

LangGeSex 2023

Language, gender and sexuality: theoretical and
methodological perspectives / Kieli, sukupuoli ja
seksuaalisuus: teoreettisia ja menetelmällisiä
näkökulmia

Helsinki 12. – 13.10.2023



Book of Abstracts / Abstraktivihko



HELSINGIN YLIOPISTO
HELSINGFORS UNIVERSITET
UNIVERSITY OF HELSINKI

HELSINKI INSTITUTE FOR
SOCIAL SCIENCES
AND HUMANITIES

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Plenary sessions / Plenaariluennot

FRAZER HERITAGE (Manchester Metropolitan University) Lavender Corpus Linguistics: Taking Stock and Moving Forward

This keynote paper reflects on the history and development of research in corpus linguistics, language, gender, and sexuality studies, and combinations of these fields. Inspired by the edited collection of *language and sexuality* (see Motschenbacher 2018), I explore current trends in the field of corpus approaches to language, gender, and sexuality. I argue that studies combining these fields typically (1) focus on how a collection of nouns, pronouns, and adjectives represent gender/sexuality, (2) investigate how social media movements related to gender and sexuality are constructed, and (3) explore the construction of gender and sexuality-based norms and normativity in (typically online) communities of practice. Although I discuss examples of previous research for each approach, I highlight this third approach with data from the online incel community (see Heritage forthcoming/2023). I demonstrate how normativities are central to this sexuality-based online community, as evidenced through keywords, collocates, and concordance lines. However, I also draw attention to some pitfalls in corpus approaches to gender and sexuality, namely how a small body of research still fails to engage with post-structuralism and anti-essentialist ideas (see Mendoza-Denton 2004 for a discussion of this in variationist sociolinguistics), and some research does not answer the question ‘yes, but is it gender?’ (Swann 2002). In addition to these, I pay attention to some of the shortcomings of corpus linguistic for analysing gender and sexuality: particularly around issues of implicature and a lack of engagement with a greater range of ideas from queer theory.

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LUCY JONES (University of Nottingham) Analysing Identity and Embodiment in the Discourse of Trans Youth: A Queer and Trans Linguistic Approach

In this talk, I outline and draw on two key theoretical frameworks for the analysis of language and LGBTQ+ identities: the well-established approach of *queer linguistics*, and the recent call for a *trans linguistics*. I use discourse analysis informed by these approaches to explain identity construction as it occurs in a conversation between young British trans people. In this conversation, the young people describe their experiences of being rendered powerless through misgendering or misrepresentation, revealing cisnormative expectations around trans people's embodiment. I argue that the young people's collective responses to these moments enable them to challenge the ideologies underpinning their marginalisation, and to recontextualise the language used by others to describe their bodies. In this way, they gain agency through a process of dialogic embodiment, in which their bodies are literally spoken into being. In considering this data and my analysis, I also reflect candidly and critically on my own role as a cisgender researcher doing this work, and on the affordances of both queer and trans linguistics.

Keywords: Embodiment, agency, trans identity, cisnormativity

Workshops / Työpajat

FRAZER HERITAGE. (Manchester Metropolitan University) *Corpus approaches to language and sexuality: tackling methodological challenges*

In this workshop, participants will be placed into groups depending on their interests. Participants will be encouraged to either: 1) explore the construction of gender and sexuality in publicly available corpora, such as the British National Corpus, or the Corpus of Contemporary American English, or 2) will be encouraged to find and create their own corpora, based on either pre-selected cultural keywords or knowledge of a particular community of practice. For this workshop, individuals who have a pre-made corpus are welcome to use it. Participants will work collaboratively with group members to explore not only lexical and grammatical representations of nouns/pronouns denoting gendered social actors, but will begin to look at how other forms of analysis might compliment/be complemented with corpora and how cultural keywords might

become gendered or sexualised. The group will work together to conceptualise new ways to explore implicit representations of gender and sexuality, and discuss how we might more thoroughly utilise queer theories to interpret results. The broader findings of how gender and sexuality are both constructed and operationalised will be shared among workshop attendees, which it is hoped will facilitate new discussions to begin to move the field forward.

LUCY JONES. (University of Nottingham) *Doing ethnography in Language, Gender and Sexuality research: Issues, concepts, and reflections*

In this workshop, Lucy will offer a brief introduction to linguistic ethnography as an approach which allows the researcher to gain an invaluable ‘insider’ perspective on speaker behaviours. Using examples from her own research with queer subjects, participants will work through three key issues: reflexivity, ethical practice, and using ethnography for linguistic analyses of gender and sexuality.

Section presentations / Sektionsitykset

FARAH ALI. (DePauw University) *Gender Inclusivity in Catalonia and Valencia: Administrative Discourse as a Site of Language Reform*

Gender has traditionally been represented in Romance languages as a binary, and through morphological markers. Masculine morphemes, alongside masculine lexemes, can also correspond to the generic masculine, which uses masculine forms for referents of mixed or unspecified genders. However, some Romance languages have begun shifting towards more inclusive linguistic innovations, which are viewed favorable among many (Slemp, 2021). Still, this practice has been met with resistance, particularly among language academies (Kosnick, 2021; Niklison, 2020). For instance, the Royal Spanish Academy is especially vocal against gender-inclusive forms in Spanish, often at the forefront in discussions about inclusive language in Spain. However, little research is available on other languages in this locale. This study examines Catalan and Valencian, which are spoken primarily in Catalonia and Valencia, respectively. Using ten public, administrative documents published between 2005-2019, my analysis focuses on how public discourse conceptualizes gender and inclusive/exclusionary practices in language, and how discourse supports linguistic innovation and/or limits it. This analysis - which includes intratextual and intertextual components - employs critical discourse analysis (CDA) (Fairclough, 2003); such an approach is a particularly efficacious framework for analyzing public and widely disseminated discourse, as CDA connects language practices to social, cultural, and political contexts, thus highlighting how discourse can enact, reproduce, or challenge relations of power in society. The study of inclusive language remains a timely matter of discussion, as linguistic innovation is an inevitable and necessary process that reflects a need to name, visibilize, and legitimize our realities, which certainly extends to our identities.

Keywords: inclusive language, Catalan, Valencian, Spain, Critical Discourse Analysis

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ANDRÉ BERNARD. (Hong Kong Baptiste University) No space for English on the bus: Queer men and the discursive negotiation of masculinity on the public transportation system in Jamaica.

In Jamaica, the native tongue, Jamaican Creole (JC) and the official language Standard Jamaican English (SJE) carry gendered meanings. JC is associated with roughness which is stereotypically associated with masculinity while SJE indexes characteristics which are antithetical to this hegemonically masculine ideal: softness and femininity. In this society, where homophobia manifests as “a radical and extreme ... masculine paranoia of the feminine” (Hope 2010, 80), males who use SJE are perceived as unmanly and homosexual. Thus, men are generally expected to use JC to signal their masculinity (and heterosexuality), especially in informal contexts like public transportation.

In this context, how do queer men use language to navigate these dominant gendered ideologies? Using ethnographic interview data from three gay men, this paper explores their strategic deployment of linguistic resources while using the Jamaican public transportation system. It focuses on their use of two linguistic strategies: manipulation of language to portray a stereotypically masculine persona, and the refusal to speak (silence). Through detailed discourse analysis supplemented by online data and the application of Bucholtz & Hall (2005) sociocultural linguistic framework, the analysis shows how the linguistic strategies these men employ become important tools for self-protection, especially given that gay men are marginalized in Jamaica. It also demonstrates that silence can be framed as an example of linguistic agency, as it is a discursive move of resistance which defies - through refusal to engage - the hegemonic expectations of how men ‘should’ use language in particular contexts.

Keywords: masculinity, Jamaican Creole, Jamaica, linguistic agency

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YVONNE BINDRIM. (Greifswaldin yliopisto) Maallikoiden ja asiantuntijoiden näkökulmista sukupuolisensitiiviseen kielenkäyttöön neljässä kielessä

Viime vuosina yhteiskunnan polarisoituminen on ollut havaittavissa monilla elämänalueilla. Polarisoituminen on erityisen voimakasta alueella, jossa sukupuolikysymykset ja kieli kohtaavat. Sekä maallikot että asiantuntijat osallistuvat yhtä kiihkeästi keskusteluun siitä, millaista sukupuolisensitiivinen kielenkäyttö voi olla tai tarvitaanko sitä lainkaan. Muiden kielten erityispiirteitä ja muiden kielten kehityksiä otetaan keskustelussa huomioon.

Kielissä, joilla on läheisen sukulaisuutensa vuoksi samankaltaiset kielelliset keinot kehittää sukupuolisensitiivistä kieltä, voidaan kuitenkin havaita vastakkaisia strategioita: Esimerkiksi saksan sukupuolisensitiivisen kielen kannattajat suosivat tehdä sukupuoli näkyväksi (esim. Studentin niin sanotun geneerisen maskuliinisen muodon Student sijasta). Ruotsin kielessä taas suositaan sukupuolen näkymättömyyttä (lärar muodon lärarinna sijaan).

Sukupuolettomilla kielillä suomella ja virolla on samankaltaisia keinoja sukupuolen merkitsemiseen (su. lakimies; vi. esimees), mutta virolainen puhujayhteisö on yleensä paljon arvokonservatiivisempi kuin suomalainen.

Esitelmä tutustuttaa tutkimushankkeeseen, jossa analysoidaan maallikoiden ja asiantuntijoiden, sukupuolisensitiivisen kielen puolestapuhujien ja vastustajien argumentaatiota kielen immanenttien mahdollisuuksien taustalla ja argumentit sijoitetaan kulloiseenkin yhteiskunnalliseen kontekstiin.

Keywords: gender mainstreaming, gender sensitive language, argumentation, discourse

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XIAOYI CHENG. (University of Turku) The Role of Translation in Negotiating Digital Feminism in China

This presentation aims to bring about the issue of translation in shaping, reshaping, mediating, and articulating digital feminism in China. I will discuss two lines of research inquiries. The first strand is the transnational flows of feminism by means of translation in the inter- (East) Asian context happening in the digital place. The second strand is the role of digital paratexts in mediating the translation of (Western) feminism, especially on Chinese social media.

First, translation is an important vehicle for the border-crossing of transnational feminism in the digital place. Translation can be understood as the site of feminist meaning-making, which allows the online dissemination of feminist knowledge, epistemologies and awareness. Translation also has the potential to become the place for conducting feminist activism (Jiang 2022). But the current scholarship has been less concerned with the instances of knowledge transfer within Asian countries (Zhu and Kim 2020). This line of inquiry will be illustrated through a case study on the translation of a feminist movement originating in South Korea.

Second, digital paratexts appearing around translation (mostly subtitled videos) are considered vital in building feminist discourses and opening up a space for feminist discussion and solidarity expression against the backdrop of feminist activism. These paratexts function more than a mere threshold to the translated text to be received (Batchelor 2018; Genette 1997). This line of inquiry will be illustrated through a case study on the paratexts appearing on a social media account known for posting feminist-themed audiovisual products.

The presentation stresses that translation can be important in shaping digital feminism, which is capable of influencing translation at the same time.

Keywords: digital feminism, translation and activism, social media, China, paratext

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ERNESTO CUBA. (The City University of New York Graduate Center) Is there a Queer Language in Peru? Reflections on Empirical Data and Metadiscursive Representations of the Lexicon of Peruvian Gay Men and Transgender Women.

Like several gay and transgender communities around the globe, Peruvian sexual subcultures are crucially constituted through language to express and transmit their lifestyles, sexual knowledge, and shared identities (Barrett 2017). In the Peruvian context, some scholars paid attention to slang terms (assumedly) only used by gay men (Motta 2001, Ginocchio 2007), and few others explored how local transgender women use non-standard Spanish to talk about their specific realities and fulfill their needs (Cavagnoud 2014, Rojas-Berscia 2016, Pérez 2022). However, there are no detailed linguistic studies on the (assumedly) exclusive language practices of Peruvian gay men *and* trans women, which can be described as *queer argot* following Barrett (2018).

For this presentation, I have a twofold aim: (1) To systematize empirical data concerning this Peruvian slang and (2) to share some related metadiscursive representations found among local transgender speakers who know and speak it. For the first objective, I analyze field notes taken during my dissertation fieldwork (2021-2023) with *Féminas* – a trans rights organization based in Lima – which lists what may be regarded as a “Peruvian trans slang.” I aim to identify the recurrent themes, coinage strategies, and gender beliefs condensed in these words. Additionally, following Agha’s (2015) apt comment that any discussion about slang must also consider the evaluative discourses of its speakers, I seek to grasp trans speakers’ values and stances towards this set of words. To do so, I analyze reactions and responses from *Féminas* members gathered from focus groups designed to discuss the use and vitality of this lexicon.

Keywords: slang, Spanish language, transgender women, gay men, queer argot

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PAULINE DUPRET. (UCLouvain) Normalizing a Queer Practice or Queering a Normalization Process? An Insight in the Contemporary Belgian Debate Following the Decriminalization of Sex Work/Prostitution

Nearly two decades ago, Kulick (2005, 226) argued that “the queerest people in Sweden are [...] prostitutes and their clients [...] because they are the focus of massive attempts to make them unintelligible.” According to him, an exciting feature of the queer theory is precisely this urge to analyze how “certain sexual subjects [become] unspeakable”. Given that prostitution/sex work has recently been decriminalized in Belgium, it can be argued, on the contrary, that sex work/prostitution is undergoing the (long) process of moving from the “unspeakable” to the

“legitimately spoken of” in the public sphere. Since the queer positioning is linked to non-normativity and instability, it thus invites us to analyze any attempt that is made towards normalization.

I will use documents/oral statements produced by several associations involved in the debate to show how various conceptions of sexuality — what it should or should not be, what is considered or not as sexuality, but also what sexual emancipation could mean, etc. — structure the socio-political debate about prostitution/sex work in Belgium. Jointly, I wish to show how queer and feminist theories/concepts are called on by the participants in these debates, how they partially shape the discussions and how, in turn, feminism and queer discourses and ideologies and their articulations are shaped back in the militant Belgian spheres. Finally (and in relation to that), I am interested in the necessarily paradoxical (but in a way unavoidable) gesture of calling on queer theories or concepts while trying to normalize a practice, which forces us to wonder about what queer potentially means.

Keywords: sex work/prostitution, discourse analysis, queer theory, normalization, sexuality

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MORTEZA FARHADYTOOLI. (University of Cyprus) and **RAHIL GOLGIRI.** The Agency of “Zan Zendegi Azadi”: Discursive Practice of Feminism in Iran

This study explores how gender movements in Iran have developed and gained agency through their discursive practices. The article analyzes the discursive strategies employed by the “Zan Zendegi Azadi” movement (Woman, Life, Freedom) to challenge dominant patriarchal and governmental narratives and reframe the discourse around individuals' rights in Iran. The paper undertakes a theoretical task of representing and analyzing the concept of feminism in Iran through the discursive practice of the linguistic terms “Zan Zendegi Azadi”. Two reasons are behind accomplishing this task. The first is to indirectly address and express feminism and understanding feminism in Iran. The second reason is to analyze the linguistic and non-linguistic use of language that took place during the first day of Mahsa Amini's funeral. In this analysis, the paper draws out how the discursive practice of “Zan Zendegi Azadi” is not just a linguistic performance involving major issues such as women, life, and freedom, but is a complex social and political objection about individual rights, not limited to women, and what gender means in the Islamic Republic's viewpoint. It also addresses what it means to be subject (LGBTGIA+), obedient or disobedient, right or left. The study's result shows that the discursive practices of “Zan Zendegi Azadi” have allowed Iranian individuals to gain agency, challenge oppressive power structures, and advance the cause of gender equality in Iran. Ultimately, the paper highlights the importance of discursive practices in shaping social movements and fostering social change.

Keywords: Agency, Discourse, Gender, Feminism, Iran

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FEDERICA FORMATO. (University of Brighton) “What's in a Name?": Reflecting on Terms and Terminology around Inclusivity in Language

There is an ever-growing interest in examining language outside the feminine/masculine binary in both grammatical and ‘natural’ gender languages around the world.

In this paper, I wish to discuss terms and terminology used in the available literature to describe ways in which speakers are concerned about the many relations among language, gender and sexuality. Specifically, stemming from my forthcoming work on Italian (author, forthcoming), I reflect on how the field of gender, language and sexuality has conceptualised the new ventures into linguistic devices and options to (self) represent people. Depending on the context, the register, the speakers, scholars have used several terms, among which gender-inclusive, non-hyphenated gender inclusive, *écriture inclusif* (Kosnick 2019), *non-binaire* (for French, Kosnick 2019), *non-binario* (for Spanish) and *nebinármi* (for Czech, Kolek 2022), *nonheteronormative* (Motschenbacher 2014), *gender neutral* (Cordoba 2022), *non-sexist* (Kolek 2022), *non-gendered* (Bonnin and Coronel 2021).

Starting from this list, I attempt to shed light on how these terms might function in relation to investigating language features and phenomena, as for instance, the device *schwa* in the Italian language. To do this, I present part of a study on a corpus of Tweets (ca. 500.000 tokens), where 25-*schwa* words, divided into semantic and grammatical groups, have been examined through corpus techniques (n-grams, collocations).

The goal of this paper is not to find a one-fits-all solution for all languages and contexts, rather to discuss the state of the art and future directions.

Keywords: gender inclusivity, non-binary, non-gendered language.

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EINO HEIKKILÄ. (Helsingin yliopisto) Sukupuolen (uudelleen)kirjoittaminen etnografiassa

Esitelmä pohjautuu osittain etnologian alan väitöskirjaani, joka käsittelee tutkijuuden ja tietämisen narratiivisuutta suomenkielisessä etnografiassa (Heikkilä 2023). Esitelmässä keskityn siihen, miten aineistooni kuuluvissa etnografisissa väitöstutkimuksissa ja etnografisessa kirjallisuudessa yleisemminkin kirjoitetaan sukupuolesta ja sen merkityksestä sekä toisaalta haastetaan siihen liitettyjä oletuksia.

Kulttuuritieteiden niin sanotun refleksiivisen käänteen jälkeen etnografiassa on tullut tavaksi, että tutkijan omakohtaiset pohdinnat saavat näkyä tutkimustekstissä ja sitä jopa edellytetään. Tämä on tarkoittanut myös tutkijan oman sukupuolen ja siihen liittyvien kokemusten esille tuomista tiedon paikantamisen nimissä (esim. Haraway 1991). Toisaalta etnografisessa kirjallisuudessa on pyritty ottamaan etäisyyttä itsetarkoitukselliseen tunnustuksellisuuteen, jossa tutkija kertoo henkilökohtaisia asioita ilman tutkimuksellista kytköstä. Jännite sen suhteen, missä määrin ja miten sukupuolta tulisi käsitellä tutkimustekstissä on esitelmäni ytimessä.

Toinen keskeinen näkökulmani liittyy siihen, miten sukupuolta käsitellään etnografiassa paitsi osana kentän sosiaalista vuorovaikutusta ja (muuttuvia) valta-asetelmia myös kokemuksellisenä asiana, joka voi olla linjassa tai ristiriidassa sen suhteen, mitä tutkija kohtaa kentällä. Usein kokemus omasta sukupuolisuudesta nousee esille nimenomaan silloin, kun se on vastahankainen suhteessa tutkittavan kulttuurin normeihin. Esitelmässäni kysyn, miten tutkija voi käsitellä näitä vastahankaisia tunteita ja kokemuksia kirjoittamisen välityksellä, ja siten mahdollisesti haastaa sukupuolen (esittämiseen) liittyviä sosiaalisia normeja.

Avainsanat: etnografia, kirjoittaminen, sukupuoli

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LAURA HEKANAHÖ. (University of Helsinki; University of Tampere), **TURO HILTUNEN** (University of Helsinki) and **MINNA PALANDER-COLLIN** (University of Helsinki). Exploring the *identify as* Construction in *The Reddit LGBTQ+ Corpus*

Identity work taking place in online contexts has received increasing attention in corpus (-assisted) studies (e.g., Zimman and Hayworth 2020, Webster 2019). We examine online identity discourse by exploring how the construction *identify as* is utilized in discussions about gender and sexual identities. *Identify as* has become a salient construction related to identity work, frequently employed to assign gender and sexual identities (see e.g., *enTenTen2020 Corpus*).

Since many recent changes in identity discourse have been instigated by the broadening understanding of gender and sexuality as non-binary categories, we explore *identify as* in *The Reddit LGBTQ+ Corpus* (authors, forthcoming), which comprises c. 44 million words from various LGBTQ+ related subreddits (e.g., *r/LGBT+*, *r/asktransgender*) from 2010 to 2021. Our paper reports on a quantitative investigation of the *identify as* construction in the corpus (10,833 instances) as well as on a qualitative exploration of its textual functions with a systematic sample of 550 concordance lines, thus demonstrating how a large corpus can aid in qualitatively orientated research.

Our analysis of the textual functions illustrates that while *identify as* is most frequently employed in positioning oneself in discourse in various nuanced ways (e.g., in explanatory and self-reflective turns, as well as in introductions), it is also used to assign identities onto others. Moreover, the construction was utilized in meta-level discussions about identity, as well as in acts of advice giving and receiving, highlighting relational processes of identity building (cf. Bucholtz & Hall 2010).

Keywords: identity discourse, online discourse, corpus linguistics, LGBTQ+, Reddit

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JARMO JANTUNEN. (University of Jyväskylä) Seksuaali- ja sukupuolisegregaatio ja stigmatisoituneet paikat

Siinä missä etninen ja luokkaan liittyvä segregaatio on tunnistettu ilmiö maailmalla ja Suomessa, seksuaalisuuteen ja sukupuoleen liittyvä segregaatio on vähemmän tutkittu ja tunnistettu, joskin olemassa oleva ilmiö (Poston ym. 2017). Vaikka asuinpaikan valinnan on ajateltu olevan yksilön oma valinta ja riippuvan esimerkiksi työ- ja opiskelumahdollisuuksista, tosiasiallisesti seksuaali- ja sukupuolivähemmistöjen tekemiin asuinpaikkavalintoihin ovat vaikuttavat monet muutkin seikat, kuten diskriminoinnin ja väkivallan pelko ja mahdollisuus elää identiteettiä tukevaa ja yhteisön hyväksymää elämää (Gerhards 2010).

Ei-heteroseksuaalit ja muut kuin cis-sukupuoliset saattavat edelleen harjoittaa ns. itse-segregaatiota valitsemalla asuinpaikoikseen alueita, joista löytyy sosiaalinen suoja ja tuki tasavertaiselle elämälle (Ghaziani 2014). Sosio-spatiaalisen segregaation pitkä perinne jatkuu edelleen voimakkaana, sillä jotkin alueet ovat pitkään vetäneet puoleensa vähemmistöjä ja myös stigmatisoituneet ns. hlti-ghetoiksi (Aldrich 2004).

Tutkimuksessa tarkastellaan kyselyaineiston avulla seksuaali- ja sukupuolivähemmistöihin liittyvää sosio-spatiaalista segregaatiota Suomessa. Siinä selvitetään, millaisiksi vähemmistöön kuuluvat ovat kokeneet kotiseutunsa ja nykyisen asuinpaikkansa syrjinnän ja tasa-arvon näkökulmasta. Lisäksi perehdytään syihin, jotka ovat vaikuttaneet nykyisen asuinpaikan valintaan ja mikä on ollut oman identiteetin rooli tässä prosessissa.

Tutkimusaineisto koostuu kyselyaineistosta, joka on kerätty useiden järjestöjen (mm. Seta) ja sosiaalisen median kanavien avulla. Tutkimuksessa hyödynnetään korpusavusteista diskurssintutkimusta, jossa vastauksia analysoidaan tilastollisin ja diskurssianalyysin keinoin. Esiin nousseet diskurssit ja teemat paikannetaan GIS-menetelmän (Geographic Information Systems) avulla geoinformaatioksi.

Avainsanat: vähemmistösegregaatio, stigmat, korpusavusteinen diskurssintutkimus, GIS

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NAOKI KAMBE. (Rikkyo University) Queering English-Japanese Translation: Lessons Learned from Feminized Billie Eilish

When an English interview of Billie Eilish, the pop icon of the 21st century, was translated into Japanese (Hottie 2020), many readers felt uneasy about the ways Eilish speaks in this interview as Eilish was feminized to a great extent through woman's language (Nago & Kawanabe 2020). Unlike European languages such as English, French, and German, Japanese language carries a

salient and hegemonic notion of woman's language (Nakamura 2014). For example, it is often "characterized by polite forms, interjections such as *ara* (oh, my!), beautification through ... use of the honorific prefix *o-*, and use of indirect directives, for example the verb *-te* (*mite* [look] or *kite* [come])" (Maree 2020, 3). This event reveals several characteristics of English-Japanese translation. First, in translating English into Japanese, gendered language is often used according to a speaker/writer's (e.g., Billie Eilish) biological sex. Second, as Baer and Kaindl (2018) contend, translation studies including English-Japanese translation have not yet integrated queer theory and its theoretical and conceptual tools into their theory and practice of translation sufficiently. It is my contention that English-Japanese translation is gendered due to normativity or "the system through which norms, normalisation and the normative are naturalised and made to seem ideal" (McCann & Monaghan 2019, 13). This paper aims at decentering this center or normativity in English-Japanese translation which dictates the relationship between biological sex and one's style of speech (e.g., woman's language), destabilizing this fixed notion of sex/gender, and showing the radical potential of queer theory for translation and language studies.

Keywords: queer theory, translation studies, English-Japanese translation, woman's language, normativity

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DEFNE KARAOSMANOĞLU. (Kadir Has University) Domestic Technology in Discourse: Vacuum Cleaners, Gender, and the Everyday in TV Commercials¹

Technology and gender are intimately connected (Cockburn, 1992, p. 38). This paper analyzes the discourses produced around a domestic device, a vacuum cleaner, and tries to understand how the relationship between gender and technology is reconstructed in television commercials in Turkey. Binaries of man and woman, feminine and masculine, and private and public space are all redefined through the use and representation of 'things' in everyday life. The vacuum cleaner is one such device through which technology and gender could be reassessed. In this paper, I look at how

¹ This proposed paper is part of an ongoing project entitled "Social History of Household Technologies in Turkey (1930-2020): Modernization in the Everyday Lives of Women" and funded by TÜBİTAK (The Scientific and Technological Research Council of Türkiye).

gender roles and interpersonal dynamics at home change over time and how the distinctions between public and private are reshaped and remodeled through the vacuum cleaner commercials in television from the 1980s until the 2020s in Turkey. Vacuum cleaners are interesting since men seem closer to them than other domestic appliances. In the early commercials, men are seen as not yet the users but the experimenters of the device. They are portrayed as naughty characters who are having fun with them. As the actual users of domestic technologies, women are shown at home doing routine and repetitive everyday tasks. However, in the late 2010s and early 2020s, cordless vacuum cleaners managed to attract the attention of male users. Men start doing housework, i.e., vacuuming the house, but at the same time, turning the whole work into entertainment. In this paper, my aim is to discuss discourses around technology and gender, focusing on power, domesticity, and the everyday.

Keywords: technology, domesticity, gender, Turkey, television commercials

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REETA KARJALAINEN (University of Jyväskylä) Mental Health Memes as Gendered and Gendering Cultural Products in Different Internet Platforms

Mental health issues are becoming increasingly visible worldwide, and they are commonly discussed on Internet platforms and social media as well. As our culture and media are rapidly visualizing, mental health discourses are also becoming increasingly multimodal. Memes, commonly understood as humorous images spreading on Internet platforms and social media, discuss mental health from different perspectives and help to show individual and shared experiences of living with mental health problems. Therefore, mental health memes reflect not only mental health issues but connect those discourses to wider socio-cultural phenomena, such as gender and sexuality. Moreover, both mental health and social media are gendered phenomena, and gender and sexuality are inherent aspects of mental health memes. This paper presents initial results on how mental health memes, and their representations of mental health problems relate and negotiate gender and gendered humour by studying two gendered social media platforms: Instagram and Imgur.com. Most Instagram users are women, whereas Imgur.com is more popular among men (Kissane, 2016). Previous studies have shown, however, that gender is shown, discussed, and related to in social media and mental health memes in various ways, from sexist humour to hyperfeminine imagery (Drakett et al, 2018, 123; Feuston & Piper, 2018; Adams 2019, 4; Sternudd 2017, 174). According to my initial analysis, the discourses and representations of gender found in memes are diverse and complex and reflect the link between mental health issues and societal inequality.

Keywords: memes, mental health, social media, Instagram, Imgur.com, gender

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AET KUUSIK. (University of Tartu) The Use and Attitude Towards the Word *kväär* in Estonian Language: An Analysis

At the end of the 19th century, categories of sex and sexuality became more distinguished and elaborate (Cameron & Kulick 2008, 25). During the 20th century, the words *lesbian*, *gay*, *bisexuality*, *transgender*, and *queer* were introduced into European languages. The Estonian equivalent of *queer*, *kväär*, was introduced in Estonian in the 2010s, and since 2019, it can be found in the Estonian Language Institute's web dictionary Sõnaveeb. The form of the word *kväär* contains a construction through the meaning 'wrong' or 'untrue,' referring to its English meaning and genesis in an attempt to capture the episteme of *queer* in English: the etymology of *queer* in English refers to homophobia and the reversal of its meaning. In this paper, I will discuss the adaption of *queer* from Anglo-American to Eastern European and Finno-Ugric social and linguistic contexts. I will analyze how is *kväär* used in public texts that are presented in Estonian National Corpus. Then I will compare these developments to how the language users who identify as a part of the LGBT community use and conceptualize the word, according to an online survey I conducted in October 2022.

Keywords: queer linguistics, Estonian language, corpus analysis, language usage, local meaning

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MERI LINDEMAN. (University of Turku) Translingvistiikka: transaiheisesta translähtöiseen kielitieteeseen

Kieli on tärkeä osa transaktivismia: esimerkiksi pronominit, etunimet, identiteettinimikkeet, ulossulkevat puhetavat ja niitä sisällyttävämmät ilmaiset puhuttavat laajasti. Siksi kieli ja sen käyttö ovatkin kiinnostavia ja hedelmällisiä tarkastelukohteita transtutkimukselle. Myös kieli- ja käännöstieteilijät ovat enenevissä määrin havahtuneet käsittelemään mm. trans- ja muunsukupuolisuuden liittyviä tutkimusaiheita (Zimman 2020; Jones 2021, 15; Jantunen & Surkka 2022, 167).

Tässä esitelmässä käyn katsauksenomaisesti läpi vielä muotoutumassa olevan kielitieteen alan, translingvistiikan, pääpiirteitä ja tähänastista kehitystä (translingvistiikan eriytymisestä queerlingvistiikasta ks. myös Zimman 2020; Konnelly 2021). Tarkastelen rajankäyntiä ja

risteyskohtia laventeli-, queer- ja translingvistiikan välillä. Lisäksi pohdin eroa transaiheisen ja translähtöisen kielentutkimuksen välillä sekä tutkijaposition merkitystä translingvistiikassa.

Esitelmän tavoitteena on luoda yleiskuvaa siitä, millaisia tutkimusaiheita translingvistiikassa on tähän mennessä käsitelty sekä mitä menetelmiä niiden lähestymiseen on käytetty. Lopuksi osoitan tutkimuksellisia aukkokohtia ja ehdotan mahdollisia tulevaisuuden suuntia translingvistiikalle erityisesti Suomessa ja suomen kielen tutkimuksessa.

Avainsanat: translingvistiikka, sukupuolen moninaisuus, transsukupuolisuus, muunsukupuolisuus, katsaus

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EMILIA LOUNELA (University of Helsinki), **ANTTI KANNER** and **ÜMIT BEDRETDIN**. Constructing Gender in Incel Online Discussions

Incel (“involuntary celibacy”) online communities consist mostly of heterosexual men who identify as not being able to form sexual or romantic relationships with women despite wanting to. Many of them believe they are not attractive and masculine enough to interest women. There is a strong prevalence of misogynist content on incel online forums, often justified with ideas of male victimhood. Incels have been connected to several deadly violent attacks and have often been researched from the point of view of violent extremism, but it is important to note that incel communities are diverse and their views on violence differ significantly (Lounela & Murphy 2023).

In this paper, we study the community-specific language use regarding women and gender in incel online discussions on the public incels.is forum. Incels have coined and often use terms such as *femoids* or *foids* (female humanoids), *toilets* and *holes* to refer to women in a dehumanising way. Using a dataset of 2,266,220 *incels.is* forum posts by 8570 unique users from November 2017 to May 2023, we examine how these and other gender-specific terms are used in incel online discussions, which words are often connected to each other, and how gender is constructed in these discussions. We also analyse the way these gender constructions relate to mainstream misogyny. To provide a more accurate, multi-faceted, and contextualised representation of the phenomenon, we combine discourse analysis with computational methods.

Keywords: Gender, misogyny, incels, mixed methods, online discussions

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<https://doi.org/10.1080/09546553.2022.2157267>

THEODORE MANNING. (The City University of New York Graduate Center) The MapLemon Corpus: A Citrusy Approach to Demographic Identification

Project MapLemon is a linguistic corpus in its infancy that was originally created to obtain a baseline corpus for linguistic variation in naturally elicited, digital writing among English-speaking North Americans. The MapLemon corpus currently houses upwards of 21,000 words across 185 participants, 10+ linguistic backgrounds, and 40+ US states and Canadian provinces. Although not originally intended for a Queer purpose, in collecting demographic data for MapLemon we made sure to have more gender options than the usual ‘male’ and ‘female’, resulting in MapLemon having 91 responses from transgender and nonbinary people. Analysis of this corpus has revealed the potential to disambiguate gender and sex, as well as region. Further data collection and analysis is currently pending.

MapLemon data was gathered electronically via participants from Prolific writing responses in a Google form. In Experiment I, participants were asked to guide the fictional Chad Lemon Lover, using a hand-drawn map, to a lemonade stand using whatever cardinal directions or landmarks they desired. In Experiment II, participants were asked for their recipe for making lemonade. Demographic information was then collected, including birthplace, gender identity, assigned sex, linguistic background, etc.

Results from conducting stylometric analysis on this corpus using K-Nearest Neighbor and part of speech tagging in the Java Graphical Authorship Attribution Program indicate that transgender respondents write most similarly to other transgender people, and secondly to their gender identity rather than sex assigned at birth. These results corroborate the hypothesis that there exists a “trans accent” (Zimman, 2020, 7-8), and furthermore affirm transgender identities.

Keywords: transgender linguistics, corpus linguistics, stylometry

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LUISA MARINO. (University of Naples “L’Orientale”) Clothing as Gender Difference in Children’s Picture Books: a Social Semiotic Approach

As stated by Victoria Flanagans in her *Into the Closet. Cross-dressing and the Gendered Body in Children’s Literature and Film* (2008, XV) clothing is “a potent cultural symbol of gender and

sexual difference, and the wearing of the clothes deemed socially appropriate for the opposite sex is generally considered to be a transgressive and provocative act”. Drawing on this assumption, and on the conference premises that gender categories can sometimes be reduced to “fixed binary variables”, this paper aims at investigating children’s books that challenge gender bias and stereotypes as a possibility for children to (try to) disentangle themselves from the ‘traditional’ gender roles they are trained in. From a theoretical and methodological point of view, the paper proposes a social semiotic approach to multimodality informed by Gender Studies. As multimodal entities, children’s picture books dealing with gender identity and gender roles are complex cultural products that need to be analysed not just in terms of the co-presence of several modes (Kress 2009; Kress and Van Leeuwen 1996) but also in terms of gender representation and representativity (Moya-Guijarro and Ventola 2021; Jackson 2014) in order to have a clearer picture of their potential. A combined analysis of visual and textual mode will show to what extent texts challenging gender stereotypes and promoting positive role models who do not necessarily conform to gender norms can educate children to freely express their gender identities. The analysis will be carried out through two recent picture books presented as a case study: *Mary Wears What She Wants* (2019) by Keith Negley and *My Shadow Is Purple* (2022) by Scott Stuart and Mary Anastasiou.

Keywords: Picture books, Multimodality, Gender Studies, Text Mode

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ANNA MERIKALLIO. (University of Turku) The Reception of Feminist Science Fiction in Finland

In this presentation, I will introduce my reception study of the Finnish translations of two classic works of feminist science fiction: Joanna Russ’ *The Female Man* (1975) and Margaret Atwood’s *The Handmaid’s Tale* (1985). The novels explicitly discuss themes of womanhood and female sexuality. I aim to find out how the translations were received when they were published in Finland in 1986.

The material will include paratexts, such as introductions, blurbs and translator’s notes; contemporary reviews; and relevant statistics such as the number of sales, library loans, reprints and

editions. I will utilise qualitative methods to investigate the textual material and quantitative methods to analyse the statistics.

In this multiple-case study (Susam-Sarajeva 2009) I will examine the translated novels' reception. Reception, here, is viewed from the social perspective, looking not at the individual but at the target culture (Brems & Ramos Pinto 2013). I will be studying the books themselves, looking at what people thought of the books, and investigating how much the books were read. I will consider how the novels with such radical subject matter were framed (Baker 2018, 105) and how this might have affected their reception.

Keywords: translation studies, feminist science fiction, reception study

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HEIKO MOTSCHENBACHER. (Western Norway University of Applied Sciences) Labeling Theory in Language and Sexuality Studies: Initial Considerations

This paper seeks to make a theoretical contribution to the field of language and sexuality (Motschenbacher 2022). Its goal is to use the sociological approach of labeling theory (Becker 1963) to inform discussions in language and sexuality studies. On the one hand, it is argued that labeling theory has certain advantages that make it a useful tool for the analysis of language and sexuality (for example, its performative conceptualization of language, its grounding in social interactionism, its view of deviance as socially produced, and its ability to capture sexual normativity). On the other hand, it is pointed out that the approach has some weaknesses in its original form that would need to be addressed to make it suitable for studies on language and sexuality (its historical roots in the sociology of deviance, its failure to cover norm-conforming labeling and labeler motivations, and its neglect of linguistic insights). The importance of labeling in the field of language and sexuality is illustrated by a discussion of earlier studies on sexual labeling (e.g. Karr 1978), with studies adopting a social psychological perspective (e.g. Fasoli, Maass & Carnaghi 2015) and studies on self-labeling practices (White, Moeller, Ivcevic & Brackett 2018) playing a central role.

Keywords: language and sexuality studies, theory, labeling theory, sexual labels

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CHRYSTIE MYKETIAK. (University of Brighton) Theorising and Analysing Desire

Twenty years ago, Cameron and Kulick (2003) argued in their seminal book *Language and Sexuality* that desire is both articulable and inarticulable. As linguists and discourse analysts who focus on language in interaction, how do we account for that paradox of desire in our empirical studies? In this paper, I examine how this paradox has been broached in existing empirical research within queer linguistics (e.g., Leap 2013; Milani 2013, Myketiak, 2020, VanderStouwe 2019). From that foundation, I draw from both Lacanian and Foucauldian queer theory perspectives (e.g., Dean 2009; Edelman 2020, Muñoz 2019; Ruti 2017) to define and operationalise the somewhat amorphous concept of ‘desire’ and I situate desire theoretically and empirically within related concepts, such as the erotic, lack, demand/entitlement, wish, and fantasy. The theoretical is then applied to the material in examples provided from a single dataset (n=30) of manifestos and documents produced by mass shooters to demonstrate how desire, lack, entitlement/demand, wish and fantasy can be articulated – and how their presence is found - in datasets such as this that are not what we typically think of as erotic but that are about desire at their core.

Keywords: desire, fantasy, entitlement, queer theory, queer linguistics

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SIMO MÄÄTTÄ. (University of Helsinki). and **SAMUEL VERNET.** (Aix-Marseille Université). Saving the Heteronormative Order: Straight Talk about Same-sex Rape

This talk analyzes an online discussion about same-sex rape from the viewpoint of the discursive construction of sexual identity. The data consist of a Youtube discussion thread related to the television show *Homophobie – Stop à la vague de la haine* (‘Homophobia – Stop the hate wave’), posted on Youtube in January 2019. The data were collected in May 2019 and consist of 410 posts. In the video, three LGBTQ persons talk about the homophobic attacks they have been victims of. One of them explains having been repeatedly raped for ten years by young people of his own age group in his neighborhood.

We chose to analyze one sub-thread constituted by 19 posts discussing the links between homophobia and same-sex rape. Most posts are written from a “straight” perspective and discuss the possibility that the rapists were closeted gay men.

We analyze the deixis, process types, and topoi used in the posts, adopting the perspective of argumentative discourse analysis (Amossy, 2012) and critical discourse analysis (Fairclough, 1992). We contend that the users’ arguments are based on a heteronormative vision of LGBTQ+ people and sexuality in general and aim to show that the arguments and stances co-constructed by the users contribute to accuse LGBTQ+ people of homophobia, thus obscuring the role of heteronormativity as a factor enabling the perpetration of homophobic acts.

Keywords: homophobia, homosexuality, heteronormativity

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TOMMI NIINISALO. (University of Helsinki) Finnish Queer Teachers’ Insights on Situational and Contextual Variation of their Discourse Styles in the Workplace

This article, yet to be submitted for review, focuses on discourses of Finnish teachers who identify as sexual minorities, exploring the juxtaposition of working in a highly visible and valued profession while also belonging to a stigmatized minority group. Due to this contrast, discourses emerging from queer teachers’ insights and perceptions of their language use in the school environment can provide an incomparable perspective on heteronormativity in schools.

Relying on sociolinguistic variation studies, variation in language use constructs social meanings and establishes discourses (Eckert 2008; 2012). Earlier research has noted the importance of stereotypes in language use and the influence they have on social meanings and attitudes, focusing for example on the biases affecting employability (Fasoli & Hegarty 2020; Fasoli et al. 2017), or teacher credibility (Russ 2002; Taylor & Raadt 2021) of stereotypically gay-sounding people. Furthermore, queer educators all over the world experience challenges in schools because of their identities (Hooker 2018; Gray 2013; Ferfolja & Hopkins 2013).

Drawing from interviews of eight Finnish teachers identifying as gay, lesbian, bisexual or pansexual, this study is structured to explore how the lived reality in heteronormative schools shapes the way queer teachers experience their language use variation, ultimately constructing meaning to the discourses emerging from their insights. Through the perspective of critical discourse analysis (Fairclough 2010), the preliminary analysis shows that teachers' insights and meanings produce four discourses: safety, incompatibility, strength and resistance.

Keywords: queer teachers, sexual minorities, critical discourse analysis, discourse variation

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TOBY ODLAND. (Linköping University) The Language of Inclusion

I am interested in experiences and practices in connection to work that is done with the aim of transforming institutions and institutional work. My entry-point in analysis is to examine the case of Trans-inclusion in gender equality work in the Swedish context. What comes up in the doing of inclusion, and what does this doing do with institutions?

In empirical analysis, I turn to experiences and practices of practitioners in the public sphere who have some work-related responsibility for gender equality work, in their respective institutions. These are practitioners that are themselves practically engaged in transforming their work and their institutions with the aim of making them more Trans-inclusive. I believe this is an interesting entry-

point to how inclusion, and work for inclusion, is understood and practiced since it considers *inclusion* of Trans experiences and perspectives *into an inclusion-project* concerning gendered inequality. I employ content analysis in combination with discourse theory to analyze interview transcripts; to tease out themes and texture of practitioners' work, and to trace the contours of Trans-inclusion as a discursive formation taking shape in their accounts.

In this paper presentation, I will consider the roles that language is positioned to play in work that aims to transform institutional life (Ahmed 2012, 22). Which words and speech acts carry promises of inclusion? How is hurtful speech imagined and negotiated? What contours do Trans experiences and identities take when spoken about as the subjects/objects to be included? How is institutional work for inclusion signaled within and outside institutions? How are strict gendered categories and their institutional enactments challenged and renegotiated in the name of inclusion? What epistemic and linguistic strategies do practitioners utilize in their work of getting other institutional insiders on-board?

Keywords: inclusion, institutional life, gender, Trans experiences and identities

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GIANLUCA PONTRANDOLFO. (University of Trieste) Gendering Discursive Polarization in the Spanish Sociopolitical Arena: Insights from the DiscMasc Project

This paper is framed within a broader interdisciplinary research project entitled DiscMasc which aims to explore different (socio)linguistic phenomena related to gender identity through the lens of corpus-assisted (multimodal) critical discourse analysis (Baker 2008). More specifically, it focuses on three closely interconnected elements: politics, masculinities and public/social debates.

Politics intertwines with gender identity issues on a daily basis. Key political issues frequently become *topos* resulting in radicalization and discursive polarization (Filardo-Llamas et al. 2022): from health to social integration, security and immigration, from climate change to employment policies, from family and education to religion and transport. In all these areas, gender roles play a crucial function: they act as detonators of conflicting discourses. The research aims to explore the role different forms of masculinity (see, among others, Balirano 2014, Balirano & Baker 2018, Milani 2015, Pacilli 2020) have in fueling conflict and polarization.

In order to answer to these research questions, a monolingual (Spanish) comparable corpus is being compiled [DiscMasc corpus] with a wide range of texts from the Spanish public sphere (offline and online). These texts share the following features: they stem from governmental/ministerial initiatives, relate to gender identity and 'ideology' (see Zottola & Borba 2022) and thus produce social debates (Pietrandrea 2021), discursive polarizations and conflicting narratives.

The corpus-assisted analysis offers insights into the Spanish sociopolitical reality on gender issues by analysing how different forms of masculinities interact in the political arena thus identifying the causes of these discursive conflicts, proposing egalitarian counter-narratives that respect gender diversity.

Keywords: masculinities, critical discourse analysis, discursive polarization, gender identity, Spanish political arena

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LEE J. PRATCHETT. (Christian-Albrechts-Universität zu Kiel) The Tongue Pop and the Construction of a Global Queer Persona

This talk offers a discourse-based analysis of the *tongue pop*, a click interjection and discourse marker that is particularly recognisable in the performative language use of drag queens who have appeared on the reality television show *RuPaul’s Drag Race* (Pratchett 2020).

This paper provides a multimodal appraisal of the tongue pop, including a phonetic analysis to better situate it in the typology of paralinguistic clicks. A qualitative analysis of the tongue pop in the discourse of American drag queens will highlight its varied syntactic profile as well as its discourse-pragmatic functions and social meanings. In the spirit of other research in sociophonetics (e.g., Podesva 2007), I suggest that the tongue pop is part of a performative style employed to construct a camp ‘diva’ persona. Crucially, although the paper focusses on the language use of American drag queens, the tongue pop is far from restricted to the English-speaking world. The tongue pop’s formal properties, namely its multimodal saliency, and the current visibility of drag culture, has helped to establish the tongue pop as part of a global queer style.

Keywords: sociophonetics, style, drag, sexuality, performativity

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ANNI REILÄ. (Turun yliopisto) Saat itse määritellä, millainen olet. Selkokiehisen seksivalistuksen retoriikka

Esitykseni perustuu vuonna 2022 valmistuneeseen pro gradu -tutkielmaani, jossa tutkin selkokiehisen seksivalistuksen retoriikkaa.

Tutkielmassa tarkastelen, miten selkokiehinen valistus voi pyrkiä vaikuttamaan lukijaansa ja vakuuttamaan tämän erilaisten toimintamallien kannattavuudesta tai kasvamiseen liittyvien kokemusten tavanomaisuudesta. Tutkimusaineisto koostuu yhdestä painetusta kirjasta, joka on kirjoitettu vaativalla selkokielellä. Tutkin, miten samoilla kielellisillä muodoilla tekstiin on mahdollista rakentaa sekä selkeyttä että vaikuttavuutta. Tarkastelen myös sitä, miten jotkin vaikuttamiskeinot ovat mahdollisesti ristiriidassa selkokiehien periaatteiden kanssa. Tutkimukseni on feminististä tekstintutkimusta.

Kun tarkastellaan selkokieheltä, on kielen vaikeuteen liittyvien tekijöiden ohella tarpeen kysyä, miten selkokiehinen teksti pyrkii vaikuttamaan lukijaansa. Tutkimusmenetelmäni on retorinen analyysi, johon olen yhdistänyt queer-luentaa. Queer-luennan avulla tarkastelen, millaisia normeja tekstiin kirjoittuu. Millainen tekstin ideaalilukija on, ja toistaako tai purkaako teksti seksuaalisuuteen, sukupuoliin ja ihmssuhteisiin liittyviä yhteiskunnallisia normeja ja ihanteita?

Havaitsin, että teksti hyödyntää samoja kielellisiä muotoja sekä selkokiehisyiden rakentamisessa että kielellisessä vaikuttamisessa. Erityisesti lukijan puhuttelun voidaan tulkita luovan sekä selkeyttä että vaikuttavuutta valistustekstiin, joka on kirjoitettu selkokielellä. Muillakin vaikuttamisen keinoilla voidaan nähdä olevan myös erilaisia selkeyttä lisääviä tehtäviä. Osa vaikuttamiskeinoista on kuitenkin ristiriidassa selkokiehisyiden kanssa. Lisäksi on keinoja, jotka ovat selkokiehien suhteen melko neutraaleja.

Queer-luenta toi esiin, että vaikka teksti pyrkii ottamaan huomioon myös erilaisia vähemmistöjä ja yhteiskunnassa harvinaisempia suhdemuotoja, on enemmistöillä ja erilaisilla yhteiskunnallisilla normeilla tekstissä varsin vahva asema. Tekstin ideaalilukija ei välttämättä ole vähemmistöön kuuluva silloinkaan, kun puhutaan jostakin tietystä vähemmistöstä. Toisaalta tekstissä on kuitenkin myös kohtia, joissa esimerkiksi cissukupuolisuuden normia rikotaan ja kuva tekstin ideaalilukijasta laajenee.

Asiasanat: selkokiehi, queerlingvistiikka, retoriikka

Lähteet

Reilä, A. (2022). Saat itse määritellä, millainen olet. Selkokiehisen seksivalistuksen retoriikka. Pro gradu -tutkielma. Turun yliopisto, kieli- ja käännöstieteiden laitos.

ALMA RINTA-POLLARI. (Helsingin yliopisto) Maskuliinisuuksien representaatiot suomalaisen rap-musiikin sanoituksissa

Tässä väitöskirjatutkimuksessa käsittelen maskuliinisuuksien representaatioita suomalaisessa rap-musiikissa. Tutkimus ottaa osaa keskusteluun tasa-arvosta, moninaisuudesta, valta-asetelmista ja siihen liittyvästä kielestä syventymällä maskuliinisuuksia representoivan hiphop-kulttuurin yhteen osa-alueeseen, rap-musiikkiin. Suomalainen rap-musiikki on kehittynyt jatkumoksi yhdysvaltalaiseen hiphop-kulttuuriin, mutta ajan saatossa myös muotoutunut ja kehittynyt täysin omaksi genrekseen.

Rap-lyriikan teemat liittyvät lähes aina henkilökohtaiseen kokemukseen ja usein ne myös esitetään ensimmäisessä persoonassa (Strand & Lahtinen 2006, 150). Sanoittaja ja esittäjä on usein yksi ja sama henkilö, ja siksi lyriikat ovat läheisesti yhteydessä itse tekijään (Rose 1994, 87). Tekstien puhujan eli subjektin tai vaihtoehtoisesti lyyrisen minän keskeisenä ominaisuutena rap-lyriikassa kirjoittajan sukupuolesta huolimatta voidaan nähdä maskuliinisuus, joka Westisen ja Rantakallion (2019, 145) mukaan onkin yksi kulttuurin eksplisiittisistä normeista.

Tutkimus syventyy rap-musiikin tuottamien ja ylläpitämien maskuliinisuuksien normeihin. Millaisia erilaisia maskuliinisuuksien malleja lyriikoissa on ja mitä ne kertovat sekä hiphop-kulttuurin sisäisestä että sen ulkopuolisesta maailmasta? Toistavatko lyriikat totuttuja maskuliinisuuksien malleja eli normatiivisesti miehisinä pidettyjä piirteitä, kuten heteroseksuaalisuutta ja fyysistä voimaa, vai onko malleja myös kyseenalaistettu ja jos on, miten?

Tutkimuksen aineistoa eli suomalaisten rap-kappaleiden sanoituksia analysoidaan kirjallisuudentutkimukseen liittyvän lyriikka-analyysin ohella diskurssianalyysin, kriittisen mies- ja maskuliinisuustutkimuksen, feministisen lähiluvun sekä representaatioanalyysin keinoin. Maskuliinisuuden representaatioiden tutkimisen myötä ymmärrämme yhä selvemmin, millaista kulttuuria nykypäivänä kulutamme, tuotamme ja rakennamme ja millaisista elementeistä kulttuuri itsessään rakentuu.

Asiasanat: rap, maskuliinisuus, representaatio, sukupuoli, kieli

Lähteet

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LAURA ROBAEY. (Ghent University), **SOFIE DECOCK** and **JELENA VRANJES.** Gender-Sensitive Language in Interpreter Training: a Pilot Study

Research within the field of gender-sensitive language in multilingual contexts has until now mainly focused on translating gender in literary works (Bernofsky, 2019; Morillas, 2021; Irshad &

Yasmin, 2022) and gender-inclusive language in machine translation (Cao & Daumé III, 2021; Savoldi et al, 2021; Piergentili et al, 2023). However, research on interpreting gender-sensitive language, including gender beyond the binary, is scarce.

This is surprising, considering the rising visibility of the LGBTQIA+ community (Zimman, 2017) and the use of interpreting services for this community in various contexts. Especially interpreting for trans and non-binary persons presents challenges for both interpreters and service providers in using the appropriate linguistic tools in the source and target languages to adequately represent client identities.

This pilot study aims to explore how student interpreters deal with these linguistic challenges in interpreting classes. At the end of the second semester of their master's program, a practice session was organised as part of an interpreting course (German-Dutch) in which students interpreted a fictional medical role-play scenario between a care provider and a non-binary patient. The interpreted conversations and retrospective interviews on the linguistic and interactional choices were audiovisually recorded and analysed, with specific attention to the (non-)use of gender-sensitive language, levels of awareness regarding the issue, and its potential effects on interactional dynamics.

The insights gained from this analysis enable the development of training material for future student interpreters and recommendations for professional interpreters who frequently interpret for members of the LGBTQIA+ community.

Keywords: public service interpreting, interpreter education, gender-inclusive language, gender identity, LGBTQIA+

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MARK RYAN. (University of Limerick) A Multi-Modal Discourse Analysis of Targeted LGBTI+ Media: the Construction of LGBTI+ Identity and 'Progress' by GCN Magazine

The LGBTI+ press has often played a crucial role in creating a space for, and representing LGBTI+ subjects and experiences. This study explores the LGBTI+ magazine *Gay Community News*, based in the Republic of Ireland, and examines its representation of LGBTI+ subjects as well as its construction of 'progress' from 2017-2022.

Legislative gains can oftentimes be conflated with the notion of 'progress' when it comes to matters of gender and sexuality. However, the uneven mapping of those gains necessitates a critical examination of the representations of LGBTI+ subjects as well as of the dominant discourses of progress in order to define what progress for the LGBTI+ community looks like (according to those who claim to speak for it), and to ascertain who benefits from such a version of progress.

The data for this study comprises a million-word corpus built using articles published in *GCN* between July 2017 and October 2022. The visual database contains the cover images of the same issues. There is a total of 45 cover images included in this analysis as a result. The data is analysed through a combination of traditional corpus linguistics techniques with visual methodological approaches, as, "a key aspect of multimodality is indeed the analysis of language, but language as it is nestled and embedded within a wider semiotic frame" (Jewitt 2013, 2). As such, this study aims to contribute to the literature on the understanding of 'progress' and representations of LGBTI+ identities in mediated discourse, and how these are conveyed multimodally.

Keywords: corpus linguistics, mediated discourse, multimodality, LGBTI+ media, queer futurity.

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ELENA SOFIA SAFINA. (University of Naples Federico II) "Institutions First!". Needs and Attitudes Towards Italian Gender Neutralization Strategies in a Sociolinguistic Questionnaire.

Gender Neutralization Strategies (GNSs), thus symbols replacing gender marks (i.e., *, x, ə) have recently spread in Italy. Looking at their diffusion, however, one can see polygenesis in the Italian case, since some GNSs have emerged as a *Radical Claim* (Dembroff & Wodak, 2018) from the subaltern voices of transfeminist groups in the past decade, and aim at deconstructing the gender system itself, while others have been publicly adopted in prominent public settings, such as cultural

festivals, or publishing series, and foster the *Moderate Claim* of including non-binary identities in the current linguistic territory (Cordoba, 2023).

Given this twofold nature of the Italian non-heteronormative language (Motschenbacher, 2014), the present research aims at studying, through a sociolinguistic questionnaire, the use, attitudes, and needs of those who already experience GNSs in their daily lives. The questionnaire articulates into two parts which present both open and closed questions, allowing for quantitative and qualitative analysis of the 314 responses which will be related to the sociodemographic variables of the informants.

The first part explores the GNSs' spread and usage in chronological terms and regarding different social/linguistic contexts. The second requires the expression of judgments (5-Point Likert Scale) concerning the ideological goals mentioned above.

An initial analysis of the responses narrows the use of GNSs as an informal written-digital variety. The main informants' wish is a top-down promotion of GNSs by Institutions and the education system with a Moderate Claim positioning.

Keywords: non-heteronormative language; morphological gender neutralization strategies; Italian gender-fair language; sociolinguistics; grammatical gender.

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ARACELI SALAS. (Benemérita Universidad Autónoma de Puebla) and **TERESA CASTINEIRA.** The Story of my Grandparents, is it a Love Story?

What stories are told in your family? This was the question that began the study of the presentation. An online discourse analysis course taught during the pandemic in a BA English Teaching program at a public university in Puebla, Mexico was the context for analyzing the stories told in Mexican families. Critical discourse analysis (CDA) (van Dijk, 2006; Flowerdew, 2008) and the Great Conversation (Gee, 2012, 2014) were the methodological tools that allowed the identification and analysis of the underlying social practices, intentions, and meanings in a family story considered as a love story by the members of a Mexican family and chosen as the text of analysis by the students in the course. The results of the analysis done in the classroom evidenced some social and cultural practices that revealed meanings and ideologies within the story (Bamberg, 2006) such as love and gender roles. In the same way, through these discourse analysis tools, it was possible to conclude that, in the story considered as a “traditional” love story, the central theme was violence and gender abuse.

By the end of the presentation, attendees are expected to raise awareness of some cultural practices regarding gender roles or romantic love, but also of the responsibility of educators to create a safe place for students to face and deal with what discourse analysis entails beyond the words transmitted from generation to generation in the form of family stories, at least in Latin America.

Keywords: critical discourse analysis, Mexican families, gender roles, cultural practices.

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HEIDI HUI SHI. (University of Turku) Gender Socialization of Chinese Children: Empirical Evidence from School, Family, and Media

This presentation will highlight the findings of a monograph investigating Chinese children's language-mediated gender socialization. Approaching gender as a community of practice (Butler 1989; Lave & Wenger 1991; Eckert & McConnell-Ginet 1992), the study focused on three socialization agents: parents, teachers, and the media. The empirical data showed that these agents provide social and institutional platforms, ideological scripts, and linguistic resources for children's acquisition of gender norms. The study found that the three agents employed different linguistic strategies in gender socialization. Parents transmit gender norms through lexicon and communication style, and children negotiate meanings and their acceptance of linguistic gender norms. Although kindergarten teachers generally fulfill the Ministry of Education's gender equality principles in teaching materials and school activities, they inadvertently distinguish boys and girls through their patterns of verbal interactions, speech length, and allocation of speech acts. Finally, the study analyzed a famous Chinese cartoon's descriptive lines and found that the portrayal of gender stereotypes is thought-provoking. Women's domestic functions and beauty are overemphasized, while their individual thoughts and professional skills are downplayed. In general, kindergarten teachers engage with linguistic gender norm inculcation in the least obvious way. However, the market economy calibrates standards of personal happiness, social roles, and career prospects for men and women, and it also drives and guides artistic creation in the entertainment industry. This study contributes to furthering our understanding of Chinese children's gender socialization through language and highlights the diverse roles of socialization agents in gender norm indoctrination.

Keywords: gender socialization, community of practice, Chinese language, children, language socialization

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TIIA SUDENKAARNE (University of Helsinki; University of Tampere) and **KATARIINA PARHI**. Reading Queer Vulnerabilities: Cases for Bioethics and History of Psychiatry in Finland, 1954-1968

In an analysis combining analytical philosophy, queer bioethics and history of psychiatry, we consider the representations and interpretations of gender and sexual variance in patient records from Helsinki University hospital, 1954-1968 (Parhi & Sudenkaarne 2020). The records, mostly consisting of doctors' notes, depict recently added "sexual deviances" in diagnostics, subcategorizing the general condition of psychopathy (*Constitutio psychopathica*) (Parhi 2018). We frame our discussion in the concept of vulnerability, associated both with psychiatric patients and people of gender and sexual variance, often with ethically unsustainable results. In our analysis, we trace down the ways in which gender and sexual variance becomes readable, also seeking ways to reach beyond pathologies.

By reconfiguring vulnerability in a queer feminist framework and analyzing the patient records by using layers of queer vulnerabilities (Sudenkaarne 2021), we wish capture the nuances of gender and sexual variance as historic and contextual phenomena, further asking how past understanding of gender and sexual variance inform our present moral standings. With layers targeting vulnerabilities of intimacy, kinship, agency and ethical sustainability, we find that while the diagnostic approach was not queer-affirming, Finnish psychiatric professionals had an early understanding of gender and sexual variance, while responses to it were often cis and heteronormative.

Keywords: History of psychiatry, bioethics, queer feminist theory, vulnerability, LGBTQI+

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SANNI SURKKA. (University of Helsinki) The Experience of Speaking Gay Finnish

This paper presents a revisiting of a dataset that comprises interviews of self-identified gay men of various ages, initially collected in 2015. The interviews explored, among other topics, language-related questions, such as the existence of a hypothesized gay style of speaking Finnish, and the respondents' own linguistic identities and use of the language variety in question.

While the existence of a gay style of Finnish was generally acknowledged in the interviews, and most respondents reported using it at least in certain situations, they would often employ passive voice and zero-person structures to describe their use of the style. The experience of speaking in a gay manner was described diversely by the respondents: some considered it an innate and therefore a persistent trait of their speech, while others viewed it as a dialect or a resource for comedic or in-group bonding purposes. However, the use of passive voice in the interviews remained consistent, regardless of the speaker's experience. Even when participants reported using the gay style intentionally in certain contexts, they did not position themselves as active speakers while doing so. This paper seeks to further explore this observation.

Using discourse analysis, I will first examine the sentence structures used in describing the experience of speaking in a gay style of Finnish and then discuss the potential reasons behind these choices of words, including folk linguistic aspects, discourses at play, and the interview context itself. Lastly, the paper speculates on how these ways of describing the experience of speaking in a particular style may act as defining the linguistic variety.

Keywords: gay speech, queer folk linguistics, discourse analysis

GLORIA UCLÉS RAMADA (University of Helsinki), **SVEN KACHEL** and **PEKKA POSIO** (University of Helsinki) Gender and Amount of Talk in Spanish Conflictive Interactions

Gender differences in the amount of talk (quantified as number of words or number of turns in a conversation) have for long attracted attention in linguistics dealing with gender. Although there is a large body of research on the topic, several topics remain underresearched: Do gender differences in the amount of talk exist in languages other than English? Do these differences occur in conflictive talk as a particular type of discourse? Is gender-role conformity even more important than gender identity for explaining gender-related differences?

We addressed these questions in a study on 51 native speakers of Peninsular Spanish (26 women, 25 men) from Valencia (Spain) who engaged in a conflictive role play with a same-gender experimenter. For each speaker, linguistic data was elicited from two role-play scenarios varying in the level of proximity between the interlocutors, simulating a conflict between friends vs. between neighbors. Number of words, number of interventions, and average number of words per intervention were analyzed as indicators for amount of talk. Additionally, the speakers completed a social-psychological questionnaire on their self-ascribed masculinity/femininity, allowing us to study gender beyond the traditional binary division.

In line with our hypotheses, men produced a significantly higher number of words and interventions than women in conflict talk. However, there was no gender difference regarding the average number of words per intervention. As expected, gender-role conformity was associated with some of these linguistic variables. The quantitative results will be substantiated with a qualitative analysis of the discourse patterns used by speakers of different genders.

Keywords: conflict, discourse, gender roles, Spanish

PING-HSUAN WANG. Negotiating Self and Others: How Interview Context Shapes Coming-Out Narratives

The qualitative study investigates the ways in which a semi-structured interview can shape coming-out narratives by examining the negotiation between a gay Greek American interviewee and a gay Asian interviewer. It analyzes the two components of coming-out narratives: coming out to self and coming out to others, as outlined by Liang (1997).

The study found that cultural differences in the genre of coming-out narratives are reflected in the shifts in narrative focus of the interviewee, who initially focuses on coming out to self but later shifts to coming out to others. The interviewee's awareness of the research topic and the interviewer's expectations of coming-out narratives orient his narratives to the interviewer's questions, highlighting the role of the interview context in shaping narratives.

By taking an interactional approach to the coming-out genre, this study contributes to the literature on the interview as a narrative-shaping context. Unlike past research that used coming-out narratives as a methodology for developing theoretical frameworks, this paper provides insights into coming out as a communicative process. The findings are also relevant to the broader study of narrative production and the ways cultural expectations and interpersonal dynamics can shape storytelling.

The study acknowledges the limitations of its sample size. Nonetheless, it provides implications for the fields of psychology and communication. The study highlights the importance of considering cultural differences and the interview context when studying coming-out narratives, and underscores the need for sensitivity and openness in creating a safe interview environment for individuals sharing their coming-out stories.

Keywords: coming-out narratives, interview context, narrative analysis, cultural differences, communicative process

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SOFIA WANSTRÖM. (Åbo Akademi University) Telling a Little, Telling a Lot. Genre and Tellability Testimonies of Rape

In this paper, I summarize some of the central findings of my doctoral project in which I examine *how* women narrate stories of rape in a Finland-Swedish #MeToo campaign called *Dammen brister*. The campaign is understood as a space of heightened tellability, and I question how these stories are structured and presented in this space.

Understanding tellability as determined (in part) by how a story is received by the audience (Amy Shuman, 2005), I assume that the increased hearability promised by the campaign made experiences of rape more tellable. Being allowed to narrate various experiences meant writers did not need to adhere to, e.g., discourse describing “real” rape. Additionally, the campaign offered writers a space of solidarity, where experiences were assumed to be believed and shared among the participants, creating a space for peer-to-peer witnessing in which the stories were not subjected to requirements based on form or content. Instead, the space allowed writers to choose what and how to narrate, increasing tellability.

The testimonies vary widely in length, detail, and structure. For this paper, I have chosen to focus on two aspects of narration categorized as “telling a little” and “telling a lot.” By centering the discussion around the term *story signifier*, which illustrates how writers could simply signify the existence of an experience, and the term *experience-stringing*, which refers to writers lining up multiple narratives, I present the broad scope of tellability afforded by the campaign.

Keywords: narrative, rape, tellability, #MeToo

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KENDRA WILLSON. (University of Turku) Variation in Gender and Number Agreement in Icelandic

In Modern Icelandic, there is variation in gender and number agreement in instances where the “semantic” gender or number of a human referent differs from its formal grammatical properties. The most common pattern in writing is for grammatical agreement within the clause, but “semantic” agreement in further discourse. However, particularly in colloquial registers “semantic” agreement within the clause is also common (Birkir Freyr Jóhannesson 2011). There is also variation in gender and number marking in generic and indefinite contexts. Both these situations have been subject to normative discussion. Self-aware language users differ in their recommendations (Guðrún Kvaran 2002, Hallberg Hallmundsson 1996, Þórarinn Eldjárn 1996). There are current efforts to change practices in the name of gender equity and inclusion. These suggestions include replacement of “generic” masculine with neuter forms in referring to unspecified human referents. Promotion of “semantic” gender agreement is sometimes also considered an aspect of inclusive language (Þorbjörg Þorvaldsdóttir 2022). Others argue that such “feminist language reforms” can lead to a lack of clarity (Guðrún Þórhallsdóttir 2005). In non-normalized language are found alternative patterns such as the use of neuter singular forms to refer

to a group of people (Guðrún Þórhallsdóttir 2015, Þorbjörg Þorvaldsdóttir 2019). One focus of discussion has been the word *maður*, which in addition to having the polysemy (1) ‘human being’ (2) ‘adult male human being’ also functions as an indefinite pronoun ‘one’ (Eiríkur Rögnvaldsson 2022, Lára Magnúsardóttir 2021). There are differing views as to what gender neutrality and inclusion mean (e.g. Guðrún Þórhallsdóttir 2022).

Keywords: Icelandic, grammatical gender, grammatical agreement, language planning, inclusive language

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