Abstract

This bachelor thesis focuses on the issue of offensive terms used against women in online communication and explores the meaning of these terms, the reasons for their occurrence and the possible historical and cultural reasons behind them.

At the beginning, I will briefly describe the social media platforms witch I will use, and collect the relevant vocabulary on these platforms, and discuss the textual contexts in which people use these words. On the Czech side, I chose the more global social networks, such as Facebook and Twitter, and on the Chinese side I chose Wechat and Sina Weibo. I will also briefly discuss feminist linguistics below. I will discuss the reasons for the creation of these words from a linguistic and feminist perspective, the social implications and the impact on people's thinking and social consciousness (or perhaps the social consciousness that led to the creation of these words).

In the practical part, I will discuss the differences in the ways of addressing women in Chinese and English, starting with a comparison of the different ways of forming words, the perspective of word formation, the different ways of forming words, the production due to the differences between English and Chinese, the different animal names used to address women in different cultures, and the specific offensive words used to address women in different cultural contexts.

This is followed by analyses of the concepts of misogyny, stereotype, stigma and the social, linguistic, cultural and environmental reasons for the emergence of these words. Later I will also briefly describe the changes in social background from ancient times to the present and the changes in vocabulary that have been influenced by these different contexts. Whether the ideas and social consciousness of antiquity have survived to the present day and whether they have influenced the ideas and consciousness of modern society.