

Gender-Based Food Stereotypes in MasterChef Australia's Dessert Naming: A Socio-Onomastic Corpus Analysis

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ABSTRACT

This study explores how gender identity is encoded through word formation in culinary naming, focusing on dessert names from Season 14 of MasterChef Australia. Employing a socio-onomastic and corpus-based mixed-method approach, the study analyzes linguistic patterns in the naming of desserts by male and female contestants across 51 episodes. Results indicate that nouns were the most dominant word class, with compounding, borrowing, multiple processes, and nonce formations being the main word formation techniques. Male contestants predominantly favored compounding with emotional or narrative elements, while female contestants employed more complex, ingredient-based structures using multiple processes. These linguistic strategies not only reflect individual creativity but also reveal patterns shaped by gender norms. This study contributes to discussions on language, identity, and culinary culture, offering insights into how gendered discourse is encoded in naming practices within popular media.

Keywords: Gender Food Stereotypes, Socio-Onomastics, Corpus Analysis, Language and Gender, Desserts Naming.

INTRODUCTION

Language is the primary medium through which social identities, including gender, are constructed and performed. Contemporary sociolinguistics posits that gender is not a fixed biological category but a fluid social construct, actively performed through linguistic choices (Holmes, 2008). These performances are profoundly influenced by prevailing societal norms surrounding masculinity and femininity, which shape the distinct ways language is used to express and negotiate identity (Wardaugh & Fuller, 2015). This study applies this lens to the culinary domain, an area rich with gendered associations (Rodrigues et al.,

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2020), to investigate how the linguistic construction of dessert names reflects and challenges gender stereotypes.

This investigation is situated within culinary linguistics, an emerging interdisciplinary field that examines the intersection of food and language. Cornelia Gerhardt et al. (2013) represent a first attempt at delimiting this field, positing that both food and language are fundamental human social acts that are fabricated by building larger units out of smaller entities. In this parallel, ingredients are combined to make dishes, which in turn form meals; similarly, sounds make words, words make utterances, and utterances make texts. This structural similarity between creating a dish and creating a word provides a strong foundation for linguistic analysis of food names.

To analyse this phenomenon, the study adopts a socio-onomastic framework, which considers the act of naming a creative, culturally-embedded practice that reveals significant social information (Sabet & Zhang, 2020). Building on the structural parallel identified by culinary linguistics, the analysis focuses specifically on a morphological level, examining how word formation processes such as compounding and borrowing are used. These processes are not merely mechanical but are choices that encode specific cultural values and meanings (Yule, 2017). For instance, choosing a borrowed French term like 'parfait' over a descriptive English compound like 'ice cream sandwich' can signal different levels of formality or creativity. Analysing these morphological choices connects the micro-level of linguistic structure to the macro-level of social stereotypes about gender and food.

This study seeks to address this gap by analysing the dessert names from Season 14 of the competitive cooking show MasterChef Australia. This program provides a unique and relevant corpus, as its high-stakes context encourages contestants to use naming as a strategic tool to convey creativity and expertise. Accordingly, this research is guided by two primary questions: What are the characteristic word formation structures of dessert names used by contestants, from a socio-onomastic perspective?, and How do these linguistic structures reflect, challenge, or reconstruct gender-based stereotypes about food?

Prevailing literature establishes a strong connection between language, social identity, and power structures, particularly concerning gender. The study of gender roles and their linguistic representation is multifaceted, examining how societal norms are both reinforced and challenged through various forms of discourse. Afandi (2020) explores how patriarchal systems, influenced by cultural and religious frameworks like Confucianism and Islam, construct traditional gender roles that subordinate women, noting that a shift toward equality is often driven by increased access to education and occupation. This reinforcement of gender norms through discourse is also a central theme in literary analysis. Susanti (2023), through a comparative analysis of Norwegian and Indonesian literature, demonstrates how literary works can empower social movements by giving voice to the oppressed and raising awareness about gender inequality. The expression of identity and resistance can also be seen at

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a micro-linguistic level. Hasibuan (2021) highlights the complexity of gender markers within language itself, showing how different languages encode gender in unique ways.

Numerous studies have investigated word formation and gender distinctions. The variations in language used by women and men can be seen in how they perform activities such as reviewing food, providing comments, and sending messages (Anggara Putra, 2019; Octavia & Zaim, 2022). Furthermore, studying a word's structure can reveal the characteristics of an individual (Masithoh, 2014; Mattiello, 2021).

Meanwhile, gender stereotypes about food are deeply ingrained in many cultures and can influence our food choices, perceptions, and even cooking habits ((Rodrigues et al., 2020; (Cavazza et al., 2015).

These stereotypes portray men as needing more protein, associating masculinity with strength and larger appetites. Conversely, women are associated with dieting, calorie restriction, and femininity, leading to a perception that they should eat lighter foods like salads (Basfirinci & Cilingir, 2017; Graziani et al., 2021).

Scrutinize the study of names are also often called socio-onomastics studies, which are used to analyze objects or places with diverse backgrounds (Wiyana et al., 2021; Ayuningtias & Ekawati, 2023; Olimat et al., 2023). Thus, can also identify various aspects of a name that also have roles and functions (Sabet & Zhang, 2020)

The research approaches and methods studied to analyse socio-onomastics studies vary greatly. In large amounts of data, the corpus approach is very helpful in sorting the data needed for further analysis (Motschenbacher, 2020; Silva et al., 2024; Na Yang & Zihe Wang, 2022). This computational method also aims to minimize errors in data collection because the data taken varies greatly (Bozkurt & Mohammadi, 2023; Alanazi, 2019)

Previous research has explored the influence of gender on language use in various contexts. Additionally, studies have examined gender stereotypes related to food preferences and consumption. However, there is a gap in the existing literature concerning the specific application of socio-onomastics and word formation analysis to the study of gender in menu naming, particularly for desserts.

As conveyed above, the researcher wants to identify the gender stereotypes in MasterChef Australia's dessert naming season 14, because previously the scope of gender based through word formation or socio-onomastic of menu naming haven't found yet. This study also reflects on how words are formed as stated in Yule (2017) that because of lexical changes new words are formed and these new words enter the language in several ways and forms that involves derivational and inflectional processes such as coinage, blending, backformation, and clipping.

In view, Holmes (2008), expressed that language and gender are one of the viewpoints discussed about in sociolinguistics. The types of language utilized by woman and men contrast - to various degrees - in all language

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networks. He utilizes the term of gender as opposed to sex since sex alludes to classes that are separated in view of biological aspect, while gender is more reasonable for recognizing individuals considering their social way of behaving, including how they use word formation. Same token, Nugraheni (2011) finds that male and female speakers differ in their application of conversational principles, suggesting distinct gendered communication styles.

Socio-onomastic is an approach which is a combination of sociolinguistics and onomastics. Onomastics itself is a study of names. The research on onomastics is generally about the characteristics of the name, meaning, and origin of the name. This approach is used to examine the creativity behind names given in cultural insight of the language use in the menu names.

As indicated by O'Grady et al. (2001) word formation is the learn about the formation of another word in English or other language. In the morphology, there are many sorts of cycle of the word arrangement to break down menu in MasterChef Australia. Yule (2017) also stated that the process of finding new words and accepting them into new functions is called the word formation process. They are compounding, derivation, inflection, acronym, blending, coinage, borrowing, clipping, multiple process, conversion, and nonce formation.

Santoso (2013) postcolonial analysis of J.M. Coetzee's work illustrates how ideological opposition to a dominant, repressive system can lead to marginalization, a process often experienced by those who challenge gender norms. These norms extend into various cultural domains, including gender-based food stereotypes. Sociologists, psychologists, and previous studies identify several of these, such as the concept of cooking as "women's work". Traditionally, cooking has been viewed as a domestic responsibility for women, a stereotype that sociologists like Neuman et al. (2017) attribute to historical and cultural factors. In response, experts in family dynamics often encourage shared cooking responsibilities to foster a more balanced partnership.

Emotional Eating and "Comfort Food", women are often stereotyped as more prone to emotional eating and seeking comfort in sugary or fatty foods. This stereotype lacks scientific basis and can be harmful, suggesting women have less control over their emotions. Experts in psychology, Devonport et al. (2019), emphasize that emotional eating affects everyone, and coping mechanisms should be addressed holistically.

Sweet Foods Are Only for Women. While some studies suggest women may crave sweets more often due to hormonal fluctuations, it doesn't dictate overall preference. Grogan et al., (1997) stated that Women's intentions to eat sweet snacks were predicted by perceived social pressure and attitudes towards sweet snacks. Men's intentions were only predicted significantly by attitudes. It is concluded that men's sweet snacking is less influenced by social pressure than women's.

Several articles and studies on gender and food, referenced in this research, suggest that food is gendered, and this should not be perpetuated.

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This study analyses gender identity in the naming of desserts created by contestants on MasterChef Australia season 14.

METHOD

This study employs a mixed-methods approach, primarily qualitative, to investigate gender representation in [dessert naming](#) on MasterChef Australia Season 14. The qualitative component focuses on the socio-onomastic analysis of dessert names, exploring the cultural, creative, and potentially gendered meanings embedded within them. This aligns with the goal of providing a richer understanding of individual experiences and perspectives, as emphasized by Creswell (2018).

To complement the qualitative analysis and provide a systematic description of the dessert names, a corpus-assisted approach is also utilized. Corpus linguistics, using the Sketch Engine tool, enables the analysis of word frequencies and patterns within the dataset of dessert names. This quantitative element enhances the rigor of the study by providing empirical evidence of linguistic trends.

The justification for this mixed-methods design lies in its ability to offer a more comprehensive understanding of the research problem. While the qualitative socio-onomastic analysis provides in-depth insights into the nuances of language use and potential gendered connotations, the corpus analysis offers a broader perspective on the dominant linguistic patterns in the data.

Mukhtar (2013), suggested that information is observational data that is all found from field to help the investigation of science and scholarly comprised primary data and secondary data. In this research, the primary data are all [the desserts' name](#) served by the contestants in MasterChef Australia season 14 in episode 1-51, and secondary data comprises information about the 24 contestants (12 men and 12 women). This data is used to examine potential correlations between the gender of the contestants and the characteristics of the dessert names they create.

According to Mukhtar (2013), sample is a part of population that can represent all of population. The sampling strategy is a complete enumeration (or census) of all dessert names from the specified episodes. This means that all dessert names within the defined scope were included in the analysis, rather than selecting a subset. This approach is appropriate because the dataset is of a manageable size and allows for a holistic analysis of the naming practices within the context of the television show.

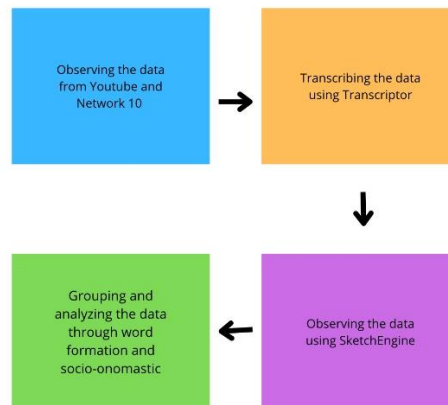
According to Sudaryanto (2015), the process begins with an observation method (*simak*), which is a technique for carefully paying attention to how language is used. The specific approach mentioned is non-participant observation, an advanced method where the researcher observes the event or discussion without participating in it. Following the observation, a note-taking technique (*catat*) is implemented. This step is conducted after the observation

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is complete and involves using a specific instrument to formally record the data. As for the process of collecting data, the steps are described as follows in the diagram.

Diagram 1:
Data Collecting Diagram



Conducting observations on prospective data on Youtube and Network 10 website with several considerations that have been disclosed above. Then, observed the dessert menu served by the contestant at MasterChef Australia season 14. Thus, [transcripor](#) was an application applied to transcribe the dessert menu names served by the contestant at MasterChef Australia season 14. After that, grouping data found on the dessert menu names served by the contestant at MasterChef Australia season 14.

The transcribed data was then processed using Sketch Engine to explore the grammatical patterns associated with the target word, including its roles as a subject, object, or predicate. After the data listed in word formations based on Yule (2017), then the total of the data will be calculated to find the mean. Following steps, the word formation and socio-onomastic patterns were compared between desserts created by male and female contestants to identify any gender-related differences.

FINDINGS AND DISCUSSION

The analysis of the 65 words related to food with the total 19 dessert names from the 51-episode corpus reveals distinct linguistic patterns in how contestant structures culinary nomenclature. While nouns are the dominant word class, the key insights emerge from the strategic use of four primary word formation processes: compounding, borrowing, multiple processes, and nonce formation. These processes are not employed uniformly; rather, their application varies significantly between male and female contestants, revealing underlying approaches to culinary identity and creativity.

Culinary nomenclature serves as a method of identity construction, wherein male contestants frequently align with established culinary frameworks or personal branding, while female contestants typically build identity through

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descriptive complexity and a novel fusion of diverse flavours. This conclusion is detailed through the socio-onomastic analysis of the data and the frequencies of each word class.

Table 1:
Noun on The Dessert Names of MasterChef Australia Season 14 Episode 1-51

No	Classification	Word	Frequency
1.	Noun	Lemon	6
2.		Cream	4
3.		Apple	3
4.		Parfait	3
5.		Passionfruit	3
6.		Tart	3
7.		Caramel	2
8.		Chicken	2
9.		Chocolate	2
10.		Coconut	2
11.		Coriander	2
12.		Feuille	2
13.		Ice	2
14.		Milk	2
15.		Skin	2
16.		Nuts	1
17.		Panna	1
18.		Plum	1
19.		Fairy	1
20.		You	1
21.		Yuzu	1
22.		Bacon	1
23.		Berry	1
24.	Noun	Biscuit	1
25.		Blanca	1
26.		Bubble	1
27.		Buns	1
28.		Cake	1
29.		Candied	1
30.		Choux	1
31.		Cinnamon	1
32.		Cinnamons	1
33.		Cookies	1
34.		Cotta	1
35.		Sim	1
36.		Sorbet	1
37.		Souffle	1
38.		Sponge	1
39.		Strawberry	1
40.		Syrup	1
41.		Sandwiches	1
42.		Shards	1
43.		Crumb	1
44.		Curd	1
45.		Curry	1
46.		Davidson	1

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47.	Granita	1
48.	Leaf	1
49.	Maja	1
50.	Me	1
51.	Melon	1
52.	Meringue	1
53.	Milli	1
54.	Millie	1
55.	Myrtle	1
56.	Raspberry	1
57.	Rhubarb	1
58.	Rice	1
59.	Sago	1

Based on the table above, the total number of nouns in the dessert menu of MasterChef Australia season 14 episode 1-51 is 59, thus the data found is dominated by nouns as forming the name of the dessert used by the participants with lemon, cream and apple as nouns that are often included. On the other hand, the verbs and adjectives found in the dessert menu on MasterChef Australia season 14 will be presented in the table below.

Table 2:

Verb and Adjective on The Dessert Menu of MasterChef Australia Season 14 Episode 1-51

No.	Classification	Word	Frequency
60.	Verb	Candied	6
61.		Crumbled	4
62.		Spiced	3
63.		Go	
64.	Adjective	Milky	6
65.		White	4

The table shows that the number of verbs and adjectives used in creating dessert menu names is 6, where these types of words are used to add identification to the taste, texture and colour of MasterChef Australia season 14 desserts.

1. The Types of Word Formation Process and Socio-Onomastic Analysis

The data that has been classified and analysed using a corpus is then grouped into the following word formation process to find out the naming process for the dessert menu on MasterChef Australia season 14.

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Table 3:
Types of Word Formation Process on The Dessert Menu of MasterChef Australia Season 14 Episode 1-51

Type of Word Formation	Counts
Compounding	3
Blending	0
Borrowing	1
Clipping	0
Coinage	0
Multiple Process	13
Nonce Formation	2

Based on the table, it is shown that from 69 words used by the participants, the researcher found 4 types of word formation process for the dessert menu on MasterChef Australia season 14. There are 19 processes which are divided into 4 types of word formation including: compounding, borrowing, multiple processes, and nonce formation. The types of word formation process can be explained as follows.

Compounding is a word formation process where two or more bases of words are combined to produce a new single form. In addition, compounding words can be written in open compounds (Red Wine), closed compounds (snowball), or hyphenated compounds (Stir-Fried). The analysis of compounding process used in the food menu of MasterChef Australia season 14 is explained below:

A (1) passionfruit souffle is a light and airy dessert made with passionfruit puree, egg whites, and sugar. The term of passionfruit souffle is categorized as compound word because it is formed by combining two words, passionfruit [n], and souffle [n] and it is combined into a new function and definition.

Another example of compounding found on the dessert menu of MasterChef Australia season 14 are: (2) Apple Tart and (3) Lemon Meringue Tart.

Next, the data will be classified in the form of a socio-onomastic analysis table to find out the background to the naming of desserts.

Table 4:
Socio-Onomastic Analysis on the Compounding Word

No.	Name	Meaning	Origin	Contestant
1.	Passionfruit Souffle	A light and airy dessert made with passionfruit puree, egg whites, and sugar.	French influence.	Male
2.	Apple Tart	A type of open pie filled with sliced apples and sugar.	USA	Male

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3.	Lemon Meringue Tart	A delightful and refreshing dessert that combines a crumbly pastry crust, a tart lemon filling, and a fluffy meringue topping.	French influence.	Male
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The table 4 above shows that Male contestants predominantly use the compounding process for naming their desserts. The examples provided, such as “Passionfruit Souffle”, “Apple Tart” and “Lemon Meringue Tart”, were all created by male participants. These names often draw from French and American culinary traditions.

Next type of word formation is borrowing which adapt one language to use in another language. There are several English words that exist through borrowing process from other languages such as Espresso from Italian. There is only one borrowing words in the dessert menu of MasterChef Australia season 14 named (4) “Maja Blanca”. That dessert is a delightful Filipino dessert known for its creamy, coconutty goodness and gelatinous texture. “Maja Blanca” is the two morphemes form of the Filipino and Spanish. “Maja” is a root word (free morpheme) in Filipino that can have several meanings depending on the context. In the case of datum number (4) it can be interpreted as “rich” or “elegant”, referencing the dessert’s creamy texture and coconut flavour. “Blanca” comes from Spanish and translates to “white” in English and Filipino. It acts as a descriptive word (free morpheme) specifying the colour of the dessert. This dessert was made by a male contestant from the Philippines on MasterChef Australia season 14 to represent culture in a dish.

Third type is Multiple process that is a type of word formation used more than one processes to create a new word. The term self-isolation can be categorized as the word that exists because of multiple processes. It consists of compounding self + isolation and derivation -ion in isolation. The analysis of the findings will be carried out as follows:

Triple Compounding is the first type multiple process founded. (5) “Milky Cream with Rice Bubble Milk Crumble and Milk Skin Shards” is the term of multiple process where “milky” [adj] + “cream [n] followed by another compound words “rice bubble milk crumble” and “milk skin shards”. Another example is (9) “Cinnamon Parfait with Chicken Fat Caramel and Chicken Skin Crumb”, (11) “Coriander Panna Cotta with Passionfruit Syrup, Coriander Biscuit”, and (12) “Lemon Sponge with Lemon Curd and Candied Lemon”.

Second is Free Morpheme + Compounding, the example is (6) “Cinnamons Ice Cream with Rhubarb and Apple Granita”, (7) “Curry Leaf Parfait with Passionfruit, coconut, and spiced white chocolate”, (8) “Cookies and Cream Choux Buns”, (10) “Fairy Millie – Feuille”, (13) “Ice Cream Sandwiches with Chocolate and Lemon”, (14) “Apple and Caramel Milli-Feuille”, (15) “Yuzu and Berry Cake”, (16) “Sim’s Raspberry Tart” and (17) “Lemon Myrtle Parfait with Strawberry and Davidson Plum Sorbet”.

Then, the data will be classified in the form of a socio-onomastic analysis table to find out the background to the naming of desserts.

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Table 5:
Socio-Onomastic Analysis on the Multiple Process Word

No.	Name	Meaning	Origin	Contestant
5.	Milky Cream with Rice Bubble Milk, Crumble and Milk Skin Shards	A deconstructed version of a popular Asian dessert called bubble tea.	Asian	Female
6.	Cinnamons Ice Cream with Rhubarb and Apple Granita	This dessert combines the creamy sweetness of cinnamon ice cream with the tartness and icy texture of the rhubarb and apple granita for a delightful contrast in flavors and textures.	Australia and Italia	Female
7.	Curry Leaf Parfait with Passionfruit, Coconut, and Spiced White Chocolate	This dessert is a fusion of flavors and textures. It combines traditional Indian elements like curry leaves with tropical fruits and decadent white chocolate, creating a unique and potentially sophisticated dessert.	Australia and France	Female
8.	Cookies and Cream Choux Buns	A delightful dessert that combines classic French pastry with a fun and modern flavor.	French	Female
9.	Cinnamon Parfait with Chicken Fat Caramel and Chicken Skin Crumb	This dessert pushes boundaries by combining a sweet cinnamon parfait with savory chicken fat caramel and chicken skin crumb.	Australia	Female
10.	Fairy Millie-Feuille	Translated to Fairy Thousand Leaves in French. This dessert is charming name for a delicate and light variation of the classic French dessert.	French	Male
11.	Coriander Panna Cotta with Passionfruit Syrup, Coriander Biscuit	This dessert offers a unique and potentially surprising combination of flavors and textures. The coriander adds an unexpected twist to the classic panna cotta, while the passionfruit syrup provides a burst of sweetness and acidity.	Australia	Female
12.	Lemon Sponge with Lemon Curd and Candied Lemon	A delightful and versatile dessert that celebrates the bright and refreshing flavors of lemon.	Australia	Female
13.	Ice Cream Sandwiches with Chocolate and Lemon	A simple yet delicious dessert that combines the refreshing coolness of ice cream with the satisfying texture of cookies	Australia	Female
14.	Apple and Caramel Millie-Feuille	This dessert offers a delicious twist on the classic mille-feuille. The apples and caramel provide a delightful balance of sweetness, texture, and	Australia and France	Female

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15.	Yuzu and Berry Cake	fruitiness to the traditional pastry cream and flaky layers. A dessert that combines the vibrant flavors of yuzu, citrus fruit, with fresh berries.	Australia	Female
16.	Sim's Raspberry Tart	A dessert from raspberry tart made by one of the contestants	Australia	Male
17.	Lemon Myrtle Parfait with Strawberry and Davidson Plum Sorbet	This dessert offers a delicious contrast of flavors and textures. The lemon myrtle parfait provides a unique and refreshing base, the strawberries add sweetness and color, and the Davidson plum sorbet offers a tart and exciting counterpoint.	Australia	Female

The data in the analysis results from the table above shows the diversity of backgrounds in the names of the desserts made by the participants in MasterChef Australia season 14. In this data, female contestants overwhelmingly favor using multiple processes to construct complex dessert names. They were responsible for 11 of the 14 desserts in this category, creating names with diverse origins, including Australian, Asian, French, and Italian influences.

In contrast, male contestants used this method less frequently. However, their naming strategies sometimes involved incorporating personal or creative references that were not directly related to the ingredients, as seen in datum (10) and (16).

The fourth type is nonce formation where in the creative and high-pressure setting of a competition like MasterChef, contestants often invent words on the spot to meet an immediate, specific need. This process, known as nonce formation, results in temporary, ad-hoc words created for a single occasion. Based on the work of Hohenhaus Štekauer (1998), these formations are heavily reliant on their context. They frequently deviate from established language rules and are not meant to become permanent additions to the vocabulary, making them characteristically “non-lexical-able.” Southeast Asia dessert names like (18) “Melon, Sago, and Coconut” is the example of this formation, where single noun connected by conjunction “and” to form a new dessert name. The name of this dessert, created by a female contestant, signifies a one-dish combination featuring melon, sago, and coconut. Another example are (19) “You’re Bacon me Go Nuts made by male contestant, which is a whole phrase that consists of free morphemes such as “you” [n] + are [v] + “bacon” [n] + “me” [n] followed by go [v] + nuts [n]. It is a playful and exaggerated way of expressing surprise or disbelief, like phrases like “You’re kidding me!” or “I can’t believe it!”. “You’re Bacon Me” this is a play on words, replacing “You’re kidding me”, while “Go Nuts” emphasizes the level of surprises or disbelief, suggesting the person is so surprised they might “go crazy”.

Contestants of both genders employed nonce formation, but their approaches differed significantly. A female contestant created the name “Melon, Sago, and Coconut.” This is a straightforward, descriptive name

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formed by connecting single nouns with a conjunction. A male contestant created “You’re Bacon me Go Nuts”. This name is a playful and context-dependent phrase that uses a pun to express surprise rather than describing the ingredients directly.

CONCLUSION

This study explores how dessert names created by contestants in MasterChef Australia Season 14 reflect gender identity through a socio-onomastic lens, revealing that while all participants share a linguistic foundation—favoring nouns and employing compounding, borrowing, multiple processes, and nonce formation—their naming strategies diverge in meaningful ways. Male contestants typically favor established or playfully expressive names, often referencing traditional desserts (e.g., “Apple Tart,” “Passionfruit Soufflé”) or using wordplay and borrowing (e.g., “Maja Blanca,” “You’re Bacon Me Go Nuts”) to convey emotion, heritage, or personal branding. In contrast, female contestants prioritize descriptive complexity and culinary fusion, creating ingredient-focused titles like “Curry Leaf Parfait with Passionfruit, Coconut, and Spiced White Chocolate,” blending elements from various cuisines to emphasize technical precision and flavor. These patterns suggest that male participants often perform culinary identity through tradition and narrative, while female contestants focus on innovation and taste, using naming as a reflection of their culinary craftsmanship. Importantly, the findings challenge gendered stereotypes in food culture, showing that men express creativity and emotional depth in naming, while women assert professional authority through detailed, technique-driven titles. Ultimately, the act of naming becomes a site of professional identity construction, shaped more by the high-stakes, performative nature of MasterChef than by rigid gender norms, offering insight into evolving societal views on gender, food, and language.

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