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## LANGUAGE USE IN THE RED PILL COMMUNITY

*The Internet's rise has facilitated global communication and idea exchange through social media platforms like Reddit, known for hosting a variety of virtual communities. One such community is The Red Pill (TRP), a controversial subsection of the "manosphere", characterized by its opposition to feminist principles and its hierarchical view of gender.*

*This study employs thematic analysis and critical discourse analysis (CDA) to investigate The Red Pill's language and its implications for gender power dynamics. TRP's discourse reflects a rigid hierarchy among men, which reinforces harmful stereotypes about male identity, asserting the traits determining social and sexual success. Women in TRP discourse are frequently objectified and described using derogatory labels. Euphemisms and dysphemisms illustrate TRP's manipulative language, which minimizes hostility while emphasizing gender stereotypes. Mystification is also prevalent, using jargon to obscure meaning and exclude outsiders.*

*The study highlights TRP's use of attributive and predictive adjectives to dehumanize women and reinforce male dominance. Language reflects a perceived power imbalance, with men viewed as superior and women as subordinates or sexual objects.*

*In-group and out-group dynamics are also central. TRP members refer to themselves as "RP Brothers" and employ exclusive terminology to foster solidarity while marginalizing women. Women are categorized as either promiscuous or sexually inexperienced but career-focused, both seen through a lens of male utility.*

*In conclusion, TRP's language perpetuates a misogynistic worldview, reinforcing harmful gender roles and power structures. This analysis reveals recurring themes of male hierarchy, objectification of women, and the use of language to sustain social inequalities. These beliefs pose risks not only to women but also to men who internalize these toxic ideologies.*

**Key words:** *The Red Pill, Reddit, "Manosphere", Gender Hierarchy, Incels, Misogyny, Critical Discourse Analysis, Thematic Analysis, In-group/Out-group Dynamics, Euphemism/Dysphemism.*

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## МОВА СПІЛЬНОТИ THE RED PILL

*Поширення Інтернету сприяло глобальній комунікації та обміну ідеями через соціальні медіаплатформи, такі як Reddit, що відома розмаїттям віртуальних спільнот. Однією з таких спільнот є The Red Pill (TRP) — суперечливий підрозділ «меносфери», що виступає проти феміністичних принципів і пропагує ієрархічний погляд на гендер.*

*У цьому дослідженні застосовано тематичний аналіз та критичний дискурс-аналіз (CDA) для вивчення мови TRP спільнот та її наслідків для гендерної динаміки влади. Дискурс TRP відображає жорстку ієрархію серед чоловіків, що посилює шкідливі стереотипи про чоловічу ідентичність, стверджуючи, що саме певні риси визначають соціальний та сексуальний успіх. Жінки у дискурсі TRP часто об'єктивуються та описуються за допомогою принизливих ярликів.*

*Евфемізми та дисфемізми вказують на маніпулятивну мову TRP, яка мінімізує агресію, підкреслюючи гендерні стереотипи. Також поширена містифікація — використання жаргону для приховування змісту та виключення*

сторонніх. Дослідження демонструє використання атрибутивних і предикативних прикметників для дегуманізації жінок і зміцнення чоловічого домінування. Мова відображає уявний дисбаланс влади, де чоловіки сприймаються як вищі, а жінки — як підлеглі або сексуальні об'єкти.

Центральними також є динаміка «свій/чужий». Учасники TRP називають себе «RP Brothers» та використовують ексклюзивну термінологію для зміцнення солідарності, одночасно маргіналізуючи жінок. Жінок категоризують як або розпусних, або сексуально недосвідчених, але зосереджених на кар'єрі, і обидві категорії оцінюються крізь призму корисності для чоловіків.

Отже, мова TRP поширює мізогінний світогляд, що закріплює шкідливі гендерні ролі та структури влади. Цей аналіз виявляє повторювані теми чоловічої ієрархії, об'єктивізації жінок та використання мови для підтримки соціальної нерівності. Такі переконання становлять загрозу не лише для жінок, але й для чоловіків, які інтерналізують ці токсичні ідеології.

**Ключові слова:** *The Red Pill*, *Reddit*, «меносфери», гендерна ієрархія, інцели, мізогінія, критичний дискурс-аналіз, тематичний аналіз, динаміка «свій/чужий», евфемізм/дисфемізм.

The Internet is widely used in this modern, technologically evolved era that we now live in (Lee & Messerschmitt, 2012, p. 1). The Internet offers access to a flow of information that is unmatched in terms of its quantity, expansion rate, and availability of search tools (García, 2018). Social media is one of the most convenient innovations made in new media, making it simple for individuals to communicate, share, and trade information online (Zappavigna, 2013, p. 11). The main goal of social media is to deliberately make it possible for users to develop and maintain online friendships or interactions with “followers” (Zappavigna, 2013, p. 11). The concept also applies to websites that focus on user-generated content that can be self-published by a user, such as blogs, while including commenting and collaborative options (Zappavigna, 2013, p. 12). In this paper, we will be analyzing the language used in social media, specifically,

Reddit, and the consequences it may lead to. This paper aims to identify recurring themes and underlying ideologies that are present in Reddit as well as how power relations and social norms are interpreted in media discourse by using thematic analysis (Braun & Clarke, 2019) and critical discourse analysis (CDA) (Fairclough, 2015) by examining the data presented in the article “*Virgins exist. Crazy Sluts and Virgins both have their role in your harem and you shouldn't hate them for being what they are.*”

**Literature Review.** Reddit is a social networking platform with a global forum-style discussion format that enables users to autonomously create brief blogs on subjects that interest them. People may also comment, share their thoughts, seek assistance, and engage in debates. It is filled with various small virtual communities. Virtual communities arise when individuals carry on public debate for an extended period with enough human emotion to form personal relationships in cyber-

space (Rheingold, 1993, p. 5 cited by Danesi, 2018, p. 223). Although the Internet may seem beneficial, it can also be harmful.

The data used in this paper was taken from a dark side of the Reddit virtual community called The Red Pill (TRP). TRP is part of a “manosphere”, composed primarily of heterosexual, predominantly white men whose identity is established in contrast to feminist principles (Krendel, 2020). Gender is not always seen as homogeneous in TRP, there are different hierarchies for men (Krendel, 2020). Pick-up artists, often known as “Chads” in TRP community, are one type of subculture that makes up the “manosphere” (Krendel, 2020). The most appealing males, or “Chads,” are those who have as much sex as they can with different women (Krendel, 2020). Incels are males who hold the view that men are systematically underprivileged in society (Krendel, 2020). Most incels are males who want to have sex with women but cannot. Their perception of being physically and romantically unwanted leads to a self-definition as victims of women and society (Heritage & Koller, 2020). Incels share a tendency to intimidate women by making references to their alleged physical undesirability, sexual background, lack of intelligence, mental issues, and misguided political beliefs (Krendel, 2020).

TRP community is filled with insulting remarks directed towards both men and women. Over 300,000 regular users made up TRP subreddit until it was “quarantined” in October 2018. As a result, the subreddit is no longer visible in Reddit searches, although it is still reachable via search engines and by individuals who know the link (Krendel, 2020). Even though the media claims that they are only expressing their opinions, they can influence public perception (Downing, 1980, cited in Mesthrie et al., 2009). Due to TRP's strong influence, a few members have engaged

in illegal behavior in the offline world as a result of their strong sense of identity and beliefs (Krendel, 2020). Adnan Ahmed, based in Glasgow, was convicted in October 2019 for harassing and abusing women while utilizing pick-up artist methods (BBC News, 2019). There have also been instances where incels, like 23-year-old Elliot Rodger from Isla Vista, California, committed mass murder to vent their resentment at individuals who can engage in romantic and sexual relationships while he is unable to (Krendel, 2020).

The aim of this research paper is to investigate how incels communicated with one another and investigate the ideologies of incels to comprehend their opposing view towards feminist principles. The data selected from the article *“Virgins exist. Crazy Sluts and Virgins both have their role in your harem and you shouldn’t hate them for being what they are”* will be investigated using thematic analysis and CDA methods.

CDA is a method for studying language and communication to identify how language is used to perpetuate social inequality and authority (Fairclough, 2015). Through a critical examination of both the linguistic and social components of discourse, CDA will allow me to comprehend the underlying power dynamics that influence language usage in various circumstances. This may entail looking at how speech reinforces societal norms and values and how language use is influenced by prevailing ideologies (Fairclough, 2015). Ideology is a collection of beliefs that, to those who have them, seem rational and natural (Gee, 1996). It refers to the collectively held assumptions, beliefs, and value systems that social groupings share. CDA has a few linguistic features such as euphemism, dysphemism, and mystification.

Euphemism is used to minimize one’s hostility or the seriousness of a circumstance. It entails referring to something that could be thought of as harsh, using softer or less direct language (Fairclough, 2015). Meanwhile, dysphemism can be used to emphasize the disadvantages of the opposing group, making them seem more scary or deadly (Fairclough, 2015). Lastly, mystification is the process of concealing or hiding specific operations through the use of jargon or technical terminology (Fairclough, 2015). This can be used to make it harder for outsiders to comprehend what is going on.

CDA also contains features such as in-group vs out-group. An in-group is composed of individuals

who share a group identity or passion (Gee, 1996). These concepts are used to describe how language and communication are utilized to create and sustain social hierarchies and power relations within groups (Gee, 1996). Out-group members may experience stigmatization or stereotypes through language, whereas in-group members frequently utilize language that strengthens their shared identity and excludes outsiders, such as mystification (Gee, 1996).

CDA will allow us to comprehend the function of language in in-group and out-group dynamics, which is crucial for comprehending social power dynamics. Attributive adjectives are used in CDA to classify a person or object based on a particular quality or trait (Fairclough, 2015). On the other hand, predictive adjectives make a judgment or prediction about a person or object. According to Fairclough (2015), language’s adjective usage and word choice can reveal social hierarchies and ideologies. As a result, the study of adjectives in discourse can shed light on the ideologies and power structures underlying language usage and other social activities.

A qualitative research technique called thematic analysis, which involves finding patterns or themes in textual data, will also be used in this paper (Braun & Clarke, 2019). The themes that emerge from the data might shed light on the participants’ experiences, attitudes, and points of view.

**Data analysis.** TRP demonstrates that gender is not homogeneous, there is a hierarchy of traits that are specific to the male gender. “Chad” is on top of the pyramid, as the author described himself as “tall, slender, humorous, with a spit-tight game that gets banged like James Bond” in lines 5 and 6. These characteristics demonstrate that “Chad” was extremely attractive to women since he used to find love frequently, placing him at the top of the hierarchy. Moreover, TRP typically promotes harmful and toxic concepts about male identities, such as the idea that certain men are born “alpha,” while others are inherently “beta” or “omega” in line 8. Considering that “Chads” are the alphas because women adore them. Incels may identify as “beta” or “omega” guys, indicating that they believe their social standing is lower and that they are less attractive to partners than “alpha” males because they are physically and romantically unattractive to women.

According to the article, “betas” are guys who are susceptible to being dumped by women

(line 31), men who women date before meeting an “alpha” (lines 69, 46), or miserable individuals that women decide to settle down with when they become older and run out of alternatives (line 42). Therefore, this shows that there is a hierarchy theme within men.

Euphemisms in the article are used to minimize one’s hostility or the seriousness of a circumstance, referring to something that is thought of as harsh:

– *Spinning plates* “dating multiple women at the same time”;

– *Soft harem* “keeping multiple women around that are willing to date you/ women who desire you”;

– *Carousel Riders* “women with a lot of sexual partners”;

– *Sexy fuckbunny* “good-looking women that are kept around for sex only”.

Dysphemisms in the article emphasize the disadvantages of the opposing group, making them seem more scary or deadly:

– *Crazy sluts* refer to sexually promiscuous women in a derogatory way;

– *Disney Prince Charming Husband* defines “the unrealistic expectations placed on husbands to be perfect”;

– *Stupid reason* refers to women’s behavior in a derogatory way;

– *Drama; drama; drama* refers to women being overdramatic and overreacting;

– *Pathetic Beta* nominates “unsatisfactory partner”;

– *Alpha widows* define “women that were left by their previous partners”.

Mystification is used in the article to conceal or hide specific operations through the use of jargon or technical terminology to make it harder for outsiders to comprehend what is going on: *AWALT* refers to “All women are like that” meaning all women are the same, *Chad* names “male that gets a lot of ladies, physically and romantically desired”.

Women have many roles in the articles but they are seen as inferior to men in this article. The author defines females as “virgins”, “crazy sluts”, “crazy”, “bad”, “uncontrollable girls”, “carousel riders”, “hot girls”, “stripper”, “model”, “prostitute”, “sexy fuck bunny”, “alpha-widows” and “women”.

There is also evidence of attributive adjectives such as “crazy”, “uncontrollable”, “bad”, “hot”, “sexy” and “busy” and predictive adjectives “bad”, “grateful”, “uncontrollable”, “AWALT”, “damaged” and “unstable” used to describe women. Most of these words have a negative connotation. This derogatory language shows that women are objectified as sex objects that only exist to please and worship men. Women are seen as mentally unstable if they become offended and women with high body counts are seen as sluts. Overall, there is a theme of anthropomorphism. There is a clear perceived power-play that men are greater than women.

There is also evidence of in-group and out-group themes in the article. The word “you” had 69 word frequencies as the author was referring to the “RP Brothers”. TRP community uses its terminology that is understood within TRP community. The in-group is the male in TRP community while the out-group is women.

The “low n-count girls” and “carousel riders” are two groups of women on who TRP has varied opinions. Their ideology claims that “carousel riders” are promiscuous women who are susceptible to drama and temper tantrums. Males should not be shocked by such conduct because they perceive it as a fundamental quality in women. Instead, they should use these sexual advantages without spending any time, energy, or resources on them.

Meanwhile, “low n-count girls” are thought to be females who have had fewer sex encounters and are more preoccupied with their academics and profession. Men should approach these women for company and sex but shouldn’t anticipate a long-term commitment because these women are frequently preoccupied with their aims and interests, they are less likely to be devoted to or involved in relationships.

In conclusion, TRP has a misogynistic set of beliefs that can be harmful to both men and women. There were various themes found such as the hierarchy of men theme, anthropomorphism theme towards women, in-group and out-group theme, and the perceived power-play within men and women theme.

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