



Hate Speech Comments on Joe Biden's Instagram Posts: Pragmatic Analysis

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ABSTRACT

This study aimed to identifying the types of hate speech based on Mondal (2018) and the intentions of hate speech based on Kreidler (2002) in the comment section of Joe Biden's Instagram posts. This study was conducted by applying descriptive qualitative method with thematic analysis. The source of the data is the hate comments from Joe Biden's Instagram posts from 3rd November to 10th. The results of this research showed the classification of hate speech and the categorization of intentions of hate speech. From 150 data it was found there were 7

types out of 10 types of hate speech, they are 1 comment for type of Race, 57 comments for Behavior, 17 comments for Physical, 1 comment for Gender, 2 comments for Sexual Orientation, 6 comments for Disability and 66 comments for Other. However, for the intentions of hate speech, all comments contain all intentions that can be categorized. The intention that dominantly found is Insulting, Accusing, Mocking, Insinuating and Blaming.

Keywords:

Hate Speech, Joe Biden, Instagram

INTRODUCTION

Hate speech is negative speech against members of groups or classes of persons that express the emotions, feelings, attitude of intense or extreme dislike of the speaker (Brown 2017). Hate speech can take many forms, including text, picture, and video, also it has been characterized in a variety of ways by various academics. Hate speech existed before the Internet and social networks, but the arrival of the internet and the establishment of social networks have added new dimensions to the already complex topic of hate speech (Yulia 2003) and hate speech is a constant issue in social media (Citron 2014).

The term social media refers to an application that enables users to communicate and

connect with one another, social media owners differ in level, age, etc, means that it could be child, teenagers, a president, an actor, or anyone because now social media are becoming an emblem of digitalization-era resolution. Social media has been flourishing into many platforms such as Facebook, Twitter, Instagram and many more. Social media platforms provide a low-cost communication service that allows anybody to create content and anyone interested in the content can obtain it. However, this same potential of socialmedia provide space for discourses that are harmful to certain groups of people. Examples of these discourses include bullying, offensive content, and hate speech (Mondal 2018).

The phenomenon of hate speech has been increasing recently in this digital era because nowadays there are more and more people using digital platform to express their ideas or critics. In this case, Instagram users give hate speech comments on Joe Biden's personal Instagram account as the 2020 Presidential Election of the United States was the world's hottest issue. The election result was announced in local and international television programs on November 3rd, 2020 and it revealed that Joe Biden was selected as the new President of the United States along with Kamala Harris as the first female vice president of the United States. The use of hate speech in the comment section of the posts can be seen when one of the Instagram user wrote "the weakest looking president ever" this example of hate speech is refer to a physical kind of hate speech because the user is judging the appearance of the president which already 78 years of age (The oldest ever USA's President). The other example is "Literally the worst President ever" this comment refers to Joe Biden's ability as the President.

This study will use pragmatic approach to analyze the hate speech comments found on Joe Biden's Instagram posts from the day of the presidential election result was announced. From that day as Joe Biden is officially became President, people starts to give bunch of hate comments on his Instagram account. This study will focus on the types of hate speech and the intentions of hate speeches by the Instagram users in the comment section of Joe Biden's personal Instagram account in which the data will be taken from the first day Joe Biden was elected on 3rd November 2020 to 10th November 2020. Therefore the understanding of hate speech is considered important.

In this study, the researcher is interested in finding out the types of hate speech by using Mondal 2018 theory and the intentions of hate speeches using Kreidler 2002 theory that found in Joe Biden's Instagram posts which have never been analyzed before.

To make sure the study is more available or accurate, theories are needed to explain

some concepts or terms that apply in the study concerns. Thus, the following terms are aimed forward a clear explanation of the study.

Pragmatics

Yule (1996) defines pragmatics as the study of unnoticeable meaning in a context, or how people acknowledge what is supposed even when it is not truly mentioned or written. When a sentence is uttered, the speaker is performing three kinds of speech acts simultaneously. Speech act is an action that used language (Yule 1996). To speak a language is to perform a set of speech acts, such as statement, command, inquiry and commitment. There are three different kinds of speech act level they are as follows locutionary act (the actual utterance and its ostensible meaning), illocutionary act (its real and intended meaning) and perlocutionary act (the actual effect, whether intended or not).

According to (Levinson 1983) speech act is the utterance which has the additional meaning must be has an action, so speech act is an action that comes from the utterance. Speech act has several classification in performing utterance (Kreidler 2002) states there are six classification such as performative, expressive, verdictive, assertive, directive and commissive. One of the kind of hate speech especially verdictive are speech activities in which the speaker assesses or judges the actions of someone else, typically the addressee where this hate speech categorized into.

Hate Speech

The concept of hate speech tends to be the exact opposite of politeness. Hate speech that is impolite, disrespectful, discourteous, obstreperous, or bloody-minded is noticed more easily. Critics claim "hate speech" is being used to censor critics of poorly enforced social policies, Watts (2003:5).

Hate: an extreme and unreasonable emotion of contempt, enmity, and detestation directed at a person or a group of people because they possess such – real or perceived – protected characteristics (recognized under international law). Hate is a reflection of an emotional state or point of view, as opposed to a manifested behavior (Article 19, 2015:10).

Speech: any language that conveys thoughts or ideas to an external audience – bringing an internal opinion or concept to the attention of an external audience. It can be written, nonverbal, visual, or artistic in form, and it can be disseminated via any medium, including the internet, print, radio, or television. (Article 19, 2015:10).

Put simply, Hate speech is any expression of discriminatory hatred against others, regardless of whether or not it has a specific effect.

Types of Hate Speech

Mondal et al 2018 mentioned the types of hate speech based on the words and the phrase that used to comment which occurs on the social media as follows: Race, Behavior, Physical, Class, Gender, Sexual orientation, Ethnicity, Religion, Disability, and Other.

The Intention of Hate Speech

Based on (Kreidler 2002) theory, there are five intentions of hate speech as follows: Mocking, Accusing, Blaming, Insulting, and Insinuating. Hate speech plays a central role in many discourses, including social psychology (especially in relation to verbal aggression), sociology (especially related to verbal abuse) and media studies (e.g exploitative tv and social media).

Joe Biden's Instagram

U.S. President Joe Biden started using Instagram with username @joebiden as seen in his first post on 16th April 2014. As of 11th July 2021, Joe Biden's Instagram account had almost 18 million followers with 1.325 posts. There was a steep jump in the number of followers after January 20th when Biden's inauguration took place.

METHOD

This study is qualitative research, this study used a qualitative thematic analysis based on Braun and Clarke (2006) for analyzing the collected data to explore the type of hate speech and the intention of hate speech.

The data of this research are the hate comments of Instagram users in the comment section of Joe Biden's Instagram posts from the first election day on 3rd November 2020 to 10th November 2020. The researcher choose only 3 posts with the highest amount of comments in a range of 44.000 to 90.000 comments in each post. There are 221.330 comments in total from those 3 posts but the researcher limited and only choose the comments that are posted within a day range as each post is posted and reduced the data to only choose 50 hate comments in each post as the sample.

The collected data analyzed with coding process was adapted to the research objectives, which were to find out the types of hate speech referring to Mondal theory (2018), and the intentions of hate speech referring to Kriedler theory (2002).

RESULTS

Types of Hate Speech

Table 1. Types of Hate Speech

Types of Hate Speech	Quantity	Percentage (%)
Race	1	0,7 %
Behavior	57	38 %
Physical	17	11,3 %
Gender	1	0,7 %
Sexual Orientation	2	1,3 %
Disability	6	4 %
Other	66	44 %
Total	150	100%

The results showed from 150 comments there were 7 types out of 10 types of hate speech, defined by Mondal (2018) found on Joe Biden’s Instagram posts. They are: 1 comment for type of Race, 57 comments for Behavior, 17 comments for Physical, 1 comment for Gender, 2 comments for Sexual Orientation, 6 comments for disability and 66 comments for Other. The type that mostly used was Other with 66 percentage, it can be seen that the 'other' type of hate speech is frequently utilized in the comment, and the reason for this is that the users do not provide any context or support for their ideas. It can be concluded that most hate comments on Joe Biden Instagram posts used or contain an utterance or phrase that refer to no context because the commenter or Instagram users only cursed and wrote bad words towards Joe Biden where bad words can be categorized as hate expression but do not have context or hate targets asit is defined by Mondal (2018).

Intention of Hate Speech

Table 2. Intention of Hate Speech

Intentions of HateSpeech	Quantity	Percentage (%)
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Mocking	29	19,3 %
Accusing	43	28,7%
Blaming	1	0,7%
Insulting	55	36,7%
Insinuating	22	14,6%
Total	150	100%

The table above shows the findings of the intentions of hate speech found on the comment section of Joe Biden Instagram posts that were analyzed based on Kreidler (2002) theory. It can be concluded that intentions of hate speech found and addressed to Joe Biden on the comment section of Joe Biden Instagram posts after being analyzed based on the theory of Kreidler (2002) are mocking, accusing, blaming, insulting and insinuating. And the most intentions of the hate utterance from the comments by the commenter or Instagram users are insulting with 36,7%.

DISCUSSIONS

Following the analyzed data and the findings, this research explored several points as follows. There are some researches use 'hate speech' as a research topic, the use of hate speech on the internet is a link between previous studies and this present study. However, the differences between this study and other studies was the themes, scope, focus, and theories used in the research. This current study analyzed the hate speech used in the comment section of Joe Biden Instagram posts using Mondal (2018) to examine the types of hate speech namely race, behavior, body, class, gender, race, disability, religion, sexual orientation, and other, which is the type that is except for the non-classified hate targets and Kreidler (2002) theory used to examine the intentions of hate speech namely mocking, accusing, blaming, insulting and accusing.

To summarize the data, reaching to 44% Other type of hate speech is the most frequently used in the comments and there are five intentions as the finding of this research they are Insulting, Accusing, Mocking, Insinuating and Blaming. The most dominant intentions found in the comment section of Joe Biden's Instagram posts was Insulting with 36,7%. There is a connection between why Other type of hate speech and Insulting is the

most used by Instagram users is because the commenter or Instagram users do not provide any context or support for their ideas, basically the commenter or Instagram users only cursed and wrote bad words towards Joe Biden where bad words can be categorized as hate expression but do not have context or hate targets as it is defined by Mondal (2018) as it is Insulting Joe Biden.

This finding attract a connection to the previous study, Virginia and Olanrewaju (2017) that analyzed about hate speech of 2015 general campaign of Nigeria by using speech act theory by Austin (1962) and Searle (1969) to examine that hate speech has a function as a weapon of blackmail, intimidation, coercion, and incitement to create the feeling of anxiety and fear within the government, while this current study used morerecent theory by Mondal (2018) and Kreidler (2002), commenter or Instagram users in this current study mostly insulted Joe Biden because of his behavior or attitude and his physical appearance of being a liar and looking old.

CONCLUSIONS

After analyzing the hate speech comments on Joe Biden Instagram posts as the data on the previous chapter, the researcher found a conclusion to the data, they are; There are seven types out of ten types of hate speech used in the commentsection of the posts range to its percentage, namely Other, Behavior, Physical, Disability, Sexual Orientation, Gender and Race. Then, The hate speech comment contains all intentions that can be categorized. The intentions that dominantly found is Insulting, Accusing, Mocking, Insinuating and Blaming.

The researcher admitted that this research still had weaknesses due to limitations. Hence, these following suggestions were recommended by the researcher to the readers towards a pragmatic approach on hate speech; The researcher hopes that this research can provide various views to readers on pragmatic study, especially which is related to hate speech. Linguistics and literature students are expected to use this research as a reference in conducting another hate speech research with a pragmatic approach or other linguistic approaches, such as semantic, sociolinguistics,etc.

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