

Association Project Submitted to Dr. Pilar G. Blitvich

Srilakshmi Srinivasan
ENGL 4267



Introduction

- *Social identity is a person's sense of whom they are based on their group membership(s)* (Tajfel, 1979).
- *Analysis of the Digitally Mediated Practices of Congregation – Facebook*

Charlotte Magalir Mattum (Shakthi – NGO)

- Magalir means: 'Women' and Mattum means 'Only' in the Tamil language.
- *Shakthi Means Empowerment*
- *Motive: Tamil-Speaking Immigrant Women Empowerment*
- *Slogan: We rise by lifting others*



Research Questions

- How are they helping women to empower?
- What do they do to motivate women?
- Why do immigrants need a group?
- Is the group beneficial?
- How effective is the group in maintaining its goal of empowering women?

Methods and Corpus Theme

- WhatsApp and Facebook posts were collected and observed.

Themes	Number of occurrences	Percentage %
Empower	3	< 2%
Help	185	98
Events	80	35
Stories	45	20
Motivation	90	40
Happiness	70	32
Buy sell	35	15
Abuse	5	< 3

Observations

Empower

Help

Events

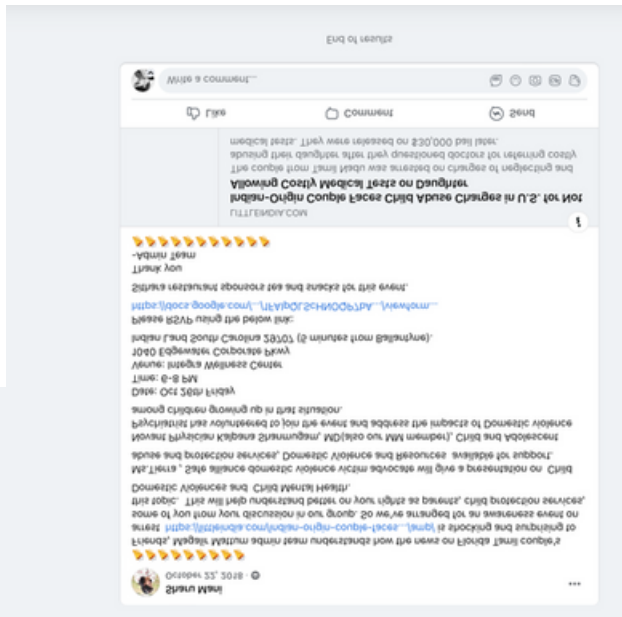
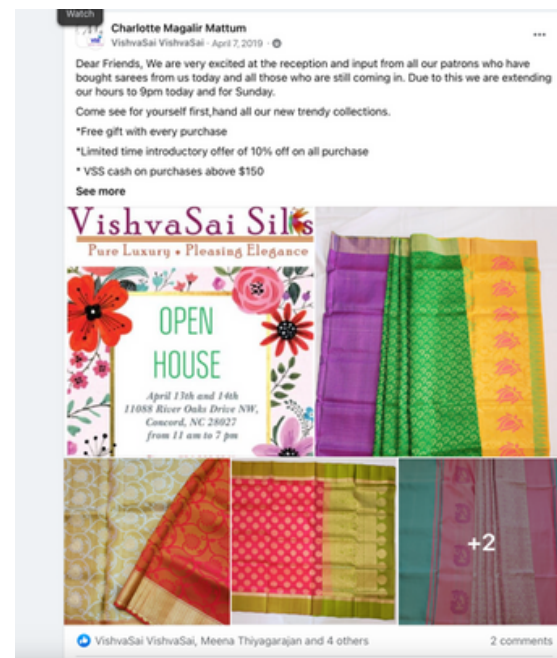
Stories

Motivation

Happiness

Buy sell

Abuse



v being used so often n usually misinterpreted.

ariably used to describe women in general. Sexiness conjures up an image of a s 36-24-36 figure or a voluptuous personality.

iness only associated with the physical attributes of a woman or is it a quality thm within?

certain class of people who continuously judge women solely on her physical if she is Famous or Successful, she either sleeps around or is corrupt or both.

nart they say she must be "Easy". Actually her attractiveness is used to defame l

exiness is all about a woman's personality, her confidence and her openness. It i ch comes from within. It has nothing to do with types of clothes or physical e.

peaks of a woman's individuality, her unique enchanting SELF. The one which it and connects with the people around her. It's in her smile, her laughter and he e equal to others around her. 🌸

s not sexy only because she can do a catwalk on the ramp. A woman is sexy he has the ability to "stand tall" despite the mess in her life. The sexiest woman i as a broken heart, a wounded soul and yet carries herself with grace and dignity. ss of a woman lies in the smile on her face despite the fact that she is fighting a > inside her.

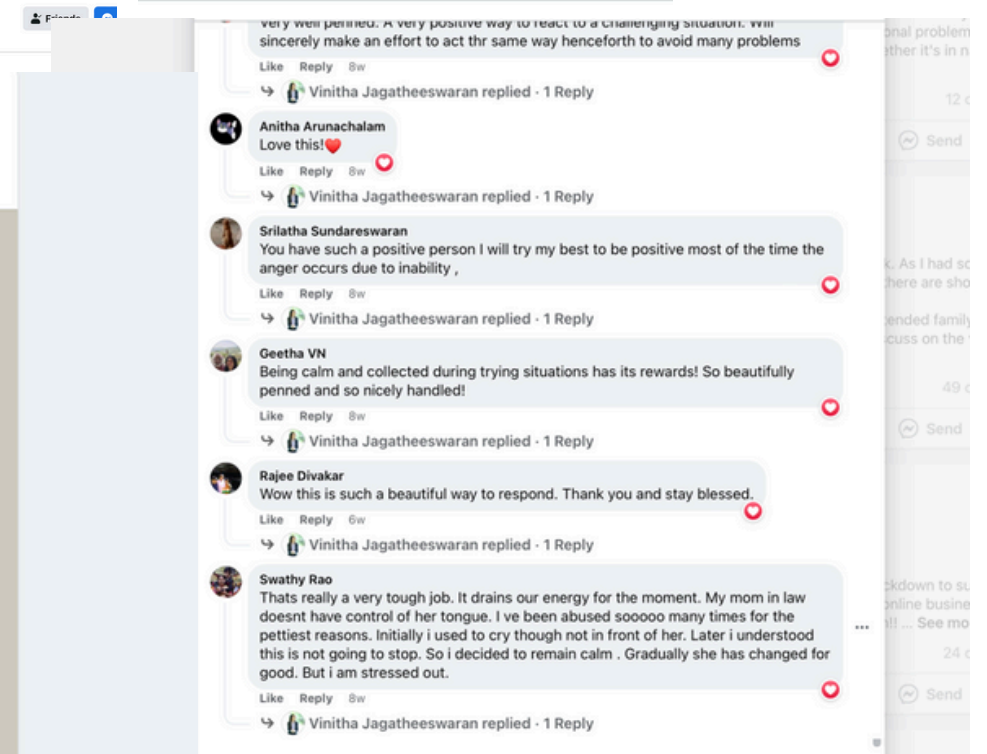
man is an honest soul, sometimes hated for her truth. She stands tall in the face ies all oppositions. She can be a cancer survivor, a rape victim or perhaps a victi i or mental abuse. She builds a bridge of hope surrounded by a sea despair. Yet i

man is a confident woman whose sexiness is to be found in her illuminated soul r ing skin of her body.

f to all my Sexy, Smart & ever youthful friends* 🌸🌸🌸🌸

and 25 others

10 comm



Analysis

1. According to Tajfel, 1979:

- a. *social categorization: Tamil Speaking Indian Women.*
- b. *Social identification: immigrant women requiring help. A common term “**Snehidi**” (meaning friend) is used to address each other.*
- c. *Social comparison: yes, comparison occurs between the same group amidst women belonging to different cities in /from India.*

2. VanDijk’s square ideology :

- a. *Abuse people belonging to different languages.*
- b. *Situational Victims are sub-grouped and blamed.*

3. Zeng and Abidin (2021) :

- d. *Gen Z’s generational sentiments are situated in both historical and cultural contexts.*
- e. *Girls here below 30, have their fashion, and style.*

Conclusion

- Women Empowerment – Much needed topic in the whole world.
- This group helps women in every way.
- Motivates, initiates, provides pointers, creates platform, etc.
- Challenges
 - *The group can expand at the intra-level (All Indian community) if communities collaborate and create scope for more immigrants.*

Conclusion 2

- Equality is not a bargain but perseverance.
- Feminism is not growing as it inhibits the rooted old-age benevolences.

References

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Questions?

Thank you