

CHAPTER IV CONCLUSION AND SUGGESTION

4.1 Conclusion

This study has conducted a systematic linguistic analysis of 45 protest slogans collected from the Women's March in Washington, DC, 2020, guided by Peter Trudgill's (2000) framework on language and sex and Theo Van Leeuwen's (2008) Social Actor Representation theory. The analysis addressed two main research questions: what are the most frequently used slogans and the messages they convey, and how do these slogans represent different social actors.

Regarding the first research question, Civil Rights was identified as the dominant thematic category, with 25 slogans (55.6%) of the total dataset, followed by Women's Rights with 12 slogans (26.7%). The messages conveyed by these slogans refer to institutional authority and civic legitimacy, and the use of profanity, anatomical language, and humor as tools of feminist defiance. Overall, these findings confirm Trudgill's (2000) observation that women's language in protest contexts can constitute a deliberate and strategic deviation from the prestige norms historically imposed on women's public speech.

As for the second research question, the application of Van Leeuwen's (2008) framework reveals that the slogans employ a coherent and purposeful set of representational strategies. Inclusion strategies (Activation, Classification, Somatization, and Possessivation) consistently represent protesters as empowered, embodied, and independent agents. Exclusion strategies (Agent Deletion and Nominalization) universalize political demands and elevate specific grievances to the level of universal moral principles. The absence of

Relational Identification through kinship ties represents a deliberate rejection of the domestic framing of women's identity, asserting women's political presence as autonomous citizens rather than relational dependents, but they are represented by influential figures such as RBG in the analysis in the previous section.

4.2 Suggestion

Based on the findings and limitations of the present study, the following suggestions are offered for future researchers who wish to build upon this work:

First, future research should expand the sample size past 45 slogans and include multiple years. A longitudinal analysis comparing slogans from the 2017 through 2020 Women's Marches would reveal how the movement's researchers can track shifts in thematic emphasis, representational strategies, and linguistic norms over time, and to examine how the movement's discourse evolved in response to a changing sociopolitical landscape.

Second, although this study focuses exclusively on the textual and linguistic aspects of the slogans, future research should consider adopting a multimodal analytical framework to examine how visual elements such as color, typography, illustration, and imagery interact with linguistic choices to provide a deeper understanding of how the meaning of protest is constructed (Miles, 2023).