



**Critical discourse analysis of misogyny and sexism in South Korea: Media sources studies**

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**ABSTRACT**

*Misogyny and sexism have become prominent issues in society, particularly in the workplace and daily life. Examining the role of media narratives in shaping public perception and framing events to serve specific agendas or ideologies can offer diverse perspectives. This study conducts of discourse analysis of two media sources: the BBC World Service video "Women fight back as South Korea tries to abolish its Gender Equality Ministry" and the interview video "What Koreans Think about Misogyny in Korea" by Asian Boss. By focusing on narrative structure, language, and representations of misogyny and sexism, this research aimed to reveal how these media platforms frame the issue. Using a qualitative approach, the study analyzed and interpreted the language in these sources. By using Van Dijk's discourse analysis theory with three analytical frameworks (textual analysis, social cognition and social context) as a research tool to explore this issue through the media. These findings indicated that BBC emphasizes structural and systemic issues from a global feminist perspective, focusing on formal cases, while Asian Boss highlights personal experiences and local opinions, focusing on community attitudes. The differences in framing not only underscore the varying emphases in how each media outlet addresses misogyny and sexism but also reveal the impact of media perspectives in shaping public understanding of these issues in South Korea. This analysis suggested broader implications for gender equality policies and the ongoing discourse surrounding women's rights in the country.*

**Keywords:** Misogyny; Sexism; Media; Discourse Analysis.

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## ABSTRAK

*Misogini dan seksisme telah menjadi isu yang menonjol di masyarakat, khususnya di tempat kerja dan kehidupan sehari-hari. Meneliti peran narasi media dalam membentuk persepsi publik dan membingkai peristiwa untuk melayani agenda atau ideologi tertentu dapat menawarkan perspektif yang beragam. Studi ini melakukan analisis wacana dari dua sumber media: video BBC World Service "Women fight back as South Korea tries to abolish its Gender Equality Ministry" dan video wawancara "What Koreans Think about Misogyny in Korea" oleh Asian Boss. Dengan berfokus pada struktur naratif, bahasa, dan representasi misogini dan seksisme, penelitian ini bertujuan untuk mengungkap bagaimana platform media ini membingkai isu tersebut. Dengan menggunakan pendekatan kualitatif, studi ini menganalisis dan menafsirkan bahasa dalam sumber-sumber ini. Dengan menggunakan teori analisis wacana Van Dijk dengan tiga kerangka analitis (analisis tekstual, kognisi sosial, dan konteks sosial) sebagai alat penelitian untuk mengeksplorasi isu ini melalui media. Temuan-temuan ini menunjukkan bahwa BBC menekankan isu-isu struktural dan sistemik dari perspektif feminis global, dengan fokus pada kasus-kasus formal, sementara Asian Boss menyoroti pengalaman pribadi dan opini lokal, dengan fokus pada sikap masyarakat. Perbedaan dalam pembingkaiannya tidak hanya menggarisbawahi berbagai penekanan dalam cara masing-masing media membahas misogini dan seksisme, tetapi juga mengungkap dampak perspektif media dalam membentuk pemahaman publik tentang isu-isu ini di Korea Selatan. Analisis ini menunjukkan implikasi yang lebih luas bagi kebijakan kesetaraan gender dan wacana yang sedang berlangsung seputar hak-hak perempuan di negara tersebut.*

**Kata Kunci:** Misogini; Seksisme; Media; Analisis Wacana.

## 1. INTRODUCTION

Studies related to the issue of misogyny that is currently rising to the public surface, highlight various experiences that shape people's understanding and perspectives on gender roles, power, and discrimination. In this case, misogyny is a social phenomenon that has a negative connotation, involving power in acts of confession, attack, hatred and manipulation (Walker, 2024). Misogyny refers to a social phenomenon that occurs and is experienced by women by cornering and suppressing them in certain conditions. Based on its definition referring to the Oxford dictionary, the word 'Misogyny' is specifically defined as a form of hatred that actively opposes the female gender. Misogyny is considered as a part of social and cultural construction that performatively strengthens and maintains gender inequality. In this case, masculine norms tend to be dominant in various aspects of life compared to the existence of women. Misogyny itself is closely related to gender studies and feminism, where misogyny is associated as a term that has been replaced by concepts such as patriarchy, sexism, oppression, and gender-based violence (Walker, 2024).

In Walker's theory, the pressure that misogyny brings refers to various forces that effectively give rise to cunning actions and sexual attacks. Based on this concept, misogyny continues to spread and is normalized in perpetuating various types of gender-based incidents and violence in the midst of community life. Using a gender lens brings greater understanding

of how workplaces are enmeshed in patriarchy (McCarthy & Taylor, 2024). Gender inequality occurs in several forms: subordination, stereotypes, double burden, marginalization, and violence (Maulana & Syarifuddin, 2022). Inequalities is deeply rooted in societal norms, historical contexts, and systemic (Kiram, 2024). Therefore, this study focuses on the emergence of the role of the media as an intermediary in voicing the issue of misogyny and sexism to identify gender equality.

In the same scope, sexism is often mixed up with the concept of misogyny. However, these two things have different focuses. Sexism is a form of prejudice and discrimination based on a person's gender, which then causes biased actions (Leaper & Robnett, 2016). Discrimination is defined as the treatment of individuals differently and the unfair treatment of individuals based on gender, race, religion, age, or other characteristics (Joko Sampurno, 2024). In this case, someone who has a sexist attitude will manifest the belief of prejudice through discriminatory behavior. For example, a man who believes that women should not work in the industrial or mechanical sector (prejudice), so that he can harass women who work in the industrial and mechanical sector (discrimination). Existence is not always apparent either to those who suffer from it or to those who inflict it upon others, it is the imperceptibility of sexism that enables it to flourish in our society (Frye, 2016). Sexism does not only occur in women, but can also occur in men so that both genders will have the possibility to experience sexism in their life (Calder-Dawe & Gavey, 2016).

Sexual violence affects all genders, with both men and women capable of perpetrating it; however, women are predominantly the victims (Meiliana & Mayrudin, 2024). Misogyny and sexism are related to each other as forms of gender bias that suppress and discriminate against one gender, especially in South Korea which still has a strong misogynistic, discrimination, and sexism culture (Bernadine, 2023). The existence of a developing patriarchal order makes women experience gender inequality in society (Putri Efendi & Wahyuningsih, 2024).

In this study, the Youtube platform media is used as a source and study material related to misogyny and sexism, especially in South Korea as a study case, which is thick with patriarchy and misogyny because there is a lot of criticism of women, especially feminists (Bernadine, 2023). This study focuses on two media sources, namely the BBC World Service, which is known as an international news channel that explores various issues in various fields on a global scale. While the Asian Boss media as a platform that provides news content, knowledge, and interviews that focus on Asia. These two media will be studied by comparing the perspectives and how the media frame the issue of misogyny globally and locally. The BBC World Service is a news channel that involves in-depth investigative reporting with a global approach covering radio, TV, and digital programs and services (Britannica, 2024).

The BBC itself is known as an international news channel that provides accurate, impartial, and independent news across British and world media. In this case, coverage of misogyny issues is often raised in a broader context, highlighting its impact on global systems or policies. In the video titled “Women fight back as South Korea tries to abolish its Gender Equality Ministry” describes gender discrimination in South Korea especially in the workplace that is still thick with misogyny and gender bias. Women who struggle experience greater challenges related to gender inequality. BBC conducted open interviews featuring real stories from individuals who experienced misogyny in the workplace as well as opinions from

experts in related fields, with a structured narrative approach and a focus on institutional changes needed to address the problem. The Asian Boss platform, as a media that focuses on local perspectives and provides various knowledge from certain Asian countries, one of which is South Korea which is the topic of discussion in this study. The video entitled "What Koreans Think about Misogyny in Korea" highlights various opinions and individual experiences about misogyny. Unlike the BBC's formal approach, Asian Boss uses a more relaxed and interactive style in providing space for voices from various social backgrounds. Interviews conducted by Asian Boss with people on the streets, capture various perspectives of society including attitudes between generations, gender, and social class. This media provides a more personal and informal picture of how misogyny is felt and understood in everyday life.

Based on this, the discourse analysis approach is used to see the form of social reality in a certain context. Based on the Discourse analysis theory according to (Van Dijk, 1994). Discourse analysis is examining how abuse of social power, domination, and inequality occur and reproduces through text or conversation in a social and political context. Tannen theories emphasize that discourse analysis is not just a communication tool, but also a mechanism used by dominant groups to maintain their power by controlling public perceptions and beliefs (Tannen et al., 2015).

The focus of this analysis is on language, power, and ideology in social interaction. In other words, discourse is used by powerful groups to strengthen their dominance by regulating and influencing public opinion or social understanding on various issues including discrimination, inequality, and symbolic violence. Basically, discourse is never neutral, but the use and selection of language in public discourse tends to hide the existing power structure. Discourse itself can be in the form of direct or implied contexts that reflect and shape power relationships. Discourse analysis is a discipline as a relevant method in the humanities and social sciences (Goddard, 2017). Discourse is a way of speaking that does not simply reflect or represent things 'out there', but 'constructs' or 'constitutes' them (Hjelm, 2021). Discourse analysis includes various areas of study such as grammar analysis, conversation analysis, pragmatic analysis, rhetoric, narrative analysis stylistics, argumentative analysis, semiotic social discourse, sociolinguistics and ethnographic communication (Van Dijk, 1994).

## **2. LITERATURE REVIEW**

Studies related to misogyny have been studied by several previous researchers, such as a study entitled "Women Wearing Revealing Clothes are 'Asking for It': Men's Language and Misogyny" by Adia (2023). Focusing on identifying the most common types of verbal abuse found in men's language on Twitter towards women, namely the term 'derailing' or diverting the focus of the discussion, which was then followed by the term 'stereotype and objectification'. The researchers found that the reason for the high frequency of 'derailing' was associated with the belief that women should not have equal rights. The study investigated the relationship between language used by men on social media and misogynistic behavior based on the taxonomy model approach of misogynistic behavior (Adia et al., 2023).

In the next study, entitled, "Sexism and Misogyny in the 'Oi Mak Jang!' Column of the 24-Hour Media Daily" by Eko, 2023. Focusing on analyzing how women are positioned in

journalistic works, especially feature journalism. Using the Critical Discourse Analysis (CDA) theory from Sara Mills and Lorraine, this study identifies the use of language in the column and how the language in it reflects sexism and misogyny (Eko, 2023). Researchers found that the media can show gender inequality explicitly, so that it can be a tool in spreading misogynistic views and exacerbating sexism in social structures. Based on previous studies, misogyny is studied in related media with different focuses. The first study focused on language and its relationship to male language on Twitter media that refers to misogyny. While the second study focused on language with journalist media that also refers to explicit or implicit misogynistic herding. Based on this, the background of this study entitled "Critical Discourse Analysis of Misogyny and Sexism in South Korea: Media Sources". Previous studies have never studied misogyny related to gender bias, so this issue has begun to be discussed in various types of media that are widely distributed and actively influence the perspectives of global and local communities.

The findings of this study are expected to contribute to a deeper understanding of the view of misogyny and become a source of discussion that represents across media contexts. This also includes exploring how the choice of language and narratives has an effect that influences public perception and broader implications for gender equality. The study in this study has considered the cultural context and institutional factors that influence the media in depicting misogyny. This aspect of the study helps to contextualize the findings in the broader socio-cultural and political landscape of South Korea. Finally, this study seeks to provide insight into the impact of media discourse on public understanding of gender issues, by comparing the perspectives of BBC World Service and Asian Boss. This study aims to offer a diverse view of how misogyny is represented and discussed in South Korea.

### **3. METHOD**

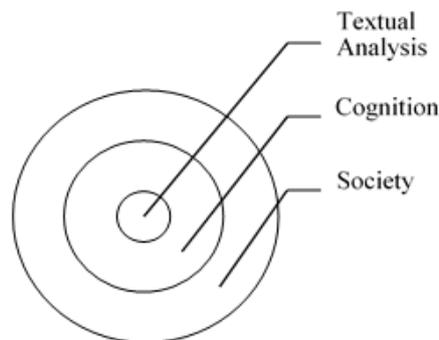
This study uses several stages of research, consisting of research approaches, research paradigms, secondary data collection methods and literature reviews. In describing the research method, it is supported by references relevant to the related problems. This study uses a qualitative research type to examine "Critical Discourse Analysis of Misogyny and Sexism in South Korea: Media Sources". The researcher focuses on finding information and interpreting the analysis of misogyny discourse contained in the news media. By using qualitative research that refers to research that does not contain statistical data. Qualitative methods are used to understand the beliefs, experiences, attitudes, and interactions of society that produce non-numerical data (Pathak, 2013).

This qualitative method is used to examine how misogyny and sexism are constructed in media discourse. Rather than focusing on numerical data, this research aims to interpret the meanings, representations, and ideological structures embedded within the two media, namely BBC and Asian Boss. In this study, the researcher uses Van Dijk's (1993) discourse analysis theory with three analytical frameworks, namely textual analysis, social cognition and social context, which are used as an approach to examine the discourse analysis of misogyny and sexism in media sources, especially in South Korea. Discourse analysis is carried out with three van dijk analytical frameworks which focus on language analysis such as lexical, syntactic, semantic, to media framing and social analysis. Secondary data in this study were

obtained from several media sources such as scientific journals, books, related articles, media platforms such as YouTube, and literature reviews from previous studies.

#### 4. FINDINGS AND DISCUSSION

After collecting the data, the researcher found findings based on Van Dijk's theory using the critical discourse analysis triangle which includes textual, social cognitive, and social context elements. These findings are based on the narratives constructed by BBC and Asian Boss regarding misogyny and sexism in South Korea, rather than claiming a generalized public perception. The findings reflect the framing strategies of these media outlets within the scope of this analysis. Van Dijk theories emphasized that discourse analysis is not only centered on language but there are several other aspects that underlie the formation of the discourse.



**Figure 1.** Van Dijk's theory using the critical discourse analysis triangle.

The Textual analysis focuses on the way language is used to construct, maintain and challenge power structures within specific social contexts. Social cognitive refers to the mental representation, beliefs, attitudes, and ideologies that shape how people understand and interpret the world around them. While, the social context is related to the environment, circumstances, and surrounding factors that influence individual behavior (Van Dijk, 1994).

##### 4.1. Textual Level Analysis

In the text analysis, using three kinds of the structure to focus on the analysis based on the Van Dijk theory. Macrostructure is used to see the theme of the text being given, superstructure to see the contents of the speech and microstructure to see the smaller structure of the text being analyzed.

##### **Excerpt 1: BBC**

*Boardrooms and politics are dominated by men, but rather than promise to fix this, South Korea's new president scrapped gender quotas selecting just three women to serve in his cabinet.*

From this sentence, we can see that the BBC focuses on the authority of the new president of South Korea that indirectly also perpetuates misogyny in the political sphere and implies that women are still inferior and less capable of being involved in institutions and politics. In conclusion, the macrostructure of this sentence by BBC explains that misogyny is reflected through institutionalized views on gender issues especially using power to limit women's involvement in politics. In the superstructure analysis, researchers found at least four discussion ideas in the narrative content presented, 1) male dominance in the boardroom and

politics shows gender inequality, 2) hope for change to improve this inequality, 3) elimination of gender quota policies, 4) presidential actions that do not meet public expectations amidst gender issues.

**Excerpt 2: BBC**

*When I wanted to discuss the economy or environmental issues, the other board member would say “you just focus on what you know, sex crimes and women issues” then I realize I'm just a puppet.*

From this sentence, Park ji-hyun as an activist who has worked toward eradicating digital sex crime, spoke out about the misogyny and discrimination she faced amidst male dominance in the liberal opposition party which rigid stereotypes limit women's space to speak and play a role in other fields, especially in the areas of economics and environmental issues. This sentence implies that women should only speak out about issues of women's oppression, indicating that women cannot talk about things "that are not their territory". In conclusion, the macrostructure of this sentence refers to the background of patriarchal culture and gender stereotypes where women are considered only experts in gender-related issues, thus further strengthening this misogyny and discrimination. In the superstructure analysis, at least three discussion ideas were found according to the context, 1) implications of gender stereotypes, 2) limited voice in important issues, 3) self-perception and discrimination.

**Excerpt 3: Asian Boss**

*Men were at a higher position in the past, but because of all the feminist movements, a lot of men might feel they are receiving reverse discrimination.*

From this sentence, Men's views on feminism that are being actively carried out in Korea are considered as a movement that opposes and discriminates against men in reversing the situation, where this opinion assesses that women have actually received special treatment in several aspects, but this movement tends to ask for superiority over men. Based on this statement, the macro structure refers to the history of the position between women and men, where the feminist movement has demanded gender equality which is considered detrimental to men. In the superstructure analysis, there are four discussion ideas found in this context, 1) criticism of feminism, 2) history of gender positions, 3) perception of reverse discrimination, 4) impact of feminism.

**Excerpt 4: Asian Boss**

*I do think men are suffering a lot, they are even talking about creating women only subway carriages, I think that's unfair.*

From this sentence, we can see how men perceive the position of Korean women today. They assume that men are the ones who are most disadvantaged because the government is considered to only focus on women's interests, such as the plan to build women's subway carriages and government policies that require men to do military service, so that the current conditions are very unfair to men. Through this, the macro structure refers to social influences and policies that reinforce misogyny. Based on this, the superstructure analysis found three ideas which include: 1) triggers for misogyny, 2) policies which are considered unfair, 3) social impacts.

Based on the two narrative texts, there is a further analysis of the microstructure that analyzes the small elements that form the text and how the information is conveyed in it. In this context, the researcher uses three elements that will help classify each data analyzed. There are syntax, semantic elements, and lexical elements.

#### 4.1.1. Syntax Element

Syntax studies refers to the branch of grammar dealing with the ways in which words, with or without appropriate inflections, are arranged to show connections of meaning within the sentence (Matthews & Peter, 1981). To make it easier for readers to understand the overview of the structure analysis process, the researcher provides an overview through the table below regarding the narrative used by the BBC in the issue of misogyny and sexism.

**Table 1.**

The Narrative Used by the BBC in the Issue of Misogyny and Sexism.

No	Syntax Element	Media	
		BBC News	Asian Boss
1	Sentence Form	Sexism and misogyny here run deep, but the new president has claimed structural sexism is a thing of the past	Especially when it comes to employment, I'd say discrimination still exists
2	Pronoun	<b>She</b> credits the gender equality ministry with saving her life	<b>I</b> feel that women are definitely worse off than men

Based on the table above, the sentence 'Sexism and misogyny here run deep' shows a deep-rooted problem in society, highlighting that these gender-based issues are not temporary but embedded in the fabric of society. The use of the verb 'run' combined with the adjective 'deep' also shows that the problem is widespread and ongoing. In contrast, the second clause, 'but the new president has claimed structural sexism is a thing of the past,' creates a counter-narrative. The conjunction 'but' connects two opposing ideas, indicating a conflict between the reality of sexism and the official narrative that ignores its prevalence. This contrast highlights the tension between lived experience and political rhetoric, suggesting that while progress may be claimed, deep-rooted societal problems remain unresolved. In the first clause, using the coordinating subject (sexism and misogyny) which indicates two main issues, namely sexism and misogyny.

This structure can indicate that these two problems are faced together and cannot be separated. The verb "run" here is followed by "deep" (adjective), which indicates the depth and seriousness of the problem. The use of this verb implies that sexism and misogyny are not just occasional issues, but are deeply ingrained in society, and the word "here" functions as an adverb that refers to the place or context being discussed, which is South Korea. In the second clause, the conjunction "but" functions as a conjunction that connects two contradictory clauses, one that shows that sexism and misogyny are still strong (the first clause) and one that claims that structural sexism no longer exists (the second clause).

In Asian Boss uses a sentence that begins with the Adverbial Phrase, "Especially when it comes to employment," which functions to provide context or emphasis on the topic of discussion, namely discrimination in the context of employment. The use of the adverb

"especially" indicates that the discussion will focus on a particular issue, in this case related to employment. Then, the use of "I'd say" is the main clause, with the capital 'd which is a contraction of would. This shows that the speaker wants to provide an opinion or estimate that is tentative, not a definite fact. This can indicate a cautious attitude or not wanting to be too firm in his claims. In the section "discrimination still exists", we can see that discrimination is positioned as a topic that still exists today, with the use of the word "still" indicating that even though there have been various previous efforts to address this problem, discrimination still exists today. The verb "exists" indicates that discrimination is not a problem that only occurred in the past, but still exists in the present.

The pronoun element section, BBC tends to use the pronoun he/she which is directed at the victim's point of view or experience, and refers to the perpetrator with the pronoun they/them. Meanwhile, Asian Boss often uses the pronoun I/We which is directed at self-statements and how they view the issues of misogyny and sexism, which not only focuses on the views of victims or people who have experienced similar things, but also shows the views and opinions of society more broadly regarding the issues discussed. In this case, we can see the positions of the BBC and Asian Boss in the discourse. Through this, BBC also shows their position using a third-person perspective, while Asian Boss tends to highlight the perspective of society so that it often uses a first-person perspective in assessing their bias towards the issues of misogyny and sexism.

#### 4.1.2. Semantic Elements

**Table 2.**  
 Semantic Element.

No	Semantic Element	Media	
		BBC	Asian Boss
1	Detail	<i>South Korea has a larger pay gap than other wealthy nations and its boardrooms and politics are dominated by men, but rather than promise to fix this South Korea's new president scrapped gender quotas selecting just three women to serve in his cabinet.</i>	<i>Companies tend to assume women will quit when they have a baby, which means it's not a good investment if they're gonna leave anyways, so they tend to favor young males as employees.</i>
2	Presupposition	<i>If this ministry disappears, what we've built will collapse. Someone has to clear the path first, so the next person can have a less difficult time, I want to clear the path</i>	<i>I'm not against feminism itself, I just don't think what we have in Korea is real feminism.</i>

Semantics is the technical term used to refer to the study of meaning (Palmer & Frank, 1981). In the Semantic element section, BBC emphasizes that the problem of boardroom dominance and politics is becoming a pressing issue, but the South Korean president actually perpetuates misogyny by limiting the number of women in his cabinet. This sentence as a whole communicates the idea that despite South Korea's clear gender inequality, both in its larger pay gap compared to other wealthy countries and the dominance of men in boardrooms

and politics, the country’s new president has taken no steps to address the issue. Instead, he has eliminated gender quotas that could have helped to improve the inequality, and has only appointed three women to his cabinet, which is a very small number. The semantics of this sentence highlight that, despite awareness of gender inequality, the actions taken are the opposite of efforts to improve it, reinforcing existing issues of inequality which is shows the phenomenon of discourse in the reality of misogyny and sexism in the fields of politics and work. In other words, this sentence illustrates a disregard for broader gender issues in public policy, which also shows resistance to more inclusive change.

Likewise, Asian Boss provides a clear and systematic response to why companies view female employees as unprofitable investments, so they only favor young males. These two detailed elements refer to how the political and work spheres discriminate and perpetuate misogyny. This sentence reflects a discriminatory view of women in the workplace, driven by gender stereotypes that assume women will stop working after giving birth. Based on this assumption, companies do not see women as good “investments” because they expect women to leave their jobs after having children, which reflects social norms and assumptions that discredit women’s ability to work after having children. As a result, companies prefer to hire younger men, who are considered more stable and will not be hampered by family commitments. Thus, it can be concluded that BBC and Asian Boss convey their content using several points that explain the president's decision and the company's views on the issue of misogyny.

The presupposition element in this semantic analysis explains assumptions that aim to obliquely assert “facts” that may not be true (Van Dijk, 1994). As in the context of the BBC presupposition above, it explains that if the ministry of gender equality is abolished by the president, then all forms of struggle by activists and victims who fight for it will be in vain, so that the continuation of this movement is needed to fight for gender equality. By using the phrase "clear the path" which has an idiomatic meaning which means to clean or clear the path, figuratively, the phrase is used to describe so that someone can go through the path without obstacles, especially fighting for gender equality. In the presupposition used in Asian Boss, it explains that the feminist movement in South Korea is considered radical feminism that wants power over men so that this is considered not a form of real feminist struggle.

#### 4.1.3. Lexicon Element

The following table reflects how BBC and Asian Boss are represented differently through some lexicon element.

**Table 3.**

Lexicon Element

No	Lexicon Element	Media	
		BBC	Asian Boss
1	Lexicon Choices	- Sexual harassment, Discrimination - Sexism and misogyny here run deep	Senseless murder
2	Modality	- Someone has to clear the path	A lot of men might feel they are receiving diverse discrimination
3	Nominalization	- Closing it could have a devastating	-

		impact	
4	Metaphor	<ul style="list-style-type: none"> <li>- Clear the path</li> <li>- Fighting to save the ministry</li> <li>- What we've built will collapse</li> </ul>	Kimchi Girl

Lexicon choice is an analysis of certain word choices used in a text to convey certain meanings that often describe social implications, emotional and ideological perspectives. The choice of words used will affect how the audience understands and interprets the message. In that case, BBC uses the words 'sexual harassment' and 'discrimination' to describe how serious the problem is by using words with negative connotations so that it will affect the reader's perspective on the severity of this problem. Likewise with Asian Boss, who uses the word 'senseless murder' which describes how cruel the murder was so that the reason for the murder was unreasonable, this will also provide the reader's interpretation of the problem. Modality, refers to the use of words with a level of possibility, necessity, permission, or obligation. BBC uses the word 'has to' as part of the obligation to do something (deontic modality), and 'could' as the modal verbs that indicate possibility or ability. Meanwhile, Asian Boss uses the word 'might' which functions to indicate the degree of possibility of something and it is counting as epistemic modality that involving some kind of feeling or emotion. Lexical choice is a study that is considered complex (for example, whether to express an attribute of an object as a relative clause or an adjective), Word choice very often contains implicatures that can change the overall message significantly -- if in some sentences the word boy is replaced by one of the above alternatives, the meaning changes significantly (Stede, 1993).

Then, in the Nominalization element which refers to the process of changing verbs to adjectives to nouns, making the text more formal or abstract. In the BBC news, using the word 'closing' which comes from the verb 'close' then changed to a noun, which allows the action of closing to be changed into a subject in the sentence. Nominalizations may be used to hide or downplay the violent or other negative actions of state agents; Thus, media or political discourse may speak about discrimination without being very explicit about who discriminates against whom (Van Dijk, 1994). Therefore, the sentence does not directly mention who is doing the closing action, so it focuses more on the effects or consequences of the action. In both texts also use metaphor elements, in BBC using the word 'clear the path' which refers to the action of opening space and fighting for equal rights, then using the word 'fighting to save' which is not the meaning of 'fighting' in a literal way, but a form of consistent struggle for something, besides the use of the word 'we've built will collapse' which the word 'built' refers to the results of the struggle for equal rights that they have collected one by one so that it can also 'collapse' if their struggle is not continued. Then Asian Boss uses the word 'kimchi girl' which is to describe Korean women who rely on men financially but insist on having equal rights as men. Based on this, the researcher concluded that BBC and Asian Boss use several elements of the lexicon used in describing meaning and perception.

## 4.2. Socio-Cognitive Level Analysis

### 4.2.1. Framing

Framing refers to how the media presents information and how media construct reality (Kurniawan Siregar et al., 2022). In the BBC and Asian Boss stories about misogyny and

sexism, the media used a victim-biased narrative by positioning women as victims of social injustice, such as highlighting their experiences of harassment, discrimination, or inequality. Asian Boss also framed the issue of misogyny and sexism in the context of South Korean culture, highlighting the role of gender traditions and expectations, and how society views women's roles. Both media outlets used both emotional and neutral terms to influence their audience's responses.

#### *4.2.2. Representation*

Representation is the use of language to express or represent something (Umniyyah & Wardhani, 2024). In this case women are represented by the media. In BBC news, women are depicted as victims who have a voice and are actively moving as agents of change in fighting for their rights. For example, women who record acts of sexual harassment and discrimination in the workplace so that they can overthrow the perpetrators and fight for their rights, all victims highlighted by the BBC, are victims who dare to speak up and become activists to demand gender equality. In the BBC media, men are also represented as perpetrators in issues of misogyny and sexism, but in the Asian Boss media, it explains the opinions of men who reject this understanding and describe that women move excessively on the issue, although there are also opinions of women who refute the opinions of men.

#### *4.2.3. Representation Power Dynamics*

Power dynamics focus on the power relations discussed or implied in the news. In the BBC news, it directly criticizes governments such as the South Korean President who failed to address the issue of misogyny and even perpetuated misogyny by limiting the number of female board members. Meanwhile, in Asian Boss, it criticizes institutions such as companies that tend to view women as less than good investments, and criticizes the gender of men and women who are considered to reinforce inequality. This shows the imbalance of power between men and women, both in the context of work, politics, and society.

#### *4.3. Social Context Analysis*

During the Joseon Dynasty which lasted from 1392 to 1910 AD, it describes the struggle of life as a woman in South Korea. At that time, Buddhism was rejected which entered Korea and replaced it with Neo-Confucianism from China. This teaching began to dominate the values of the system and politics in South Korea, even its influence can still be felt today (Kim & Victoria, 2019). At that time, the freedom of women who lived during the Joseon Dynasty became very limited and their position became low in society. Likewise, noble women who were not allowed to leave the house without being accompanied by their husbands, whose power began to be limited and were only given the freedom to take care of the household. This then continued to develop until the Joseon Dynasty fell, and was replaced by Japanese colonialism (Prinsia Maharani, 2023). During World War II in South Korea, it was known as the existence of "comfort women" where women in South Korea were forced to work in brothels by Japan to be used as victims of sexual exploitation by the Japanese military. This reflects the gender injustice that was structured at that time, where women were considered objects of state interest. This not only shows the severity of Japanese colonialism

in Korea, but also how patriarchal culture began to emerge and was patented at that time, thus forming ongoing trauma and inequality in South Korea (Rizkia, 2023).

Until now, women still experience various forms of violence, one of which is cultural violence in South Korea, where women have to follow the culture of drinking after work or called 'hoesik'. This culture is considered to make it difficult for women to carry out their domestic roles, and women are also vulnerable to discrimination and harassment in the workplace. According to data on cases of violence against women in 2019, there were 2,891 cases of sexual violence in South Korea (United Nations Office on Drugs and Crime, 2019). This shows how misogyny and sexism are still crucial problems in South Korea. Therefore, this culture must be overcome by the government and all levels of society in normalizing misogyny and sexism in South Korea.

## 5. CONCLUSION

Based on the data and analysis above, the researcher concluded that the analysis of misogyny and sexism in South Korea using data from the BBC and Asian Boss, found linguistic patterns and Discourse that reinforce gender discrimination. By using Van Dijk's Discourse analysis theory through a lexical analysis, socio-cognitive, and social context approach, this study successfully identified words and phrases that reflect gender bias, as well as how social perception and cognition influence the way misogyny is understood and reproduced in a cultural context. The results of this study indicate that the media has an important role in maintaining negative gender stereotypes. For further research, the researcher suggests examining the impact of misogyny discourse on gender and sexual minority groups, and how the discourse influences social and legal policies in Korea.

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