

# EVALUATIVE DISCOURSES IN THE DEBATE OF THE FEMINIZATION OF AGENTIVES IN SPAIN

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# OVERVIEW

- Strong opposition from different groups of society (Bengoechea, 2006)
- Academic, political and social debate
- Rejection of the generic masculine
- Twitter:
  - Changed how people communicate and relate to the world (Zappavigna 2012; 2014)
  - Characterized by simplicity, impulsivity and incivility (Ott, 2019)

## RESEARCH QUESTIONS

How are these discourses employed to resist feminist claims for inclusive language?

What patterns and evaluative resources are used to discursively construct anti inclusive strategies?



The tweets include the term “lenguaje inclusivo” (inclusive language) as it is preferred in most instances and is the term most used in the corpus.

Also includes tweets where split forms and feminine occupational terms are used.

**los enfermeros y las enfermeras** the nurses (masc & fem.)

**los/as estudiantes** the (masc.& fem.) students.

**la ministra** the Minister (female)

**la portavoz** the speaker (fem.)

**los/as profesores/as** the teachers (masc & fem)



# CORPUS

- 15,700 tweets (320,447 words) + other semiotic devices (such as GIFs, memes)
- Different groups of society

## **Authorities**

Real Academia Española

Fundéu

## **Public figures**

Politicians

Journalists

Academy members

Media outlets

## **Users**

Users' replies

## METHODOLOGY



- Corpus Linguistics (CL) tools (Baker et al.2008, Alcántara-Plá, 2020)
- The analysis relies on CL methods and CDS, combining quantitative and qualitative analysis.
- Frequency
- Collocations
- Concordance lines
- Sketch Engine



- **Feminist Critical Discourse Analysis (FCDA)** (Lazar 2005)

- Aims to examine the discursive (re)production, negotiation and resistance of gender ideologies and gendered dynamics of power and dominance
- Form of analytic activism
- Create critical awareness and develop feminist strategies for resistance and change





## Appraisal Theory (Martin and White, 2005)

- Unveil ideological discourses and stances concerning inclusive language in Spanish on Twitter
- How speakers/writers use evaluative language
- Zappavigna 2012, 2014; Aloy Mayo and Taboada, 2017.
- Divided in three domains:
  - a)Attitude
  - b)Graduation
  - c)Engagement
- This study focuses specifically on **ATTITUDE**

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## ATTITUDE

- Used to explore how writers/speakers express positive and negative assessments and reproduce sets of values

**Affect:** Conveys the positive or negative feelings/emotions of the author

Estoy **contenta** [+Affect] de tener una política como tú.  
*I'm **happy** [+Affect] there is a politician (fem.) like you.*

**Judgement:** Evaluates the behavior and actions according to some system of social norms

El **esperpento** [-Appreciation] del lenguaje inclusivo **destroza** [-Judgement] el castellano  
*The **monstrosity** [-Appreciation] of inclusive language is **destroying** [-Judgement] Castillian Spanish*

**Appreciation:** Values aesthetics, people's physical appearance, processes, entities and state of affairs

Es una **ridícula** [-Appreciation]  
*(She) is **ridiculous** [-Appreciation]*



# ANALYSIS

QUANTITATIVE

QUALITATIVE

MULTIMODAL

SketchEngine to find the frequency and collocations and then move to the manual close-up analysis of concordance lines, as well as other semiotic devices.

## 1. Authorities (RAE, Fendéu)

**Frequency:** gender, masculine, grammatical, sex, feminine, Spanish, inclusive, generic, explicit, marked

**Collocates and Concordances:** “lenguaje inclusivo” (*Inclusive language*)

Prescriptive and formulaic language



RAE   
@RAEinforma

Replying to [@PabloPielDeLobo](#)

[#RAEconsultas](#) Lo que comúnmente se ha dado en llamar «lenguaje inclusivo» es un conjunto de estrategias que tienen por objeto evitar el uso genérico del masculino gramatical, mecanismo firmemente asentado en la lengua y que no supone discriminación sexista alguna.

[Translate Tweet](#)

What has commonly been called “inclusive language” is a set of strategies that aim to avoid the generic use of the grammatical masculine, a mechanism **firmly stablished** in the Spanish language and that does **not imply any sexist discrimination**

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## 2. Public figures

**Frequency:** language, inclusive, all (fem.), all (masc.), women, Montero, Irene, children, government, equality

**Collocates:** keep, inclusive, confront, absolutely, divide, foreign, Spanish, all (fem.), Montero

### Attitude

- Affect:





ridicule (Irene Montero), gets muddled (Montero)

- Judgement:



make visible, defend, adopt

to impose, to confront, to eliminate, to mock, to exclude, to reject, to repudiate, to fine

- **Appreciation**  brave
-  demented, dumb, nonsense, monstrosity, foreign to morphology, ridiculous



Partido Popular   
@populares

...

“Somos el partido de las personas porque estamos **cerca de la gente** para **buscar solución a sus problemas**. Y sus problemas **no son el lenguaje inclusivo**, sino la subida del precio de la luz o la del gas”.

We are the party of the people because **we are close** [+Affect] to the people to find **solutions** [+Affect] to their **problems** [- Appreciation]. And these are the price for gas and electricity , **not inclusive language**.

### 3.USERS' REPLIES

- **Frequency:** language, say, inclusive, woman, minister, equality, RAE, Irene, they

#### Attitudes

- **Affect:**
  - ⊕ protector
  - ⊖ we are fed up, (Irene) has an inferiority complex, doesn't sound right
- **Judgement:**
  - ⊕ to be necessary, to progress
  - ⊖ to waste time, to spoil, to impose, to detest, to hinder, to be fashionable, supermarket cashier, "ninistra" (NO + MINISTRA), "ministerio de Igual-dá" (Make-no-difference ministry), brat

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- Appreciation



beautiful



ideological, abhorrent, disastrous, radical, absurd, silly, charlatan  
disgrace, illiterate



**rian mcpain** @RMcpain · Jun 21, 2021









Replying to [@elespanolcom](#)

Porque es **ridículo**, **entorpece** y demuestra una **gran incultura** hablar de ese modo.

Because it is **ridiculous** [-Appreciation], **slows down** [-Judgement] and talking in this way shows **lack of education** [-Judgement]



## IRENE MONTERO

- **Affect**   Not my cup of tea, she's ridiculous
- **Judgement:**  She is an example to other women
-  She has too much free time, small brains, should step down, "ministra de igual-dá" (Make-no-difference minister)
- **Appreciation**  brave
-  silly, burden for all, disastrous, , whiny, supermarket cashier, girlfriend of, ninistra (NO + MINISTRA) feminazi, stupid, unacceptable, fraud, scruffy, "roja" (communist)



... Following

**Irene Montero** ✓  
@IreneMontero

Psicóloga. Feminista. Madre de 3. Ministra de @IgualdadGov de España. Yo por ellas, madre, y ellas por mí



**Irene Montero** ✓  
@IreneMontero

Las trabajadoras y trabajadores sostienen el tejido y el motor de la vida.

Nunca nos cansaremos de recordar a Marcelino Camacho en este #1deMayo: “Todo lo bello, útil y necesario sale de las manos de los trabajadores”.

Lucharemos por un #TrabajoDecente1M

[Translate Tweet](#)



...

**Pedro Sánchez** ✓  
@sanchezcastejon

Representante gubernamental de España

Presidente del Gobierno de #España. Padre. Secretario Gral del @PSOE. Trabajamos por instituciones dignas, la igualdad y la justicia.



**Pedro Sánchez** ✓  
@sanchezcastejon

Representante gubernamental de España

No habrá recuperación si no llega a las trabajadoras y trabajadores de nuestro país. Hoy escuchamos sus reivindicaciones con la mirada puesta en acabar con la precariedad y la desigualdad. Tenemos que salir de esta crisis con empleos dignos, estables y transformadores.

#1deMayo



Jesús Valero    
@jesusvalerog

Replying to @IreneMontero

Trabajadora tú? 😂😂

2:26 PM · May 1, 2021 · Twitter for iPhone



Raymond Tinoco @siemprealdia68 · May 1, 2021

Replying to @IreneMontero

Los trabajador**es**, trabajador**as**, trabajador**os**, trabajador**is** y trabajador**us**!



Príncipe Azul @Comandante\_232 · May 1, 2021

Replying to @IreneMontero

Es **ridículo** ver cómo ésta **sociópata** maneja el **lenguaje inclusivo** a conveniencia según para qué. Os recuerdo que su **chiringuito** nos cuesta a todos 453 milloncejos de nada.



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De progre a facha @DeProgreaFacha · May 1, 2021

Replying to @sanchezcastejon

Dimite **fracasado**.



Trinity @Trinity09071991 · May 1, 2021

Añado: hipóc**rita**, hipóc**rito**, hipóc**rite**, hipóc**ritae**, hipocritum...duerme usted?



Francés de Jaso @JavierD98524195 · May 1, 2021

Replying to @sanchezcastejon

Estás **arruinando** el país. Vete de una vez.



## Irene Montero

- Positive: Thanks
- Politics: feminazi, podemita, communist
- Capabilities: never worked in her life, laze around, supermarket cashier
- Insults: dishonest, dumb
- Mockery: “trabajadoros”
- Burden: lives off the taxpayers
- Negative description (misogynist)
  - Age: kid, girl
  - Psicologically: sociopath, paranoid
  - Partner: girlfriend of, woman in the shadow, protegé, she’s been cheated on, kept woman

## Pedro Sánchez

- Positive: Thanks
- Politics: “podemita”, friend of terrorists, lefty
- Capabilities: destroy the economy,, king of unemployment, misery maker
- Insults: scoundrel, shameless
- Mockery : “hipócrita, hipócrito, hipocritus”
- Burden: lives off the taxpayers



## CONCLUSIONS

- Twitter affordances studied (GIFs, memes) contribute to reinforce traditional discursive strategies
- The most prominent characteristic of the ideological stance of those opposed is that of impoliteness

### FURTHER RESEARCH (Ongoing)

- Analyze whether exists a difference in the way users react to proposed strategies depending on the proponents


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# THANK YOU!



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