

## Misogynistic Discourse: A Case Study of Fish Trade in Homabay County. (2016).

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### **Abstract.**

Language plays a major function in begetting and propelling the principles of power, social relations and gender. The gendered roles allotted to males and females are not only overtly stated but they are also enshrined in culture. The unequal power relations that exist between males and females and which promote disequilibrium between them are first noted during the socialization process, where males are expected to exhibit potency, supremacy and dominion while females are anticipated to demonstrate submission and subordination. Thus, anyone who goes against the norm is rebuked. Because of this inequality, women are relegated to the periphery and this has drastically affected their perspectives about the world, their self-esteem and performance in general. This study sought to examine the frequent use of misogynistic terms and images in reference to women since gender inequality is apparent in various domains, the fishing sector included. The Critical Discourse Analysis Theory of Fairclough (2001) was adopted because it attempts at exposing the underlying complex but crucial issues of dominance, injustice and inequality that plague the society in general and the fishing community in particular. This study is vital since there is need to achieve gender parity and to adopt and use language that embraces all the players in the fishing sector. In addition, a gender sensitive language is aimed at changing the attitudes of those who use misogynistic language intentionally or unintentionally so that there is respect, harmony and cohesion in this trade.

Key words: Sexist language, Stereotype, Misogynistic, Discourse, Semiosis, appendage

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