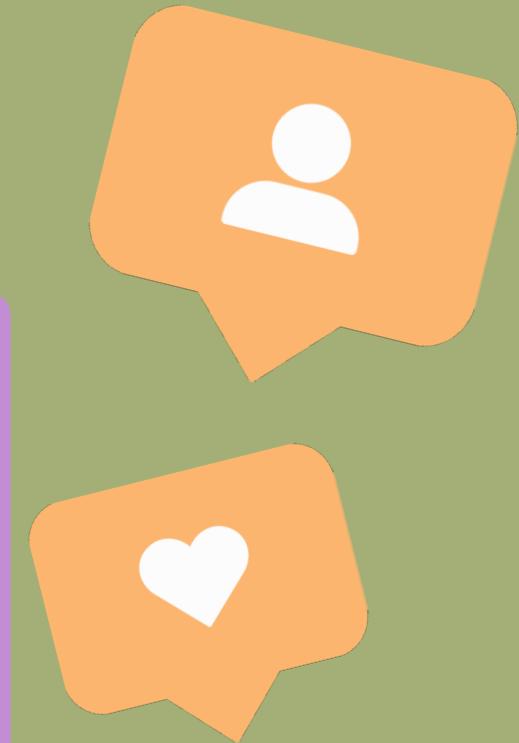
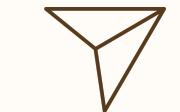
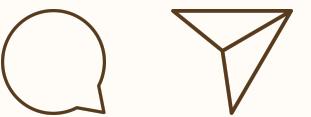




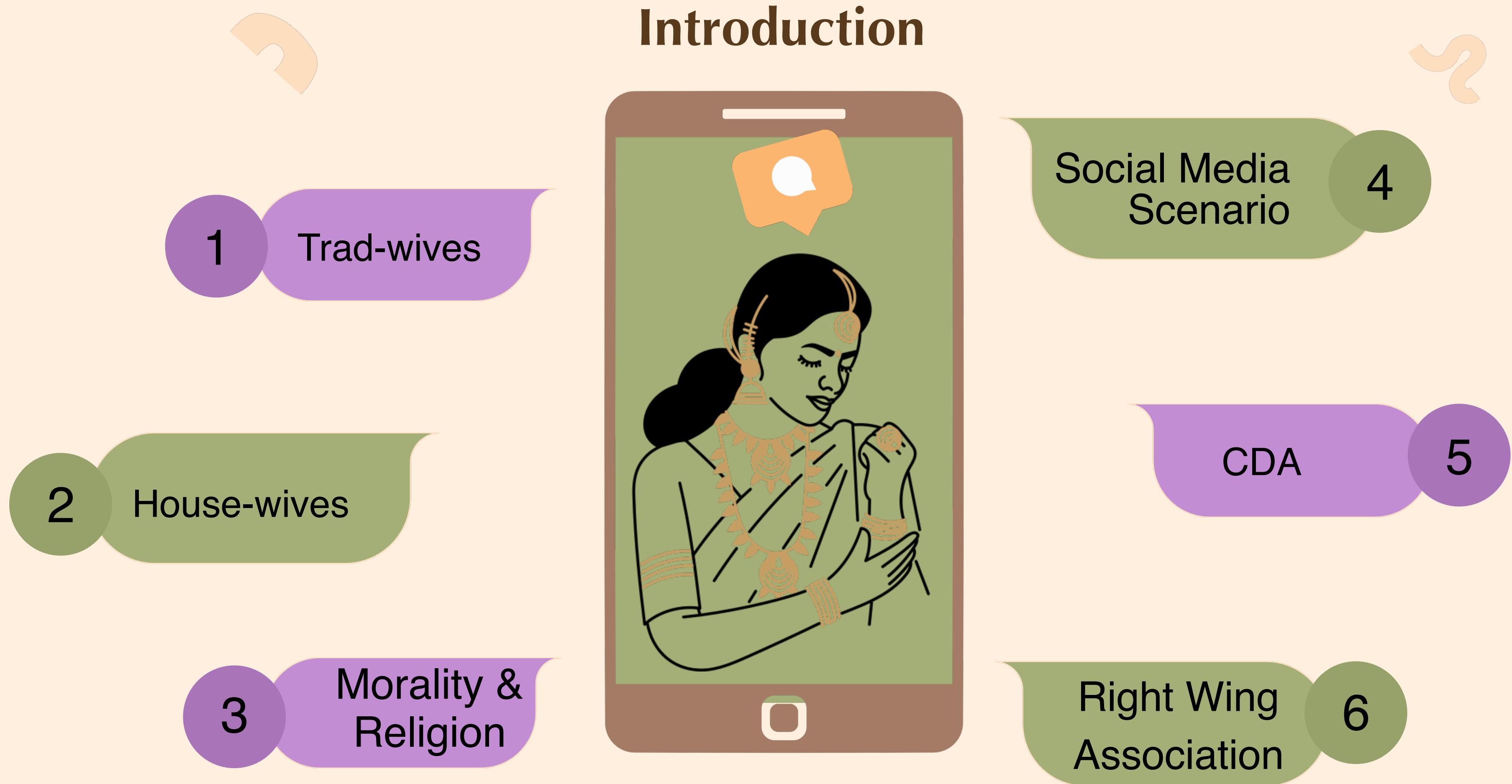
@vatsalamishra

Critical Discourse Analysis of Social Media Content Portraying Trad-wives as the 'Ideal' Women

by Vatsala Mishra
& Dr. Indumathi S



Introduction





Harmonising
the
Researches in
the West and
the Global
south to form a
wider
perspective

Review of Literature

01

Tradwives
& Social
Media

- Proctor
- Evangelia
- Patnaik

02

Mom-
fluencers

- Kirkpatrick
- Tidenbeg
- Bahler

06

Research
Gap

05

Social
Comparision

- Mehdizadeh
- Kirkpatrick
- Petersen

03

Western
Context

04

India
Pakistan
Bangladesh

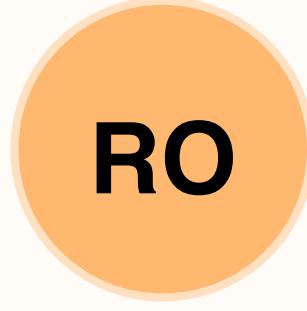
- Zahra
- Shruti &
Philip

Qualitative Research

Critical
Discourse Analysis
(Fairclough's Model)

Methodology

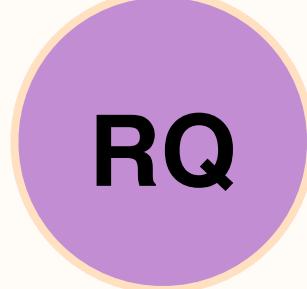




RO

Research Objectives

- 1. To understand the dominant discourse in trad-wife videos.**
- 2. To identify the ideologies perpetuated by such videos and to understand the reasons behind such associations.**
- 3. To identify and analyze the features of such videos that incite social comparison and exercise social control.**



RQ

Research Questions

- 1. What is the dominant discourse in ‘trad-wife’ videos?**
- 2. What ideologies do such videos seek to perpetuate?**
- 3. How do such videos incite social comparison and exercise social control?**



Sampling

- Convenience Sampling
- 500 videos

Reply



Research Tool

- Fairclough's Model of Critical Discourse Analysis

Reply





Theoretical Framework



Marxist Feminist Theory

- Dual Oppression
- Reproduction of Patriarchy
- De-valuing Household Labour

Framing Theory

- Presentation of Patriarchal Ideals
- Vilification of Feminism
- Influence of Right-Wing Ideology

Analysis



- Identifying 11 Dominant Themes in the videos
- Using Fairclough's Model of CDA



Anti Feminism

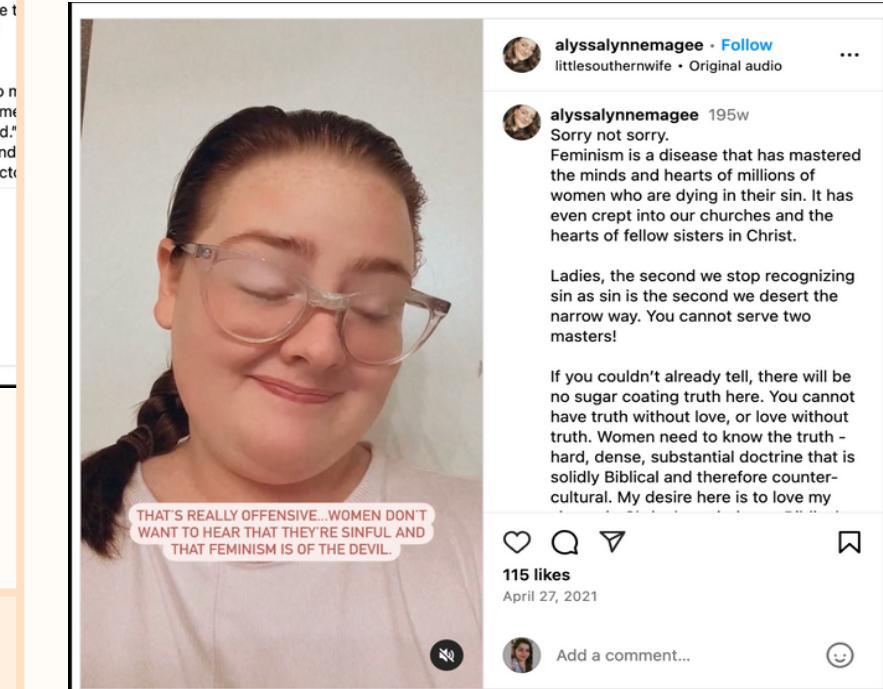
Feminism projected as
anti-moral, anti-religious
and anti-family



@Solieolie



@Alyssa

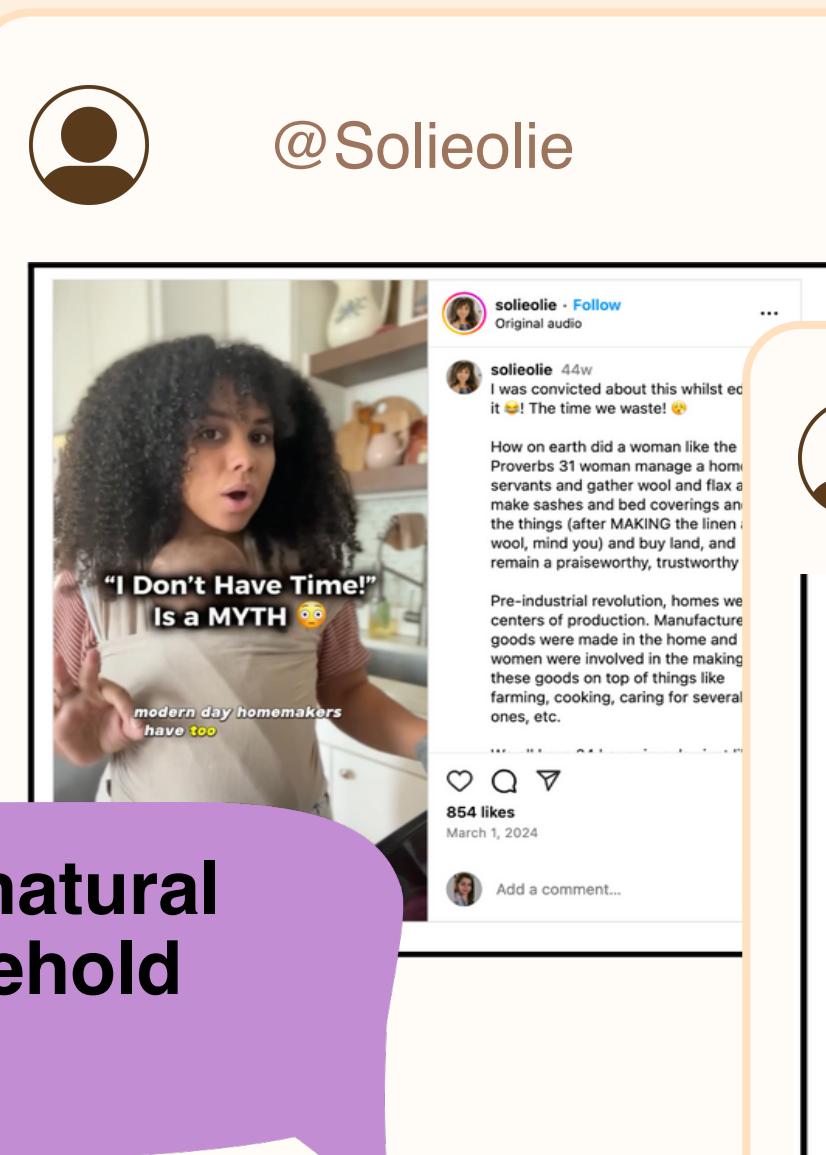


Feminism vilified as
antonymous to femininity ,
equated to male bashing

Household Labour : the 'Selfless Duty of a Woman'

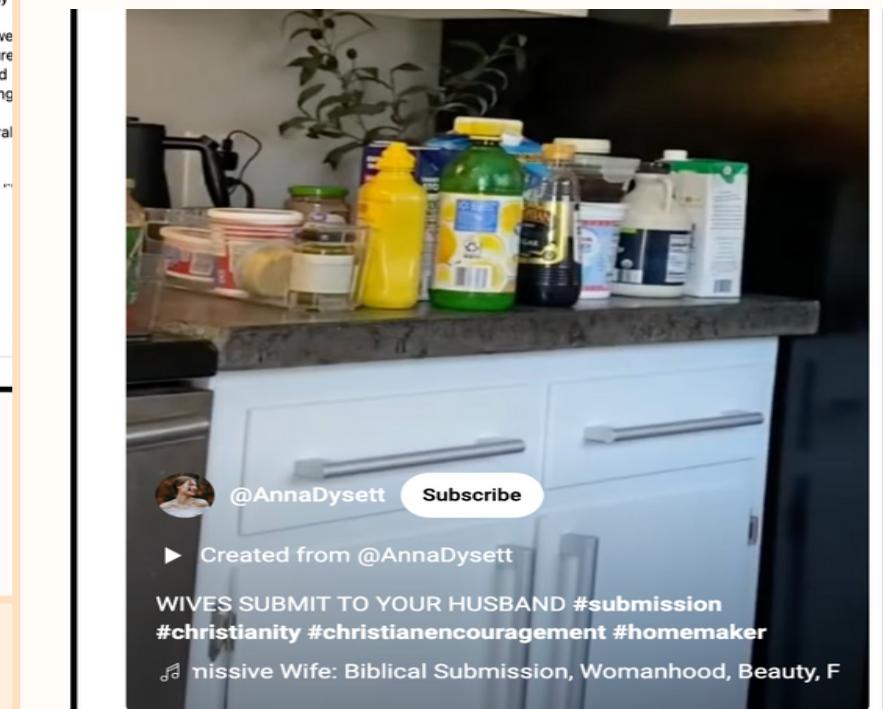


"It is a woman's natural duty to do household work."



@Solieolie

@Alyssa



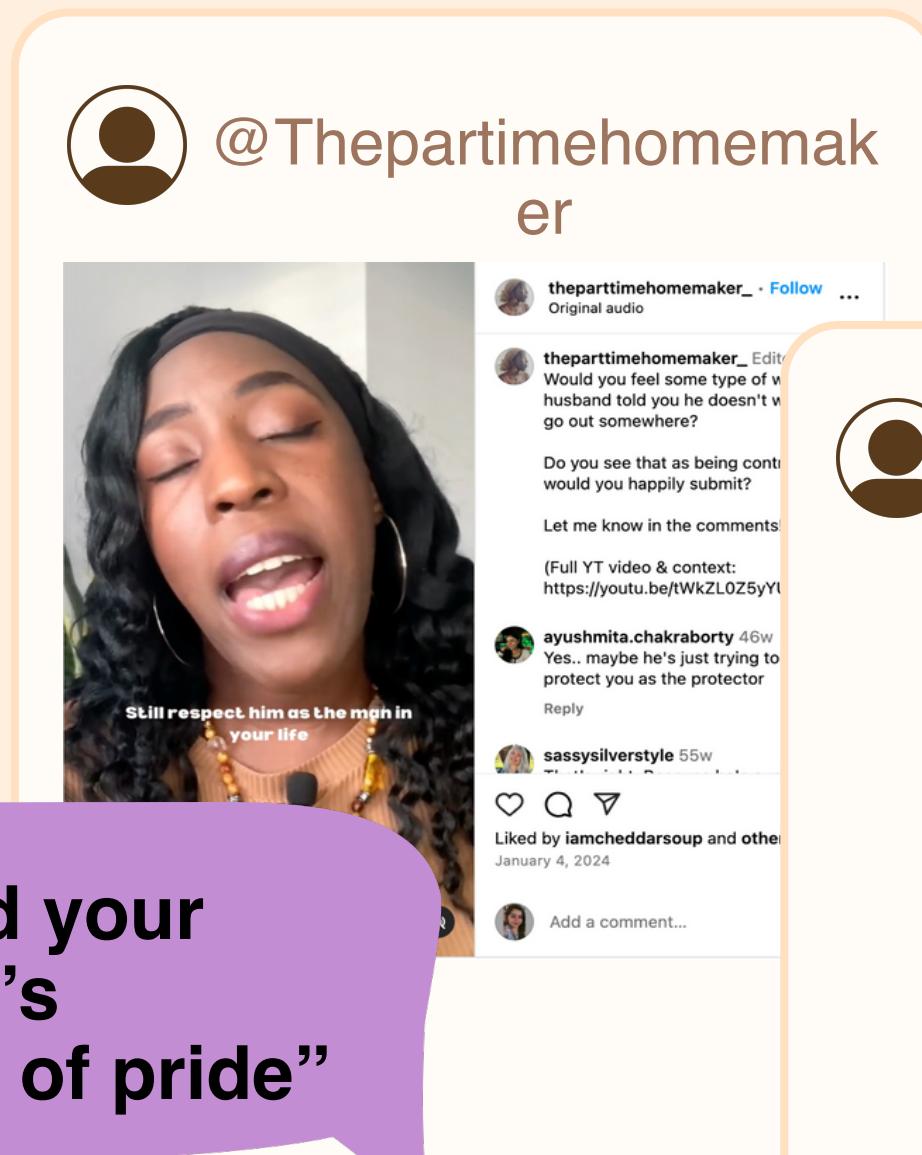
"Modern women use rights to evade doing work "



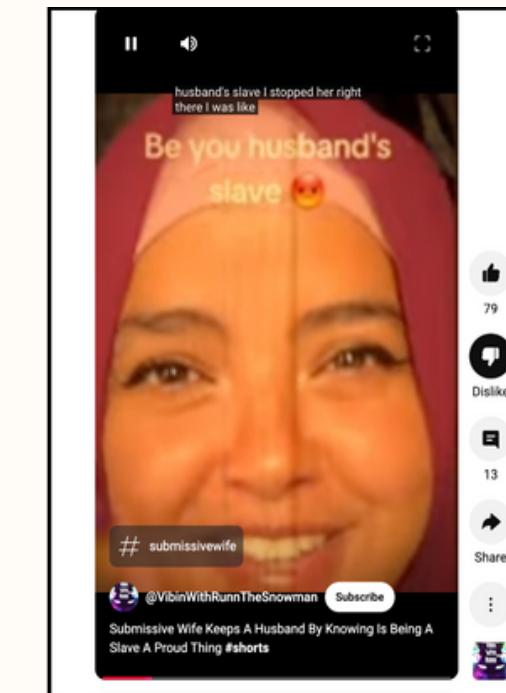
The Woman Was Created to Be Submissive



“Being called your husband’s slave is a matter of pride”



@vibinwithRunnthesnowman



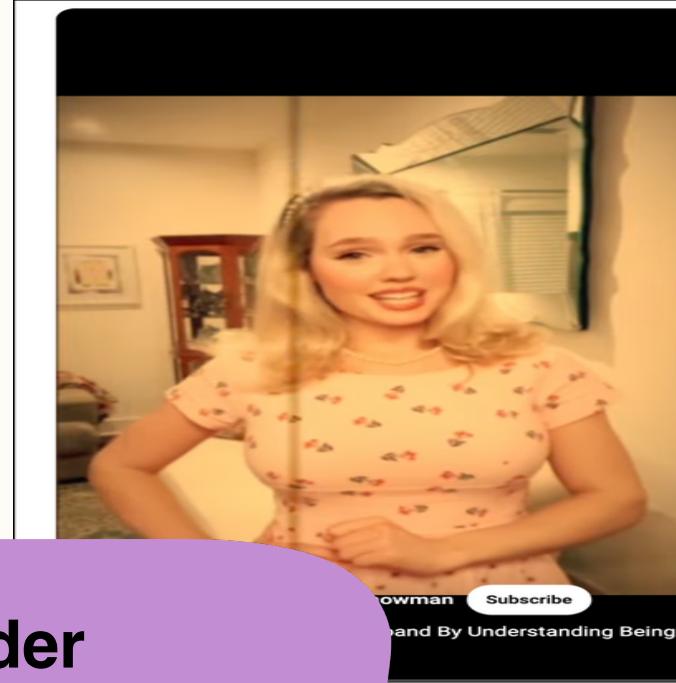
Using pseudo scientific claims to justify ideals

Ultra-Traditional Gender Roles

**“Look for Provider
Men who enable you to be
A traditional wife”**



@EsteeCWilliam
s



@Layah



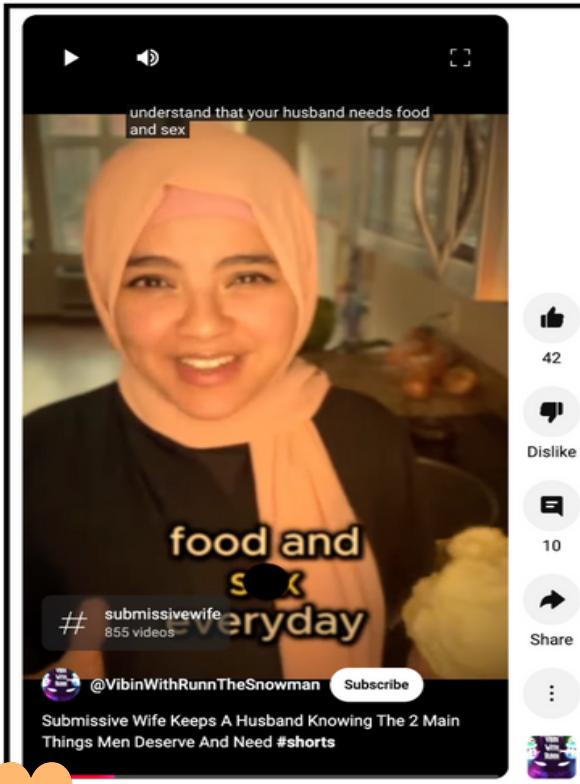
**“My husband doesn’t have
to lift a finger in our
home...What am I for”**

Intercourse and Service to the Husband

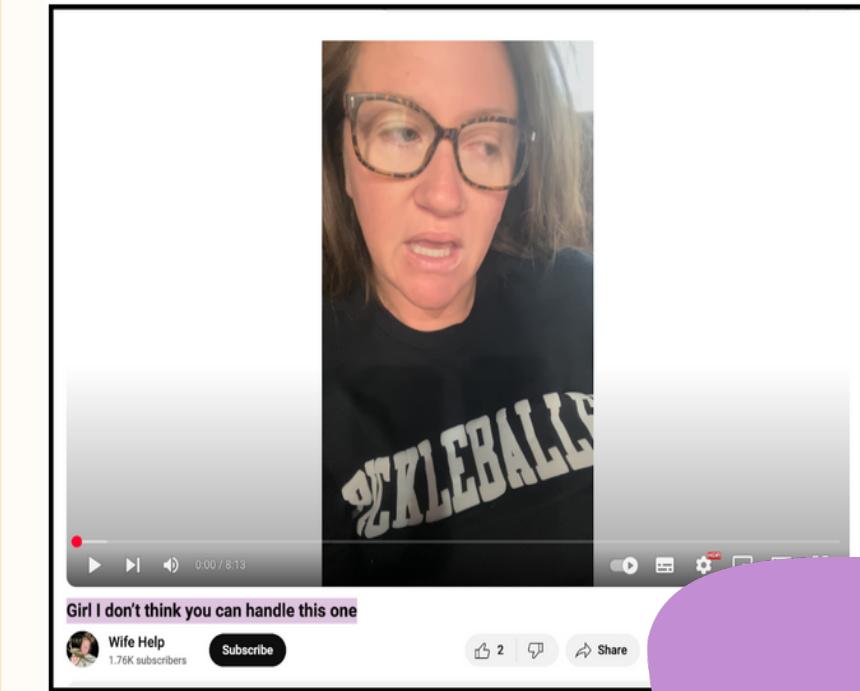
“My Body His Choice”



@vibinwithrunnthesnowman



@WifeHelp



“If you don’t provide ‘regular intercourse’ for your husband, someone else will”

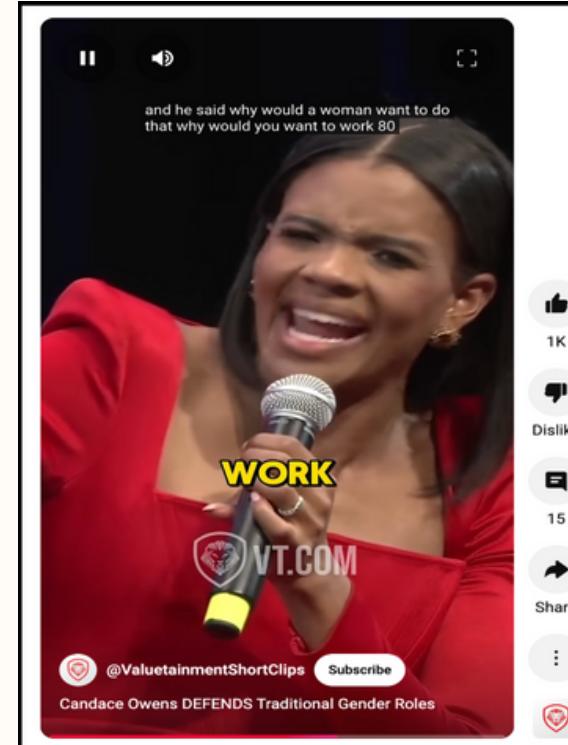
“Men have needs”

Do Not Chase Equality

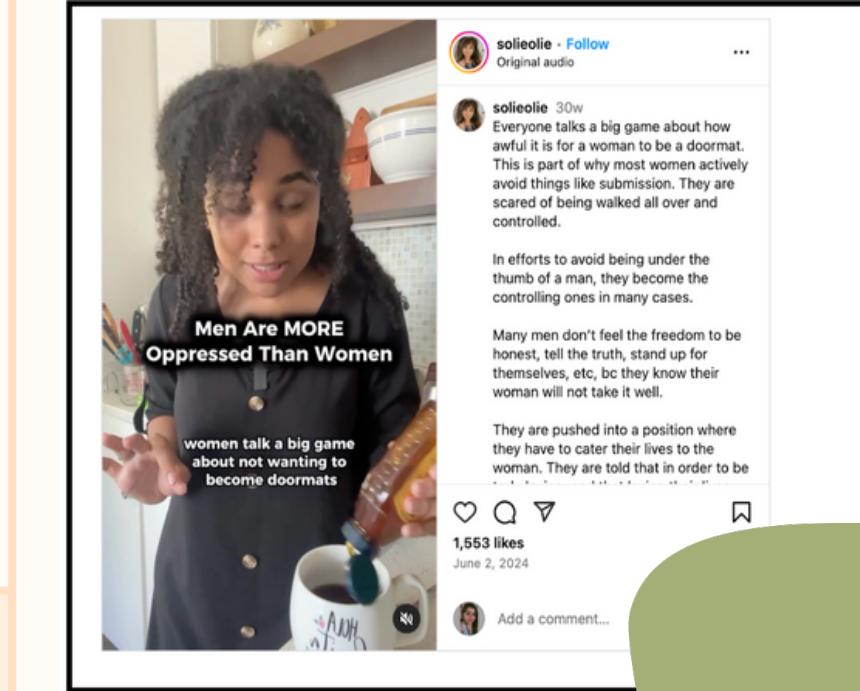
“Preserving Order in the Society”



@valuetailainmentshortclips



@Solieolie

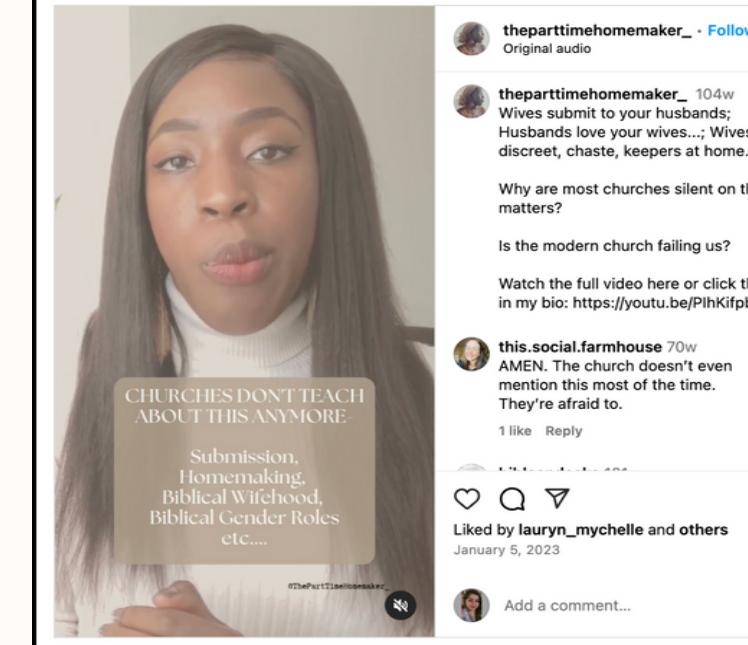


“Feminism is Destroying Families”

Religious Submission

Cherry picking religious texts and narratives

@thepartimehomemaker



@amazingchina1954



"The woman was created to be a man's helper"

Submission - A Relief

“Why would I want to work outside? All the stress”



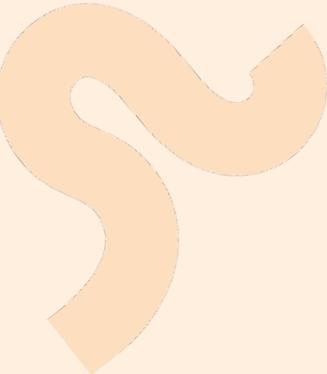
@solieolie



“Women never wanted the right to vote”

“I let my husband tell me what to think, its easier and simpler that way”

Men and Women are not Equal



“Women are inherently indecisive, its a relief when men take the charge”

@EsteeCWillia ms

Good decision! You never needed a college degree to feel accomplished as a woman!

esteeawilliams • Follow
Soft Cell • Tainted Love / Where Did O...
69w
You don't have a college degree accomplished as a woman.
#tradwife #traditionalwife #traditionalmarriage #collegegrad #nodegreenproblem #tradlife #traditionalgenderroles #nuclear #makethehomegreatagain #hom

laura.cg__ 20w @ferran_sanchez11
Reply

asi_ryder 22w Back then they didn't have technology so they didn't make profits while being homemaker i j

12,845 likes September 8, 2023

Add a comment...

@Solieolie

solieolie • Follow
Original audio
Cognitive dissonance is believing that men haven't been prepared for marriage and that women HAVE... all while believing that men should split chores 50/50, care more about chores and housekeeping, and be more "soft", and "empathetic".
If that's what you want, don't marry a man! Because you are describing a woman 😊. Get a roommate or a maid lol
Clearly, women have NO idea what it means to be a wife. No one taught them that what we're supposed to do ISN'T the same as our husbands.
It's in our nature to be the homemakers and primary caretakers

Men are not meeting the expectations of modern women. Today's women generally want an equal partner who is present and shares the mental and emotional load of parenting and domestic labor. It's no longer enough to simply be a nice guy who brings home a paycheck.

912 likes September 27, 2024

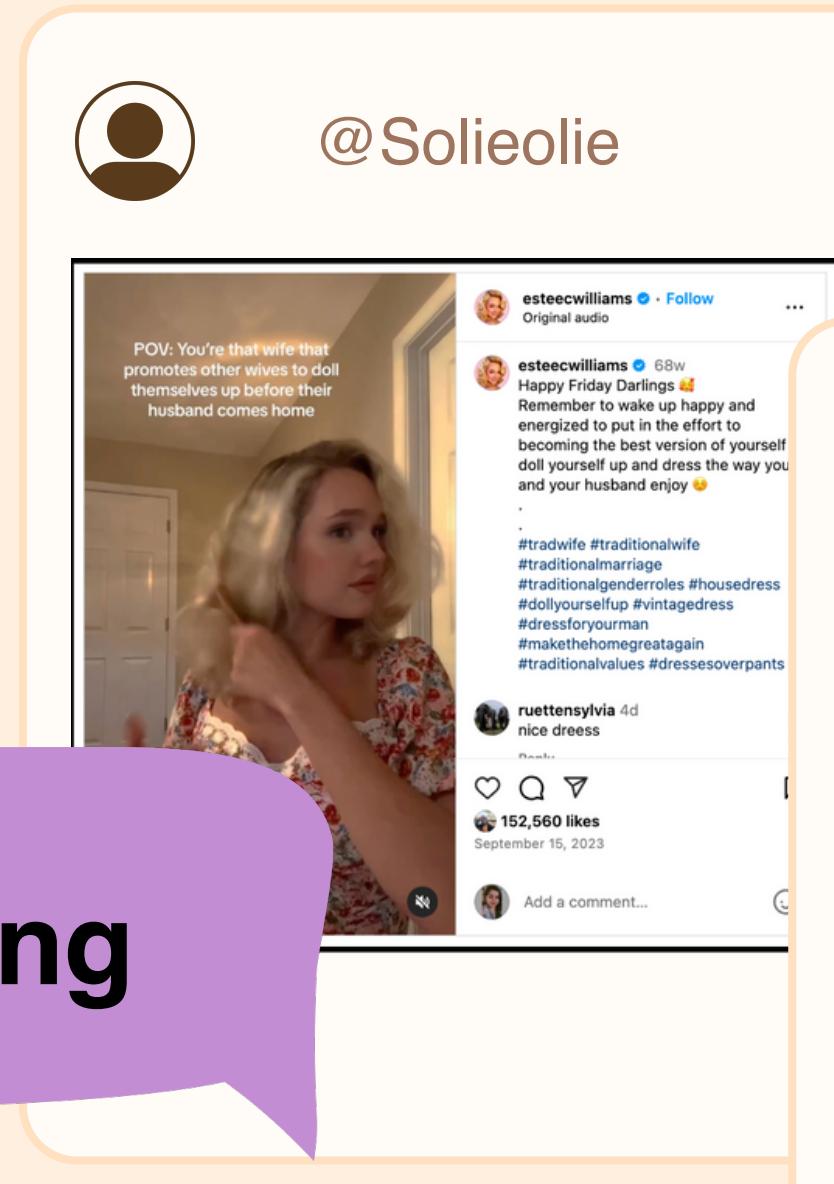
Log in to like or comment.

“Men should be ‘masculine’, Women should be ‘feminine’, that’s common sense”

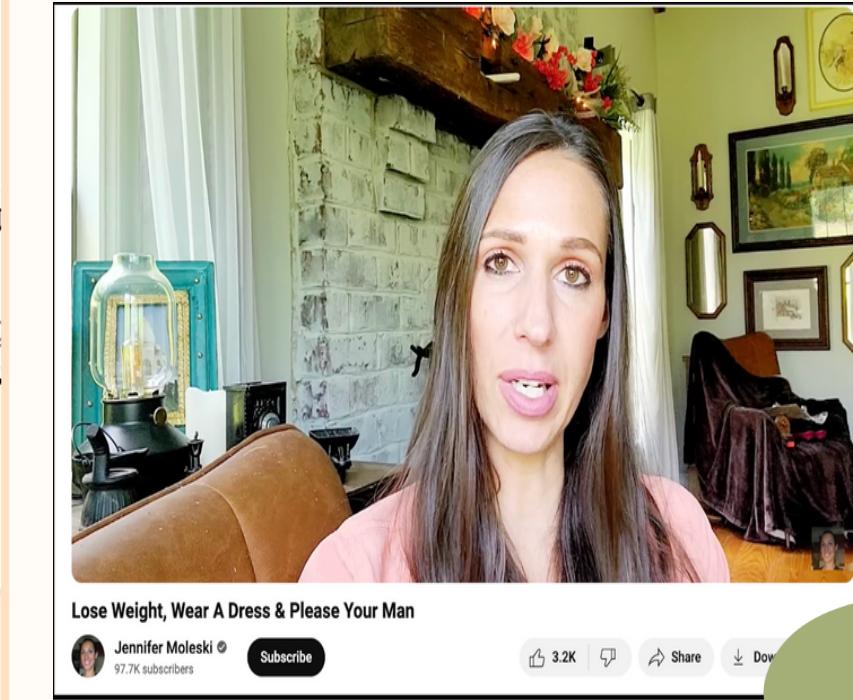


“Dressing Up One’s Husband”

Body Shaming



@Alyssa

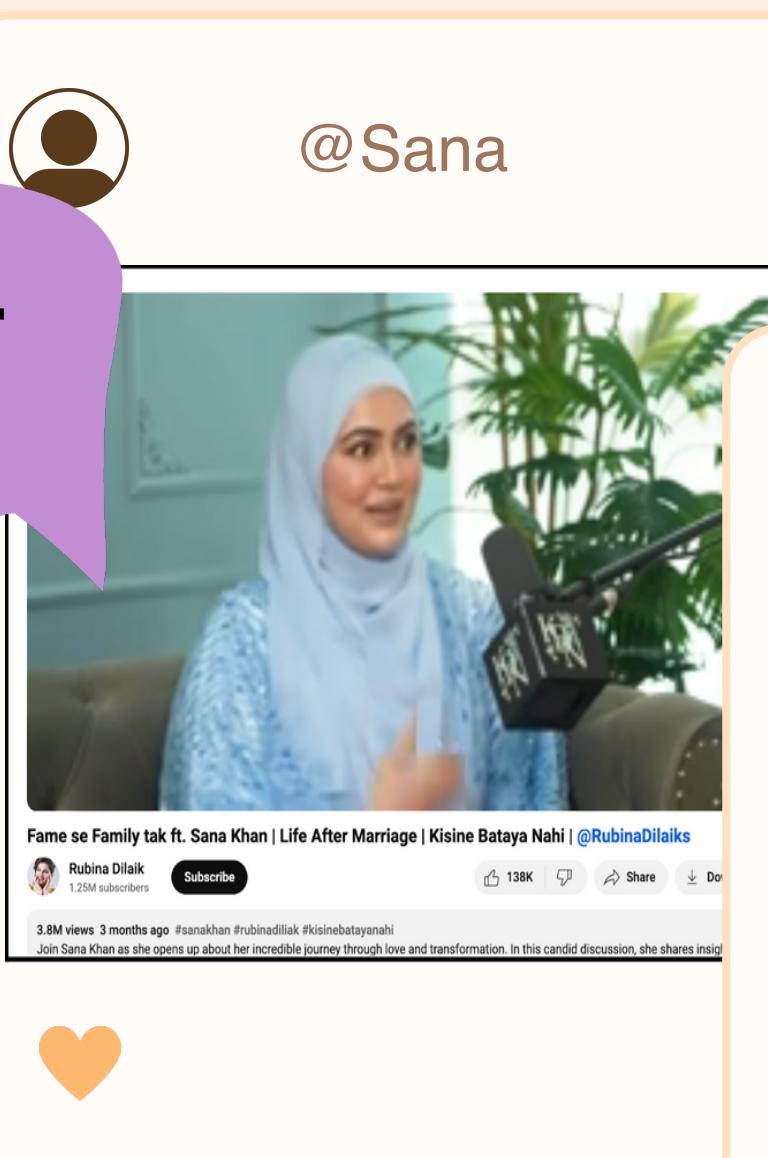


Taking away agency from women

Putting the onus of ‘keeping their men’ on women

Wife Etiquette and Modesty

“How can men allow their wives to dress like that?”



Conclusion

- 1. Dominant Discourse:** Trad-wife videos glorify submission, domestic labor, and anti-feminist sentiment, presenting traditional roles as morally superior.
- 2. Perpetuated Ideologies:** These videos frame feminism as harmful while reinforcing patriarchal structures through religious and historical narratives.
- 3. Social Control Mechanisms:** By promoting social comparison and idealised aesthetics, tradwife content pressures women into conforming to rigid gender norms.



Thankyou!

