

Keynote 1, Jul 19<sup>th</sup> 10:30 – 11:30 CET

## *Introducing Mantrap: Misogyny and the Red Pill*

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In this talk, I will introduce a research project that focuses on language use in the so-called manosphere. The manosphere can be described as a loose online network of websites and discussion forums dedicated to specific issues relating to men and masculinity, such as techniques for the seduction of women, male separatism, men's rights activism, and 'involuntary celibacy'. Consistent across many of these sites and forums is the legitimization of misogyny through discussion of 'red pill philosophy', which disavows feminism and gender equality. The Mantrap project examines language use within and between manosphere communities and considers how the popularisation and normalisation of misogynistic discourse especially online may have profound social effects on beliefs, values and social behaviours.

I will introduce the members of the project team, highlighting their contributions and elaborating on the special aspects of manosphere discourse that they work on. This will be followed by a review of publications that have resulted from our collaborative work, alongside other previous studies that inform our research. In short, this part of my talk will summarise what we know about the language use by different groups within the manosphere so far.

The team seeks to work with a broad range of academic and non-academic research partners to develop tools and strategies for countering the social harms resulting from the normalisation of misogynist discourse and practices, especially via mainstream online media. Accordingly, the final part of my talk will focus on existing and anticipated collaborations between the Mantrap team and individuals and organisations in academia and beyond.



Veronika Koller is Professor of Discourse Studies at Lancaster University (UK). Her research interests centre on language, gender and sexuality; political discourse; and business communication. She has published widely in those areas, with book-length publications including *Metaphor and Gender in Business Media Discourse* (2004), *Lesbian Discourses: Images of a community* (2008) and *Discourses of Brexit* (co-edited, 2018).