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Organized by

[IGALA logo]

International gender and language association

[DEPARTMENT OF ENGLISH logo]

City University of Hong Kong

We would like to thank the National Science Foundation for their support of the conference.
Dear Colleagues,

On behalf of the International Gender and Language Association, it gives me very great pleasure to warmly welcome you to Hong Kong for the 9th Biennial IGALA Conference.

Founded in 1999, emerging from the ‘Women and Language’ group at the University of California, Berkeley, IGALA has grown to be a truly international, interdisciplinary organization, committed to the promotion and support of research on language, gender and sexuality. Its international character is evident in so many ways: in the composition of the IGALA Board and membership; in our journal, *Gender and Language*, editorial team and authors; and in terms of our geographically diverse conference locations (Brazil, Canada, Japan, New Zealand, Spain, UK and the USA). Hosted by City University Hong Kong, IGALA 9, likewise, is testament to the international reach of IGALA, with conference participants coming from as many as 41 countries.

In order to connect, engage and better serve the IGALA community, which comprises established and emerging scholars, I am pleased to highlight three recent developments. Firstly, as some may be aware, we have created a new IGALA website (http://igalaweb.wix.com/igala), which I hope you will find useful and informative. Members may also follow us on Facebook and Twitter. Secondly, we have initiated a regular IGALA Blog, a platform which enables members to share views, ideas and stories on language, gender and sexuality. Thirdly, we have launched a new IGALA Best Article Prize, alongside our existing Graduate Student Essay Prize.

Thanks to the many quality abstracts received and the excellent work of the conference organising committee, IGALA 9 promises a rich and exciting programme, centered on the theme ‘Time and Transition’. The programme features an invited colloquium on Chinese Asia, 11 panels, and 177 presentations in total. Included, also, are two interactive workshops for graduate students and early career scholars, and a list of sterling plenary speakers. We hope there will be many fruitful conversations, development of existing ideas and creation of new ones, and initiation of collaborative efforts, in the course of the conference.

IGALA 9 would not have been possible if not for the efficient and dedicated work of the Conference Organiser, Brian King, and his Organising Committee over the past two years. My heartfelt gratitude to Brian and his team, and to City University Hong Kong for hosting the conference. I would also like to thank the National Science Foundation for a grant that enabled fifteen graduate students to attend the conference; Equinox for their continued support of the journal and IGALA; our guest speakers for their enriching and thought-provoking talks and all participants for sharing their research and ideas; all who reviewed the conference abstracts, graduate student essays and submissions to the IGALA Best Article Prize; and the publishers and sponsors who have contributed to the conference. Finally, it has been my great privilege to work with an amazing team of IGALA Executive and Advisory Board members, who worked responsibly and good-naturedly, contributing towards conference-related tasks as well as to IGALA initiatives. Thank you all!

I hope that all of you will find the next three days stimulating and rewarding both intellectually and socially, as you reconnect with old friends and colleagues, and create new ties. I also hope you have the chance to enjoy the vibrant city of Hong Kong.

Welcome and enjoy IGALA 9!

Michelle Lazar
President, IGALA
IGALA Board

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Become a member of IGALA and join an international interdisciplinary organization that is committed to the promotion and support of research on language, gender, and sexuality. As a member, you enjoy free access to the journal, Gender and Language, and the opportunity to present papers at the IGALA biannual conference. Find out more at: http://igalaweb.wix.com/igala
Welcome to Hong Kong, and ‘welcome back’ to those who have visited before. It is a great honour for the Department of English at City University of Hong Kong to host IGALA 9 and further build the reputation for excellence and excitement that has so consistently characterized IGALA conferences over the past eighteen years. I would like to take the opportunity to thank the IGALA Executive and Advisory Board for their support over the past year, answering my questions at short notice with graciousness and swiftness. I have been blessed with a very committed conference planning committee, who have managed to fit time-consuming and important tasks into their own very busy lives. My enthusiastic gratitude goes out to volunteers Federica Formato, Mandy Yu, and Anna Wing-bo Tso for the many hours they have spent on promotion, abstract reviewing, hardship applications, and finally the gathering and checking of abstracts for the conference booklet and website. I would also like to thank Agnes Kang, Allyson Jule, Ben Rowlett, Chris Leung, Winnie Cheng, Hemans Wong, Winnie Hong, and Queenie Wong for all of their assistance along the way. This is the second IGALA conference to be held in greater eastern Asia and the first in a predominantly Chinese-speaking country, and it is truly satisfying to see so many participants from our local region of the globe. I hope that everyone, wherever you are from, will enjoy the conference and take away valuable knowledge and friendships. Let the conversations begin!

Brian King
Assistant Professor
City University of Hong Kong

Organizing Committee

Chair
Brian King

Members
Agnes Kang
Allyson Jule
Federica Formato
Mandy Hoi Man Yu
Ben Rowlett
Anna Wing-bo Tso

Secretary
Queenie Wong
Thank you to the Scientific Committee

Thank you to the following people for reviewing close to 300 abstracts!

Brian Adams-Thies       Andy Gibson       Yuanyuan Liu       David Peterson
Jocelyn Ahlers           Ashot Grigoryan   Busi Makoni       Pia Pichler
Salifu Nantogma Alhassan Kira Hall       Meredith Marra     Kate Power
Angeliki Alvanoudi       Mie Hiramoto     Bonnie McMcElhinny Matthew Prior
Lilian Atanga            Janet Holmes      Paul McMcIlvenny   Junko Saito
Paul Baker               Peter A. Jackson  Miriam Meyerhoff   Saiful Saleem
Judith Baxter            Lucy Jones        Tommaso Milani     José Santaemilia
Bethan Benwell           Rodney Jones      Sara Mills        Helen Sauntson
Victoria Bergvall        Allyson Jule      Luiz Paulo Moita-Lopes Corinne Seals
Rodrigo Borba            Agnes Kang       Emma Moore        Theodossia Soula-Pavlidou
Carmen Caldas-Coulthard  Scott Kiesling    Liz Morrish       Jane Sunderland
Holly Cashman            Zaal Kikvidze    Heiko Motschenbacher Ann Weatherall
Katherine Chen           Veronika Koller   Kristine Køhler Mortensen Quentin Williams
Cecilia Chiacchio        Neill Korobov     Louise Mullany     Nick Wilson
Deborah Chirrey          Robert Lawson     Momoko Nakamura    Ruth Wodak
Jenny Davis              Michelle Lazar    Cynthia Nelson     Jie Yang
Susan Ehrlich            Erez Levon       Ana Cristina Ostermann Olga Zayts
Federica Formato         Tony Liddicoat    Łukasz Pakula     Lal Zimman
Alice Freed              Lia Litosseliti   Joanna Pawelczyk

Thank you to the reviewers of the Graduate Student Essay submission

I would like to thank the following people who gave their valuable time to review submissions for the Graduate Student Essay Contest.

Lilian Lem Atanga        Janet Holmes      Mariana Lazzaro-Salazar Tommaso Milani
Carmen Caldas-Coulthard  Lucy Jones       Joanne McDowell     Kate Power
## Program Overview

### Wednesday, 18 May 2016

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<td>5:00 - 7:30 p.m.</td>
<td>Registration opens</td>
<td>Covered terrace between Academic 1 and Amenities Building</td>
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<td>4:00 - 6:00 p.m.</td>
<td>IGALA Exec Meeting</td>
<td>Room 3400, Academic 2</td>
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<tr>
<td>6:00 - 7:30 p.m.</td>
<td>Welcome Reception</td>
<td>Ground Floor Lobby, Academic 2</td>
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### Thursday, 19 May 2016

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<td>9:00 - 9:30 a.m.</td>
<td>Opening Ceremony</td>
<td>LT401, Amenities Building</td>
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<tr>
<td>9:30 - 10:30 a.m.</td>
<td>Plenary Lecture 1</td>
<td>LT401, Amenities Building</td>
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<td>10:30 - 11:00 a.m.</td>
<td>Coffee / tea</td>
<td>Ground Floor Lobby, Academic 2</td>
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<td>11:00 - 1:00 p.m.</td>
<td>Parallel Sessions 1</td>
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<td>1:00 - 2:30 p.m.</td>
<td>Lunch</td>
<td>Ground Floor Lobby, Academic 2</td>
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<tr>
<td>2:30 - 4:30 p.m.</td>
<td>Parallel Sessions 2</td>
<td>(Please refer to the detailed schedule)</td>
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<tr>
<td>4:30 - 5:00 p.m.</td>
<td>Coffee / tea</td>
<td>Ground Floor Lobby, Academic 2</td>
</tr>
<tr>
<td>5:00 - 6:00 p.m.</td>
<td>Plenary Lecture 2</td>
<td>LT401, Amenities Building</td>
</tr>
<tr>
<td>6:00 - 7:00 p.m.</td>
<td>Grad Student Workshop 1</td>
<td>LT401, Amenities Building</td>
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<tr>
<td>7:30 - 10:00 p.m.</td>
<td>Conference Dinner</td>
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### Friday, 20 May 2016

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<td>9:00 - 10:00 a.m.</td>
<td>Plenary Lecture 3</td>
<td>Room 2505, Academic 2</td>
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<td>10:00 - 10:30 a.m.</td>
<td>Coffee / tea</td>
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<td>10:30 - 12:30 p.m.</td>
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<td>12:30 - 2:00 p.m.</td>
<td>Lunch / AGM (1:00 - 1:30 p.m.)</td>
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<tr>
<td>2:00 - 4:00 p.m.</td>
<td>Parallel Sessions 4</td>
<td>(Please refer to the detailed schedule)</td>
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<td>4:00 - 4:30 p.m.</td>
<td>Coffee / tea</td>
<td>Ground Floor Lobby, Academic 2</td>
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<td>4:30 - 5:30 p.m.</td>
<td>Plenary Lecture 4</td>
<td>Room 2505, Academic 2</td>
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<tr>
<td>5:30 - 6:30 p.m.</td>
<td>Grad student workshop 2</td>
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### Saturday, 21 May 2016

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<td>8:30 a.m.</td>
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<td>9:00 - 12:30 p.m.</td>
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<td>2:00 - 4:00 p.m.</td>
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<td>(Please refer to the detailed schedule)</td>
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<td>Coffee/tea</td>
<td>Ground Floor Lobby, Academic 2</td>
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<tr>
<td>4:30 - 5:30 p.m.</td>
<td>Plenary Lecture 5</td>
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<td>5:30 - 6:00 p.m.</td>
<td>Final Roundtable Discussion</td>
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<tr>
<td>6:00 - 6:30 p.m.</td>
<td>Closing Remarks</td>
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Transition is change. Change happens for institutions, for individuals, for thought. Languages and linguistic practice are always in transition, always changing. Over the past few decades, formal semantics and pragmatics have become increasingly intertwined. There is emphasis on modeling discourse and evolving interpretation as linguistic communication proceeds, and both change and context have become central to analysis of meaning. Similarly, scholarly approaches to gender and sexuality usually now understand cultural and bodily/biological concerns as enmeshed rather than as clearly separable. Gender and sexuality practices are also in transition, rapidly changing widespread assumptions about possibilities for lives that do not fit normative models. Amazon's popular "Transparent" with Jeffrey Tambor as transitioning Maura Pfefferman, Laverne Cox as transgender woman Sophia Burset in "Orange is the New Black," newly transitioned Caitlyn Jenner on the cover of Vanity Fair and on "I am Cait": transgender people have now become widely visible to the general public in the US, and there is increasing support for gender/sex transitioning. At the same time, transgender teens remain at high risk of suicide or violence from cisgender (non-transgender) peers, trans women are harassed by airport screeners, and gender panic stampedes many into rejecting legislation forbidding discrimination on the basis of gender identity. This paper focuses on linguistic challenges facing American English speakers whose life histories include transition to gender/sex identities distinct from those assigned them at birth, challenges also encountered by those speaking to and of them. These include disputes over criteria (and semantic authority) for assigning gender/sexuality labels (pasted on people and public toilets), transitions in family-centered talk (changing kin terms and names when assumptions of gender/sex permanence are disrupted), and evolving 3rd-person non-binary pronouns referring to single individuals (asking for "preferred gender pronouns" and debating they’s travel to a wider range of singular contexts).

Sally McConnell-Ginet is Professor Emerita of Linguistics at Cornell University, Ithaca, NY and former president of IGALA and of the Linguistic Society of America. She uses semantic and pragmatic tools to explore how language and linguistic practices interact with gender, sexuality, and other politically significant dimensions of social life.

Peter A. Jackson is Professor in Thai history and cultural studies in the Australian National University’s College of Asia and the Pacific and has written extensively on religion and sexuality in modern Thailand. Peter’s recent books include “Thai Sex Talk: The Language of Sex and Sexuality in Thailand” (with Pimpawun Boonmongkon). He is beginning a new project studying the impact on the country’s gay men, lesbians and transgenders of sensationalising forms of language in Thailand’s print media.
The aim of this talk is to deconstruct discourses of gender and sexuality mobilised by Israel to market itself as a progressive nation-state. Commonly known as pinkwashing, such a nation-branding strategy is but “one manifestation and practice […] of homonationalism” (Puar 2012: 337). It works by including sexual diversity into nation-state discourses in such a way that Israel can present itself to the rest of the world as a beacon of sexual liberalism in the Middle East, while “washing away” its oppressive and neo-colonial anti-Palestinian politics. This nationalist project is underpinned by a capitalist imperative, in that the marketing of a sexually and gender progressive Israel ultimately aims at attracting a large number of “pink” consumers from around the world. Perhaps the most successful manifestation of this twofold nationalist/consumerist enterprise is Tel Aviv Pride, which, according to Israeli media, attracted over 20,000 foreign tourists for its 20th anniversary in 2013.

Particular attention will be paid to processes of temporalisation at work in Israeli homonationalism showing how time is invoked semiotically in conjunction with space in order to remember and promote certain discursive configurations of gender and sexuality, and, concomitantly, to forget and erase others. To this end, I re-purpose Foucault’s (1967) notion of heterotopia, an important but somewhat neglected concept in gender and language research. This concept captures sites “embedded in aspects and stages of our lives […] which somehow mirror and at the same distort, unsettle or invert other spaces” (Johnson 2013: 791). Against this backdrop, the argument of this talk is that Israeli homonationalism is like a heterotopia – well actually a homotopia – in that it consists of a set of constantly changing interlinked discursive sites that work like a hall of mirrors reflecting the geographical and socio-political place of Israel, and more specifically Tel Aviv. In doing so, these sites produce a multiplicity of what Foucault (1967) calls “decoupages du temps” – slices of time – which conjure up an image of Tel Aviv/Israel that is simultaneously utopian – a gay paradise of never-ending party and fun – and dystopian – re-writing the history of Palestinian dispossession, and erasing Palestinian memory.

Keywords: homonationalism, heterotopia, semiotic landscapes

**Tommaso M. Milani** is Associate Professor at the University of the Witwatersrand, Johannesburg. His current research explores discourses of gender and sexuality in South Africa. He has recently edited the book *Language and Masculinities: Performances, Intersections, Dislocations* (Routledge 2015), and is working on a monograph on the spatial semiotics of affect in South Africa (with John Benjamins). He is editor of the journals *African Studies, and Gender and Language*.

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Both language and gender can act as forces to transition political economies and meanwhile legitimize and naturalize the transition. In China, disadvantaged women, by taking the brunt of economic restructuring and bridging the former “stagnant” planned economy and current “dynamic” market economy, have been central to the postsocialist transformation. In this paper, I study one group of women, those laid off from state-owned enterprises, who are celebrated as ideal, psychologically healthy and entrepreneurial subjects, and who, with preliminary training, are reemployed as peiliao “companion for chatting” to perform “psychotherapy” in their capacity as domestic workers or maternal matrons. They are perceived to be caring subjects with a lived experience of painful unemployment to draw from, who embody the therapeutic ethos to relieve the effects of widespread socioeconomic dislocation in China. My analysis focuses on the tension between the ways these women were officially trained and their actual “counseling”—their adaptation to the spatiotemporality and speech styles required for peiliao and their embodied performances of “professionalism” and plasticity of the self. While highlighting the significance of language in disciplining, facilitating and naturalizing the gendered psychological labor, I also consider these women’s multi-sensory modes of communication. To understand the various bodily performances of peiliao and the relational dimension of corporeality, I draw on two conceptualizations of affect: the feminist-Marxist understanding of affective labour that treats workers’ emotional states as commodities and affect as a psychic-social contagion tying people to larger social and discursive formations. I suggest that the government’s push for underprivileged women to play the role of the vanguard in promoting “psychotherapy,” while claiming to heal and empower them, intensifies gendered exploitation and abuse. These women’s position as both “counselors” (prestigious status) and “female company” (sexualized, low status) creates paradoxical effects on their identities and produces new vulnerabilities in the job market.

Keyword: China, language, gender, body, psychotherapy, psycho-politics, therapeutic governing

**Jie Yang** is Associate Professor of Anthropology at Simon Fraser University, Vancouver. Her research interests focus on language, gender, psychotherapy and mental health in China. She is editor of *The Political Economy of Affect and Emotion in East Asia* and author of *Unknotting the Heart: Unemployment and Therapeutic Governance in China*.
Language, embodiment, and the affective agency of Latina youth

Mary Bucholtz
University of California, Santa Barbara
4:30-5:30 p.m., Saturday
Rm 2505, Academic 2

It has been well established in feminist scholarship that emotion—despite being ideologically gendered as feminine and dismissed as trivial in discourses of hegemonic masculinity—is in fact central to the production of knowledge and power (e.g., Jaggar 1989). Scholars have further demonstrated that language is a key affective resource in this process (e.g., Lutz & Abu-Lughod 1990). Researchers of language, gender, and sexuality have contributed to this work by examining the role of linguistic practice as well as embodied action in producing and negotiating affects in a range of gendered contexts (e.g., Goodwin 2006; Goodwin & Alim 2010; Mendoza-Denton 2008; Toerien & Kitzinger 2007a, b). However, much work remains to be done to theorize the relationship of affect to power and knowledge from a linguistic standpoint.

This presentation seeks to offer a preliminary theory of affective agency—the simultaneously cognitive, perceptual, and emotional experience-action of embodied, material encounter with the world (cf. McManus 2011, 2013)—by focusing on young women of color confronting and challenging linguistic racism. Although traditional education privileges rationality as the sole legitimate form of knowledge production and consumption, research on the role of emotion in socially transformative learning demonstrates that it is only through affective investment that intellectual engagement takes place and leads to social change (Boler 1999; Zembylas & Chubbuck 2009). Hence, the agentive capacity of youth to produce knowledge that challenges dominant ideological systems is also an affective agency. Drawing on interactional video data from a research/academic outreach program with a sociolinguistic justice focus (Bucholtz et al. 2014), this presentation examines the engagement of Latina youth and their instructors in knowledge production around language, identity, and power through affective encounters in the classroom. The analysis demonstrates that for these young women, affect is an important interactional resource for enacting agency, especially in taking action toward social change.

Mary Bucholtz is Professor of Linguistics at University of California, Santa Barbara. Her research focuses primarily on how social identities and cultural practices are brought into being through linguistic interaction. She has written and edited numerous publications on language, gender, and sexuality.
Gender impossibility?
New boundary practices in Asian Chinese societies

Parallel Session 1 and 2, Thursday
LT401

Invited Convener:
Katherine Chen
University of Hong Kong
khychen@hku.hk

This panel brings together current gender research from four Asian Chinese societies each with a unique history and its own connection with traditional Chinese ideas of gender. These traditional approaches are currently undergoing rapid change and repositioning. The seven papers in this panel challenge earlier conceptions of gender boundaries in Asian Chinese societies by bringing to the forefront newly established practices such as gender empowerment, contestation, non-conformity and generational change. The folk ideologies of traditional Chinese women and men are challenged and reanalyzed alongside discussion of emerging new categories, practices, and discourse. What was once considered impossible is being reconsidered, reinvented, and re-imagedined.

Teo’s research from Singapore examines inter-generational conflict between women and their mothers-in-law in the context of the trend towards multigenerational households. Traditional gender roles, Confucian ideology, the parenting of adult children, and the exercise of power within the household all become sources of conflict and renegotiation.

Through stance analysis of public social media discourse, Kang and Chen explore the demeanor of a female stereotype, Kong Girl, its indexical functions and embedded gender ideologies in Hong Kong. Tao suggests the word “transgender” entails linguistic indeterminacy, possibilities, values and ideology in her analysis of public and private, other-attributed and first person discourses of transgender identity in Hong Kong.

Wei sees gender politics embedded in political discourse. She compares the public speeches of three key female politicians from Taiwan in different time periods, analyzing their strategic use of intertwining ideologies of gender, family and nation states. This is particularly timely as Taiwan has just produced the very first Chinese woman president in modern history.

Zeng explores the displayed personas of a social media celebrity who redefines feminism and sexuality in China through social media posts of her sexual activities and social activism. Li looks at the malleability of new categories of gender non-conformity becoming familiar via talk shows in China. These stars of the talk show not only challenge social gender conceptions, but also display stylized new verbal and behavioural practices that distinguish them from accepted stereotyped gender norms. Last but not least, Zhou surveys gender-relevant banners in the semiotic landscape of higher education campuses during “Girls’ Day” where highly educated women are portrayed as “objects of desire” and their worth reduced to domestic roles and marriageability.

Katherine Chen is a sociolinguist and an assistant professor at the University of Hong Kong. Her current research includes language and identity of return migrants in HK; Indonesian Chinese diaspora in Asia; and gender stereotypes of Hong Kong women (with Agnes Kang). See her research and publication at http://web.hku.hk/~khychen/

Presentations

Mother-in-law problems: Deconstructing power hierarchies in multigenerational interactions

Cherise S. L. Teo
National University of Singapore
tsl@u.nus.edu

The discursive concept of having the ‘final say’ reflects power and control. This study demonstrates how the bad mothers-in-law stereotype is symptomatic of a broader power struggle when grown-up children attempt to have the ‘final say’ at home which may be seen as disregarding/disrespecting intergenerational hierarchy especially among the Chinese. This gender stereotype arises from (1) women’s traditional and primary role as homemaker, and thus have more opinions about the way a household should be run, and (2) parents’ transition of changing their perceptions of (and interaction patterns with) their daughters/sons and their spouses as autonomous adults rather than children.

Keywords: power, gender stereotype, multigenerational relationships, contemporary Asia

Gender stereotype as a vehicle for social change? The case of the Kong Girl

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Katherine Chen
University of Hong Kong
khychen@hku.hk

The “Kong Girl”, an other-attributed stereotype of some Hong Kong women, has been circulating in the media since the mid-2000s. The process of associating social meanings to the Kong Girl label is an indexical process that becomes further heightened in situations of uncertainty and change. Hall (2014) uses the term “indexical dissonance” to explain the state of identity under globalization, where the link between linguistic forms and social meanings becomes disrupted and destabilized. The shift from “negative” to more “positive” perspectives on the
Kong Girl stereotype, we argue, reflects a micro as well as macro level struggle to reconcile instabilities in a changing social world.

Keywords: Kong Girl, gender stereotype, indexicality, gender identities

Language, reflexivity and agency: Transgender identity in Hong Kong

Kimberly Tao
The University of Hong Kong
kimberlytao@gmail.com

This paper focuses the discussion on the relationship between power of the fundamental categories of sex and gender and human’s interaction with gender categories among transgender people in Hong Kong. This paper suggests that the word “transgender” itself entails linguistic indeterminacy, possibilities, values and ideologies. It represents oppression but at the same time creation and reflexivity. Interviews with Hong Kong transgender people are analyzed, including different age groups of pre-operative, non-operative and post-operative transgender people. Their selection of gendered terms transitioned across time in relation to different ideologies and experiences that are attached to the formation and realization of one’s sex and gender.

Keywords: transgender, categorization, labelling, agency, reflexivity

Gender, nation, and family in times of transitions

Jennifer M. Wei
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By analyzing speeches by Mme. Chiang Kai Shek (CKS), former Vice President Annette Lu, and President-elect Tsai Ing-wen, I argue that gender discourse is always embedded in cultural and political discourses. Moreover, from feudalism to modernity and from authoritarianism to democracy, gender ideals parallel changes in a society.

Mme. CKS and Lu appropriated gender expectations to achieve nationwide goals and personal advancement, but no familial metaphors in Tsai’s rhetoric. Mme. CKS adapted Confucian patriarchy to promote nationalism, while Lu and Tsai opted different family models. All three reinvent familial roles, and their adaptations of “modern” family values parallel the transitions the island is now experiencing.

Keywords: gender, nation, family, transition, China, Taiwan

Sexual capital and social activism in China: A case study of Ye Haiyan

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This paper aims to explore alternative forms of feminism in China by studying how Ye Haiyan creates her version of feminism through her sexual activity, social activism and self-writing. I argued that Ye’s case will add a dimension of spiritual labor to xiaojie’s work which demands physical labor and emotional labor. Besides economic, social and cultural capitals, Ye transfers sexual capital to symbolic capital for social activism. Ye’s discourse formed and expressed through her intuition rather than institutionalised discourses, theoretically reflects obstacles of idea, linguistic expression and behaviour, that constitutes Chinese intellectuals and feminists’ core dilemmas in social activism.

Keywords: xiaojie, sexual capital, social activism, social media, China

Gender malleability and the discursive construction of woman and ladyboy in social media

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This paper looks at two gender identities (i.e. wo-man 女汉子 “manly woman” and ladyboy 蛇精男 “womanly man”) which emerge and are popularized in recent years along with the increasing influence of social media on Chinese public life. Within the framework of performance, indexicality, indexical field and stance, I suggest that wo-man, through engaging in rough talk and deploying the stylization of girly-girl’s linguistic practices, distances herself from the stereotyped Chinese femininity, whereas, ladyboy takes up some features characterized as “effeminate” to align himself with affective roles.

Keywords: gender, performance, stylization, stance

‘No “Women’s day”, we give you “Girls’ day”’: Gender and sexuality on Chinese university campuses

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‘Girls’ day’ was proposed by Shandong University in the 1980s to provide an alternative celebration of ‘Women’s day’ for university students. This year’s campus slogans celebrating ‘Girls’ day’ have triggered heated debates due to their stereotypical and sexualized representations of female students. These data offer a unique perspective to understand images of contemporary Chinese women, which in turn provides precious glimpses to wider social conditions surrounding gender roles in a rapidly changing society. I will also analyze on-line discourses and see how the banner creators, the intended audience, and the public understand, negotiate and contest notions about gender and sexuality.

Keywords: Gender roles, sexuality, feminism, Chinese women, linguistic landscape, power
Research on language and sexuality has produced a voluminous literature which has enriched our understandings of the socio-political and cultural basis of the sexual realms of our bodies and subjectivities. Surprisingly, however, the field has been relatively silent with regards to a context where both language use and sexuality play a central role, namely sex work. However, commercial sex has, indeed, been a major area of investigation within social scientific research: anthropologists, sociologists and feminists have all produced accounts of different aspects of the sale of sexual services. To a great extent, this literature considers sex work as a microcosm which constitutes and is constituted by a multitude of macro-sociological phenomena such as globalization (Kempadoo and Doezema, 1998; Brennan, 2004), neoliberalism (Bernstein, 2007), identity and state regulation (Weitzer, 2000; Sanders, 2005) to name but a few. These analyses pinpoint the analytical affordances, political complexities, ethical difficulties and methodological challenges sex work brings to scientific investigation. Nevertheless, despite their lack of analytical tools to understand the role of language as part and parcel of contexts where sex is exchanged for material compensation, most of this literature mentions language as a constitutive aspect of the commerce of sex (see, for example, Bernstein, 2007; Borba, 2009).

If sex work has been a major area of scientific discussion in different fields, why has sociolinguistics been so timid with regards to the important role of language in the commerce of sex? This is the question the papers in this panel aim to address. In this scenario, this panel aims to advance a discussion of the analytical possibilities and methodological challenges the study of sex work poses to sociolinguists. To do so, the papers draw on data from published work which investigates different aspects of language in venues where sex is exchanged for money, linguistic anthropological ethnographic fieldwork in a female red light district in Hong Kong, and narrative analysis of the blurred semantic and pragmatic lines between sponsorship and sex work in relations among Western male tourists and local men who serve them in Cambodia. In his paper, Borba reviews the literature which investigates language in commercial sex venues. The author aims to systematize the debates of these investigations in order to hypothesise about the possibility (and the desirability) of a sociolinguistics of sex work. This discussion will be guided by the analytical affordances and the methodological challenges a sociolinguistics of sex work would have to face if it is to become an area of interest to the study of language and sexuality. To a great extent, Wo's and Rowlett's papers advance Borba's epistemological discussion empirically. Based on ethnographic fieldwork in a red light district in Hong Kong, Wo investigates the role of globalization in the semiotics of intimacy and language use during sexual transactions among multilingual female prostitutes and their Western clients. To do so, the author analyses how the mixed use of English, Tagalog, Bahasa Indonesian, Chinese and Thai impacts the pursuit and accomplishment of business transactions in which sex is sold. In his turn, Rowlett analyses small stories told by Western tourists and Cambodians to demonstrate that the practice of sponsorship works on two interrelated levels. The first locates sponsorship arrangements within discourses of aid and development, where the local is 'supported' by the non-local, but the second foregrounds a sexualized, transactional aspect to these relationships. All in all, the papers this panel gathers aim to demonstrate that studying the role of language within sex work does “tricks”, as it were, to our current understandings of linguistic power, agency and victimization, identity construction and the commodification of sex and intimacy as well as the commodification of gendered language use.

**Panel 1**

**Turning tricks: Possibilities and challenges for a sociolinguistics of sex work**

**Parallel Session 1, Thursday***

**Rm 2200**

**Convener:**

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**Discussant:**

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**Presentations**

**A sociolinguistics of sex work? Analytical affordances and methodological challenges**

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The few published works which examine language in commercial sex scrutinize its role in identity construction, stigma negotiation, and the complex relations between agency and victimization. This paper aims to review this literature in order to systematize the analytical possibilities and methodological challenges a sociolinguistics of sex work would have to face so as to enrich our understandings of linguistic power, agency, identity construction, and the commodification of sex and intimacy. What gain would a sociolinguistics of sex work bring to language and sexuality research? How do we tackle the methodological obstacles sex work imposes to sociolinguistic research? These are some of the questions this paper attempts to address.

**Keywords:** sex work, sociolinguistics, language and sexuality

Narrating intimate vulnerabilities in Hong Kong's Wan Chai

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This paper examines competing discourses of vulnerability and authenticity during non/transactional and de/commercialized sexual exchanges in Hong Kong's infamous The World of Suzie Wong red light district. Originally a site of
Rest and Recreation for American and British servicemen, Wan Chai’s Lockhart Road represents an area that celebrates whiteness, heterosexual masculinity, and western modernity. Nine months of ethnographic fieldwork revealed particular lexical and discursive nuances that outline Wan Chai’s present sexual landscape wherein power, vulnerability, and desire are negotiated along a spectrum of intimate exchanges between white male expatriates from ‘the West’ and Southeast Asian female migrants.

Keywords: sex work, masculinity, intimacy, Hong Kong

“The lines are blurred” – Same sex relationships and the practice of “sponsorship” in Cambodia

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In this talk I will focus on how the practice of “sponsorship” is discursively constructed as a way of describing same sex relationships established between Cambodian men and men from the global north. Through a positioning analysis of short narratives, I will demonstrate how “sponsorship” works on interrelated levels: located within discourses of development, where the non-local is supported through educational opportunities, but also as a sexualized, transactional relationship. This analysis therefore seeks to provide insights into a local practice where the lines between friendship, mentorship, support and sex work are considerably blurred.

Keywords: Cambodia, positioning analysis, local practices, sponsorship, transactional relationships

Parallel Session 1 and 2, Thursday
Rm 2301, Academic 2

Convener:
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There is little doubt that schools and – more specifically – classrooms are the primary mechanisms of social construction, shaping values and attitudes in learners, including gender and sexuality (see Adger 2005; Holmes 2008). In Fairclough’s words, “educational practices themselves constitute a core domain of linguistic and discursive power and of the engineering of discursive practices” (2010: 532). Hence there is little surprise, if any, that the last five decades have witnessed a vibrant international interest in redressing gender imbalance focusing on educational contexts in general (Mustapha and Mills 2015) and (language) classrooms, literacies, and learning materials (textbooks, pedagogical grammars and dictionaries) in particular (cf. Menard-Warwick et al. 2014). In the case of learning materials, the heterogeneous nature of paradigms employed has however resulted in limited possibilities of carrying out meta-analyses and reliably assessing the impact that this critique has had on textbook and dictionary production (see Lee 2010). Also, while this research has enjoyed a longstanding tradition in some cultural and geographical contexts, others are only taking their first steps in scrutinising textbooks (e.g. Chmura-Rutkowska et al. 2015).

Sexuality, as an analytical category, in turn, has only recently entered the picture with the conclusion that heterosexuality is “strategically privileged” (Gray 2013) (notice the addition of sexuality to the 2003 edition of the Handbook of Language and Gender and Gender and Sexuality (Holmes and Meyerhoff eds. 2003) which in its second edition became The Handbook of Language, Gender, and Sexuality (Ehrlich et al. eds. 2014)). Instead of rather unrealistic expectations of sexual diversity, it has been argued that ‘degrees’ of heteronormativity should be explored and ‘high degrees of non-heteronormativity’ encouraged (Sunderland 2015b). Research shows that there has been some improvement with respect to representations of gender (and none in terms of sexual diversity), however observations tend to vary (Mustapha and Mills 2015: 14–16) and require further more complex treatment coupled with fine-grained analyses (Sunderland 2015a) and geographical subtlety.

The shift in the research paradigm from looking at textbooks as autonomous entities to viewing them in broader classroom and socio-political context(s) (which are necessarily location-specific) emphasises the key role of teacher-mediated in-class discourse (Sunderland 2000). Both teachers and students are active agents capable of challenging, negotiating and/or contesting normativities present in learning materials, making the process of text ‘consumption’ dynamic and unpredictable. This observation has spawned research into classroom discourse more widely regarding both gender and sexuality (e.g. Sunderland 2004; Nelson 2009; Pakuła et al. 2015a).
2015): this reports patchiness, i.e. a mixture of progressive and conservative constructions. Other strands of research have examined classroom participation and linguistic spaces finding, inter alia, that male students are afforded more speaking possibilities (e.g. Jule 2004).

In the spirit of socially engaged research, these observations should be seen as a call for further exploration married with praxis-oriented recommendations for educational practitioners and stakeholders. While learning materials-oriented research has been in decline, it should still be considered worthy of attention and valid, if largely fundamental to examining the dynamics of ‘talk around the text’.

This panel brings together leading researchers conducting research in the field of gender and sexuality in (language) education. The papers in this panel will explore state-of-the-art studies on learning materials and in-class practices in a spectrum of geographical and cultural contexts with the aim of identifying avenues of future research. Importantly, discussion will also aim at exploring whether it is unrealistic to think of universal campaigns addressing local gender- and sexuality-related issues in (language) education, and local alternatives to these.

More specifically, this panel seeks to address the following issues:

1) Gender and sexuality representation in textbooks and reference materials: what has been achieved, what remains to be done?

2) Gender and sexuality construction and negotiation in in-class interaction: how much do we know? Do we know enough?

3) Have gendered and sexual identities undergone redefinition? If yes, how has this been manifested linguistically and extralinguistically in the classroom? How might it be?

4) Gendered (and sexual) in-class participation and linguistic space: what are some local and global findings? What are some ways towards socially equal in-class participation?

5) How can the classroom become a more inclusive and welcoming social space with respect to sexual diversity? What (linguistic) techniques are used and what could be used?

6) How do cultural geographies shape (and hinder) ways of ensuring socially equal education?

Presentations

Strategies of increasing awareness of gender- and sexuality-related issues in Polish education

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Poland has recently seen an “anti-gender crusade” undertaken by the Catholic Church, conservative politicians and other groups in the name of protecting children, the family and the Christian civilization. In this context I will discuss recommendations concerning the problem of discrimination in Polish schools drawing on the most recent research projects. I will also report on the findings of the largest textbook analysis project to date “Gender in Polish Textbooks”, that I co-ordinated, to address the question of possible actions to be undertaken as the project’s follow-up in order to raise awareness of gender and sexuality-related issues in textbook materials.

Keywords: gender-fair approach, textbooks, education, discrimination

Why linguistic space still matters: Gendered language use in class participation

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Language and classroom interactions between teachers and students, particularly in regards to the use of Linguistic Space, continue to offer insights concerning the particular importance of silence used as a speech strategy of belonging to or of exclusion from the group. The analysis of gendered speech is set within the earlier feminist linguistic theories of Jennifer Coates (1993, 1998a, 1998b) and Deborah Cameron (1998, 2001) with specific recognition of silence as a speech strategy (Ardener, 2005). The amount and kind of talk used by the teacher during classroom lessons, particularly seen in the use of I-R-F method and lecturing, are explored.

Keywords: Linguistic Space, pedagogy, IRF teacher methods, classroom participation

Language textbooks and sexual identity: Representation and consumption

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Many students will not identify with the relentless heteronormative textbook portrayals of mum-dad families and boy-girl romance. Sexuality representation is complex: no-one expects equal numbers of gay and straight characters; in many contexts, the only possible textual representation of sexuality is heterosexuality. However, teachers may be able to interrogate heteronormative texts, opening up previously closed readings. ‘Degrees of heteronormativity’ may be identifiable. Researchers need to look beyond sexuality and heteronormativity in texts: are progressive texts endorsed by teachers and/or students? are traditional texts problematised? Or not? Classroom consumption of a text points to its possible relationships with actual sexual identities.

Keywords: consumption, heteronormativity, language textbooks, representation

Queering ESOL: Towards a cultural politics of LGBT issues in the ESOL classroom

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Since the UK Equality Act of 2010, schools and colleges are legally bound to ensure LGBT students are not discriminated
against. *Queering ESOL* was a series of seminars which explored the tensions inherent in making LGBT issues visible in ESOL practice, in particular the problem of disclosure and risk and the opportunities and challenges of the superdiversity and intersectionality inherent in ESOL classrooms. I will argue that if LGBT issues are to be incorporated into ESOL in a meaningful way, this will be best achieved through critical, participatory approaches to pedagogy and not as a response to top-down policy directives.

Keywords: ESOL, LGBT, language teaching

‘I always have trouble with words to use for my junk’: Relinquishing body/gender dualism in classrooms

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In this paper I query ideologies of exclusive dualism in relation to bodies, gender and sexuality across the curriculum. I draw on insights from ten years of work with intersex activists in classrooms in New Zealand and Hong Kong, and my current research with intersex collaborators in the USA, to address who is most invested in dualistic ideologies. Evidence shows that students from a diversity of societies adapt well to the knowledge that male/female and man/woman do not suffice to explain the world around us. Exploring language to articulate that knowledge remains important for preparing young people for citizenship.

Keywords: biocitizenship; embodiment; ideology; intersex; non-dualism; sexuality education

Panel 3

Discourse in caring professions: Challenging gender stereotypes

Parallel Session 1, Thursday
Rm 2208, Academic 2

Conveners:
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Despite aims for gender equality in the workplace, occupations continue to be categorised as suitable for one gender or another (Britton: 2000). This entrenched division of labour is arguably linked to traditional gender dichotomies based on biological paradigms (Huppatz and Goodwin: 2013, Nilsson and Larsson 2005). Women have traditionally belonged to the private, domestic sphere and typically worked within jobs that adhered to the feminine stereotypes of support, caring and nurturing; male dominated jobs by contrast seem to be labelled as encapsulating normative masculine qualities such as assertiveness and competitiveness (Hendal et al: 2005, Williams: 1995). In reality, however, the gender of respective workforces reflects greater diversity.

Alongside the perceived, if not actual, gender makeup of the workforce, occupations also become gendered if they are thought in terms of, or described by, discourse that is based upon ideas of hegemonic masculinities or femininities. The concept of a gendered occupations thus emerges from the skills and characteristics that men and women are assumed to encompass due to their gender (Mullany: 2007). Society views people who step out of this gender construct, for example into non-traditional lines of work, as deviant to the mainstream: they become de-masculinised or defeminised.

In the specific case of ‘caring’, typified by professions such as nursing, aged care or primary school teaching, roles are often defined in opposition to masculine stereotypes (Whittock & Leonard: 2003, Holyoake: 2001, Britton: 2000). This has led scholars to question men’s ability to perform such caring roles as this is not seen to be a typical characteristic of masculinity (MacDougall: 1997, Holyoake: 2001). However, describing a setting as mainly feminine or masculine only takes one aspect of that workplace setting as an importance influence on all activities within that setting (Holmes and Schnurr: 2006).
Furthermore, what is perceived to be men’s work or women’s work can differ across different countries. The neat match of a gendered profession to gendered behaviour deserves further investigation.

At IGALA 2008, a panel on sex-segregated occupations highlighted the gendering of occupations such as nursing. The contributors to the proposed panel aim to build and respond to that panel. The papers aim to challenge gender norms in two ways: (1) by focussing on interactions involving men enacting their caring identity in normatively feminine contexts we challenge the emphasis on gender as the most salient category in interpreting behaviour; (2) recognising the multiplicity and fluidity of gendered behaviour we represent cultural and occupational contexts where other explanations can be offered. The proposed panel comprises three papers plus a respondent. In each case the focus of the papers is caring, but the analysis reflects different cultural contexts and occupations, namely nurse-nurse interactions, eldercare enacted by non-native speaking workers, and male-female carers’ interactions in handover meetings.

Presentations:

Is the discourse of ‘Caring’ gendered? Exploring male nurses’ linguistic behaviour

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Research has illustrated that a speaker’s linguistic behaviour can be shaped by their surrounding context, especially within ‘gendered’ occupations. However, there has been little research into the linguistic behaviour of men working in ‘female’ occupations. This paper focuses on male nurses’ linguistic styles to address this gap. Spoken data collected from three male nurses within nurse–nurse interactions are explored using discourse analysis and the ‘community of practice’ paradigm. Results indicate that male nurses’ discursive behaviour does not differ from that which sociolinguistic literature has repeatedly classed as ‘feminine’ as their language fulfills discourse tasks essential to their caring work role. In short, the men are doing being a nurse.

Keywords: Community of Practice, gendered occupation, masculinity, nurses, workplace discourse.

The gendering of professions across cultural boundaries: Male workers in aged care

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In our recent explorations of gendered stereotypes in caring professions, we (the panel members) have compared interactional data collected in different national contexts and involving participants from a range of cultural backgrounds. The analysis has highlighted the influence of sociocultural norms on identity construction: gendered discourse is relevant in all cases, but the interpretation of interactional behaviour is clearly contextually-dependent. In this paper I explore recordings of male eldercare workers focusing on their negotiation of masculine, professional and ethnic identities in interaction. The analysis aims to complexify our understanding of stereotypically gendered professions to include other salient sociocultural constraints.

Caring discourses in handover meetings: Exploring gender and leadership in a ritualized genre

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In a hectic hospital environment where clinical action largely depends on the effectiveness of the information provided in handover meetings, the prevailing structure of the meeting genre may play a rather more salient role than gender in regards to how nurse managers communicate with their team. This paper explores five video and audio-recorded handover meetings that took place in a public hospital in New Zealand. Viewed from a social constructionist perspective, this study explores the linguistic behaviour of one female and one male nurse manager as they chair morning handover meetings in such a highly ritualised and normatively feminine context.

Key words: handover meeting, unisex genres, ritualised contexts
This panel aims to explore the ways dominant gendered discourses (Sunderland 2004), hegemonic ideologies of binary conceptions of gender, asymmetrical gender roles and heteronormativity persist despite the recent social, political and economic shifts in Japan. All nine papers conduct discourse analysis of conversations, texts, and metapragmatic discourses concerning the changing ideologies of gender and sexuality in a wide range of linguistic interactions and media representations, including advertisement, television drama, animation, internet blog and talk show. These analyses are situated within the rapid structural changes in Japanese society mainly caused by the emergence of a global economy and globalization in almost every aspect of social life as well as its counteraction, the upsurge of conservative nationalism.

The Japanese government issued the basic act for a gender-equal society in 1999. While the impact of feminism and equal opportunity legislation and implementation over the past 20 years undoubtedly have changed people's awareness concerning gender and sexual diversities, the traditional regimens of gender and sexuality continue to dominate Japanese society. Previous assessments of the effects of feminist and governmental efforts to improve gender and sexual equality in Japan have been conducted mostly by public surveys (Gender Equality Bureau Cabinet Office Japan 2000-2014). The statistical data provided by these surveys help us capture the changes observed in attitudes of the general public towards gender and sexuality. To understand how and why asymmetrical gender roles and heteronormativity maintain their privileged status in Japanese society, however, it is crucial to analyze the role hegemonic gender and sexual ideologies play when people refer to and attempt to promote more diverse understandings of gender and sexuality in a specific interaction and in a specific media representation.

The post-structural notion of gender as performativity has made it possible to imagine the transformation of gender asymmetry by subversive practices (Butler 1990). Nevertheless, some researchers have pointed out why subversive performances often remain ephemeral, leaving the prevailing power order largely untouched (Kothoff & Wodak 1997; Philips 2003). Others have emphasized the normative and restrictive force of hegemonic gender and sexual ideologies (Cameron 2014; McElhinny 2014). The recent focus on the co-constructive nature of linguistic interaction suggests that, to make our semiotic practice intelligible, functional and decodable to the recipients, we need to depend upon the dominant understandings of gender and sexuality in some interactions (Eckert 2002; Queen 2014). Through this panel, we hope to demonstrate how the normative force of hegemonic gender and sexual regimentations finds ways for the interlocutors to orient to them even in situations where they are attempting to propose, legitimate and perform non-normative gender and sexuality.

The papers of the panel analyze: 1) how the conversations in television animations continue to encourage young female children to learn Japanese women's language, at a time when most Japanese women do not speak women's language normatively associated with polite, indirect, ideal femininity; 2) how the newly emerging notion of "househusband" is negatively defined as an exceptional male role in a television talk show; 3) how young people use Japanese gender-differentiated first-person pronouns and shows that the choices of young female and male speakers depend on traditional gender norms; 4) how the representation of a regional linguistic variety in a television drama denies its association with ideal Japanese femininity, despite the fact that the value of the variety has been elevated by its use in media; 5) how and why the new Japanese ideal femininity of "cuteness (kawaii)" represented in Japanese commercials differs from the ideal Russian femininity in Russian commercials; 6) how the representation of a non-Japanese heroine in a Japanese television drama makes it easier for the viewers to accept the Japanese traditional asymmetrical relationship between husband and wife by emphasizing her non-Japanese appearance; 7) how young Japanese men invented a new style of speaking that indexes the stance of polite solidarity responding to the shift in economic structure while keeping the traditional hierarchical nature of Japanese homosociality; and 8) how the shifting Japanese terminologies for non-binary gender identities change depending on dominant social discourses.

**Presentations**

**Feminine sentence final forms in kid’s anime:**
**Analysis on utterances of young female characters**

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The purpose of this study is to examine young female anime characters’ utterances, focusing on the use of feminine sentence final forms in Japanese. The result obtained from five different Japanese anime shows that the main protagonists use fewer feminine forms than the supporting cast members. This suggests that even though the use of such forms has been ideologically recognized as “adult women’s behavior”, feminine forms in these anime are used to construct the attributes of at least two character types rather than to depict adult women. This is done by differentiating the number of feminine forms given to them.

Keywords: Japanese language, feminine form, anime, female character
Identity and category construction of ‘househusbands’ in Japan

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This paper examines how the identity and category of ‘househusbands’ are constructed by themselves as well as others in Japan, using data of TV talk shows. To the best of the author’s knowledge, this is the first study that illustrates interactional construction of the identity and category, utilizing Conversation Analysis (CA) and Membership Categorization Analysis (MCA). Membership categorization is viewed as a resource for performing interaction as well as a vehicle for identity construction. The analysis also suggests ways in which traditional gender roles in Japan are maintained and a role of mass media both at micro and macro levels.

Keywords: identity construction, Conversation Analysis, Membership Categorization Analysis, househusband, traditional gender roles, media discourse

Japanese first-person reference: Its choice and gender norm

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The aim of this paper is to illuminate the ideology Japanese native speakers have in mind when selecting first-person reference expressions. Using survey data on first-person reference, this paper discursively examines what motivates the choice of expression and discusses how the seemingly default forms (ore for male speakers and watashi for female speakers) are selected based on respective male/female gender norms of toughness/proper womanliness. In particular, this paper demonstrates that each first-person reference form contains an ideological gender meaning, which is manifested in its choice, and this choice is made consciously to present oneself as a certain type of person.

Keywords: Japanese first-person reference, gender ideology, discursive practice

Who speaks Tohoku dialect?
Stigmatization of Tohoku dialect in the media

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This paper claims that during the boom period of dialects in Japan, Tohoku dialect (TD), spoken in the northern part, is persistently associated with rural image and is stereotyped and marginalized more than ever through the media. In the 1990s, dialects came to be considered as valuable in need of preservation. Accordingly, media used dialects for entertainment. NHK morning dramas have often featured local people with dialects outside Tokyo. However, NHK has tended to avoid heroines speaking TD due to its stigmatized image. This paper focuses on female characters with and without TD, and linguistic TD features represented in the dramas.

Keywords: Tohoku dialect, stereotyped image, female characters, TV dramas, mock

Creation of new femininities in contemporary Japanese and Russian commercials

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Societal ideals regarding femininity and the way women use language are strongly intertwined, making it essential to examine femininity alongside women’s speech in various cultures. By comparing two culturally and linguistically different societies, Japanese and Russian, we can better appreciate the common and distinct elements relating femininity to women’s language usage and gender ideologies. The present research examines Japanese and Russian televised commercials, analyzing how linguistic choices made for women solidify gender ideologies and create various types of femininities. Juxtaposing women’s discourses in media contributes to the overall understanding of the culture-sensitive nature of femininity and stereotypes about women.

Keywords: femininity, media, Japanese, Russian

An ideal Japanese woman? Domestication and alienation of a Scottish heroine in a Japanese TV drama

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The drama, “Messian,” in which a foreigner plays its heroine, advocates cultural nationalism. Ellie, the Scottish heroine, is a conduit through which viewers revisit Japan’s virtues. The drama elevates Ellie as an ideal Japanese woman, eager to learn traditional cooking and to perform ‘wifely support.’ Simultaneously, Ellie is depicted as distinctly non-Japanese. Ellie’s hair is blonde. She continues to utter fragmented Japanese for years. She hardly uses regional dialects. By manipulating her appearance and language to be distinctly non-Japanese, the drama highlights Ellie as an outsider and underscores the idea that only the Japanese can know its language and culture.

Keywords: language ideology, media, nationalism, multiculturalism, dialects, Japan

Polite solidarity: Japanese young men’s Invention of a new sentence-final form, Su

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This paper shows how Japanese young men negotiate the relationship in the shifting political economy by inventing a new style of speech, characterized by the use of su, the shorter form of the polite sentence-final copulas desu and masu. I argue that su indexes a stance of polite solidarity, a valuable stance for young men who need to maintain the hierarchy to establish homosociality, but the polite masu/desu came to index distance rather than deference. The analysis of natural conversation also
demonstrates that the form su functions as a contextualization cue, constructing hierarchical solidarity and specifying an addressee.

Keywords: young masculinity, stance, style, hierarchy, solidarity, politeness, Japanese

From “Miss Dandy” to “X-Gender” – Non-binary gender identities in Japan from the 1980s to today

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The language used to describe non-binary gender identities has developed vastly in the past thirty years. Focusing on the 1980s up until present day, this presentation explores the different terms and terminology that have been used to refer to non-binary gender identities in Japan, and examines the specific socio-historical contexts in which these terms were used and the social changes that may have led to their eventual decline. This presentation attempts to capture the changing times and terms used to describe non-binary gender identities in Japan, as well as discuss how the terminology used also reflects changes in social discourses.

Keywords: Japan, transgender, language

Panel 5

Transgressive intersections in social media

Parallel Session 3 and 4, Friday
Rm 2200, Academic 2

Conveners:

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This panel focuses on participatory informal and interest-driven social media activities in which transgression serves and is taken up as a recurrent mode of communication and action (Gournelos and Gunkel 2012). In particular, the papers in the panel look at how transgressive strategies are drawn on and made sense of in the construction and relational positioning of selves and others in which identity categories interact through multiple axes of (dis)identification and in- and exclusion simultaneously. The papers draw their inspiration from an intersectional approach to analysis that is concerned with the investigation of the problem of sameness and difference and its relation to power (e.g. Cho et al 2013), and investigate the multi-semiotic and discursive ways in which social media actors engage in transgression, by crossing and recrossing the commonly determined bounds of norms. The analyses show in detail how such actions both challenge and highlight the norms policing gendered identities, and their ‘uncrossability’ in social life (Foucault 1977; Wolfreys 2008), while also giving rise to new norms in the process.

Presentations

Ephemeral self-portraits: Challenging beauty norms on Snapchat

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This paper discusses Danish teenagers’ transgressive uses of the photo-based communication app Snapchat. Based on a large collection of Snapchat interaction, we demonstrate how smartphones are moving objects in school through which participants manage to access each other’s profile and thereby transgress their own speaker positions. This is used strategically in the ongoing process of managing self-presentation on the thriving heterosexual market. Concurrently, the teenagers act according to an ‘aesthetics of ugliness’ that works as a stark contrast to normative requirements of attractiveness. By posting ugly selfies, the teenagers negotiate norms of attractiveness in their transgressions of standardized beauty images.
#uglyselfie as transgression

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This paper focuses on the ‘ugly selfie’ phenomenon on social media. The practice of posting ‘ugly’ selfies has been presented both as an entertaining pastime, but also as a form of transgression and a statement against what is characterised as highly idealised forms of self-presentation on social media. The paper examines the transgressive aesthetics of Instagram selfies posted using the #uglyselfie hashtag, and the reception of ‘ugly’ selfies through social media users’ comments on them as well as media discourse on the phenomenon, to address gendered norms regarding self-presentation on social media.

Keywords: social media, self-presentation, media ideology, selfie

We’re all born naked and the rest is drag: The construction of drag queen identities on Instagram

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While drag queens have been performing gender for centuries, the introduction of social media platforms could be changing the way that drag queens construct identity. To explore how drag queens and their audiences construct and co-construct identities, qualitative case studies were prepared using 50 Instagram photos from three American drag queens. Frameworks like Goffman (1959) and Buchholz & Hall (2005) have been applied to deconstruct the photographs and derive themes. The results indicate that drag queens use a variety of complex aesthetic and linguistic strategies to construct identity, and one overall goal of this construction is to express professional communication.

Keywords: drag queen, gender, identity construction, social media, Instagram

‘Good mums don’t, apparently, wear make-up’: Negotiating discourses of motherhood in Mumsnet Talk

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This paper explores the discourses and related subjectivities that are negotiated by contributors to the discussion forum of a popular British parenting website, Mumsnet ‘talk’. Drawing on analysis of a single thread posted to this forum, I show that participants use a range of linguistic resources to challenge dominant discourses of motherhood and to take up resistant discourses that position them as individuals in their own right, or as equal parents. However, my findings also suggest that it remains difficult here, as elsewhere, for women to escape dominant discourses that work to fix them in restricted, gendered subjectivities.

Keywords: Mumsnet, motherhood, subjectivity, discourses, online interaction

Disparagement of classed motherhood in social media

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On the basis of data from different Finland-based social media platforms, this paper will investigate how mothering, i.e. the figure of the mother as a classed being as well as her mothering and homing activities are constructed in parodic ways in informal and interest-driven social media activities. Drawing on sociolinguistics and semiotics of social media discourse, I will show how such activities mobilize playful and transgressive multisemiotic strategies that both highlight and challenge norms policing identities at the intersection of gender, motherhood and class, and how they relate to hegemonic discourses as well as to on-going social change.

Keywords: sociolinguistics, intersectionality, transgression, social media, motherhood

Chinese American counter-hegemonic stances: Dattoisanguy’s performance of gendered hardcore on YouTube

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This research examines language practices of Hoisan-wa heritage people by looking at the YouTube videos of one U.S. born Hoisan ngin (台山人 ‘Hoisan person’), dattoisanguy, whose linguistic repertoire involves using African American Vernacular English and code-switching into Hoisan-wa. Data for this project come from dattoisanguy’s Youtube videos (21 minutes) and their corresponding comments. We documented each instance of a gendered hardcore persona and looked for mentions of a counter-hegemonic stance against stereotypes in dattoisanguy’s monologues and the comments section. Using a multicompetence and symbolic competence framework, we view his videos as a meaningful way of moving beyond caricatures of Hoisan-wa language and culture.

Keywords: sociolinguistics, intersectionality, transgression, social media, motherhood

Transgressive noising and wild publics: Genderfluid identity performances online

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This presentation examines strategies of performing online identities of genderfluid - an umbrella term covering individuals with a range of dynamic gender identities - as acts of identity (tress)passing and (dis)identification. Looking at
online communities requiring user anonymity such as Reddit, the discussion investigates users’ transgressive strategies online in terms of their production of noise, i.e. the production of as yet formless or unformed knowledge that suspends the audible or the known (Deleuze, 2003) around wild publics (Deumert 2015), inviting us to revisit our understanding of gender as well as the nature of digital publics and participatory cultures.

Keywords: genderfluid, transgression, noising, wild publics, online identities

Since the beginning of post-apartheid South Africa, gender relations and inequality have been re-addressed in the context of civil rights, government, and institutions such as the media. Reid and Walker (2005) point out, for instance, that with the dawn of a new democracy, the gender order in South Africa has shifted from a patriarchal system to one that “has given way to new ideals of equality between men and women, which are enshrined in the Constitution” (see also Morrel 2001, Hearn and Morrell 2012). However, twenty years into this new democracy, multimodal representations of language, gender and sexuality suggests that as a multilingual, multi-ethnic and multi-racial country, South Africa is still grappling with the spatio-temporal dynamics of gender power and dominance (cf. Atanga et al. 2013).

Building on Atanga et al’s (2013) volume, we are concerned with how gender traditions, struggles, and the fight for change continue to complicate hegemonic gender relations, or overprivilege one form of gender representation and language use among men and women. The papers on this panel aim to advance research and investigations into representations of language, gender and sexuality in South Africa. The aim of this panel is to contribute to the field of language, gender and sexuality across varying contexts and spaces in the ‘new’ South Africa. Specifically, it will showcase papers that report on how the virtual space or virtual linguistic landscape, institutions of higher learning, the local South African hip-hop scene and theatrical performance; mark and reveal the intersectional dynamics of language, gender and sexuality.

All the papers will demonstrate how the notion of multimodality helps to pick apart language, gender and sexuality as variables that intersect and contrast in dynamic ways and across various contexts and spaces in the new South Africa. Our focus on the multimodal analyses of those variables aims to redress a gap in the South African literature on language and gender: namely, the urgent need to engage and respond to narratives and representations of static and ephemeral practices framing traditional and contemporary ideas of gender in the new South Africa. Specifically, we argue with this panel that the notion
of multimodality, as an analytical and methodological tool, usefully allow us to reflect on how to study (1) the queer(ing) of the sociolinguistic, political and gendered landscape, (2) how women and men venture into ‘transgressive’ virtual spaces through an analysis of semiotics which construct BDSM bodies, (3) how language and the body are sculpted multimodally and then ‘mapped’ both discursively and corporeally in unexpected ways. A common thread that runs through each paper are the grounding of empirical data studies to advance a language and gender politics firmly situated in Southern Africa, specifically with respect to the complexity of gender roles, patriarchy and hegemonic masculinities as normally understood.

Presentations

“It’s my body. I do what I want”: Multimodality, tattoos and creative female “skinscapes”
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This paper compares tattooed bodies of female students at three different universities in South Africa. Cushioned within broader work on semiotic landscapes, this paper views bodies as corporeal discursive localities or “skinscapes” (Peck and Stroud 2015). This study offers a novel multimodal methodology (body silhouettes) to uncover alternative and creative constructions of gender amongst the participants. This study unpacks larger issues on religious resemiotization, shared meaning, as well as the “no tattoo” tattoos. Creative skinscaping offers insights into the female form as (often) ideologically constrained, (sometimes) agentic and always the recipient of (male) gaze in the public domain.

Keywords: multimodality/multisemioticity, tattoos, “skinscapes”, geosemiotics, agency

Ready-to-wear sexual politics: The semiotics of visibility on Wits Pride T-shirts
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The aim of this article is to investigate T-shirts as semiotic tools of the politics of visibility. Drawing on a queer multimodal approach, the article offers an analysis of four T-shirts that were distributed between 2011 and 2014 by the Transformation and Employment Equity Office at the University of the Witwatersrand, in the context of the annual campus Pride parade. Our main argument is that changes over time in the design of Wits Pride T-shirts represent a shift in what is claimed to be the main goal of campus sexual politics and in the proposed means to achieve that goal.

Keywords: gender, multimodality, visual analysis, queer, sexuality

Drag kings in Cape Town: Multimodal space and the performance of gendered subjectivities
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This study brings attention to performances of masculinity by women in South Africa through a multimodal analysis of the stage performances and Facebook activity of the country’s first known drag king troupe, Bros B4 Ho’s. The study will decode the semiotic and discursive choices made by the kings to argue that what they do is not always a straightforward disruption of heteronormative masculinity – at times they reproduce and reinforce the very structures they seek to critique. Lastly, the study will explore to what extent a drag king act in this context can be viewed as part of a broader decolonising project.

Keywords: Gender, Language, Performance, Drag kings, Multimodality, Critical discourse analysis, Social networking, Cape Town, South Africa

“Troublesome men: Performing multimodal hip-hop ‘beef’ and sexualizing masculinity”
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In this paper, I aim to demonstrate how ‘beef’ as a genre becomes localized, are multimodally performed in online and offline multilingual spaces, and are tied to the everyday sexualization of masculinity. In the first part, I provide a brief historical overview of gender, language and masculinity in hip-hop culture. In the second part, I analyze multilingual hip-hop practices and performances to illustrate how through the practice of a multimodal register local masculinity emerges in Cape Town. I conclude by arguing that hip-hop artists and academics alike should forcefully reconsider how the link between language and performance genres such as beef are forged in the project of hip-hop gender authenticity.

Key words: troublesome, men, multimodality, “beef”, hip-hop
High levels of sexual violence against women is a worldwide problem that is arguably more or less sanctioned by the social-cultural practices used to address it within any given society. This panel will bring together an international group of researchers who are conducting linguistic investigations into the ways sexual violence is constituted and managed within a variety of settings including education, government policy, public and social media and the law. The papers in this panel show there is cultural variability in the extent to which rape is recognised as a serious crime and also in the ways societies address it. Even where rape is recognised as a serious crime there are significant problems in its policing and prosecution. In Anglo-American societies, at least, there is a culture of minimising and downplaying the significance of sexual violence and rape, especially when women are raped by men they know and have trusted. Normative conceptions of heterosexuality construct rape as ‘just sex’ (Gavey 2005) and culturally-ideal victim types form the backdrop against which complainants in rape cases are evaluated (Anderson and Doherty 2008).

The papers in this panel will highlight the issue of sexual violence against women, further developing understandings of the important roles that discursive, interactional and textual realities have in reflecting and challenging the ways it is managed. Contributors will consider the ways linguistic research can inform and support positive changes in the treatment of sexual violence by legal institutions.

Presentations

‘The Nirbhaya who lived’: Linguistic representations of rape victims and their perpetrators

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This paper considers whether proposed reforms following the gang rape and murder of Jyoti Singh have led to a change in attitudes towards rape victims and their perpetrators. CDA was carried out comparing two ‘stories’: one from a rape survivor published in the magazine *Femina*; the other from a convicted rapist interviewed for a BBC documentary *Daughter of India*. The purpose is to gain insights into the connection between language and rape and sexual violence to show how psychologising attributes are combined with other linguistic devices to refer to sexual violence, mitigate perpetrators’ responsibility, conceal victims’ resistance and blame or pathologise victims.

Keywords: rape, sexual violence, CDA, victims and perpetrators

Sexual violence and social media: Blurring the boundaries between ‘public’ and ‘private’

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This paper considers the changing nature of legal cases involving sexual violence in late-modern societies where new media has increasingly blurred the boundaries between the ‘public’ and the ‘private’. Adjudication has often turned on ‘he said/she said’ battles in sexual assault cases. With the advent of social media, however, the blending of virtual public spaces with users’ private spaces has resulted in private and intimate events becoming available to wider audiences. In this paper I use the Steubenville (Ohio) rape trial as a case study in order to show how social media may increase accountability in rape cases.

Keywords: sexual violence, public/private, social media

Exceptionalising intersectionality in texts for domestic abuse survivors

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Sexual and domestic violence is disproportionately perpetrated against groups who experience intersecting disadvantages. Using critical discourse analysis and corpus methods, I analyze the construction of the implied reader in UK guidance for women survivors of domestic abuse. I argue that many practices they employ to construct solidarity are exemplary – such as centering survivors’ experiences and addressing survivors directly using first and second person pronouns. However, texts that address intersectional experiences adopt a distal stance using third person pronouns in exceptionalising discourses, framing minoritised identities as “the problem”. I conclude with recommendations to improve survivor support.

Keywords: domestic abuse, intersectionality, corpus, synthetic personalisation, implied reader, pronouns

Narratives of Gender-based violence in proceedings of the Brazilian legal system

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We analyze a collection of stories about violence against women in Brazil narrated in decisions of the Superior Court of Justice.
from 2008 to 2014. All cases fall under the legislation of the Maria da Penha Act, which is the Brazilian law that criminalizes gender-based violence. We employ a critical discourse approach combined with narrative analysis to discuss how the Brazilian Judicial system faces gender-based domestic violence that is taking place in different contexts of contemporary Brazilian society.

Keywords: narratives, gender-based violence, legal system, Brazil

Domination through questioning practices in the cross-examination of sexual assault complainants

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An aim of this work is to describe the cross-examination of complainants in rape trials as talk-in-interaction. It reports on a study of audio recordings of two court cases heard in New Zealand District Courts around 2009. Using conversation analysis, defense counsels question design was examined. Closed questions were pervasive. When complainant’s moved to challenge assumptions embedded in closed questions they were interrupted and prompted for a response that was consistent with the question format. Such practices were controlling and silencing, which parallel the power dynamics of rape itself.

Keywords: rape, courtroom interaction, conversation analysis

Does police interrogation pose special risks for women who have experienced domestic violence?

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Psychologists studying cases in which innocent people have confessed to crimes have discovered that the so-called Reid technique of police interrogation creates a discursive context in which vulnerable suspects can be induced to falsely confess. One risk factor that has not yet been considered is whether victims of serial domestic violence might be particularly vulnerable to coerced confessions. The linguistic attributes of the Reid technique closely parallel the psychodynamics of domestic violence, such that the coping mechanisms of women who have experienced domestic violence could lead to miscarriages of justice when they are interrogated using the Reid methodology.

Keywords: police interrogation, domestic violence, false confessions, coerced confessions

Panel 8

Discourse, gender and sexuality: Perspectives from the global south

Parallel Session 5, Saturday
Rm 2200, Academic 2

Conveners:

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Nearly ten years ago, one of us commented on current trends in the geopolitics of knowledge within sociolinguistic and (critical) discourse analytical scholarship, pointing to ‘the benevolent inclusion of critical and/or feminist discourse studies from non-western geographical regions in international fora, but marked as “other” instead of mainstreamed’ (Lazar 2005: 19). To this it could be added that some key post-colonial theorists – Frantz Fanon, Mahmoud Mamdani, Chandra Mohanty, Edward Said, Boaventura de Sousa Santos, and Gayatri Spivak to name just a few – are conspicuous by their nearly complete absence in sociolinguistic research (see however Pennycook (2001), Canagarajah (2011) and Fabricio (in press) for notable exceptions). It is with a view to partly re-dressing these epistemological imbalances and marginalization that we propose a panel that (1) is dedicated to non-western/northern contexts, and (2) brings with it different perspectives on current theoretical discussions in sociolinguistics. On this panel, we aim to mobilize the notion of the “South” as a heuristic lens through which to interrogate issues of gender and sexuality as expressed through different forms of semiosis.

All contributions on this panel focus on contexts in the southern hemisphere (Brazil, New Zealand, Singapore and South Africa). These are also contexts that, differences notwithstanding, share a past of colonialism and decolonization, and self-identify as belonging to the Global South. For us, engaging with the South has not just to do with casting the spotlight on specific geographical, historical and political conditions; it is also a way of intervening and contributing to current theoretical discussions regarding the South on the production of knowledge. Connell (2007) and Comaroff and Comaroff (2012), for example, have noted the Eurocentric bias of much contemporary scholarship in the social sciences and the humanities, in which the North is consistently and unashamedly posited as ‘the wellspring of universal learning’ and the South as ‘a place of parochial wisdom, of antiquarian traditions, of exotic ways and means, and above all, of unprocessed data’ (Comaroff and Comaroff 2012: 1).

We believe that the notion of the South can be strategically employed in order to increase the visibility of non-Western/Northern, postcolonial contexts in sociolinguistics inquiry. Such form of strategic highlighting, however, does not “other” these contexts, because we treat the South as a particular vantage point from which to understand broader social processes. In this sense, we see the South as an ‘ex-centric’ window, as the
Comaroffs put it, ‘on the world at large, a world whose geography [...] is made of a multitude of variously articulated flows and dimensions [...] a world that, ultimately transcends the very dualism of north and south’ (2012: 47). In this regard, we aim both to critically examine global connectivities between the North and the South in terms of flows and recontextualisations of meanings and practices, as well as connectivities (and divergences) of meanings and practices within the Global South. The South then is not “exotically” different from the rest of the world; rather, it is a powerful means through which to “speak back” to global discourses in locally sensitive ways.

All contributors draw upon well-established analytical concepts and methodological approaches, for example, conversation analysis, critical discourse analysis, narrative analysis, queer theory and homonormativity. But they do so with sensitivity to the specificities of the contexts which they analyze, and take the data as the springboard for a re-thinking of the concepts they use. For example the paper on Brazil offers a critique of Western identity categories and discourses; the paper on South Africa investigates issues of intersectionality, alliances and ruptures, and interrogates the notion of southern thinking in action; the paper on Singapore proposes a rethinking of homonormativity outside of Western contexts; and finally the paper on New Zealand complexes the notion of heteronormativity. Overall, this panel coheres around the theme of gender and sexuality in the Global South, and hopes to set off broader discussions about “Southern” theorization in sociolinguistics.

Presentations

Ex-centric textualities and rehearsed narratives at a Brazilian gender identity clinic

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Transsexuality is classified as a disorder by Diagnostic and Statistical Manual of Mental Disorders. This manual shapes trans-specific healthcare-policies worldwide. In this context, this paper discusses the discursive and intersubjective effects the imposition of a psychiatric diagnosis impinges on the daily life of Brazilian gender identity clinics. It aims (1) to critically assess the epistemological and political dynamics which make the global circulation of this diagnostic manual possible, and (2) to understand the socialization trajectory that leads to the materialisation of text-based, diagnostically driven, rehearsed narratives in consultations in a gender clinic in the global South.

Keywords: discursive colonization, transsexuality, socialization trajectories

Language and trans-Oceanic masculinity in New Zealand: South-south dialogue in sexuality education

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This study contributes to dialogues on language, sexuality and education in the global south. It aims to bracket New Zealand from the metropole to make local indexicalities and modes of subjectivity visible that might otherwise be imperceptible in the glare of globalization. In a critical incident, a group of transnational Cook Island boys performs a version of masculinity in which sexual objectification of the self and hip hop ‘swagger’ combine to draw on north-south and south-south flows of resources. A heteronormative performance becomes a non-heteronormative one. Existing southern theories from Oceania prove valuable, providing insights into trans-Oceanic genders and sexualities.

Keywords: global south, New Zealand, Oceanic masculinities, sexuality education

Black satyr/white father: Fanonian CDA at the race-gender intersection

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Critical Discourse Analysis seeks to unmask the discursive reproduction of unjust social structure. However, the theory produced in the Global South has yet to play a defining methodological role in CDA. This paper proposes a CDA framework based on Frantz Fanon’s “psychoexistential” exposition of race in Black Skin, White Masks (1967). Fanonian analysis of texts that form part of the campaign against rhino poaching in South Africa reveals the deployment of “black satyr” and “white father” masculinities that legitimise extrajudicial killing of poachers. We conclude that Fanonian CDA offers useful, uniquely Southern, tools for analysing the intersection of race and gender.

Keywords: Critical discourse analysis, southern theory, Frantz Fanon, race, South Africa, conservation, rhino poaching

Homonormativity, nationalism and social inclusion in Singapore’s Pink Dot movement

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This paper analyses the online publicity videos of Pink Dot SG, a non-profit movement which rallies support for Singapore’s LGBT community through an annual free-for-all public event. Emergent from the analysis are themes on the freedom to love, diversity and social acceptance, and family support. Overall, the videos index a discourse of “homonormativity” (Duggan 2003), which does not challenge heteronormative privilege. Even though homonormativity is deeply problematic from a radical (western) political position, this paper advocates context-sensitivity in understanding how such a discourse, in alignment with nationalistic sentiments, can be mobilized to do politics differently in a “Southern”, Asian context.

Keywords: LGBT community, homonormativity, nationalism, social inclusion.
Panel 9

Intersectionality, language and queer life/lives: Time and transition in LGBTQI life stories

Parallel Session 5, Saturday
Rm 2301, Academic 2

Conveners:
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Queer life of all sorts has been a focus of research attention from historians, sociologists, anthropologists and cultural theorists for several decades now, though arguably with a marked North European and American bias. However specifically linguistic perspectives on queer life stories are less well developed and the North bias needs to be engaged with from the perspective of intersectionality – which, as Heidi Safia Mirza (2014/15) suggests, 'provides a complex ontology of “really useful knowledge,” which systemically reveals the everyday lives of [those] who are simultaneously positioned in multiple structures of dominance and power as gendered, raced, classed, colonized, and sexualized “others.”' This panel therefore brings together a focus on language analysis and intersectionality studies. How is queer intersectionality enacted linguistically? We propose to look at transitions, transitioning, subjectivity and the performance of the self across a range of structures of dominance and power as gendered, raced, classed, colonized, and sexualized “others.” This panel therefore brings together a focus on language analysis and intersectional diversity in narrating queer lives. We examine the queering and what we call the re-queering of space in the work of the Singaporean poet and playwright Alfian Sa’at and the film-maker Boo Junfeng. We see the queering of space as constituted in an indefinite series of performative acts, achieved both in and through the body and through language. Queer spaces are constituted at an intersection between the affordances of place and the performative agency of queer subjects claiming and appropriating that space. We focus on Alfian Sa’at’s poems and his play Landmarks, as well as Boo Junfeng’s short films Tanjong Rhu and Katong Fugue.

Keywords: language, performativity, queer space, queering space, re-queering space

Presentations

Language, performativity and the body: the Queering and re-queering of space in Singapore

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We examine the queering and what we call the re-queering of space in the work of the Singaporean poet and playwright Alfian Sa’at and the film-maker Boo Junfeng. We see the queering of space as constituted in an indefinite series of performative acts, achieved both in and through the body and through language. Queer spaces are constituted at an intersection between the affordances of place and the performative agency of queer subjects claiming and appropriating that space. We focus on Alfian Sa’at’s poems and his play Landmarks, as well as Boo Junfeng’s short films Tanjong Rhu and Katong Fugue.

Keywords: language, performativity, queer space, queering space, re-queering space

Sexual orientation discrimination in Hong Kong – The unspeakable stories

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In Hong Kong, the debate about sexual orientation discrimination legislation involves the question: to what extent is there sexual orientation discrimination? Drawing on a 20-month research project, this paper argues that issues around coming out; fear of further victimization; expectation of negative treatment; and the strategy of disregarding discrimination as a survival strategy/coping mechanism, render life stories of sexual orientation discrimination often unspeakable. Thus, sexual orientation discrimination is likely to be underreported, and the ‘prevalence’ of sexual orientation discrimination is not an appropriate indicator for policymakers to decide on whether or not there should be legislation.

Keywords: discrimination, sexual orientation, Hong Kong

Assembling ‘Samira’: Understanding sexual humanitarianism through experimental ethnofictional filmmaking

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Samira is a 27-minute documentary ethnfiction on Karim, an Algerian male refugee selling sex as a transvestite (Samira) at night in Marseille. The film is part of the Emborders art-
Keywords: sexual humanitarianism, ethnofiction, migration

‘Entre el alivio y el palo’: A Spanish trans man’s narrative of transitioning in middle age

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This paper draws on a series of life story interviews with a recently self-identified middle-aged Spanish trans man who was previously ascribed the identity of butch lesbian. The interviews reflect the tension between what he describes as ‘el alivio’ (the relief) of initial identification with the concept of trans man and ‘el palo’ (the hassle) of deciding what to do next, given that he has ‘una vida hecha ya’ (literally ‘a life already made’). The paper explores the ways in which his new sense of himself is linguistically ‘brought about’, while shedding light on the complexity of trans experience.

Keywords: transgender, narrative, identity

Narrating intersection:
Time, space, and transition in one queer life

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The aim of this analysis is to examine the interconnectedness of coming out, migration, physical transition/transformation, and ageing in the narratives told by one translatica research participant in the context of a sociolinguistic interview. I ask (1) how the concepts of time, space, and transition are brought into the narrative; (2) how these concepts are made relevant to the contexts (story-world, interview setting); (3) how the indexing of time, space, and transition in the narratives work to make intersectionality visible, and (4) how this visible intersectionality undermines dominant understandings of coming out, migration, transition, and ageing.

Keywords: sexuality, narrative, migration, coming out, queer, identity

Sexual politics revisited: Language, queer theory and (anti)normativity

Parallel Session 6, Saturday
Rm 2505, Academic 2

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Queer theoretic approaches have become increasingly prominent throughout the humanities and social sciences, including within the field of language, gender and sexuality. Research in this area ‘puts at the forefront of linguistic analysis the regulation of sexuality by hegemonic heterosexuality and the ways in which nonnormative sexualities are negotiated in relation to these regulatory structures’ (Bucholtz & Hall 2005: 471). One of the key tenets of a queer theoretic perspective is the belief that, as scholars, we should be wary of simple conflations between sexual processes (e.g. same-sex desire) and sexual identities (‘lesbian,’ ‘gay’), since forms of sexual categorization are themselves the products of historical processes that work primarily in the interest of modern state power (Foucault 1978, 1980). In light of this, queer theorists warn against a too optimistic reliance on sexual identities as the catalyst for social change. In their view, a politics based on sexual identities can, in the best of cases, lead only to a temporary re-calibration of power inequalities, ultimately leaving the homo/heterosexual binary intact and unchallenged (Yep 2003: 47). In order to achieve the radical project of deep social transformation of the status quo, queer approaches promote instead a questioning of the seemingly ‘normal’ and widely accepted nature of the homo/heterosexual divide itself in an effort to destabilize the very truth of that normality.

Recently, queer theory has come under sustained critique by scholars who accuse it of violating its own anti-essentialist principals and its distrust of any form of identity consolidation (e.g., Wiegman 2012; Hall 2013; Jagose 2015; Wiegman & Wilson 2015). According to these scholars, queer theory operates by reifying an “anti-identitarian”, “anti-foundationalist” and “anti-normative” enterprise. As Wiegman (2012: 332) argues,

Through its own self-animating antinormative intentions, then, Queer Studies gets to have its cake and eat it too: it can function as an organizing referent for queer theory while simultaneously forging an interdisciplinary critique of it; it can promise to fulfill queer theory’s anti-identitarian commitments while proliferating identity commitments of its own; it can refuse institutionality while participating in and generating its own institutionalized forms.

In other words, Wiegman contends that the underlying antinormative positioning of queer theory has itself become
a norm, against which both scholarly and political projects are evaluated and judged (though cf. Duggan 2015; Halberstam 2015 for trenchant critiques of this argument).

Against this theoretical backdrop, this panel aims to contribute a sociolinguistic perspective to current discussions of (anti-)normativity and queer theorizing. We follow Hall (2013) in arguing that sociolinguistic research is uniquely placed to examine how norms are taken up, contested and re-shaped in discourse. This is important because it allows us to go beyond a reductive and decontextualized understanding of the relationship between norms and identity-linked practice, and instead to explore the various strategies individuals adopt to negotiate multiple, dynamic and over-lapping fields of power (Abu-Lughod 1990). The panel features research about a variety of contexts – James Bond films, South Africa, UK and USA – and that draws on numerous analytic methods (corpus-assisted discourse studies, multimodal discourse analysis, and linguistic anthropology). In bringing this diverse set of studies together, the panel works to provide an initial overview of how the subject of shifting norms and normativities can be treated together, the panel works to provide an initial overview of how the subject of shifting norms and normativities can be treated.

In this paper, we examine representations of masculinity in the English-language South African print media. Specifically, we investigate the ways in which different Southern African masculine types are positioned with respect to one another in the media and examine how these positionings draw on broader tropes of gender, race and social class that circulate in South African society. Ultimately, our goal is to provide a more nuanced picture of gender/sexual hegemony in South Africa that goes beyond a simple opposition between dominant versus subordinate forms of masculinity to explore the range of competing normativities in the region.

Keywords: masculinity, South Africa, media, hegemony, normativities

License to (mis)represent: Queering East Asian characters in James Bond films

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This paper addresses the (mis)representations of East Asian characters in the James Bond film franchise. Through multimodal data analysis, we uncover and document the naturalization processes that queer East Asian men and women against the backdrop of a hegemonic heteronormativity epitomized by Bond himself. This paper deconstructs how dominant Anglo-American ideology assigns ‘queered’ social meanings to East Asia by perpetuating popular stereotypes of the hypersexual East Asian woman and the asexual East Asian man. Ultimately, despite 50 years of socio-cultural evolution, the Bond franchise unchangingly and regressively naturalizes portrayals of East Asians as sexual in an exclusively racial manner.

Keywords: Anti(normativity), multimodal discourse analysis, East Asia, mediation, mediatization

What Phoenix’s Jotería is saying: (Anti)Normativity and inventing a queer, brown, migrant phoenix

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This paper approaches the panel’s question of (anti)normativity, queer theory, and language from a multimodal discourse analytic approach in the ethnographic context of queer, bilingual Latinxs in the U.S. Southwest. I am interested in how norms are taken up and resisted (or not) in discourse, with particular attention to the case of talk about community and identity. I seek to better understand how social practices (such as Pride Festival, undocumented movement) and language practices become invested with social meaning among queer Latinxs through a close analysis of discourse from a variety of sources (e.g. print media, social media, sociolinguistic interviews).

Keywords: antinormativity, queer theory, bilingual, sexual identity, community

“I’m normal, like everybody else!”: The rejection of sexual identity in an LGBT youth group

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This paper makes use of Bucholtz and Hall’s (2005) positionality principle, outlining the relevance of homonormativity (Duggan 2001) to the identity construction of five British gay/lesbian youths. Through ethnographic discourse analysis, it is shown that the young people construct a ‘normal’ persona by rejecting queer culture and the significance of sexuality to their identities. Instead, they position their sexuality as incidental to their lives,
though this contradicts their reported lived experiences of homophobia and othering. Through the analysis, queer theory is drawn upon to argue that idealised homonormativity is potentially damaging to young gay and lesbian people’s sense of self.

Keywords: homonormativity, sexual identity, community of practice, positionality

Panel 11
Transnational Asia: Gendered discourses of family, community and hybridity

Parallel Session 6, Saturday
Rm 2401, Academic 2

Convener:
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As people constantly reinvent their ethnic and gendered identities throughout their lives, various contingencies affect the aspects they choose to incorporate from their cultural heritage. This process is especially complicated if they are or their recent ancestors were immigrants. How does their discursive construction of the meanings of these times and transitions in their lives affect their ability to cope with gender-related conflict? How does the representation of these discourses in literature and film function to perpetuate some discourses while obscuring others? This panel will examine representations of three Asian immigrant communities in various geographical locations from this perspective: the mixed roots community in Japan, the Japanese immigrant community in the U.S., and the Chinese diaspora.

Concerted global effort is deemed crucial to determine local points with the greatest potential for intervention in the ongoing labor to minimize the oppressive effects of gender stereotypes, especially in immigrant communities where opportunity is limited by complex linguistic, legal and social factors. The aim of this panel is to test and refine an analytical approach that may be effectively applied in an ongoing project to similar data gathered worldwide.

Presentations

Hafu: Discourses of hybridity in Japan
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The 2013 documentary “Hafu,” directed, produced and shot by Megumi Nishikura and Lara Perez Takagi, follows the lives of five representatives of the mixed roots community in Japan. In addition to my analysis of the linguistic features of the profiled individuals’ representations of their own identity, my discursive objects of analysis will encompass press coverage and discussions in online social networks, with a particular focus on how discursive constructions of ethnic identity may affect a person’s ability to cope with gender-related conflict.

Keywords: ethnicity, hybridity, intersectionality
Gendered discourses and hybrid identities in *Song of the Exile* and *Eat a Bowl of Tea*

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These two films by Ann Hui and Wayne Wang speak to Chinese immigration in different time periods and different diasporic spaces. Released in 1990 and 1989 respectively, the works depict family issues, Chinese communities and hybrid identities. To examine the Chinese diaspora’s complex negotiation with cinematic representation, languages and gender, this paper pays special attention to the finely nuanced patterning of multiple languages in gendered conversations among parents, friends and lovers. This paper will also employ analysis of gender representation to capture the elements of performance that are linked to specific times and transitions in the Chinese diaspora, especially through narrative and scenery.

Keywords: Chinese diaspora, hybrid identities, multilingualism

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Articulating familiar tastes: Gendered discourse in the writings of Japanese American Nisei

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Japanese American Nisei often express their cultural conflicts and generational gaps in their food narratives. In this paper, I would like to focus on their intergenerational and interethnic practices to articulate familiar tastes and its connections with the transformations of family, community, and ethnicity. I will look at Japanese American food narratives through historical texts, individual recollections, and literary texts with a specific focus on two Nisei writers: Hiroshi Kashiwagi and Hisaye Yamamoto. Through the rearticulation of many different tastes of life, they challenge the dominant gendered discourse and propose an alternative way of shaping their own cultures and identities.

Keywords: Japanese American, food narratives, articulation
It's male fun in the Philippines

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The image of the Philippines as a fun destination has been constructed more prominently in the country’s official tourism website: www.itsmorefuninthephilippines. Analysis of the data—website articles, visuals, and videos—suggests that fun is conceptualized as residing in engagements with varied Philippine touristic activities. This idea of fun highlights the country’s natural environment, its cultural heritage, and its people. However, a closer investigation of the data reveals that this construction privileges the male gender in a way that seems to veer away from the sea, sun, sand, and sex fun traditionally associated with island destinations.

Keywords: feminist critical discourse, gendered tourism representations

Discursive liberation strategies used by women in Nigerian newspapers

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The focus of this paper is on the discursive liberation strategies used by Nigerian women in their quest for equality. The aim is to investigate how Nigerian women are using the opportunities provided by the new democratic regime in Nigeria and the news media to contest and reshape gender ideologies. Based on van Leeuwen’s (2008) legitimation framework, the study analyzes 200 articles on gender published in five Nigerian newspapers. The analysis reveals that Nigerian women employ many interesting, complex and subtle discursive strategies to challenge discriminatory practices and promote the ideology of equality of sexes.

Keywords: Critical Discourse Analysis, social change, mental models

Performativity in African scam messages: A feminist critical discourse perspective

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Using Butler’s (1990) performativity and feminist Critical Discourse Analysis (Lazar, 2007), we examine how gender and power are performed on multiple levels in African scam messages. Whereas “men” are discursively constructed in scam messages as actively seeking “foreign partners” or “investors,” putative “women” are constructed as passive, seeking love and protection, or help to “distribute money to charity.” The internet affords a double consciousness with scammers performing subservient roles while simultaneously working to subvert technology, power, and economics, reversing the colonial legacy upon Western victims. Can the internet also help African women subvert retrenchment of neocolonial sexist perceptions?

Keywords: performativity, scam messages, postcolonial, feminist critical discourse analysis

Social change and related posts on Saudi blogs: Is discourse exhibiting this change?

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This presentation offers a critical discourse analysis (CDA) of how Saudi English language blogs interact with the social changes taking place in the country, especially with regards to women-related topics. Keeping in mind the current changes in the Middle East, such study is needed. However, most CDA studies examine how the injustice takes place in discourse whereas the current one examines how discourse is changing this injustice. This study is carried out through a three-tiered socio-cognitive analysis. It examines the discourse-cognition-context triangle to infer more about the mental models affecting and being affected by such discourse.

Keywords: Critical Discourse Analysis, social change, mental models

Articulations of identity within Boyat cliques

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Language practices create, recreate, and emphasize group identity. We must understand youth culture to understand their language practices. I investigated social cliques in Kuwaiti high schools and how language choice symbolizes group identity. This study is based on fieldwork with a stigmatized clique; boyat. It’s situated within an ethnographic framework as well as other quantitative methods. It calls for attention from counselors, policy makers, educators, academics, and parents. The results suggested that language practices of others are more powerful than that of the young speakers concerned. These practices are not merely signaling factors of group membership, but leading factors towards identity construction.

Keywords: linguistic practices, sexual identity, social cliques, high school

Gender, language and sharks in the Anthropocene

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This paper explores the relationship between gender, language, and the more-than-human world of the Anthropocene: the
present era in which our planet has been profoundly affected by human activities. A major theme in Anthropocene studies has been human-animal relationships and, in light of this, the present paper focuses on the way language and gender come together in the representation of encounters between humans and sharks. I argue that human-shark representations raise important issues to do with domination, vulnerability, freedom, embodiment and wonder that speak to a gendered relationship with the natural world.

Keywords: Anthropocene, human-animal relationships, sharks

Using muted group theory to understand choral responses and gender in a Cameroonian primary school classroom

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Using Conversational Analysis (Jefferson, 2004) and Muted Group Theory (Ardener, 2005), this piece of research explores African classroom data through the teaching methods of I-R-F (Initiation-Response-Feedback) and choral responses used as student responses, upsetting the hitherto researched ‘gendered spaces’ (Sunderland, 2004). Emphasis here is on one small village primary classroom in the rural area surrounding English-speaking Bamenda, Cameroon. Using choral responses may be an effective way of mitigating teachers’ bias often revealed in the IRF method. The speech acts of the Cameroonian teacher with her students reveal the power and effectiveness of choral responses in line with notions of synchrony (Pearce, Laundy & Dunbar, 2015).

Keywords: teaching methods, Muted Group Theory, IRF, choral responses and gender, Cameroon

Translating new media practices on gay dating app socialities in translocal, telepresent Manila

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In this paper, I interpret gay dating app connections as carnal and erotic practices that destabilize discursive regimes. Such regimes aid in the spread of moral judgments that tarnish the Philippines body politics. Based on preliminary fieldwork in the greater metropolitan Manila region, I trace how gay Filipinos make sense of the dating apps and its set categories. I argue that semiotic forms within app ecologies materially subvert rules and laws of time and space. By tracking shifts in communicative practices within digital spaces, my project investigates how offline and online lives are mutually—yet unequally—constituted.

Keywords: digital media, gay men, the Philippines

The overlapping in a classroom talk: An interplay of gender and language

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This paper aims to explore form and function of overlap sequences in a classroom talk and how they affect the formation of gender and language identities of pupils in Serbian and Hungarian classes in the final year of bilingual primary schools in Subotica (Vojvodina) in the year 2015. The corpus consists of the fine transcript of two video recordings of mother tongue lessons in Serbian and Hungarian classes in the final year of primary schools. The results confirm differences in overlaps performed by male and female pupils and by a teacher in both cultural micro-groups, which influence their conversational status.

Keywords: classroom talk, gender, Hungarian class, overlaps, Serbian class

We are all sluts! Reconfiguration of meanings in the gender identities of feminist women

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In the light of poststructuralist studies about gender and language, the present paper aims to investigate how the reconfiguration in the meaning of the word slut by the feminist movement contributes to the destabilization of gender social practices. With this purpose, we analyzed a corpus composed of 33 written texts, released on the Facebook page Marcha das Vadias Brasília (Slut Walk Brasilia), which propose new meanings for slut. This investigation is based on the theoretical and methodological contributions of Critical Discourse Analysis (Choiuiaraki; Fairclough, 1999; Fairclough, 1992, 2003, 2010), especially on the study of the category meaning of words.

Keywords: gender identities, feminist movement, word meanings, slut
The discursive construction of UK university 'admin' as devalued women's work

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Almost one in two (43%) ‘non-academic’ female staff in UK Universities is a lower-level administrator/secretary (ECU, 2015: 232). Part of a wider research project, this presentation draws on examples of talk from nine focus groups with lower-level administrators at a UK case-study university to explore how university 'admin' is discursively constructed as women's work, i.e. suited to women's allegedly 'natural' or acquired skill-set. The underlying link between the feminisation of university admin work and its discursive devaluation as dull, easy, routine and mundane is also briefly discussed, as are the implications of such discourses on administrators’ career transition opportunities.

Keywords: university 'admin', gendered discourses, devaluation of women's work

(See co-author Lia Litoseliti for abstract)

When ‘impact’ is not just a buzzword: Gender and language research impact on workplace practices

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This presentation aims to examine the language ideologies which have been used to rationalise the masculine generic in French over the centuries, and to trace its transition into the codified norm that it is today. Using a Queer approach to grammar, I criticise the validity of the arguments which the masculine generic has been built upon. I identify the systematic discourses underpinning the masculine generic, and how they relate to ideologies of gender, arguing that the generic value of the masculine is a form of language planning, just as much as feminist linguistic intervention is today.

Keywords: language ideologies, Queer grammar, masculine generic

Performing the "New Indian Woman" in chick lit: Scripts and resistance

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In the mid-2000s, the figure of the singleton in the city emerged in novels written by Indian women that took their cue from Western chick lit novels such as Bridget Jones’s Diary. The Indian chick lit protagonists negotiate the old conflicts of tradition/modernity, private/public and inner/outer that are the legacy of postcolonial Indian womanhood while being embedded in a new transnational context. This paper suggests that Indian chick lit offers readers performative scripts for negotiating the demands of femininity amid sociocultural flux. However, even as it discursively crystallizes a new subjectivity for Indian women, the genre gestures toward potentially liberating variations.

Keywords: chick lit, subjectivity, performativity, discourse

First among equals: An analysis of power relations between domestic workers through narratives

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The paper examines dialectics of relationship among diverse group of Bengali domestic servants in contemporary Kolkata through casual conversations and inter-personal narratives. It investigates the dimensions of gender, language, caste/ethnicity in its performance with India's entry into global space. The caste diversity inverts the economic stance during religious rituals, since caste identity is manipulated to exert hegemony over workers/employers who are non-Brahmins. My research questions the way in which the workers contest the social system using the patriarchal caste identity to transgress servitude. The corpus consists of recorded narratives recounting the experiences of participants that reveal caste asymmetry through linguistic strategies.

Keywords: language, gender, caste, labor, globalization, Bengal

Loves! Dragging traditional speech into new territory in Newfoundland

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In this paper, I examine LGBT tourism discourse about Cape Town, as exemplified by organizations like GayTravel.com, which declares it “the gayest city on the African continent”. This paper considers the cultural, cosmopolitan and ideological implications of this, using a multimodal critical discourse analysis to understand how playful tropes of tourism obscure deep-seated inequalities under the guise of intercultural contact and “global citizenship”. I demonstrate how the marketing of gay Cape Town by insiders/outiders establishes itself through rhetorics of post-apartheid rainbow-nation ‘equality’ and global gay liberation, while indexing particularly Western and homonormative ideologies of individualism, and a singular LGBT lifestyle.

Keywords: LGBT tourism, globalization, multimodal critical discourse analysis
Anti-language practices of transgender women and gay men in Peru: The case of El hungarito

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El hungarito (‘the little Hungarian’) is a sociolinguistic practice of some Spanish-speaking transgender women and gay men of the city of Lima (Peru). It is a morpho-phonological tactic that consists of the addition of the dummy suffixes /VsVrV/ and /VsVrV/ in the final syllables of several words. This ‘anti-language’ tactic (Halliday 1976) hides parts of discourse from outsiders, and protects its speakers from homophobic and transphobic violence. In order to outline the semiotic processes and linguistic ideologies involved in the enregisterment of El hungarito, I will analyze diverse instances of its use in Peruvian movies, TV reports and social networks.

Keywords: Spanish language, Latin America, language and identity, gay and transgender studies, anti-language, language games

“When coyote was a woman”: De-colonial performance and performativity at two spirit gatherings

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This paper explores the importance of performance and performativity in articulating the intersectionality of Two-spirit identity by simultaneously aligning with and diverging from mainstream discourses regarding sexuality, gender, age, and indigeneity during performance events at Two-spirit gatherings. Drawing on nine years of ethnographic research with multiple Two Spirit groups within the United States and employing Farnell’s framework of dynamic embodiment (2012) and Bucholtz and Hall’s tactics of intersubjectivity (2004), I examine how visual cues, movement, and spoken language are utilized during performances in “talent shows” that combine elements from drag shows, gendered cultural pageants, and Native story-telling events.

Keywords: two spirit, Native American, intersectionality

Gay-er-ing in M2M sexperiences

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This study looks into some narratives on male-to-male sexual experiences or M2M sexperiences in gaymen-oriented blog sites in the Philippines. The analysis reveals that the narrators of M2M sexperiences have the tendency to foreground their character using descriptions that are commonly associated with the male gender. This can be construed as the narrators’ strategic empowerment of their gender identity by veiling their homosexuality with the cloth of masculinity. A closer examination shows that the construction of a masculine gay character makes the other character in the narratives gayer.

This suggests that narratives on M2M sexperiences have the potential to reflect hierarchical homosexuality.

Keywords: gay narrative, gender identity, hierarchical homosexuality

Beatin’ the queer into the broadsheets: Representations of queers in news reports of crimes

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This study describes how explicit semiotic choices represent queer social actors in news reports of crimes in Brazil and in the UK. The data was analyzed through the perspective of CDA using SFG, Representation of Social Actors, Appraisal Theory and Multimodality as frameworks for textual analysis. The findings point to partiality and manipulation on the part of the media regarding queer criminals, who have their non-normative sexuality/gender identity represented as a core part of their criminal identity, reinforcing bias and reproducing prejudicial discourses. The study also highlights how social media influence the ways news is circulated in contemporary times.

Keywords: queer, media discourse, representation, sexuality, critical discourse analysis

What makes a hero?: A diachronic look at the speech qualities of Shōnen Anime protagonists

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In the late 20th century, Japanese masculine ideologies underwent a variety of changes as the concept of manhood shifted with the volatile economic climate. These masculinities are especially evident in the shōnen genre of anime, which is targeted primarily at male viewers between the ages of eight and eighteen. The protagonist, typically considered the “least marked” both linguistically and behaviorally, is the primary reflection of these ideologies. Through a qualitative and quantitative analysis of the language behavior of shōnen protagonists through the 80s, 90s, and 00s, we gain a deeper understanding of the reinterpretations of dominant masculinities during this period.

Keywords: masculinity, media studies, animation, Japanese, role language

“She likes a mess…in her mouth”: Working-class hypermasculinity and USA kitchen culture

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This presentation considers a hypermasculine, working-class workplace in a restaurant kitchen in Texas, USA.

Forty hours of audiovisual data were coded for “linguistic traces”
of recurrent discourses using interpretive and descriptive discourse analytic models (Sunderland, 2007). The study reveals participants' workplace jargon, interactional patterns, and two discourses: disadvantages and deviance.

Disadvantage is constructed with “money trouble” and claims of being exploited, and deviance with hypermasculinity (e.g. profanity, sexual humor, and aggression). The discourses combine in part, for the class-based anxieties of male interlocutors and their move to garner symbolic capital with hypermasculine-linked behaviors, which negatively impact many female chefs.

Keywords: discourse analysis, masculinity, working class, interactional sociolinguistics, workplace communication

Transcending gender in child-adult conversations

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This paper investigates interactional practices of cisnormativity in child-parent conversations, by studying sequences where the interaction involves the re-assignment or questioning of gender. Data has been collected using a purpose-designed multimodal tablet app, in a project on norms regarding family and relationships. Participants consist of 13 families, including 23 children mainly five to eight years old. Interactions are analysed using microanalysis influenced by Conversation Analysis. The theoretical model is Hornscheidt’s genderism model. The analysis shows how ‘troubling’ genderings are oriented to, what arguments are used in processes of gendering, and how genderism norms are adhered to and challenged.

Keywords: gendering, genderism, cisnormativity, interaction, children

Female voice and social robots

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Drawing from Wendy Faulkner’s “The technology question in feminism” (2001) and synthesizing recent experiments with gendering social robots, this paper gives a holistic approach to the question: Is the increased use of the female voice in social robots sexist? I argue language ideologies influence the “success” of a service robot through cultural notions of personalities and genders associated with those services. This is supported through Cameron’s (2000) observations of language ideologies describing women’s inherent talents at forms of communication associated with service jobs and, current studies analyzing people’s reactions to different service robot’s personalities and genders (Tay et al., 2014).

Keywords: robot gender, linguistic ideology, technology, human-robot interaction

Alternative futuring: Queer time, sexualities and trans-indigenous performances

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Since the beginning of the 21st century, Indigenous Two-Spirit/GLBTQ2 people have asserted new understandings of gender and sexuality and have developed critical models to criticize queerphobia, colonialism, and racism as part of transnational, global decolonial struggles. My paper intends to look into the alliances between global Indigenous and Queer Studies, showing how recent trans-Indigenous methodologies have developed new methods in the face of totalizing state legalities and ideologies. Analyzing recent trans-Indigenous performances (e.g. by First nation artist Kent Monkman), I will analyze the ways in which questions of time and transition, sexuality, and racial identities intersect globally.

Keywords: global Indigenous Studies, Two-Spirit, performances

Speakers’ beliefs and attitudes towards gendered terms in Italian: A survey

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In this paper, I investigate the results of an online survey that examines attitudes to and beliefs about gendered terms and sexist language in Italian. Specifically, the speakers consulted were asked to answer closed questions as well as to provide explanations and comments on sexist and gendered language, particularly in relation to a gender imbalanced political public space. The paper problematizes language in relation to the array of grammatical forms available: 1. feminine e.g. ministra; 2. masculine or (sexist) generic, e.g. ministro; 3. epicene forms, e.g. la/il presidente 4. grammatically incorrect yet used singular and plural terms – e.g. avvocatessa.

Keywords: Italian, sexist language, surveys, language attitudes, grammatical gender, gendered language

Reproductive rights and reproductive health: A corpus analysis of semantic prosody

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In 1997, the U.N. established official definitions for reproductive health and reproductive rights. Since that time, the terms have achieved a degree of synonymy within the United States. While reproductive health and reproductive rights both refer to women’s reproductive concerns, the corpus-based linguistic data show the two terms index different semantic prosodies. The findings from this study suggest that the distinct patterning of reproductive rights and reproductive health in American discourse are associated with different and distinct reproductive ideologies, and demonstrate that controversies surrounding women’s reproduction in the United States have not lessened with time.

Keywords: reproductive health, reproductive rights,
contraception, abortion, corpus, COCA, collocates

"Where all my bad girls at?": The linguistic switches and flows of a Korean female rapper

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In recent years, Korean popular music, or K-Pop, has become a global phenomenon and a major component of the so-called Korean Wave, that is, the visibility of Korean culture. This paper analyzes the linguistic and embodied practices of a young rapper, CL of the K-pop group 2NE1, and shows how she creatively switches codes and mixes Hip Hop Nation language (Alim 2004) throughout her song, “Nappeun Gi-ji-be” (“The Baddest Female”) to produce gender-transgressive discourse. By invoking the bad bitch persona of hip hop, the rapper in question uses “aggressive” or “masculine” language to resignify a traditionally pejorative term for women.

Keywords: Hip Hop Nation Language, K-pop, resignification

From the closet and beyond: Filipino gay men’s (homo)sexual identity construction through sexual narratives

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This paper examines identity construction among Filipino gay men vis-a-vis sexual narratives through a narrative-discursive perspective. Using data gathered from ethnographic interviews with gay men in Metro Manila, three types of narratives that facilitate construction of a (homo)sexual identity are identified: the coming out story, the alternative narratives of “sexual identity as threat”, and “tolerance.” The coming out story is drawn upon by participants to present the discovery of an “essential” (homo)sexual identity, whereas alternative narratives allow participants to construct their sexual identities as contingent upon challenges brought by heteronormativity, and dominant discourses that surround homosexuality in the Philippines.

Keywords: sexuality, sexual identity, identity construction, coming out, coming out narrative, the Philippines

Gender ideologies in executive coaching: Male and female clients’ narratives

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The talk is on executive clients’ narratives as a discursive window to their (gendered) sense-making of personal and professional experiences and to underlying gender ideologies in coaching. Clients’ narratives are addressed to an audience, the coach, and are negotiated for acceptability and legitimacy as regards both the particular social context ‘executive coaching’ and more globally established socio-cultural norms and recurring discourses of masculinity and femininity. While a pluralizing picture of femininities and masculinities emerges from the analysis of naturally occurring interactions between coaches and clients, dominant discourses of hegemonic masculinity are replicated in the narratives of both male and female executives.

Keywords: executive coaching, clients’ narratives, discourses of masculinity and femininity

Vocal pitch and identity creation: A sociophonetic analysis of non-binary transgender voices

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This paper examines the variable use of vocal pitch employed by non-binary transgender individuals across two interactions: in-group member discussions and out-group member ones. The analysis revealed that speakers’ vocal pitch varied between interactions. In particular, individuals assigned female-at-birth employed a lower pitch while conversing with out-groups members, as compared to in-group members. I proposed that speakers layer pitch with other cultural resources in order to resist out-group members’ binary presuppositions related to language and gender. This research provides a perspective on gender identity and the importance of group membership on linguistic production in particular interactions.

Keywords: non-binary, transgender, pitch

Gendered discourse flows and resistance in a postcolonial context

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To combat problematic homogenous representations of postcolonial women, I analyze discursive flows (Appadurai, 1996) between a famous Ghanaian neo-Pentecostal minister who admonished women: “It’s a privilege to be married… when it’s seven to one man” and a popular young actress’ sarcastic response: “Can I marry you? I’m in dire need of validation.” Using Feminist Deleuzean Theory (Buchanan & Colebrook, 2000) and Feminist Critical Discourse Analysis (Lazar, 2005), I discuss competing micro-linguistic tensions: Old Testament, contemporary Christian neo-conservative, and Ghanaian cultural discourses that normalize polygamy, versus discourses of modern social media and movies, arguing that postcolonial gendered discourses are neither homogenous nor unidirectional.

Keywords: discourse flows, hybridity, resistance, Feminist Critical Discourse Analysis, postcolonial

Performativity in African scam messages: A feminist critical discourse perspective

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(See co-author Yunana Ahmed for abstract)
Queer transitions: Sexuality and economics in Duiker’s *The Quiet Violence of Dreams*

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In Duiker’s 2001 novel, Tshepo pursues financial success by working in a brothel, which proves world-making since it queers him, opening him to social experiments in living outside norms that enrich his existence, rather than impoverish it. Still, the book also stresses the ways that commercial sex cannot resolve persistent conflicts over race, gender, and class. I thus argue that Duiker’s novel anatomizes the risks attendant upon the consequences of socio-economic change to delineate an ethics based on the refusal of rigid boundaries for identities, one that particularly prioritizes the foreign over the national in post-Apartheid South Africa.

Keywords: South African literature, queer theory, socio-economic approach

The notion of linguistic expertise, forensic linguistics and transgender jurisprudence

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This paper examines the notion of linguistic expertise within law and linguistics, illustrating its discussion from the domain of transgender jurisprudence. It considers the role that academic linguists as language specialists might play in offering guidance as to ordinary meaning, drawing its illustrations from legal cases that concern the definition of the terms *man* and *woman*. The attempt to define linguistic expertise in the legal context opens up a complex set of theoretical, methodological and ethical dilemmas, and points to a wider tension between self-classification in terms of gender identity and ‘objective’ linguistic expertise. The basic question is: “Whose definition?”

Keywords: transgender jurisprudence, expertise, self-classification, definition

Pretty in hijab: Online self-mediatization of Singapore Muslim fashion bloggers

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(See co-author Filzah Diyana Rahman for abstract)

Negotiating the Tall Poppy Syndrome in New Zealand workplaces - a gendered process?

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The “Tall Poppy Syndrome” is one example of society’s response to the New Zealand egalitarian ideology which keeps self-promoting discourse in check. While carefully managed self-promotion is permissible in some contexts, there are others where New Zealanders are expected to behave with modesty and humility. Using a critical realist approach and drawing on material from the Language in the Workplace Project corpus, this paper identifies a number of discourse strategies used by women leaders to negotiate the TPS. The paper also discusses the issue of whether pressure to conform to the egalitarian ethic is gendered in New Zealand workplaces.

Keywords: workplace discourse, gendered discourse strategies, egalitarian ideology

That pinky winky stuff: How women with breast cancer negotiate femininity in memoirs and on Twitter

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(See co-author Lilian Atanga for abstract)

Using muted group theory to understand choral responses and gender in a Cameroonian primary school classroom

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(See co-author Lilian Atanga for abstract)
Self and other representations of female sympathisers of ISIS/DAESH

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(See co-author Ungku Khairunnisa Bt Ungku Mohd Nordin for abstract)

Narrating about life across generations:
A collaborative and gendered project

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The aim of this discourse-oriented study is to uncover the dynamics of collaborative construction of the life-course: structuring time and sequencing life stages. The data are narrative interviews with Polish women and men of three generations. The research questions address the interactive and collaborative nature of life story telling. A discursive-narrative approach was used to identify the lexico-grammatical features and discursive strategies adopted for the interactive construction of self in time. The focus is on whether and how tellers understand (and explain to others) the life-course as gendered, by referring to social role and life stage norms and stereotypes.

Keywords: life narrative, construction of life-course, gendered, interactive, collaborative, cross-generational

Mediatized masculinities: The construction and consumption of Korean masculinity in Japan

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(See co-author Judy Kroo for abstract.)

Can a writer disguise a gender under pseudonyms?
James Tiptree, Jr. and Raccoona Sheldon

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This is a case study on quantitative authorship attribution of a lesbian writer with more than one pseudonym, being known as both James Tiptree, Jr. and Raccoona Sheldon. In this research, by employing some statistical analyses, emphasis is primarily placed on the intra-author variation between her works under these two pseudonyms. In addition to the examination of the intra-author variation within the works of one author, the inter-author variation between authors is further investigated in contrast to Ernest Hemingway. I apply four kinds of statistical methods (principal component analysis, hierarchical clustering analysis, discriminant analysis and support vector machines - SVM).

Keywords: quantitative authorship attribution, James Tiptree, Jr., Raccoona Sheldon, Ernest Hemingway, Support Vector Machines

Narrative and intersex experience: ‘Folk’ metadiscourse and social critique of narrative practices

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This study focuses on perceptions and attitudes of intersex research collaborators concerning narrative practices and intersex experience. Data for analysis is taken from Google Hangout discussions of the Intersex and Language Research Group and supplemented by face-to-face ethnographic interactions. Analysis focuses on their metadiscursive awareness rather than their performance, providing valuable insight into how narrative practices function in their social lives as they work to render their stories ‘tellable’ in diverse communities of practice for diverse purposes: political, pedagogical and personal. The findings serve to demonstrate that both ‘expert’ and ‘folk’ metadiscourses are ideological while also valuable for the empirical study of narrative.

Keywords: ideologies; intersex experience; language awareness; metadiscourse; narrative practices

That pinky winky stuff: How women with breast cancer negotiate femininity in memoirs and on Twitter

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(See co-author Allyson Jule for abstract.)

A corpus-based discourse analysis of the representation of Chinese women in the Chinese and UK press

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Chinese women are recognized as submissive and domestic roles for thousands of years influenced by Confucianism. In the last century, ‘Holding half the sky’, proposed by Chairman Mao, has been the propaganda to improve women’s status. News reports, as a particular type of public discourse, play an important role in permeating people’s subconscious world.

Therefore, synergizing the framework of Corpus Linguistics and Critical Discourse Analysis, the purpose of this study is to explore the discursive construction of Chinese women in Chinese and UK news media (2005-2015), to examine whether the representation of Chinese women has been improved within recent ten years.

Keywords: Gendered Representation, Chinese Women, News Discourse, Corpus Linguistics, Critical Discourse Analysis
Mediatized masculinities: The construction and consumption of Korean masculinity in Japan

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This study considers representations and performances of Korean masculinity in Japan, arguing that performances of Korean masculinity by Korean idols in Japan mimic representations of Korean masculinity in Japanese media, co-constructing a recognizable, consumable Korean male character type. Japanese media representations of Korean masculinity were compared to media materials of a range of Korean male idol groups in Japanese contexts. Despite the range and variation in media production processes between groups, performances of masculinity were remarkably consistent and mirrored representations of Korean males in Japanese media. Crucially, these performances deviated from the groups’ masculine performances in Korean contexts.

Keywords: masculinity, mediatisation, Korean, Japanese, pop culture gender representations

Gendered mediatization of food advertising: “Adult (otona)” food in Japan

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This study considers food TV commercials featuring the term otona, meaning ‘adult, mature person’ and demonstrates how food advertising becomes a conduit for the construction of normative gendered performances, which in current social conditions are being rendered increasingly aspirational, via variation in the social meanings indexed by otona as part of a strategy to concurrently construct and appeal to unique target markets. Specifically, male participants’ performance of otona masculinity is shown to focus on psychological maturity and economic and social independence, while female performance of otona femininity is depicted as dependent on consumption patterns and external beauty, sexuality and dependence.

Keywords: Japanese, mediatisation, food advertising, semiotics

(De-)construction of the mother-daughter relationship by female dementia family caregivers

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This paper applies membership categorization analysis and conversation analysis to interview data where daughters narrate their disrupted (non-normative) relations with mothers as a consequence of dementia. Considering an interview as a co-constructed interaction, the analysis uncovers commonsense assumptions underlying a typical mother-daughter relationship. It also documents how, accounting for their disrupted relationships with demented mothers, interviewees orient to the dominant, normative model of the mother-daughter relation. This categorization illuminates that the test for normativity is daughters’ attempts to preserve taken-for-granted family relationships in times of their disruption, which further testifies to the deep and continuing bond of daughters with their mothers.

Keywords: mother-daughter relationship, gender common sense, biographical disruption, dementia, conversation analysis, membership categorization analysis

Discursive commodification of motherhood: Mediated gendered practices in contemporary Poland

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My study focuses on the process of discursive commodification of motherhood that links ‘being a mother’ to patterns of consumption spread by celebrity culture. I examine how multimodal narratives of celebrity self-mediation through online and social media support commodification of motherhood. I show that such mediated celebrity discourse attempts to program women-mothers to become constant object-seekers under the promise of their self-transformation: from ordinary/real mothers to constructed/imagined celebrity mothers. I argue that the discursive commodification solidifies hegemony of an increasingly economic, neoliberal perception of motherhood as well as forges its cultural meanings based on social (class) and economic (wealth-based) distinctions.

Keywords: motherhood, commodification, neoliberalism, consumerism, media, discourse

Don’t bring disgrace to your family: Construction of gender in the wedding songs of Haryana, India

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(See co-author Disha Maheshwari for abstract)

Because it’s 2015: Gender parity from Japanese college students’ perspectives

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Japan, ranking infamously low on the international gender parity index, has recently tried to push for more inclusion of women in the workforce and increasing their political participation. However, even “womenomics” has a hard time overcoming deep-seated beliefs and male-oriented work patterns. This presentation will examine Japanese college students’ evaluation of the situation in light of the 2015 Canadian elections collected through in-class timed writings. Male and female college students’ perspectives have been
analyzed from a critical discourse viewpoint for themes, arguments, expressions and level of directness, giving reason for hope but also showing underlying currents of resistance to change.

Keywords: Japan, college students, critical discourse analysis, gender parity

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**Negotiating the Tall Poppy Syndrome in New Zealand workplaces - a gendered process?**

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**Ideologies of Korean competence and gendered citizenship in South Korean television**

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In a country with a strong monolingual ideology like South Korea, which is only recently realizing and dealing with its multicultural population, language competence is intimately tied to ideas of national belonging. With data from a popular television program called *Non Summit Meeting*, this paper analyzes how Korean competencies of foreign-born men of no Korean heritage are represented in popular media and examines the role of gender in the way that language competence is evaluated and interpreted.

Keywords: citizenship, media, Korean

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**The interaction of grammar and phonetics in perceptions of sexuality in Brazilian Portuguese**

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(See co-author Ronald Beline Mendes for abstract)

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**Is Taiwan a raped woman or China's battered wife? COUPLE conceptual metaphor for CSSTA**

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This study investigates COUPLE conceptual metaphors on the controversy of Cross-Strait Service Trade Agreement (CSSTA) in Taiwan in 2014 by analyzing the discourse collected from the media and social networks. It seeks to reveal different underlying ideologies and unequal gender relationships by examining discourses centering around contentions resulting from CSSTA. It is demonstrated that COUPLE metaphor highlights the relationship between those who are in power and those who are not. This kind of asymmetric power is manifested in the relationship between men and women, the Taiwanese government and the Taiwanese people, as well as China and Taiwan.

Keywords: COUPLE metaphors, Taiwan, Cross-Strait Service Trade Agreement, conceptual metaphor theory

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**Constructing feminist subjects in the 1990s feminist magazines**

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The aim of this study is to describe how writers in the 90s magazines are constructing feminist political subjects. Drawing on theories of feminist discourse analysis, I will argue that Swedish magazines played an important role in constructing both writers and readers as feminists. The results show how the writers of the 1990s feminist magazines are negotiating and establishing a common discourse with their readers. They are tentatively positioning themselves as feminists, and are challenging both existing genre conventions and language norms.

Keywords: feminist discourse analysis, feminists, third wave feminism, magazines

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**‘Twin set and pearls’: Narrative constructions of gender-segregated professional identities**

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Building on our recent work on gendered discourses in speech and language therapy (SLT) and on identity and stance, this paper adopts a narrative (‘small story’) approach to the analysis of SLT identity. We focus on the ‘dilemmatic agency’ of SLT practitioners and how the discursive construction of their professional identities is achieved via the appropriation and negotiation of self and other/distal’ stances, which act as positioning strategies at different narrative levels. It is argued that the participants’ subjective and intersubjective positioning acts as a rhetorical warrant for career choices/ trajectories, and indexes and contributes to dominant gendered discourses/master narratives.

Keywords: professional identities, gendered work, narrative approach, positioning
When ‘Impact’ is not just a buzzword: Gender and language research impact on workplace practices

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Drawing on our ongoing workplace research in the UK, which explores the discursive construction of speech and language therapy and higher education administration as “women’s work”, we illustrate some concrete ways in which gender and language research may influence work practices and benefit the people who are (and could be) in these workplaces. We then explore the complex terrain of workplace constraints and challenges in relation to our projects. We see this presentation as an opportunity to discuss, with other IGALA scholars, the range and limitations of the ‘impact’ of the work we do or would like to be doing.

Keywords: impact, discursive workplace research, gendered work practices

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A multimodal feminist critical discourse analysis of Chinese shidu mothers’ grief and stigmatization

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China’s long-term mandatory one-child policy gave rise to shidu—the Mandarin term for the death of a family’s only child, which brings not only grief but also unequal gendered effects on parents. Using multimodal FCDA, I compare two discourses on shidu mothers: a public one constituted by websites and newspapers, and a private one which comes from the interviews I conducted in 2014. This paper maps the gender-specific “virus” metaphor of stigma attached to shidu mothers that blames and isolates them, and suggests possible remedies, e.g. through new multimodal representations of these women’s heroism and resilience.

Keywords: shidu mothers, feminist critical discourse analysis, multimodality, grief, stigmatization, gendered metaphors

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Interrogating gender in Hong Kong New Senior Secondary Liberal Studies: Challenges and implications

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This paper examines discourses of gender in the Hong Kong New Senior Secondary Liberal Studies (NSSLS) and evaluates whether such discursive construction of gender converges to advocacy for gender equity. Using Reisigl and Wodak (2009)’s discourse-historical approach to critical discourse analysis, the study analyzes discourses of gender in the Liberal Studies Curriculum and Assessment Guide. Contradictory conceptions of gender are found in the curriculum document. I therefore call upon policymakers to inspect the nuanced ways in which gender inequality is subtly embedded. The study is the first empirical study to examine gender politics in secondary general education in Hong Kong.

Keywords: gender, critical discourse analysis, Liberal Studies, Hong Kong

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English learning and gender identity transformation of three generations of Chinese women

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This study investigates three generations (1910s, 1980s, and 2010s) of Chinese female English learners’ negotiation of gender identity by narrative inquiry method, and preliminary results show that (1) English learning has to compete with Chinese social norms to significantly affect on female learners’ identity construction; (2) the republican generation (1910s) foregrounds their national identity in English learning which is a prominent aspect of their gender identity, while the next two generations learn English primarily for profession; (3) the empowerment of English learning for Chinese female learners to promote their social status, especially those from lower classes, is reducing.

Keywords: English learning, gender identity, Chinese female learners

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’Can we have a child exchange?’ Performing, mocking and subverting the ‘good mother’ in Mumsnet talk

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This paper explores Mumsnet users’ performance, mockery and subversion of the ‘good mother’ subject in a series of playful, performative contributions to a thread titled ‘Can we have a child exchange?’ The analysis presented here will show how several discourses merge in the constitution of the ‘good mother’ subject, and how Mumsnet users are positioned, and position themselves, in relation to these discourses. The microlinguistic analysis presented in this paper draws together three conceptual approaches: Butler’s (1999) theory of performativity, Goffman’s (1974) ‘frame analysis’ and Ochs’ (1992) concept of indexicality.

Keywords: Mumsnet, motherhood, subjectivity, discourses, online interaction

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We are all sluts! Reconfiguration of meanings in the gender identities of feminist women

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(See co-author Lorena Araújo de Oliveira Borges for abstract)
“Don’t be a silent victim”
Scripting the female citizen in Singapore’s anti-molestation posters
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This study focuses on how victim-blaming discourses within Singapore’s recent anti-molestation campaign promote female citizens’ uptake of pro-active crime prevention measures in their everyday lives. By using Pragmatic analytical tools including Relevance Theory, Speech Act Theory, multimodal frameworks, and critical discourse analysis approaches, I investigate how victim-blaming discourses mediatise social control values to a specifically female citizen audience. In the posters, both visual and textual cues guide an interpretation that females’ lack of vigilance causes molestation, while toning down male perpetrators’ role in molestation. This line of female victim-blaming coheres with the larger state discourses that discourage male integrity over female objectification.
Keywords: relevance theory, pragmatics, victim-blaming discourses, anti-molestation

Don’t bring disgrace to your family: Construction of gender in the wedding songs of Haryana, India
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Taking songs as an artefact of culture, the paper attempts to understand the embedded notions of patriarchy and gender from a critical feminist perspective. It examines the songs on the basis of understanding of gender roles and the process of socialisation in the context of Indian society. Using a critical discourse analysis framework, the paper identified themes such as the position of women, kinship patterns, and the relationship between the mother-in-law and the daughter-in-law. The paper analyses the inscription of patriarchal ideology in the wedding songs that are a part of the oral literature of this particular community of practice.
Keywords: folk songs, gender and patriarchy, gender and socialisation, kinship patterns, critical discourse analysis, critical feminism, communities of practice

I said no sir: Case study of a teenage Indian girl negotiating her identity in a gendered world
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The paper reports on the case study of a young adolescent girl Anita (pseudonym) and explores how she constructs and negotiates her various identities. Using discourse analysis and particularly the concept of positioning, the paper examines how Anita positions herself in the period of transition between childhood and adulthood while drawing on various discourses of gender and sexuality available to her in the specific social context of her school in India. The specific focus of analysis is Anita’s identity construction in relation to the discourses of victimisation and agency, which are seen to be running parallel to each other.
Keywords: discourse analysis, identity construction, discourse and identity, positioning, agency

Transitioning from onna kotoba to onee kotoba – An interaction analysis of Matsuko Deluxe
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This study, building upon studies on onna kotoba “women language,” attempts to capture the similar mechanism of onee kotoba “queer speech,” which also presents a performative and constructive nature in linguistic utterances. Specifically, by focusing on sentence-final particle and personal pronoun usage of the Japanese TV personality, Matsuko Deluxe, this study argues that although the realistic manifestation of the strong “language-femininity” association has been gradually neutralized, such ideology is still vividly present in the current Japanese society. Furthermore, onee kotoba as a linguistic resource, has motivated the transitioning from an alignment to possibilities of mismatch between ideologies and linguistic behaviors.
Keywords: onee, performative, ideology

Negotiating the Tall Poppy Syndrome in New Zealand workplaces - a gendered process?
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Five get into gender trouble: Tracing gender stereotyping
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In 2010 Hodder Children’s books made the decision to ‘sensibly revise’ Enid Blyton’s Famous Five series, with the objective of removing ‘dated expressions and language’. The transition of the presentation of gender stereotyping through the different editions of the Famous Five series can be seen to reflect changing societal conceptions of gender. Thus, in Hodder’s attempt to retain the original narration, past and present ideas have converged. This presentation will focus on the treatment of gendered phrases such as ‘typical [of a] girl’, and the iconically Blytonesque ‘as good as any boy’, that highlight the evolution of gendered societal limitations.
Keywords: Children, Literature, Five, Blyton, Gender, Stereotyping
Gendered mediatization of food advertising: “Adult (otona)” food in Japan

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Beyond the gender-gap: Exploring practice and ideology in foreign language education in Ireland

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In the Republic of Ireland, women vastly outnumber men in higher education language programmes. The findings of ethnographic research conducted in a west of Ireland secondary school indicate that sex-segregation is imposed on students in various ways, resulting in many students paralleling the gender binary with an educational one by dichotomising language and science subjects. The findings also suggest that there exists a constitutive relationship between individual gendered practices and institutional education, ultimately affecting language choices and influencing language ideologies, with repercussions for the higher education and long-term life chances of students.

Keywords: Ireland, language education, gender.

Gender in Polish textbooks – Findings and recommendations

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The largest research project to date on textbook analysis, “Gender in Polish Textbooks” (Chmura-Rutkowska et al. 2016), includes quantitative and qualitative analyses of over 25% of the total number of textbooks for every subject and educational level in various types of Polish schools approved for school use by the Ministry of Education. The study scrutinised models of femininity and masculinity intersecting with other identity dimensions promoted by the Polish core curriculum and textbooks. I focus on presenting the results of statistical and qualitative analyses as well as recommendations to be implemented by institutional stakeholders.

Keywords: textbooks, gender, femininity, masculinity

Doing being a teacher: Does gender matter?

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Presently, only 13% of primary school teachers in the UK are male. With the ongoing worldwide debate about the educational performance highlighting the widening gender gap between girl and boy pupils, the demand for more male teachers has become prevalent in educational discourse. However, some research has argued that such demands are unsubstantiated; that matching teachers and pupils by gender does not have any direct positive effect on pupil's achievement levels. Although previous research has examined 'teaching' as institutional talk, men's linguistic behaviour in the classroom remains largely ignored. This paper explores how teachers and pupils as a Community of Practice (Wenger 1998) do classroom discourse in relation to gender.

Keywords: Gender, primary school teaching discourse, identity construction, Community of Practice, non-traditional occupation.

‘Twin set and pearls’: Narrative constructions of gender-segregated professional identities

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(See co-author Lia Litosseliti for abstract)

The interaction of grammar and phonetics in perceptions of sexuality in Brazilian Portuguese

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In a matched-guise experiment, listeners rated stimuli contrasting only in the presence/absence of nonstandard NP number agreement and diphthongization of nasal /e/. Standard agreement and diphthongization together contribute to the perception of a less masculine-sounding male voice (more so than when only one feature is present). The female voice is perceived as more feminine-sounding when there is diphthongization, but the presence of standard plural does not make a significant difference. Results show that grammatical features can be salient in sociolinguistic perception and the social meanings of these variants do not constitute simple binary oppositions in the perception of gender/sexuality.

Keywords: Brazilian Portuguese, NP number agreement, nasal /e/ diphthongization, sociolinguistic perception

The use of dating apps within a sample of the international deaf gay male community

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Digital practices have changed the way Deaf gay men project themselves in mainstream gay communities. What was once a network of local local groups has become an international Deaf gay community in its own right. By embracing communication through social media and dating apps, multimodal interaction occurs through learning new text styles used on these platforms, as well as using Sign Language via webcams. Simultaneously, it is recognised that virtual communities cannot perform as all together substitutes for interpersonal interaction and therefore,
eventual live engagement with others often materialises. Face-to-face encounters and activities further cement recognition of this flourishing sub-community.

Keywords: dating apps, deaf gay male community, virtual communities, sign language

“Something that stretches during sex”
Coining a new word for hymen to challenge patriarchy

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Virginity controls are causing great suffering to women worldwide, and hymen (re)constructions are carried out in many countries.

The Swedish Association for Sexuality Education launched a new term, vaginal corona, which questions the misconception that it is possible to determine if a woman has had sexual intercourse.

Our study shows the success of the initiative among health professionals and teenagers. These showed a varied understanding of the word – varying from old and traditional to new and feminist ones.

Feminist linguistic reform initiatives are thus usable as part of feminist political work to promote women’s sexual rights and gender equality.

Keywords: feminist language reform, hymen, vaginal corona, patriarchy, sexual rights

“The work of the devil”: Religious framing of LGBT+ equality in a South African newspaper from 1983-2016

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This paper presents the results of research which investigated the discursive (re)production of religiously motivated arguments in favour of or against LGBT+ equality. The data consists of a corpus of articles and letters to the editor that were published in the South African City Press newspaper from 1983 until now. The method of analysis incorporates a blend between the applied linguistic fields of Critical Discourse Analysis (CDA), Collective Action Framing (CAF) and Queer linguistics (QL) in its investigation. The results illuminate the various ways in which religiously framed pro- and anti-LGBT+ equality arguments are discursively constructed and countered in public discourses.

Keywords: Critical Discourse Analysis, LGBT+, Religion, Collective action framing

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Women, work and gender-fair language in Italian job ads: A stagnation rather than a transition

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Using a Corpus Linguistics approach, this paper examines to what extent companies still use gender-biased language in Italian job ads, despite regulations approved in 1977. Furthermore, this paper aims also at uncovering whether there is a link between Italy’s backwardness in terms of women’s employment rate and the use of gender-biased language in job ads. Results show a stagnation rather than a transition, since the gender-biased forms listed in 1987 are still widely employed by companies nowadays. In addition, Italy is still lagging behind other European countries regarding both women’s employment rate and the use of gender-fair forms in job ads.

Keywords: Corpus Linguistics, Italian, job ads, women’s employment rate

Gender representation in Vietnam TV commercials

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This study investigates the media’s gender representation in everyday TV commercials in Vietnam from a multimodal critical discourse analysis perspective. The data comprise 99 commercials aired on principal TV channels during September and October 2014. The framework used is Fairclough’s (2001), in which part of Kress and van Leeuwen’s visual grammar (1996) is incorporated. The study finds that the representation of women is far less glorious than what is found about them on the international women’s day. The study proposes that Vietnamese women’s contribution in the economy and gender equality seem to be acknowledged and represented only on special occasions.

Key words: gender representation, multimodal CDA, gender equality

On bullshitology: The history of “women’s language” and the future of “pseudo-profound bullshit”

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This presentation considers recent scholarship on “pseudo-profound bullshit” (Pennycook et al. 2015) and suggests that comparison with discourses of “women’s language” (Lakoff 1973) may help illuminate how the category is constructed ideologically. Psychologists seek to identify traits that make people receptive to impressive yet vague speech. But instead of identifying bullshit through truth value and speaker intent (contra Frankfurt 2005), they implicitly identify topics – New Age discourse, Twitter – and speakers with pseudo-profound bullshit. I suggest that critiques of socially constructed language ideologies from gender and language scholarship may provide a model and corrective for such studies of discourse reception.

Keywords: bullshit, discourse reception, ideology, philosophy
The career of queer - Queer traveling through time and space

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The impressive success of ‘queer’\textsuperscript{'}s career is due to its experiences in traveling and transitioning, both over time and space. In its time travels within the English language, it has adopted a considerable range of meanings and connotations, from the original pejorative aspect to a proud self-definition. New meanings and connotations, rather than substituting prior ones, have added up to the semantic content, thus opening up ‘queer’\textsuperscript{'}s enormous semantic potential. However ‘queer’\textsuperscript{'}s career paths do not only move in temporal directions, they also reach beyond linguistic borders, thus I will argue that also for ‘queer’ time and space are related.

Keywords: Queer Linguistics, semantics, etymology, lexicology, lexical semantics

Male-directed sexual violence in conflict: Language and (in)visibilization

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Recent research indicates that large numbers of men and boys in areas of conflict around the world have experienced sexual violence. Language is rarely a resource they can call upon as they have internalized masculinist norms of self-censorship. Even when these survivors are willing to make themselves visible, they often find that they remain invisible to many legal, medical, cultural, and political discourses. Yet there are signs of change, and male survivors are becoming more and more visible. This presentation explores the ways in which these processes are taking place. They indicate the potentialities of language to promote empowerment.

Keywords: sexual violence; conflict; language; masculinities; in/visibilization; human

The Language of rape as a foreign policy tool: Historical and contemporary examples

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Rape has been used as a metaphor for the failure of the state throughout the course of Western history. I show this first by deconstructing the myth of the rape of Lucretia. My attention then turns to more contemporary settings. I investigate the use of rape by American policy makers prior to the first Gulf War and the Cold War, and how that motivated the policy of intervention and containment, respectively. In short, my study demonstrates how a raped woman (both metaphorically and literally) not only incites political revolution, she comes to symbolize the most important values of foreign policy.

Keywords: Rape, Foreign Policy, Cold War, Gulf War, Metaphor

Gender and sexuality in English language education in Poland: Focus on teachers

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We report a research project which looked at the perspectives of teachers on gendered and sexualized textbook content, and at teacher-student gender- and sexuality-related interactions. Using a battery of methodologies and drawing on insights of (feminist) discursive analysis (Lazar 2014), critical pedagogies (Norton and Toohey 2003; Monchinski 2008) and queer linguistics (Motschenbacher 2011; Nelson 2007), we show how essentialist categorizations of women and men are still commonly drawn on in EFL classes in Poland. We make recommendations as regards gender and sexuality for language teachers, and also for EFL teacher educators, textbook writers and reviewers, and policy makers.

Keywords: critical pedagogies, EFL, gender, heteronormativity, language teachers

Courtroom discourse and rape myths: A feminist CDA approach to trial proceedings

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Adopting Feminist CDA approach to rape trial proceedings in the Philippines, this paper attempts to locate the relationship between power and gender in interrogations of witnesses by analyzing seventy four (74) transcripts of seven (7) resolved cases and interviews with four (4) women complainants. Features of discourse, embedded with rape myths, function as discursive practices of lawyers and judges to exercise control over witnesses, turning claims of violence to sexual consent through victim blaming, stigma, and disbelief. These discursive practices are far from being eradicated even after the 1997 legal reform movements in the country.

Keywords: rape myths, discursive practices, Feminist CDA

Uncovering gender(ed) propositions in psychotherapy with female bulimic patients

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Eating disorders constitute gendered disorders by typically afflicting women and, as claimed by Scott (2008), they emerge in response to a perception of failed femininity. By applying the framework of integrative qualitative methodology to two therapy sessions with two female bulimic patients, this paper aims at capturing and exposing various gender(ed) propositions projected by the female patients in narrating their experiences of living with bulimia in the interactional here-and-now of psychotherapy. The findings show how eating disorders can be construed as a response to certain normative ideological assumptions and evince the complex discursive links between femininity, body image and bulimia.

Keywords: bulimia, conversation analysis, membership categorization analysis, gender ideologies

**Gender and sexuality in English language education in Poland: Focus on teachers**

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I explore the interpersonal resources used to configure space-times homophobically, drawing on a textual corpus related to Ang Lee’s *Brokeback Mountain*, which incited wide-ranging responses across local, national, regional, and international terrains. I demonstrate how local and national conservative responses homophobically configure US Western spatiotemporalities as entailing heteronormative masculinity and constituted by a conflation of a valorized (mythic) past with the present that fends off a threatening future. The ideological functions of such configurations differ across spatiotemporalities. Local space-time constructions delink Western from national space-times, countering perceived metropolitan exploitation. US national space-time constructions link Western to national space-time to legitimate governance claims.

Keywords: homophobia, systemic-functional grammar, spatiotemporalities

**Women who kill: A legal-linguistic analysis of identity construction after homicide**

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Scholarly work has shown that women who kill (WWK) are constructed as deviant from appropriate femininity. Using methods from corpus linguistics, we analysed statistically significant patterns in a collection of English sentencing remarks. We found that WWK are most frequently referred to directly by the judge using the second person pronoun but additional functionalization/nomination strategies identified them through familial position. Collocations showed a lack of agency associated with WWK; verbal/emotional processes associate most strongly, while active/material processes are less frequent. These linguistic choices reinforce hegemonic constructions of women as situated in the home and distanced from (homicidal) choice and agency.

Keywords: language of the law, corpus linguistics, critical discourse analysis, forensic linguistics

**Transgendered transitions: Adopting a scholarly writer identity via transgender research**

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Each year, nearly 2,000 first year Arts students at the University of British Columbia, Canada, take a semester-long theme-based, genre-theoretical course that introduces them to both the situations in which scholarly work takes place and the different genres used within those situations. One of the iterations of this course explores scholarly genres and disciplinary differences via the theme of “Transgender Studies.” This paper draws on written student reflections and interviews to explore how students in this course transition into the identity of apprentice scholar by reading, critiquing and producing their own scholarly research in transgender studies.

Key words: transgender, genre, academic writing, identity

**Pretty in hijab: Online self-mediatization of Singapore Muslim fashion bloggers**

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While mediatization in the mainstream media commonly equates Islamic headscarves with misogyny and oppression, urban hijab-wearing Muslim women have helmed a grassroots movement (re)aligning their image as modern and optimistic. While mediatization in the mainstream media commonly equates Islamic headscarves with misogyny and oppression, urban hijab-wearing Muslim women have helmed a grassroots movement (re)aligning their image as modern and optimistic. Through multimodal discourse analysis, this study investigates data derived from popular fashion blog posts of locally renowned young Muslim women in Singapore. Our study concludes that the bloggers’ content creation challenges the broader globalized negative stereotypes and negotiates the structure of hegemony via the semiotic processes of naturalization of hijab-wearing practices.

Key words: Islamic fashion, social media, faith, multimodal discourse analysis
Challenges and limitations to non-sexist language reforms in Serbia
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My paper deals with the question of how feminist interventions in sexist language practices in Serbian have developed over the past 30 years. Since the 1980s feminist linguists and activists in Serbia started to deal with the issue of non-sexist alternatives in language and in the 1990s the first guidelines on so-called gender-sensitive language use have been published. However, in the last years some new approaches to non-sexist language emerged arguing that replacing single words is not enough in order to avoid linguistic sexism. The focus of feminist proposals shifted from general guidelines to more individualised and context-sensitive solutions.

Key words: feminist linguistics in Serbia, (non-)sexual language, guidelines

Manga masculinities: A longitudinal comparison of boys’ love (BL) in the 1990’s and 2000’s
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The present study is a longitudinal corpus analysis of ‘boys love’ (BL), a Japanese romance genre focused on male homosexual relationships. Research on recent BL has found the speech styles of the main couple index highly masculine traits, in contention with older sociological research stating that these characters are not really gay men, just agencies for idealized romance. A longitudinal analysis of b-Boy (1993-2009) was performed, including a character analysis describing sexual role vis-à-vis speech style, and a quantitative analysis, noting gendered speech features in each character’s dialogue. In particular, personal pronouns, sentence-final expressions, and vowel neutralization are discussed.

Keywords: Japanese, sexuality, discourse analysis, comics, corpus linguistics

Media representation/regularization of the Latina body and their social and cultural practices in magazines
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This study analyses beauty and professional advice articles in a beauty magazine targeting Latinas, specifically their use of metaphors and indexicals. I argue that these articles are intended to discursively create a Latina body acceptable to mainstream America. They establish what cultural and social practices are appropriate and adequate, and what might help them to integrate and assimilate in this society. Preliminary conclusions of this analysis show how these articles attempt to create a homogeneous image of Latinas, ignoring racial, social, ethnic, and sexual differences among them, but more significantly they attempt to regulate the Latina body.

Keywords: metaphors, indexicality, beauty magazines, Latinas

Sexuality and agency in Cambodia: An exploration of English competence as a local practice
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This talk focuses on how different forms of competence in English relate to sexuality and agency among a group of young Cambodian men who form mutually beneficial relationships with men from the global north. Through an analysis of extracts from interview data, I will demonstrate how competence is linguistically manifested by these local men within locally circulating discourses. In addition, I suggest that the competencies and knowledge that are needed to form and negotiate these relationships, and to gain access to the benefits that come with them, also reveal the agency these local men display in pursuing a better life.

Keywords: Cambodia, competencies, discourse analysis, sexuality, agency

Linguistic variation and gender identity of Thai men who identify with non-normative male roles
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This study investigates the speech of men who identify with non-normative male roles in Thailand, including both male-to-female transgenders and gay men. It aims to identify how language participates in the indexation of gender focusing on vowel lengthening and self-reference terms. I argue that vowel lengthening is used by Thai non-normative men as a stance-taking device allowing the variable to become associated with their gender identity. Analyses also reveal the use of self-reference terms both to construct gender and avoid presenting gender, and their contextual dependence. The findings show how gender work operates simultaneously at different levels of language.

Keywords: transgenders, gay men, vowel lengthening, self-reference terms

“Sarariiman” (Salarymen) and the performance of masculinities at business meetings in Japan
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This study empirically analyzes business meetings at a multinational corporation in Japan, focusing on how four sarariiman perform masculinities during meetings. The analysis shows that their use of the first person pronouns and other contextual features including speech styles allows male employees to display different types of masculinities. The study also demonstrates that male employees’ problematization of female co-workers contributes to their performance of heterosexual masculinity, as well as establishing homosociality.
The study concludes that sarariiman’s masculinities are not solely realized by men’s language; rather, men’s language and other contextual features jointly serve as resources for sarariiman’s performance of masculinities.

Keywords: masculinity, workplace, homosociality, Japanese

Digitized identities: Exploring self-presentation strategies of Pakistani Facebook users

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This paper explores how this internet-savvy, predominantly urban, young Pakistanis are using Facebook as a tool to construct digital identities and to manipulate or subvert their real-world personas. Employing theoretical insights from Goffman, Stryker and Burk, this study proposes that the construction of online identities, evidenced through self-presentation strategies and profile images, is overwhelmingly controlled and determined by the need for social acceptance and the urge to belong. Interestingly, in spite of the anonymity and freedom provided by internet, the digitised identities of Pakistani users are still circumscribed and influenced by the prescribed, traditional gender roles.

Key Words: Digital Identities, Self-Presentation Strategies, Gender, Facebook, Pakistan

The French extreme right’s discursive forays into feminism and LGBT-advocacy

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The extreme-right French party Front National has recently been positioning “Islam” as threatening the place of women and sexual minorities. This paper aims to, firstly, chart how the FN has gone from the overtly homophobic and misogynistic days of Jean-Marie Le Pen to currently having a gay vice-president and a woman president, and, secondly, explain how the FN discursively constructs the image of an “Islam” that would be homophobic and misogynistic in order to incite fear in the LGBT community and to entice them to vote for the FN.

Keywords: Extreme and Far Right, French Politics, Homonationalism, Xenophobia

Gaying it up: English and gay identity in the Philippine offshore call centers

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One unique development found in the Philippine offshore call centers is the increasing number of out gay men in the industry. This paper investigates this phenomenon by looking into linguistic practices, specifically the performance of English, that enable the gay identity to thrive. It also examines the ways in which these practices are constructed as empowering for gay men, thus allowing for the possibility of transformative linguistic practices. However, the paper also contends that the success of the gay identity in the call centers must be examined vis-à-vis other social categories (e.g., class) as they intersect in the contemporary period of globalization.

Keywords: call center communication, gay identity in the call center workplace, linguistic agency, intersectionality

Violence against women: Naming the unnamable in contemporary Spanish newspapers

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This paper explores the variety of contemporary naming practices found in two Spanish quality newspapers -El País and El Mundo- when referring to violence against women. Three common collocations (violencia de género, violencia doméstica, violencia machista) are analysed in detail, looking at the discursive and political implications of these terms, as they are used in the aforementioned dailies, with a view to looking at their similarities and differences. A corpus-assisted discourse perspective is adopted, which involves a combination of CDA, corpus linguistics and news values analyses (see Baker et al 2008, Bednarek & Caple 2014).

Keywords: gender-based violence, domestic violence, violence against women, El País, El Mundo, naming practices

The overlapping in a classroom talk: An interplay of gender and language

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Multimodal gender constructions in nonymous digital environment

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Nonymous social media sites increasingly anchor digital identities to off-line realities. The increased use of images anchors these identities to the body. How does it affect the freedom and agency of people to construct non-normative gender identities? I analyzed the Facebook profile pictures of Hungarian teenagers. Critical analysis of multimodal discourse was carried out to see how gender is being digitally, visually, linguistically and intersubjectively constructed through the choice of the profile picture and the comments it received from others. While there are photos that question traditional forms of gender identities, the majority constructs normative masculinities and femininities.

Keywords: gender identity, social media, Facebook, multimodality, profile pictures, teenagers
Challenging hegemonic femininities? The discourse of trailing spouses in Hong Kong

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This paper explores the notion of hegemonic femininities and applies it to the discourse of trailing spouses in Hong Kong, i.e., to women who have followed their partners on an overseas work assignment thereby giving up their own professional careers and leaving their "old lives" behind. Drawing on 20 interviews, we use the concept of hegemonic femininities to gain a better understanding of how these women experience this relocation and its life-changing consequences. We observe that they often challenge and reject hegemonic femininities on the local level but largely accept and reinforce them on the regional and global levels.

Keywords: hegemonic femininities, Hong Kong, women

Gendered identity and performativity in Indian sociocultural context

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The present review paper is an elaborate overview of the competing gender identities and performativity in Indian sociocultural context. The paper discusses the paradoxes, difficulties, unity, diversity and various formatting factors - historical, social, political, literary, global, and commercial - which all have contributed to and shaped the partially affirmed gender identities. The author discusses how these non-normative identities have been negotiated and asserted in the midst of conflicting ideologies. The author also explains the process of the construction of queer self as an individual and collective identity and finally proposes further research in the similar sociocultural contexts.

Keywords: Non-normative gender identity, Performativity, Queer self

Mock white girl

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This paper describes and analyzes style-shifting linguistic and embodied performances identified as Mock White Girl (MWG) that parody a register associated with middle- to upper-middle-class white girls in the U.S. In the stylization of the mocked style performers draw upon relevant phonic, embodied, and material features that are indexically linked to sonic frameworks wherein they are “heard” and categorized as socially significant and meaningful. In individual performances the mocked figure emerges differently—some hear her as infantile while others hear her as racist—but they intersect in a nexus of common appropriations of features, and reproductions of widely circulated stereotypes.

Keywords: girlhood, mock, race

Redefining marriage and family: Discourses about the legalization of same-sex marriage in Taiwan

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This study investigates how ‘marriage’ and ‘family’ are conceptualized in the recent heated debates about the legalization of same-sex marriage and new family formation in Taiwan, focusing on (1) how ‘marriage’ and ‘family’ are redefined in the proponent and opponent discourses, (2) how the ‘western’ and the ‘traditional Chinese’ perspectives are drawn on, and (3) what conceptual metaphors regarding ‘marriage’ and ‘family’ are highlighted. It is concluded that the concepts of ‘marriage’ and ‘family’ and more generally, sexuality, are linked with different timescales (traditional vs. modern, western vs. eastern) in the competing discourses of same-sex marriage and new family formation.

Keywords: same-sex marriage, family, sexuality, Taiwan, conceptual metaphor

A discursive analysis of oppositions in tourism discourse

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This study analyses oppositions on Lonelyplanet.com and Stickmanbangkok.com to reveal the subtle trace of Thailand as a ‘sexual paradise’ in tourism discourse. The focus is on unconventional oppositions, which are typically oblivious due to their non-canonical status. I use Syntactic Triggers proposed by Jeffries (2010) and Davies (2013), Negation in narrative sense (Labov, 1972) and Engagement Markers (Hyland, 2005) to identify oppositions on the micro level. On the macro level, these oppositions are related to those on the conceptual levels, which, in turn, are associated with cultural oppositions, namely the East/ West binaries in Said’s Orientalism (1978).

Keywords: oppositions in discourse, critical discourse analysis, Orientalism, tourism discourse

Gender and sexuality in English language education in Poland: Focus on teachers

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(See co-author Łukasz Pakuła for abstract)
Uncovering gender(ed) propositions in psychotherapy with female bulimic patients

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(See co-author Joanna Pawelczyk for abstract)

Representation of various ‘women’ in a policy package for creating a society in which all women shine

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This paper analyses the representation of social actors in the policy package announced by the Japanese government in 2014. The package puts importance on the potential power of women to revive Japan. The research investigates the representation of social actors and other relevant linguistic features. Overall, I identify discourses of ‘suffering women’ and ‘women to be helped’ alongside the contradictory gendered discourses: ‘women as the centre of childrearing and caring for the elderly’ and ‘reducing women’s childrearing and care work at home’. The paper further discusses how the findings are related to the government’s attitude towards gender equality.

Keywords: policy, CDA, Japan

Covering rape: How the media determine how we perceive violence against women

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This presentation focuses on the way rape is represented in the British mainstream press. The main claim of this study is that the linguistic choices of journalists reporting on rape are ideologically significant with respect to sexualisation and the construction of gender roles and identities. The linguistic analysis is carried out using Corpus Linguistics and Critical Discourse Analysis. Passivation, nominalization and premodification of lexical items such as woman, rape, rapist and victim are some of the linguistic processes analysed in this study in order to deconstruct the central features of the dominant discourse surrounding in the press.

Keywords: gender, media, corpus linguistics, CDA, violence against women

Keeping it real despite the risks: Im/politeness, Rachel Jeantel, and black girls’ codes

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General linguistic theorizing aims at universalizing im/politeness, ultimately identifying commonalities within human im/politeness systems worldwide. Thus, interrogations of im/politeness function as markers of humanity. Currently, scholars have not generated a theory of im/politeness within African American contexts. To add to theorizing, I focus on im/politeness within that space. Specifically, I analyze insider views on Rachel Jeantel’s testimony during the State of Florida v. George Zimmerman trial. How do insiders assess Jeantel’s behavior? I used ten face-to-face interviews with Black women for analysis. Although outsiders may construct certain behaviors, such as talking smart, as rude, insiders tend to index their complexity.

Question-answer sequences in parliamentary debates between Japanese female politicians

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This presentation will report a corpus-assisted discourse analysis on parliamentary debates in Japan, which involved three female politicians: Minister (MS), Vice Minister (VM) and MP in the Opposition (OP). Three research questions are addressed: (1) how do the participants allocate their speaking time, (2) what strategies are observed in questioning and answering, and (3) what (im)politeness strategies do they employ? The results show that OP talked for a half of the discussion, seeking the government’s action/opinion, which was followed by MS/VM’s answering with round about talks or evading. Both MS and OP expressed sympathy to enhance rapport as women.

Keywords: parliamentary debate, female politicians, question-answer sequence, politeness strategy

Self and other representations of female sympathisers of ISIS/DAESH

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This study examines how female sympathisers of ISIS are represented through and by media discourses, and how female sympathisers of ISIS represent themselves on Twitter, in relation to ISIS. Employing Critical Discourse Analysis – the Discourse Historical Approach (Resigl & Wodak 2000), Social Actor Network (van Leeuwen 2010) – as well as the notion of gendered discourses (Sunderland 2004), this paper will analyse the diverse ways in which the Self versus Other (Wodak 2010) schemata is prominent. By viewing gender through multiple lenses, this paper intends to pave the way for an examination of gender and terrorism that explores the complexities of representations.

Keywords: Gender, Terrorism, Critical Discourse Analysis, ISIS

Changing trends in Japanese women’s names: Increased diversity, increased backlash?

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In recent years, a sense of crisis has taken over Japan concerning changing naming practices. While both men’s and women’s
names have been affected, it is not clear if these changes have hit them equally. In response, I tracked the orthographic, structural and phonetic characteristics of new names in 12 municipalities. Men's and women's names were comparable in terms of diversity, but featured little overlap. Women's names also used unusual kanji readings more, suggesting that they are more affected by the current naming trends, and that the negative reception of new names may have an especially strong affect upon women.

Keywords: names, Japan, kanji, writing

**Loves! Dragging traditional speech into new territory in Newfoundland**

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A traditional Newfoundland English speech feature, verbal s-marking (as in I loves it), is being adopted and adapted by groups rarely associated with traditional dialect: young urban women and drag queens. We mine interview, survey, and interactional data to show how using a linguistically marked subtype (first person subjects, mental stance verbs) allows speakers to present an ironic, playful local identity. Although overall rates of verbal –s are declining, marked forms now index female urban in-group meanings, and are thus a valuable resource for the local drag community.

keywords: dialect, drag, identity, post-insularity

**Alternative to an alternative: Constrained agency, same sex attraction, and new sexual identities**

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Expanding on existing language and gender research on agency in context, I use data from a larger dissertation project investigating sexual identity, desire, and practice among straight-identified men interested in men to explore constraints on agency among men who self-identify as straight despite acknowledging attraction toward other men. This is done by linguistically creating an identity of being SSA (Same-Sex Attracted) as an alternative to a gay or bisexual identity, allowing for an acknowledgement of non-normative sexual desires in an otherwise traditional, heteronormative Mormon lifestyle.

Keywords: agency, desire, identity, MSM, SSA

**The intersection of sex and ethnicity in language variation and change**

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In language variation and change, speaker sex intersects with other social factors, providing evidence that different dimensions of sociolinguistic identity are not independent. Our examination of Toronto English shows that sex/gender effects are strongest for speakers of British/Irish background and weaker or insignificant for speakers of other ethnic backgrounds. These findings suggest that constructing and expressing one aspect of social identity may weaken or override that of another, and the use of the same linguistic features for different social purposes supports the view that there is an ‘indexical field’ of potential social meaning.

Keywords: Canadian English, language variation and change, gender, ethnicity

**How do they come out – “Public display” VS “private struggle”**

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This paper aims to provide a reflexive reading of two different coming-out situations in Hong Kong’s homosexual community. When coming out, socially privileged homosexuals (homonormative homosexuals) tend to use labels and even slightly insulting slang since they are less likely to be challenged. However, less privileged homosexuals choose to deploy expressions that refer to the emotional elements in homosexuality, as if in this way they try to find an acceptable explanation for their “deviancy”. This paper argues that localized homonormativity in Hong Kong is a paradox between “public display” and “private struggle”.

Keywords: homonormativity; closet; language reflexivity

**Gender representation in network appellation: A reflection of modern women’s social status**

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This study explores the use of female appellations in online language such as “nv han zi”, and analyzes what and how gender images and relations are portrayed, what gender conceptions are reflected and what gender identities are constructed. Using critical discourse analysis, this study classifies female apppellations into commendatory, neutral and derogatory. It is found there is a kind of plurality in female image construction, women are expected to maintain traditional feminine characteristics or show masculinities to some extent. The results show that though the progressive gender equality is strongly advocated in social life, the conservative gender normativity still plays a dominant role in online discussion forum.

Keywords: appellation, gender representation, women’s social status, online community
Women who kill: A legal-linguistic analysis of identity construction after homicide

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(See co-author Amanda Potts for abstract)

Indexicality, vocal gesture, and the negation of muxe identity in Juchitán, Mexico

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This paper examines the use of variants of post-syllabic /s/ in Spanish in Juchitán, Mexico as these variants relate to muxes, who fulfill a third gender role there. Muxes frequently use the alveolar variant of /s/, which indirectly indexes femininity, thereby constructing a particular non-male gender identity. In my data, a non-muxe speaker delegitimizes this gender identity through indexical inversion, using the elided variant, which indirectly indexes heteronormative masculinity. Furthermore, in these contexts, the use of /s/ variants acts as vocal gestures that, along with physical gestures, legitimize or delegitimize identity claims and participate in the discursive creation of gender.

Key Words: indexicality, gender, vocal gesture, Spanish, post-syllabic /s/, linguistic anthropology

Wedded but not always a wife: Negotiating identity by married lesbians

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This paper emphasizes the complexity of the use of the term wife by married lesbians in the United States and demonstrates how the use of relationship terms shapes participants’ identities. This work captures social and linguistic change in progress and illustrates political and personal implications grounded in language ideology. Interview and survey data convincingly demonstrate both how the use of relationship terms by married lesbians is evolving and documents how multiple factors including age, social context, gender identity, past experiences, and perceptions of acceptance and safety affect the use or avoidance of the language associated with marriage across social contexts.

Keywords: Same-sex marriage, language ideology, identity, kinship terms.

Language activism – Debates on feminist language change in Sweden from the 1960s until 2015

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In this paper I present the results of my PhD-project in which I analyzed Swedish debates on feminist language change focusing on the period 1960-2015. The analyzed data includes debates from three different contexts: feminist communities (women’s, gay, queer & trans* movements), public forums for discussion on the internet and official language organizations. My central research interest is how the actors in these three contexts understand and describe the relation between language and gender and between strategic language change and changes in the non-linguistic world. To which extent is language described as mirroring or as constructing society and to which extent is gender described as natural and stable or as discursively constructed?

Keywords: Feminist language change, feminist activism, language and discrimination

Contrastive feminine linguistic styles: Woman-to-woman talk in a Japanese TV show

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This paper analyses on-stage discourse between two female celebrities in a highly popular TV talk show, where each attends to different types of femininity through verbal and non-verbal linguistic styles (old/young, established/girl-next-door, austere/fun, normative/non-normative). The two linguistically and metalinguistically manage the ‘character (personality)’ contrast expected by the viewers, as well as fulfilling their interviewer/interviewee roles. They also engage in the staged construction of ‘female-bond’ through compliments, criticisms, metalinguistic comments, as well as converging and crossing over to each other’s styles. The study explores how non-normative language use becomes commodified and stylized as individual style, exclusive to certain ‘characters’.

Keywords: style, media, celebrities, Japan

“Create opportunities for yourself!”: Neoliberal postfeminism in a Malaysian women’s magazine

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Although Malaysia has grown to become the 35th largest economy in the world, gender equality in the workplace has regressed. The female labour force participation rate stands at 47%, and only 9% of firms have women top managers. This study examines the discourses of career in advice articles in a popular Malaysian women’s magazine, and demonstrates that by invoking a constellation of conflicting discourses, this publication constructs the neoliberal and postfeminist narrative of self-determination and self-efficacy, blaming women for their lack of professional advancement and urging them towards ceaseless self-improvement.

Keywords: CDA, women’s media, gendered discourses, neoliberalism, postfeminism, women and work
Representations of ‘leftover women’ in the Hong Kong reality television show Bride Wannabes

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This research investigates the representations of ‘leftover women’ (single women in their 30s-40s) in the Hong Kong reality television show Bride Wannabes. I specifically focus on how the participants are referred to and the types of actions involving them using van Leeuwen's social actor framework (2008) and the transitivity system in systemic-functional grammar (Halliday and Matthiessen, 2014). It is found that the programme frames the participants finding partners as a battle/race and characterises them as different types of women. It then shapes views on different kinds of women vis-à-vis their marriageability. My analysis shows Bride Wannabes upholds traditional femininity and problematises women deviating from it.

Keywords: leftover women, Hong Kong, marriageability

Challenging hegemonic femininities? The discourse of trailing spouses in Hong Kong

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(See co-author Stephanie Schnurr for abstract)

Thin Lines: The visible and invisible messages in feminist discourse on Wei-bo

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This paper is going to introduce a new type of feminist discourse on Chinese wei-bo. By doing a critical reading on some examples of these online texts, the paper is going to disclose the meaning-making skills and hidden messages behind them. And throughout the analysis, it is found that, for the purpose of freeing women readers from a social and traditional bound of defining women, these online texts are building up another set of standardized thinking patterns and behaviors for their readers. Therefore, it is very important for women readers to draw on their own judgment when reading these texts.

Keywords: wei-bo, feminist discourse, gender, identity, women readers

Language and agency in a trans(itional) moment: The politics of linguistic choice in transgender communities

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Transgender lives have recently come into the public spotlight like never before, and with this shift comes an increase in research on language in trans communities. This shift presents challenges as the study of trans language moves from a set of disparate projects into a cohesive field. This talk addresses some of these challenges through a focus on the variable role of agency in trans discourse. The analysis focuses on conflicting discourses surrounding agency in the talk of English-speaking trans people, and how those discourses work to erase the unequal distribution of agentive choice.

Keywords: transgender, agency, voice, embodiment, and identity