

Contents

Acknowledgements *page ix*

1. Introduction	1
1. Problems with research on sexism	5
1.1. Overt sexism and indirect sexism	10
1.2. Responses to sexism	12
1.3. Problems of reform	14
1.4. Changing nature of feminist impact	18
1.5. Changing status of women	19
2. My theoretical position	22
2.1. Third Wave feminism	22
2.2. Critical Discourse Analysis	32
3. Structure of the book	33
2. Overt sexism	35
1. Hate speech and sexism	38
2. Contexts of sexism	40
3. Types of overt sexism	41
3.1. Words and meaning	42
3.2. Processes	68
4. Sexism, racism and homophobia	73
3. Language reform	77
1. Institutional language change	78
2. Strategies of reform	83
2.1. Critique	83
2.2. Alternative terms	84
2.3. Feminist renaming/neologism	86
2.4. Critique by using marked words	88
2.5. Inflecting pejorative words positively	89
2.6. Answering back/wit	90
3. Effectiveness of reform	91
4. Responses to anti-sexist campaigns	97
4. 'Political correctness'	100
1. Development of the term 'political correctness'	106
2. 'Political incorrectness'	108

A. Positive evaluation of 'political incorrectness'	108
B. 'Political incorrectness' as a term of disparagement	111
C. Ridiculing/irony	113
D. As a synonym for 'sexist' or 'racist'	113
3. Anti-sexist campaigns and 'political correctness'	114
4. Model of 'political correctness' and anti-sexism	119
5. Indirect sexism	124
1. Language as a system	124
2. Stereotypes	126
3. Institutions and language	132
4. Indirect sexism	133
5. Types of indirect sexism	140
5.1. Humour	140
5.2. Presupposition	145
5.3. Conflicting messages	147
5.4. Scripts and metaphors	148
5.5. Collocation	148
5.6. Androcentric perspective	150
6. Challenging indirect sexism	152
6. Conclusions	154
1. Public sensitivity to issues of sexism	154
2. Why analyse sexism	155
3. Why reform matters	156
4. Should we accept sexism?	157
<i>Bibliography</i>	162
<i>Index</i>	174