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Everyday Sexism in Political Discourse: Gaslighting and Micromachism in Georgia

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Abstract

This paper investigates linguistic gender-based oppression in the Georgian political discourse, focusing on gaslighting (distorting reality to delegitimise the opponent) and micromachism (everyday sexist behaviours that reinforce male dominance). The research draws on diverse data- articles, TV debate, interviews, YouTube and social media content (40 units altogether). It employs computer-mediated discourse analysis alongside qualitative and quantitative methods to analyse how communicative practices normalise gender inequality. Using pragmatics and sociolinguistics, the paper identifies interactional strategies such as interruptions, dismissive or ironic humour that trivialise the credibility of women and reinforce patriarchal norms. A social-constructive approach examines how speakers' identities are constructed through language and semiotics in a particular discourse. In Georgia's sociopolitical context, findings depict how such discourse marginalises women in the moment and shapes a long-lasting public perception of their authority and legitimacy. This work contributes to research on language, gender and power by offering empirical evidence of strategies that undermine inclusive political participation.

Keywords: Dominance, Identity, Marginalization, Media, Political Talk