

The background features a complex marbled pattern of black, white, and grey swirls. A large, semi-transparent brown rectangle is centered over this pattern, serving as a backdrop for the text.

**Internet slang in
sexist
statements:
comparative
analysis of Russia
and the USA**

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**It is really hard to convey the full meaning and connotation of Russian comments so unfortunately we will omit them*

About the study

The relevance of the work is based on the fact that users often use Internet slang to disguise the real attitude towards women.

Comments have misogynistic, objectifying, and discriminating **content**



A combination of such biases is **sexism**, and a comment containing such judgments is a **sexist statement**.



Research Objective

This study aims to conduct a comparative analysis of sexist statements in Russia and the United States to identify linguistic differences.

The study considers the time period from 2015 to 2019 as a limitation.

Research tasks to be considered



1. Consider the evolution of Internet slang in the context of cultural values in Russia and the United States;
2. Consider the specifics of sexism in the Internet space;
3. Analyze sexist statements in Russia and the United States on the materials of the Facebook platform;
4. Compare the attitude of users of the platform from Russia and the United States to sexist statements.



Methods

- **Discursive analysis of sexist statements by Russian and American Facebook users**

10 comments from users of the Russian and American segments of the selected social network in 14 analytical categories that correspond to the description and analysis of the discourse on Teun Van Dijk were analyzed.

- **Comparative analysis of the attitude of the audience of the social network Facebook in Russia and the USA to sexist statements based on an online user survey**

The data collection tool is an anonymous online questionnaire that is used to obtain empirical data. The main advantage is the ease of measuring respondents ' opinions, attitudes, and reactions. The practicality lies in remote and relatively fast data collection in a short period of time.

Evolution of Internet slang

briefly

- Initially, slang on the Russian Internet varied in several forms and tended to be **simplified and distorted**. The most popular variations included, for instance, **phonetic distortions**:



МЫЛО [m i: l o:] = Soap

- Anglicisms (for instance: like, trash, use, give-away)





Specifics of sexism in the American online space

Comment N°9

Context: discussion of the girl in the comments under the entry.

I heard she's	a fast girl and	rly hot stuff in bed.	By the look of her lipstick and clothes	she likes it rough.
I heard she is	a low moral character and	really good at sexual pleasures	By the look of her lipstick and clothes	she likes it rough.

- Objectivation: “fast girl” and “hot stuff”
- “I heard” emphasizes no binding to a personal opinion
- Syntax: false information a rumor about a girl, the author's guesses.

Forms of local interaction are acts of oppression, humiliation and insults of the girl.

Key similarities and differences identified in the course of discursive analysis of sexist statements

All the comments analyzed in the study have a common meaning – **sexist discourse**, which manifests itself in objectification of the female body, including sexual, expression of stereotypical opinions about women, condemnation for not meeting the expectations of society, misogyny and gender discrimination.

In the comments, the individual pronoun "**I**" is most often absent, which in Russian expresses the speaker's personality and defines the participant of the discourse as an individual. In other words, users often distance their personality from the opinions they express.

Analysis of the attitude of Russian users of the Facebook to sexist statements

“keeping the dishwasher clean is a mandatory and regular procedure”
Me: okay



Посудомойка
(= Dishwasher)

Profession

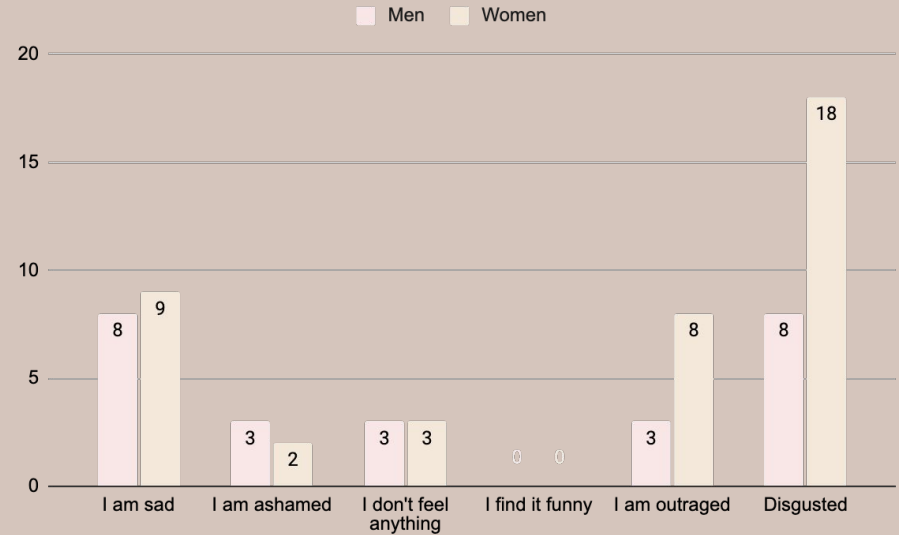




America

Preliminary results of the survey

Reaction to the comments



It was possible to add multiple emotions to a single illustration

Reaction to the comments



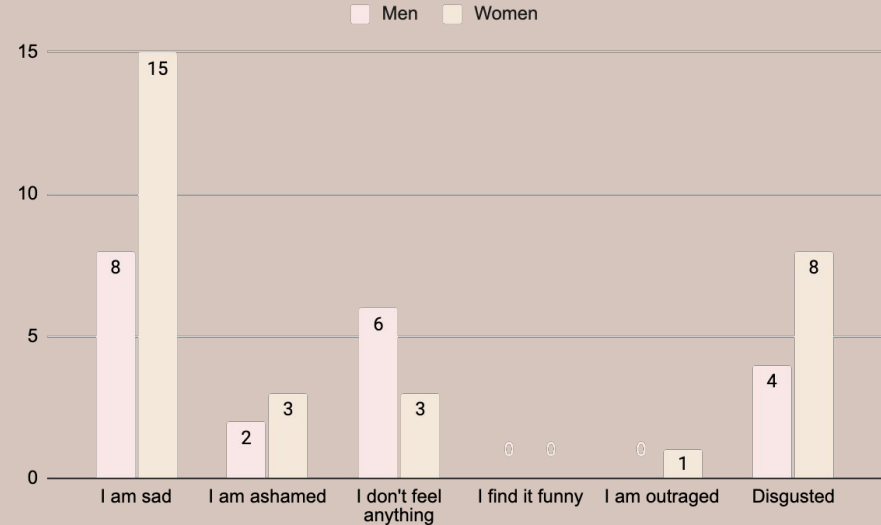
brylea kay
@_brylealangley

Follow

call me old fashioned, but i was raised to take care of my husband

make his plate every night, wash his work clothes for him, make sure he's up for work the next morning, always have a clean house for him to come home to, etc.

and that's exactly wife i will be



It was possible to add multiple emotions to a single illustration

To conclude

Thus, the results of the research showed that the relevance of the topic was confirmed: Internet slang veils the true emotions of the author and affects the perception of sexist statements by the recipient.



Thanks!

Do you have any questions?

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