

REFERENCES

- Alfonso, F. (2020, January 18). *How protest signs are being used at the Women's March*. CNN. <https://edition.cnn.com/2020/01/18/us/best-signs-at-womens-march-2020-trnd/cnn>
- Alfonso III, F. (2020). *Best signs at the 2020 Women's March*. <https://edition.cnn.com/2020/01/18/us/best-signs-at-womens-march-2020-trnd>
- Anderson, G. L., & Herr, K. (2007). Activism, social and political. In G. L. Anderson & K. G. Herr (Eds.), *Encyclopedia of Activism and Social Justice* (pp. 19–27). Sage. <http://www.bmartin.cc/pubs/07Anderson.html>
- Anderson, G. L., & Herr, K. G. (Eds.). (2007). *Encyclopedia of Activism and Social Justice*. Thousand Oaks, CA: Sage. — See especially the entry “Activism, Social and Political” (pp. 19–27).
- Bahrudin, H., & Bakar, K. A. (2022). Us vs. Them: Representation of social actors in women's March MY protest signs. *Journal of Language and Linguistic Studies*, 18(Special Issue 1), 313–329.
- Brennan, M. (2025). *Signs of change: Gauging the goals of and contextualizing the U.S. feminist movement through visual protest materials at the 2024 Women's March* (Master's thesis, Northern Arizona University).
- Brody LR, Hall JA. Gender and emotion. In: Lewis M, Haviland JM, editors. *Handbook of emotions*. Guilford Press; New York, NY: 1993. pp. 447–460.
- Burke, K. (1950). *A Rhetoric of Motives*. University of California Press.
- Cherry, M. (2021). Value-Based Protest Slogans. *The movement for black lives: Philosophical perspectives*, 160–175.
- Collins, P. H. (2009). *Black feminist thought: Knowledge, consciousness, and the politics of empowerment* (2nd ed.). Routledge.
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). Thousand Oaks, CA: Sage.
- Denton, R. E., Jr. (1980). The rhetorical functions of slogans: Classifications and characteristics. *Communications Quarterly*, 28(2), 10–18. <https://doi.org/10.1080/01463378009369362>
- Ejaz, M., Ahmad, M., & Zahra, S. M. (2024). Understanding feminist rhetoric: A socio-cognitive study of women's march slogans. *Pakistan Research Journal of Social Sciences*, 3(2), 656–672.
- Elizabeth, D. (2020). *The most powerful protest signs from the 2020 Women's March*. Teen Vogue. <https://www.teenvogue.com/gallery/2020-womens-march-most-powerful-protest-signscnn>

Fairclough, N. (2001). *Language and Power* (2nd ed.). London: Longman

Fernando, C. (2025). *A rebranded Women's March returns before Trump's inauguration*. NBC Washington. <https://www.nbcwashington.com/news/national-international/rebranded-womens-march-trump-inauguration/3817718/>

Getty Images. (n.d.). *Women's March 2020*. <https://www.gettyimages.com/search/2/image?phrase=womens+march+2020gettyimages>

Glaser, B. G., & Strauss, A. L. (1967). *The discovery of grounded theory: Strategies for qualitative research*. Aldine.

Kippert, A. (2020). *The 5 largest single-day marches in history*. DomesticShelters.org. <https://www.domesticshelters.org/articles/race-gender-religion-immigration/the-5-largest-single-day-marches-in-history>

Lakoff, R. (1975). *Language and Women's Place*. New York: Harper & Row.

Lu, X. (1999). 'An Ideological/Cultural Analysis of Political Slogans in Communist China,' *Discourse and Society*, 10(4): 487–508.

Manne, K. (2018). *Down girl: The logic of misogyny*. Oxford University Press

Miles, C. (2021). *Visual rhetoric and the analysis of persuasive political communication*. In D. L. Gries & P. C. Taylor (Eds.), *Research handbook on visual politics* (pp. 2–14). Edward Elgar Publishing. <https://doi.org/10.4337/9781800376939.00007>

Rismayanti, T., & Jurianto. (2020). Language style of male and female speakers at the Washington Women's March. *PalArch's Journal of Archaeology of Egypt / Egyptology*, 17(4), 2451–2463.

Sandelowski, M. (2000). *Whatever happened to qualitative description?* *Research in Nursing & Health*, 23(4), 334–340.

Sharp, H. (1984). *Advertising Slogans of America*. Metuchen, NJ: The Scarecrow Press.

Stewart, C., Smith, C.A., & Denton, R. Jr. (1995). 'The Persuasive Functions of Slogans', in Robert

Griffin, E., Ledbetter, A., & Sparks, G. (2019). Genderlect styles of Deborah Tannen. In *A first look at communication theory* (10th ed., pp. 384–395). McGraw-Hill Education.

Trudgill, P. (2000). *Sociolinguistics: An introduction to language and society* (4th ed.). Penguin Books.

Urdang, L. and Robbins, C., eds (1984). *Slogans*. Detroit: Gale Research Company

- Van De Velde, C. (2024). The power of slogans: using protest writings in social movement research. *Social Movement Studies*, 23(5), 569–588.
<https://doi.org/10.1080/14742837.2022.2084065>
- Van Leeuwen, T. (2008). *Discourse and practice: New tools for critical discourse analysis*. Oxford University Press. (Note: Use this for the Inclusion, Exclusion, Activation, Somatization, and Objectivation strategies found on pages 23–54)

