

Gabriella NÉMETH

***The Gendered Ethos of the Internet
The Feminine Potential in the Digi-Visual Era***

Digital technologies construct the centre of public discourse in the digital-visual era. Nonverbal discourse is manifested in virtual environments and visual rhetoric in contemporary studies strives to focus on the symbolic processes and communicative aspects of the digital culture. Visual imagery or non-discursive symbols strive to contain human experiences that are considered non-linear, spatially-oriented, multidimensional and dynamic. Cultural studies within the domain of visual communication hold that images and discourse are always associated with power and ideology. Cultural hegemony and articulation are central themes not only in rhetorical and cultural, but in cyberspace and cyber-feminist studies as well. Essentialist and anti-essentialist approaches are continuing great debates on the gendered nature of the processes and practices of technology. In this presentation I am going to explore the connection between gendered conversational styles and the digital ethos of the internet, and want to emphasize the feminine communicative potential in the digi-visual era. I am going to confute the statement that arose in post-feminist discourse that symbolism and the language of technology are ultimately masculine. I am going to inquire into whether we can still speak of masculine hegemony regarding the digital-visual age and, building on articulation theory, I am raising the question whether it is hegemonic femininity that dominates the ethos of the internet or not.



Gabriella NÉMETH studied at the departments of Communication, Media, and English at Pázmány Péter Catholic University, Piliscsaba, Hungary, between 2005 and 2011. Her main focus now is on gender studies as well as on intercultural and public communication. In 2009 she won the third place at the Scientific Student Conference of Hungary with the theme “Communicative Competences of Feminine and Masculine Online Communities”. E-mail: kusz5@freemail.hu.