

## ABSTRACT

The use of gay language by male AB Communication students in selected universities in Dasmariñas Cavite was analyzed using the CAT-SIT framework. This study focuses on the use of gay language of male AB Communication students because the program is believed to be gender-diverse and has its own nature in terms of communication. A Descriptive Method utilizing both quantitative and qualitative research were utilized for this study leveraging methods such as surveys, interview with experts and group interview to collect data. There are two major findings in this study: (1) male AB Communication students rarely use the gay language and they just use it when they want to be funny or when they want to tell jokes, (2) and they do not think that the gay language is relevant in their course. The study highlighted the significance of investigating how the straight males in today's generation use the gay language.

*Keywords: gay language, use of gay language, male using gay language, analysis on gay language, male AB Communication students using gay language*