A FEMINIST POST STRUCTURAL DISCOURSE ANALYSIS OF #METOO MOVEMENT ON TWITTER

Darakhshan Anjum

ABSTRACT

This study examines the representation of sexual violence, gender, and power in an ongoing debate on sexual violence cases reported on twitter under the #metoo movement. The main aim of this study is to explore how sexual violence, gender, and power is represented on twitter in Pakistan, and what response does the #metoo movement receives in Pakistan on Twitter. Specifically, the study explores the tweets (posts on twitter) with #metoo as a text. The methodology of manual data collection is applied to get a complete text of the tweets. The appraisal theory of systemic functional linguistic given by Martin and White (2005), is applied for analyzing the linguistic choices of 103 tweets collected in a period of 19th October 2019 till 24thOctober 2019. The textual analysis reveals that the linguistic choices in most of the tweets fall under negative appraisals regarding sexual violence, the #metoo movement, gender, and power. The analysis shows that the contexts of the selected tweets are three famous cases in Pakistan reported on twitter. First, Ali Zafar and Meesha Shafi's case, the second is MAO College Professor Mr.Afzal's case and the third is the case of a famous director Jamshed Mehmood Raza known as Jami. Followed by Feminist Post Structural Discourse Analysis (FPDA) this research looks at sexual violence as a phenomenon that is not static and changes with time, place, and context. In analysis four different discourses are found; Discourse of Sexual Violence, Discourse of Gender, Discourse of Rejection, and Discourse of Accountability. All these discourses represent sexual violence as non-static that changes with time place and context. In the context of the present cases highlighted in analysis sexual violence is represented as a tool used for some personal gains. Like in some context there are real harassment allegations and in others, there are fake allegations that are equally damaging the society and lives of people. According to the context, gender and power relations shift. There are cases in which females are perpetrators and are at powerful positions and vice versa. The #metoo movement is unsuccessful in Pakistan as it is misused by few women for personal gains for which they use sexual violence as a tool. Similarly, in Pakistan, there are male victims of sexual violence as well as male victims accused of false allegations that not only suffer but remain unheard for so long. Therefore, there is a need for change and demand for accountability for all genders based on equality.

Keywords: Sexual Violence, #Metoo Movement, Feminsit Poststructural Discourse Analysis, Gender and Power

1.INTRODUCTION

Sexual violence, with no doubt, has now become a social reality in the World. It is, perhaps, one of the most read and written issues of the day. Although Sexual violence has been in the societies for many years in different forms, its severity has now quadrupled. In the past, victims tried to raise their voices over sexual violence through print media and as well as on electronic media. But either the voices of victims fell on deaf ears of societies or media could not create a concrete impact in delivering the message. Over the failure of former media, sufferers took to the social media for their grievances to be understood.

Social media is a platform that involves computers and the internet. The most famous communicative social media sites are Facebook, Flicker, Vine, Instagram, and Twitter, etc. Users share information and messages through the internet by using these social media platforms. It becomes easier for people to interact with each other on these social media platforms (Jones, Hafner, 2012, p, 158). People around the globe are using these platforms. They have radically improved people's opportunities to generate and channeling information (Jones, Hafner, 2012).

Ultimately, Twitter-a well-known social media platform-proved beneficial in spreading the message

of the affected people. The present study will analyze the #Metoo Movement regarding sexual violence on twitter to find out what kind of responses it gets and how sexual violence is represented in Pakistani society.

1.1 Background

The #Metoo Movement about sexual violence and abuse started a global debate that initially started on twitter. Twitter, as a social media site, provided people an opportunity to make an opinion and share their stories over the issue of sexual violence. Otherwise, these stories were unheard and unaccepted in many societies. On October 15th, 2017, a Hollywood actress Alyssa Milano posted a screenshot on twitter against the prevalence of sexual abuses in the world's most famous film industry. She urged women to speak for themselves by re-twitting the post with #MeToo.

Alyssa Milano ✔
@Alyssa_Milano

Follow ⌄

If you've been sexually harassed or assaulted write 'me too' as a reply to this tweet.

Me too.

Suggested by a friend: "If all the women who have been sexually harassed or assaulted wrote 'Me too.' as a status, we might give people a sense of the magnitude of the problem."

1:21 pm - 15 Oct 2017

Over the night, social media was taken by a storm as millions of people retweeted that post. Historically speaking, the activist Tarana Bruke in 2006 initiated the Metoo Movement for the women of colour who belong to the South of the USA. These women were survivors of sexual assault. But it was after the tweet of Alyssa that the movement spread worldwide, and it doesn't remain to the women from the South

(Burke, 2017). The main ideology behind the movement is that women should break the silence and share their stories of sexual violence (Me Too Movement, 2018). According to Bruke (2018), the main aim of the movement is to start a healing process for survivors of sexual assault at an individual level as well as at the community level. Bruke (2017) highlighted the importance of twitter as a social media platform that helps in acknowledging the movement worldwide. According to her, people connect instantly on twitter even if they are distant from each other.

According to Bruke (2017), the step taken by Alyssa of using twitter as a platform to break the silence of culture by using #Metoo is very influential. With her collaboration, Bruke can take the movement forward and keep the debate going by just using a hashtag the phrase "#Metoo" (Bruke, 2017). Thus the "Metoo Movement" started by Bruke, which later on took to the twitter by Alyssa Milano as "#Metoo Movement" both are the same and have the same purpose. As of now, thousands of affectees in the world, including Pakistan, have taken a brave step to talk about sexual assault by utilizing this powerful hashtag tool.

1.2 Significance of the Study

Many researchers have explored the different themes and analyzed the language of tweets generated by social movements on Twitter. #Metoo is taken as a subject of study by many researchers, but the discourse of sexual violence under the #Metoo generated on twitter is not analyzed in the Pakistani context. This present study will fill this literature gap and represent how the phenomenon of sexual violence is represented and understood by analyzing the discourse of the #Metoo debate on twitter. The present study will also help future researchers in the field.

1.3 Research Questions

- How sexual violence is represented and negotiated in #Metoo debate on twitter in the Pakistani context?
- How gender and power are negotiated and represented in #Metoo debate on twitter in the Pakistani context?
- What is the response of the #Metoo Movement on twitter in the Pakistani context?

2.0 RESEARCH METHODOLOGY
2.1 Data Source and Collection

The present study focuses on the analysis of sexual violence discourse generated on twitter under #Metoo trend. The qualitative data is gathered in the form of text of the tweets with #Metoo on twitter. The tweets are collected by searching the #Metoo tweets through the search bar on twitter manually. The tweets are saved to the word file in a specific format that contains the user name, date, and the text of the tweet. The links of the tweets are also collected and saved. For the textual analysis Appraisal theory by Martin and White (2005) is selected that explains what the text is about. It helps in the linguistic analysis of the tweets to highlight the representation of sexual violence, gender, and power in the selected tweets under different types of appraisals proposed by Martin and White (2005). It also helps in highlighting the response of people towards the #metoo movement through different appraisals proposed by Martin and White (2005). For the interpretation and explanation of the data, FPDA commentary is done that explains what the text means in the context of its production. It gives a more neutral and clear interpretation and explanation of the representation of sexual violence, gender, and power according to the context in which it is produced.

2.2 Feminist Poststructural Discourse Analysis

The present study focuses on the feminist poststructuralist approach which means that it applies a critical perspective on power relations and gender structures. As Weedon (1987) stated that the FPDA approach looks at how gender structures and power relations are reproduced, constituted, and challenged. FPDA approach also means that looking at how identities and experiences are manifested and interact in multiple ways due to the different ways of exclusion and subordination. It also means that gender is not only a dimension of power but it also interacts with other categories of race, age and also interacts with social practices, ideologies, and institutions (Davis K, 2008). In this way, applying a critical perspective on gender and power relations with processes of exclusion and subordination is the main concern of the present study. For this purpose, only those perspectives of FPDA are further discussed in this section that is more relevant to the present study.

Poststructural feminism moves beyond categories. It is visible in the present research that the sexual violence discourse is always linked with women as a category but the focus of the present study is not just women's exposure to sexual violence. One cannot deny the binaries related to gender and power while researching in the present time in which the present study is conducted while thinking about sexual violence. It is women who are always considered to be victims. By taking FPDA as an epistemological stance the present study look at these binaries that are volatile and non-stable. For example, power may shift between men and women in different contexts. If women are present most of the time in sexual violence discourse is because of the perception that there are only two genders and they have different norms and expectations related to them. According to Scott (1999), FPDA engages feminist to think that meaning and concepts are always volatile and non-stable. By taking the FPDA route also means that you never claim for the ultimate truth of a given phenomenon (Sondergaard, 2002). Thus, the present study does not focus on finding the ultimate truth regarding sexual violence but its main concern is to explore the possible meanings and representation of sexual violence in the Pakistani context.

The present research focuses on the FPDA thinking of meaning that is not fixed and volatile as stated by Scott (1999). It is helpful in the analysis of concepts and phenomena (Scott, 1999). FPDA like CDA takes multiple discourses at work both focus on identifying and naming of discourses in spoken and written texts (Baxter, 2003). All the discourses work together in shaping the experiences and reality as explained through interdiscursivity that discourse is negotiated, represented, and challenged by other discourses (Baxter, 2003). The poststructural feminist also criticizes the concept of intersectionality introduced by Crenshaw (1989) while analyzing judicial systems. According to poststructural feminist, the metaphor of intersection fails to capture how subjects are discursively produced (Lykke, 2010). By taking into consideration the poststructural intersectional feminism, the intersectional analysis focuses on how subjects are constructed in discourses (Lykke, 2010). The subjects are made in a process that happens in different categories and not only in two categories. The present study, therefore, focuses on the discussed concept of FPDA to analyze sexual violence, gender, and power as diverse, intertwined, and multiple.

The feminist poststructural approach also means to interpret the language that is something that cannot

be easily categorized. Language always pre-exists and scripts us. It is something that defines us (Marcus, 1992). While explaining the term "rape script", Marcus (1992) argues that the term is a way of looking at how social structures shape misogynist inequalities and our lives. As FPDA's focus is to move beyond categories it means to move beyond the fixed ideas of language. In the same way as Marcus (1992) explains how rape scripts and being scripted, sexual violence is taken as a phenomenon.

In summary feminist poststructural discourse analysis frames the analysis process and also reflects on the ending of methodology and research. Furthermore, it is a theoretical framework that functions well with the critical discourse analysis as both argue that language and linguistics matter and helps in analyzing the cultural phenomenon and it also clears the epistemological point for analyzing the subject of sexual violence.

Table 1: Structure of Analysis used in the Research

Level of Analysis	Theories Applied
Textual Analysis	Appraisal Theory: ❖ Attitude Affect Appreciation Judgement ❖ Engagement Disclaim Proclaim Attribute Entertain ❖ Graduation Force Focus
Interpretation and Explanation	FPDA Commentary

3.0 PRESENTATION AND ANALYSIS OF DATA

The first section of analysis of data is a textual analysis that deals with the linguistic analysis of the selected tweets. For linguistic analysis "Appraisal Theory" of SFL given by Martin and White (2005) is applied. The data is analyzed under the subcategories of the three main elements of appraisal theory are

Attitude (affect, appreciation, judgement), Engagement (disclaim, proclaim, attribute, entertain), and Graduation (force, focus). The textual analysis describes the linguistic choices made by the users on twitter while talking about sexual violence with #metoo. The second section of this chapter deals with the interpretation and explanation of the text. For this purpose FPDA is applied to explain the linguistic choices made by users to see what they mean according to the context.

3.1 Textual Analysis

The present research investigates what the linguistic choices are about made by the users on twitter regarding sexual violence with #metoo. For this purpose, the present study applies the elements of appraisal theory for the description and analysis of the social media text.

3.2 Attitude

What are the word choices that refer to the feelings, emotions, evaluation, or judgement?

Attitude is concerned with feelings and emotional reactions, including the evaluation of things and judgment of actions and behaviours (Martin, White, 2005, p. 35). It helps in analyzing the linguistic choices by focusing on what kind of feelings, emotions, values, and judgement is shown in the linguistics choices made by the users on twitter in #metoo tweets. According to Martin and White (2005), attitude encompasses three subcategories affect, appreciation, and judgement. A single tweet may contain more than one subcategory.

3.2.1 Affect

The first subcategory is affect that highlights the word choices that show the positive or negative feelings of the speakers towards something.The positive affect represents the positive feelings and the negative affect represents the negative feelings. The present study investigates the word choices that represent the feelings of the users on twitter towards sexual violence, gender, power, and about the #Metoo movement specifically. The present data contains a 30% affect subcategory. The total 31 tweets represent the affect subcategory. The table 2 below shows the different types of affect found in the data.

Table 2: Types of Affect given by Martin and White (2005)

Affect	Total: 31	Percentage	Examples
Negative affect towards sexual violence	21	68%	Sad, tragic, terror of sexual, harassment, Ffs: for fuck sake), extremely sad, heart wrenching, shameful act, boils my blood
Negative affect towards #metoo movement	12	39%	Tragic, sad #Metoo yakhthoo #metoo shit, Bakwas: ridiculous
Negative affect towards women	8	26%	Bitches, soo stressing, sad to see, sad states of matter
Negative affect towards feminism	1	3%	Feminism shit
Negative feeling towards media	1	3%	enrage you or terrify you
Positive affect towards #metoo movement	6	19%	greatest movement, #MeToo is real,
Negative affect towards men	1	3%	Men detest #Metoo

3.2.2 Appreciation

According to Martin and White (2005), the second subcategory of attitude is the appreciation that tells us how speakers value something good, bad, negative, or positive (Martin, White,2005, p. 56). The positive appreciation shows the positive value and the negative appreciation represents the negative value of the phenomenon under discussion. The present study focuses on how users value sexual violence, the #metoo movement, and gender under the #metoo debate on twitter. A total of 70 tweets represent the appreciation subcategory. The data contains 68% of the appreciation subcategory. Table 3 below shows the different types of appreciation found in the data.

Table 3: Types of Appreciation Given by Martin and White (2005)

Appreciation	Total: 70	Percentage	Examples
Negatively valuing #metoo movement	38	54%	#MeToo is a weapon, ill movement, bloody #metoo, misusing #Metoo, disastrous to our society, #Metoo yakhthoo, #metoo movement hijacked, Fake #Metoo's slur on ME TO Ideology
Positively valuing #metoo movement	15	20%	These movements are supposed to save someone being vulnerable, #metoo is not a joke,
Negatively valuing sexual violence	26	37%	false harassment allegations, false accusation,
Negatively valuing law and judgement	1	1%%	not been investigated,
Negatively valuing media	3	4%	vile the media and entertainment industry is, media it's a 1440afia Don
Negatively valuing women	23	33%	Women should be ashamed, na kisi kutia ko ghar me ghusera, sb paisay/status ki gulam (Translation: None of the bitches is allowed to enter my house all of them are after money and status)., not all women are innocent,
Negatively valuing feminism	4	6%	illiterate feminists, pathetic n insane feminism

Positively valuing feminism	1	1%	Responsibility of feminist to speak up
Negatively valuing men	2	3%	#MenareTrash, outrage by Pakistani men we see is today when a male professor commits suicide,
positively valuing men	2	3%	not make a taboo for men, men are more victims, speak up for men ri8

3.2.3 Judgement

The third subcategory is the judgement that shows whether the speaker condemns, criticizes, or appreciates someone else behaviour (Martin, White, 2005, p. 42). The term judgement mostly was taken as negative, but in this subcategory, it is different. In appraisal theory, the term judgement includes negative as well as positive comments about someone's action, thing, or situation under debate. The present research focuses on the user's judgement about the #metoo movement, sexual violence, and gender under the #metoo debate on twitter. The data contains 69% of the judgement subcategory. Table 4 represents the types of judgement found in 70 tweets in the data.

Table 4: Types of Judgement Given by Martin and White (2005)

Judgement	Total: 71	Percentage	Examples
Criticizing #metoo movement	27	38%	#metoo ka ak aur chuteyapa: #metoo's bull shit , equally condemns,misuse of the campaign, worst, bloody #metoo, bullshit, DON'T BELIEVE IN #Metoo, exploitation of the #Metoo movement
Appreciating #metoo movement	7	10%	Increase credibility of #metoo movement, #MeToo is real
Criticizing sexual violence	28	39%	wrong and baseless allegation, condemned the act of harassment,
Criticizing women	17	24%	these bloody women, blind trust on girls, Orat card, Not a single time was used properly, cheap girls, female tactics
Criticizing feminism	2	3%	Where are those desi feminists, desi feminism is nothing but a political weapon
Criticizing anti-feminists	2	3%	Anti feminist are hypocrites,
Criticizing men	3	4%	they are afraid of their own skeletons in the closet,
Appreciating men	1	1%	Do not judge men without proof,
Criticizing media	7	10%	Dawn is not a media it's a maffia Don, media houses that have diluted what he said, 'media giants', Don't expect senior male Pakistani journalists to be on the right side
Criticizing law and justice	7	10%	lot of digging revealed the actual incidents, blames the victim, delay accountability

3.3 Engagement
What are the word choices that refer to the reaction towards alternative opinions?

The second element of appraisal theory is engagement. Engagement brings in the voice of others and may reject or accept their arguments. It is based on dialogue that either includes or excludes the external positions (Martin, White, 2005, p. 97). Engagement helps in analyzing the word choices that show the reaction of the users on alternative opinions on twitter in #metoo tweets. The users may accept or reject the other's opinion that is highlighted in the linguistic choices they made. It has four subcategories; disclaim, proclaim, entertain, and attribute. A single tweet may contain more than one subcategory.

3.3.1 Disclaim

According to Martin and White (2005, p. 97), disclaim is rejecting or denying the counter-arguments or what is said previously. For the occurrence of these engagement subcategories, there must be an ongoing debate. In the present study, the focus is on the sexual violence debate under #metoo on Twitter. Therefore, the users might deny the opposite arguments directly or may clearly state their stances that show rejection towards the entity under discussion. A total of 68% of the disclaim subcategory is present in the data. The total of 70 tweets shows different types of disclaim as represented in table 5 below.

Table 5: Types of Disclaim Given by Martin and White (2005)

Disclaim	Total: 70	Percentage	Examples
Rejecting proper use of the #metoo movement	34	49%	specifically being used against men, who were criticising me for speaking against blindly following and misusing #Metoo, #SayNoTo #MeToo, #Metoo campaign is highly misused
Rejecting that there is any misuse of the #metoo movement	16	23%	These movements are supposed to save someone being vulnerable, I Know This movement Has Many Positive Impact, The topic of rape and the discussions on #MeToo are a platform for all those who have been made to suffer
Rejecting that sexual violence allegations are always real	28	41%	the false allegations will have to pay heavy 1 day,
Rejecting feminist claims	5	7%	these illiterate feminists are using this concept for their personal gains, its very usual, pathetic n insane feminism. #Metoo n these insane feminists are responsible for the suicide of the professor, Enough with this #Feminism shit.
Rejecting anti-feminist claims	2	3%	It is the responsibility of all feminists and those who uses #metoo to speak against those who misuse it
Rejecting that women are always innocent	22	32%	not all women are innocent, That girl should be punished, That desi feminism is nothing but a political weapon, these feminists always use women card according their accessibility
Rejecting the useful role of media	8	12%	Another instance showing how vile the media and entertainment industry is, And now no major media stories carrying those details

3.3.2 Proclaim

The second subcategory of engagement is proclaim; that is, the representation of other's views as irrelevant and what they are saying is right (Martin, White, 2005, p. 98). The use of proclaim helps the user to represent his claim as a more practical and vital side of the debate. The different techniques are used to make the argument valuable, as the use of capitalization, exclamation mark, repetition of words, and use of intensifiers like very, really, true, so, etc.The data contains 40% of the proclaim subcategory (see appendix I). A total of 41 tweets

show proclaim subcategory. Following table 6 highlights the types of proclaim subcategory found in the data.

Table 6: Types of Proclaim Given by Martin and White (2005)

Proclaim	Total: 41	Percentage	Examples
Misuse of the #metoo movement	19	46%	Please stop it, This is extremely tragic, Honestly, I don't believe in #metoo, definitely the misuse of movement
Wrong use of sexual violence	9	22%	several pinches of salt!, misusing #Metoo!!!, shameful act !!, the issue is very much pertinent
Women are wrong	11	27%	This is soo stressing that women use Orat card, So true and usually woman plays female card
Importance of law and justice	8	20%	Proper rules should be made, who need justice!!, must be just, must be punished severely,
Men are wrong	1	2%	only only outrage by Pakistani men,
#metoo movement is the right thing	1	2%	#MeToo is real
Anti-feminist are wrong	1	2%	As expected!] Anti-feminists..... hypocrites!

3.3.3 Attribute

The third subcategory of engagement is attribute. The attribute is relating an argument to someone else (Martin, White, 2005, p. 97). In the tweets, the user relates the argument to others either by directly mentioning the name or tagging them in the tweet by their user name. A single tweet may contain more than one attribute. The total data contains 38% of the attribute subcategory. Table 7 below represents the types of attribute found in 39 tweets.

Table 7: Types of Attribute Given by Martin and White (2005)

Attribute	Total : 39	Percentage	Examples
Relating argument to Ali Zafar	7	18%	Ali Zafar, #AliZafar, @AliZafarsays
Relating argument to Mesha Shafi	3	8%	@itsmeeshashafi, Mesha Shafi
Relating argument to Jami	14	36%	Jami, #jami, @jamiazaad
Relating argument to Mr.Afzal	8	21%	#MAfzal, @ Govt MAO College LHR, Mr.Afzal, MAO college's teacher, Dr.Afzal
Relating argument to other users	13	33%	@MehwishHayat, @SOCFilms, @ZarrarKhuhro, @NabTheDentist

3.3.4 Entertain

The fourth subcategory of engagement is entertain. It is different from its literal meaning of amusement. According to Martin and White (2005, p. 97), entertain is the representation of a possible position. A total of 38% of the entertain subcategory is found

in the data. The users state the possible positions by considering the misuse of the #metoo movement and false harassment allegations. The users are of the position that we should take action against the misuse of movement and sexual violence. There should be proper law and punishment for false accusations as they are equally damaging as real allegations.

3.4 Graduation
What are the word choices that refer to the intensity of the feelings, emotions, values and reaction towards alternative opinions?

The last element of appraisal is graduation. According to Martin and White (2005), graduation explains the degree or grade of things. It tells the extent to which affect, attitude, and judgment can be positive or negative. It is a value scale for the engagement to find out the degree of the speaker's intensity and his investment in the utterance (Martin, White, 2005, p. 135). It helps in analyzing the linguistic choices that show the intensity of feelings, values, emotions, judgement, and reaction towards alternative opinions on twitter in #metoo tweets. Graduation has two subcategories focus and force. A single tweet may contain one or both of the graduation subcategory. First is the focus that means to bring the attention of the reader to the issue at hand and remove the extraneous element. A total of 10% focus category is found in the data. It represents the extent to which the users have positive or negative feelings, evaluations, or judgement towards sexual violence, #metoo movement, and gender as highlighted above in the analysis.

3.5 FPDA Commentary
The interpretation of the data is according to the ways the users' position themselves in the competing discourses that are interconnected. The context of the tweets is the sexual violence cases reported with #metoo on Twitter. The users position themselves in the context of three sexual violence cases in Pakistan. Sexual violence and #metoo are negotiated and talked about by relating to these cases on Twitter.First are Ali Zafar and Mesha Shafi's case. Second is Mr. Afzal's case and the third is Jami's case of sexual assault. The appraisal element of the attribute highlights the word choices that relate the arguments to others which gives insight into the context of the arguments. Out of the total attribute subcategory, 18% relate their arguments to Ali Zafar, and 8% relate their argument to Mesha Shafi.

Similarly, 36% relate their arguments to Jami, and 21% relate their argument to Mr. Afzal directly, while the other 33% relates to the other users on twitter who build their arguments in the context of these cases indirectly. A single tweet may contain the context of more than one case. The users, either explicitly or implicitly mention these cases in the argument. Intertextuality also helps in getting insight into these sexual violence cases. Certain word choices implicitly refer to the other texts that are related to the above-mentioned cases.

The users position themselves in the context of three sexual violence cases as discussed above concerning the competing discourses that are interlinked. By showing their feeling, emotions, values, and criticism the users give their opinions and stances that are mediated through these discourses. After doing successive readings, the discourses that are found in the present data are the discourse of sexual violence, the discourse of gender, the discourse of rejection, and the discourse of accountability. These four discourses work individually as well as intertextually to define and represent how the users position themselves in sexual violence debate on twitter. In the present context of sexual violence cases, these four discourses will help in analyzing and explaining what does the negative appraisals regarding sexual violence, the #metoo movement, and gender mean. These discourses also help in analyzing the gender-power relation arguments regarding who is the powerful offender and victimizing others. The feelings, emotions, values, and criticism by the users on twitter are mediated through these competing discourses.

3.5.1 Discourse of Sexual Violence
The discourse of sexual violence is the central discourse. The debate on sexual violence cases on twitter generated the sexual violence discourse that is visible in all the selected tweets. The users represent sexual violence as something that is used to exploit others for personal gains. This representation of sexual violence as a tool is represented in the data analysis.

For example:

3. @i__am_talha

Really sad to know about Lecturer Muhammad Afzal **[affect].** Proper rules should be made for implementing wrong and baseless allegation on someone . If this keep on going this will disastrous to our society #Metoo

5. @mangloooo

Those Women Who False Accuse someone For Harrasment should be ashamed of themselves !
You are not only runinng the life of that person but you are also ruining those girls cases who need justice!! Because of people wouldn't beleive them now! #Metoo **[appreciation]**

3. @i__am_talha

Really sad to know about Lecturer Muhammad Afzal**.** Proper rules should be made for implementing **wrong and baseless allegation on someone.** If this keep on going this will disastrous to our society #Metoo **[judgement].**

These examples represent that in Pakistan, there are false harassment allegations as well. The sexual violence is there, but one cannot deny the fact that there are real as well as wrong harassment allegations like Ali Zafar and Mr. Afzal's case. The above examples show that there is "wrong and baseless or false harassment allegation." Here we have seen a shift between the genders' positioning as well. The women are powerful, and men are powerless, as in the case of Ali Zafar and Mr. Afzal. Thus the users position themselves in the argument by stating that sexual violence is not always linked with women victims. There are cases where sexual violence is used as a tool by women against men, as in the case of Ali Zafar and Mr. Afzal, and also, we have male victims like Jami Azad. The discourse of gender is a supplement to sexual violence discourse.

3.5.2 Discourse of Gender

The discourse of sexual violence is criticized as it is used as propaganda by a few women against men, as in the case of Ali Zafar and Mr. Afzal. Whereas sexual violence is not just linked to one gender, it is for all. In sexual violence cases, the victims are always powerless and the perpetrators are in a powerful position. Therefore, the case of Jami Azad represents that he is powerless as he is a victim, whereas the offender, in this case, is also a powerful male and "media giant" that no one is ready to take his name. On the other hand, in the cases of Ali Zafar and Mr. Afzal, both are the male victims who are represented as powerless, whereas the woman offenders are represented as powerful who used false allegations against them. The analysis shows that the users position themselves in the debate by considering that few women are using wrong and baseless allegations against men.

The analysis represents the shift in the power positioning of gender where women can be the offenders and powerful and men as victims. The analysis shows that few women use wrong allegations against men. Only those women are criticized who misuse sexual violence, not the whole gender, this shows that people do not reject the fact that women can be the victims and can come up with the real allegations. Thus, the analysis represents that power and gender positioning shifts according to the context or situation. For example:

35. @KashifDotAkhtar

It's trendingas privileged women in Pakistan have misused it while the ones who truly needed the weight of it weren't even heard. They still **face abuses**, no one to listen cause they haven't got massive following or most of all they aren't elite.**Sad states of matter [affect].**#MeToo

23. @saraahh030

There need to be a counter punishment for such cases, **not all women are innocent**, this #Metoo thing has became a propaganda rather than a compaign This is so heart wrenching **,**one has to commit suicide to prove himself innocent, **the false allegations** will have to pay heavy 1 day **[disclaim]**

58. @Raufpakistan

@AliZafarsays **SOME females** found this #Metoo an easiest way to spread her voice (nomatter it is true or not) over social media to get attention. And this is the result. **[proclaim]**

77. @HinaWaheed16

Thanks for speaking up. We must realize that **#MeToo isnot only limited to females**. Males have equal tendency to be a victim. Hats off to @jamiazaad**[judgement]**

These examples represent that in Pakistan, there are cases where women are the culprits like in Ali Zafar and Mr.Afzal's case. The users are of the position that few women in Pakistan misuse sexual violence against men. Thus, sexual violence is not just for one gender; it is for all where gender position shifts. In some cases, women are powerful and vice versa. By considering a few women as the culprit, the users did not deny the fact that there are cases where females are the victim, but men tend to be a victim. Here the users give stances under #metoo on Twitter. They reject the act of those women who misuse sexual violence and the #metoo movement. The discourse of rejection is linked with the discourse of sexual violence and the discourse of gender. The users reject those women who misuse the #metoo movement to accuse men like Ali Zafar and Mr.Afzal falsely.

Similarly, the users also reject the role of media in reporting male cases like the case of Jami Azad.

3.5.3 Discourse of Rejection

The users reject the usefulness of the #metoo movement in Pakistan. According to them, this movement is hijacked or misused by a few women as a plan against men. They didn't deny its importance, but due to its misuse by few women to falsely accuse men, it faces rejection. For example:

28. @Nabehal
Anotherugly side of using a cause like #MeToo for personal gains. That girl should be punished for false accusation! **[disclaim]**

7. @BanterExpert
Lately the #Metoo movement has been hijacked by a select few to suit their personal agendaagainst someone who they personally despise out of sheer jealousy that now even the legit harassment cases are perceivedwith several pinches of salt! This needs to be CHANGED! **[proclaim]**

43. @SyedaMahinu
This **shameful act!![affect]** Why some **bitches misusing** #Metoo!!! She should hang herself**!!!** As society we lost everything **[disclaim]**

The above examples represent the rejection of the misuse of the #metoo movement by a few women. In the context of the above stated three sexual violence cases, the #metoo movement is rejected because of its misuse, but under this #metoo, the users also highlighted the fact there are male harassment cases that need to be highlighted, and the #metoo movement helps in focusing these cases on Twitter. The users give their stances regarding these cases and give their opinions that #metoo is not for one gender it is for all; therefore, it should be used to highlight male cases and most importantly the false harassment cases that are equally damaging the society and the life of victims like the real harassment cases. Although such cases are not highlighted by other media platforms; therefore, the users also represent rejection towards media for not reporting Jami's case. For example:

65. @AnnamL0dhi
Thank you for sharing your story. #MeToo is real. **It is not for one gender. Or any genders. It's for all of us. Who have had to suffer in silence all these years. It takes all of ones courage** to come forward and share their stories. Ah... **My hearts in pain [affect]**

101. @teepusahab
Jami Moor - one of the **great and well known** directors from Pakistan, even his **sad story** can't get published by leading news outlets here **[affect].** Now think about the victims without such influence being harassed/raped by these **'media giants'[judgement]** BANANA REPUBLIC. #metoo

102. @Mahim_Maher
If the media doesn't cover Jami's story properly it won't ever have a **leg to stand on in future** And especially all the media houses that have **diluted** what he said. Our collective reps are on the line. Do the right thing. **[judgement/disclaim]**

63. @mehreenzahra
Wow. Unbelievable - yet also entirely expected. Many of us who work in media have their **suspicions** about who this **'giant'** is who does mega book and museum launches but no one will name him. #metoo#Jami**[judgement/disclaim]**

These examples represent that the users appreciate Jami for speaking up. It shows that the #metoo movement is not just related to female victims and survivors of sexual violence but also the male victims who survived the harassment and showed the courage to speak up for themselves. On the other, the role of media in this regard is rejected for not reporting Jami's case. Out of the total tweets that contain affect subcategory, 3% represent negative feelings towards media (see table 2), and 4% out of the total tweets that contain appreciation subcategory, negatively value media for not properly reporting Jami's Case (see table 3). Similarly, out of the total judgement subcategory, 10% of tweets criticizes media (see table 4), and 12% of the total disclaim subcategory show rejection towards the role of media (see table 5). Thus in Jami's case, most of the users are rejecting the useful role of media as they are not ready to highlight the culprit, which shows his powerfulness. In the context of Jami's case, the male victim is powerless, and the male offender is powerful. In contrast to Ali Zafar and Mr. Afzal's cases, males are the victims of wrong harassment allegations and are powerless, whereas female offenders are in a powerful position. Therefore, the discourse of rejection also shows the shift in gender positioning where both males and females can be powerful and powerless. Thus, there is a need for accountability of false harassment allegations and male cases of harassment like the real harassment cases and the female cases of harassment. The users highlighted the need for accountability in the tweets.

3.5.4 Discourse of Accountability

The total 38% of the entertain subcategory represents that the users are of the position that we should take action against the misuse of the movement and sexual violence. There should be proper law and punishment for false accusations as they are equally damaging like real allegations. Similarly, there are male victims of harassment that need equal support and justice like female victims. For example:

26. @IkramBa51959728

Mesha Shafi should bepunish for introducing a fake trend of #MeTooShe and some other rented desi liberalare directly and indirectly responsible for the death of MAO college professor

38. @izharkaro

If you are **outraged** at the **recent false allegations of sexual harassment**, you should be outraged at legit allegations as well. **Both deserve** equal amounts of your outrage. #MeToo **[judgement]**

These examples highlight the importance of accountability and proper laws and justice system for false harassment allegations because such cases are equally harmful, like real harassment cases. It affects the social and personal life of the victims and also their mental health. In the context of Ali Zafar's case, he faces rejection from the media even his contract was cancelled. Similarly, Mr. Afzal went through social and mental stress that forces him to commit suicide. Thus, the girls like Mesha Shafi and the female student should be made accountable, and punishment should be given to them. Similarly, male victims of sexual violence must be provided with justice like female victims. There is a need to speak up for male victims, as sexual violence is not limited to female victims. Now men have an equal tendency to be a victim. For example:

8. @abdullahb137

Get this man Justice as well #metoo #Metoo **The Society must be just with respect to gender devision [proclaim]**

85. @ASYusuf

Replying to @SaniRajput@Mahim_Maher and @sophiaahmedIf you've just become aware of this phenomenon, I can understand. But even Jami will appreciate that this is exactly the debate that needs to be sparked by #metoo accounts. **We need the law to be better, to provide justice[entertain]**

The above example represents that there is a need for accountability for male victims of harassment as well. Here again, there is a shift in gender positioning as men are not only accountable for their wrong doings but women are also held accountable for their wrong allegations. There should be a proper system of punishment and justice for male victims of real harassment cases and for those who suffered because of wrong accusations. They have suffered in silence for so long. We should speak up for them as well. The feminists, women, men, media, and the #metoo movement advocates should take a stand for male victims and misuse of sexual violence and the #metoo movement. The justice system and law and punishment should be made regardless of gender to provide justice to all.

4.0 CONCLUSION

The major findings of the presentation and analysis of data are most of the linguistic choices made in the tweets include negative appraisals of sexual violence, the #metoo movement, gender, and power. The analysis also shows the negative appraisal of media and highlights the importance of law and judgement. These negative appraisals show negative feelings, emotions, and values regarding sexual violence, #metoo movement, gender, and power. Similarly, the findings show that people criticize #metoo movement, media, and law and judgement. The findings also show the stance of people regarding the #metoo movement and sexual violence that it is misused by women.

The FPDA commentary explains linguistic choices showing these negative appraisals are made in the context of three sexual violence cases in Pakistan. First is Ali Zafar's case second is Mr. Afzal's case and the third is Jami's case. In the context of these three cases, sexual violence is represented as a tool that is misused by women to exploit men. There are fake harassment allegations as well that are equally damaging as real harassment cases. The analysis also represents that gender and power positioning shifts according to the context. Women and men both can be perpetrators as well as victims of sexual violence. Both cases require equal accountability criteria regardless of gender. Thus the analysis breaks the stereotypes of women being the victim and in powerless position. Finally, the analysis shows that people have a negative response towards the #metoo movement as it is being misused by women for their personal gains in Pakistan. Thus the movement is exploited in Pakistan.

REFERENCES

Baxter. J. 2003, Positioning Gender in Discourse: A Feminist Methodology, Great Britain: Palgrave Macmillan

Burke et. Al, (2018). Where Freedom Starts: Sex, Power, Violence, #MeToo. A Verso Report.

Crenshaw, K. (1989). De-marginalizing the Intersection of Race and Sex: A Black Feminist

Critique of Anti discrimination Doctrine, Feminist Theory and Antiracist Politics.

University of Chicago Legal Forum, 1989 (1). Retrieved from https://chicagound bound.uchicago.edu/cgi/viewcontent.cgi?article =1052&context=uclf

Davis, K. (2008). Intersectionality as Buzzword: A Sociology of Science Perspective onWhat Makes a Feminist Theory Successful. Feminist Theory, 9 (1), 67-85. doi:10.1177/1464700108086364

Jones, R.H. & Hafner, C.A. (2012). Understanding Digital Literacies. A Practical Introduction. London: Routlage.

Lykke, N. 2010. Feminist Studies : a Guide to Intersectional Theory, Methodology andWriting. New York: Routledge.

Marcus, S. (1992). Fighting Bodies, Fighting Words: A Theory and Politics of Rape

Prevention. In: Butler, J., Scott, J. W. (Eds.). Feminists Theorize the Political. New York: Routledge.

Martin, J.R., White, P.R. (2005). The Language of Evaluation: Appraisal in English. New York: Palgrave Macmillan.

Scott, J. W. (1999). Gender and the Politics of History. New York, Chichester: Columbia University Press.

Sondergaard, D. M. (2002). Poststructuralist Approaches to Empirical Analysis. International Journal of Qualitative Studies in Education, 15 (2), 187-204. doi: 10.1080/09518390110111910

Weedon, C. (1987). Feminist Practice and Poststructuralist Theory. Oxford: Basil Blackwell.