a display of male dominance, as the character assumes a position of power and control over the situation.

Using the Van Dijk model, we can analyze the language used in this quote. The character's assertion of his rights as a father reflects a sense of entitlement, which can be seen as a manifestation of male dominance. Additionally, the reference to the Governor as "the last man alive to expect me to let her go for nothing" implies that the character sees himself as the ultimate authority in this situation, reinforcing the power dynamics at play.

"What's a five pound note to you? And what's Eliza to me?" This quote further emphasizes the character's desire for some form of compensation in exchange for letting Eliza go. The mention of a five pound note highlights the character's focus on material gain and suggests that he views everything in terms of monetary value. This can be seen as a reflection of a patriarchal mindset, where the worth of individuals, including Eliza, is measured in terms of financial gain.

"She had become attached to you both. She worked very hard for you, Henry! I don't think you quite realize what anything in the nature of brain work means to a girl like that. Well, it seems that when the great day of trial came, and she did this wonderful thing for you without making a single mistake, you two sat there and

never said a word to her, but talked together of how glad you were that it was all over and how you had been bored with the whole thing. And then you were surprised because she threw your slippers at you!"

It's like Eliza's hard work didn't even matter to them. They just brushed it off and focused on themselves. It's a classic example of male dominance, where they belittle her efforts and prioritize their own feelings. The Van Dijk model helps us understand how language can be used to reinforce power imbalances in relationships, like in this situation.

"He's no right to take away my character. My character is the same to me as any lady's."

No one should have the right to take away or diminish someone's character. Everyone's character is equally important and valuable, regardless of gender. Language can be used to assert dominance and control, but it's important to recognize and respect each other's individuality and worth. The Van Dijk model helps us understand how language can be used to reinforce or challenge these power dynamics, and in this case, it highlights the importance of valuing and respecting one's character. Eliza had developed a strong emotional connection with both of you. She put in a lot of effort and worked really hard for you, Henry! But it seems like you didn't fully understand the significance of her intellectual work as a girl like her.

"The English have no respect for their language, and will not teach their children to speak it."

That quote highlights the speaker's frustration with the English not valuing their own language. It implies that they don't teach their children to speak it properly. This can be seen as a form of male dominance through language, as the speaker generalizes the behavior of the English and asserts their own superiority in language usage. The Van Dijk model helps us understand the power dynamics and implications of such language in reinforcing stereotypes and hierarchies.

"I was quite frightened once or twice because Eliza was doing it so well. You see, lots of the real people can't do it at all: they're such fools

that they think style comes by nature to people in their position; and so they never learn."

The speaker here is admitting to feeling scared or threatened by Eliza's success. They mention that many people in similar positions as Eliza aren't able to do it well because they believe that style and language ability are inherent, rather than something that can be learned. This reflects a form of male dominance through language, as the speaker implies superiority and undermines the efforts of others. The Van Dijk model helps us understand the power dynamics at play and how language can be used to reinforce these hierarchies.

"Well, the matter is, sir, that you can't take a girl up like that as if you were picking up a pebble on the beach."

The speaker here is expressing their disagreement and disapproval of the way someone is treating a girl. They use the analogy of picking up a pebble on the beach to emphasize that a girl should not be treated as something easily disposable or insignificant. This showcases a form of male dominance through language, as the speaker challenges the behavior and asserts the importance of treating girls with respect and dignity. The Van Dijk model helps us understand how language can be used to challenge these power dynamics and promote equality.

"I'd like to kill you, you selfish brute. Why didn't you leave me where you picked me out of—in the gutter? You thank God it's all over, and that now you can throw me back again there, do you?"

The speaker is expressing their anger and frustration towards someone, calling them a selfish brute. They mention being picked out of the gutter and feeling like they're being thrown back there. This reflects a form of male dominance through language, as the speaker is challenging the other person's actions and expressing their sense of being mistreated or discarded. The Van Dijk model helps us understand how language can be used to assert power dynamics and express emotions in relationships.

"Excuse the straight question, Higgins. Are you

a man of good character where women are concerned?"

The speaker here is asking Higgins about his character when it comes to women. It implies a concern about how Higgins treats women and their well-being. This can be seen as a form of male dominance through language, as the speaker is asserting the importance of good character and respect towards women. The Van Dijk model helps us understand how language can be used to address power dynamics and expectations in relationships.

"You certainly are a pretty pair of babies, playing with your live doll".

This quote reflects a form of male dominance through language, as it belittles and diminishes the agency and autonomy of the individuals involved. The speaker is using language to assert power and control over the situation, treating the people as objects of amusement rather than equals. The Van Dijk model helps us understand how language can be used to reinforce power imbalances and perpetuate gender stereotypes.

"The great secret, Eliza, is not having bad manners or good manners or any other particular sort of manners, but having the same manner for all human souls: in short, behaving as if you were in Heaven, where there are no third-class carriages, and one soul is as good as another."

The great secret, Eliza, is not about having different manners for different people, but treating every soul with equal respect and kindness. It's about behaving as if we were in Heaven, where everyone is valued and no one is considered superior or inferior. This quote challenges the power dynamics and hierarchy that can exist in society, emphasizing the importance of treating all human beings with dignity. The Van Dijk model helps us understand how language can be used to advocate for equality and inclusivity.

Conclusion

George Bernard Shaw was a brilliant Irish playwright who lived from 1856 to 1950. He was known for his sharp wit and satirical style. Shaw's plays often tackled social issues and

challenged societal norms. One of his most famous works is "Pygmalion," which explores themes of class and identity. His plays continue to be performed and studied today, as they offer thought-provoking insights into the human condition.

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"Pygmalion" is a play by George Bernard Shaw that tells the story of a professor of phonetics named Henry Higgins who makes a bet that he can transform a poor flower girl named Eliza Doolittle into a refined lady by teaching her proper speech and manners. As Eliza goes through this transformation, she begins to question her own identity and confront the prejudices and expectations of society. The play explores themes of class, identity, and the power of language.

In "Pygmalion," Professor Higgins takes on the challenge of transforming Eliza's speech and appearance to pass as a duchess. This highlights the influence of language and social class. The Van Dijk model can help analyze the power dynamics and dominance in the play. It focuses on how language shapes social structures and reinforces inequalities. By examining quotes that highlight male dominance, we can explore how language is used to assert power and control. It's important to value and respect one's character regardless of gender, as the play ultimately challenges societal expectations and norms.

In "Pygmalion," Professor Higgins, being a male figure, holds a dominant position in the play. The Van Dijk model can help us understand how language is used to reinforce this dominance. For example, when Higgins says, "I can't turn your soul on. Leave me those feelings; and you can take away the voice and

the face," it highlights his control over Eliza's transformation. The model helps analyze the power dynamics and societal structures portrayed in the play. It's important to recognize and challenge these dynamics to create a more equal and respectful society.

The Van Dijk model is a framework that helps analyze how language is used to reinforce power dynamics and dominance in society. When it comes to male dominance, the model examines how language can be used to assert control, reinforce gender stereotypes, and marginalize women. It looks at various linguistic strategies, such as the use of certain words, tone, and nonverbal cues, to maintain and perpetuate male dominance. The Van Dijk model helps us see how language can reinforce male dominance. It looks at how words, tone, and nonverbal cues are used to assert control and marginalize women. By understanding these dynamics, we can challenge and change them for a more equal society.

In the play pygmalion the Higgen through his language continuously trying to change the Eliza identity. He was continuously trying to make a Dutch from the poor girl Eliza. She was pretty and a bit resemblance with a white due to all list hegan was continuously trying through language to change her identity. It also depicted that a language plays important role and specially help the men to control the women. Higgan was trying to shape Eliza in elite class society through her language because he accepted the challange of Piking that he would make her duches, he also takes tests of Eliza that is she really acquiring what he is teaching her and at last he acknowledges her and he was successful by by teaching her the accent of elite class but Eliza real personality fail his experiment through her behaviour which is mainly done by the lower class. It should a dominance of patriarchy that how they shape in the way they want.

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