

## GENDER ISSUES NEOLOGISMS IN THE SPANISH PUBLIC ARENA. A SEMIOTIC APPROACH

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### Abstract

**Purpose** – The aim of this work is to analyse the gender issues neologisms employed by the Spanish right-wing party *Vox* in the present national public debate from a semiotic perspective. *Vox*, the new third major party in Spain, is showing a strong resistance to United Nations agencies' position on gender issues which have been mainly adopted by the current Government coalition parties: the social-democrat *Partido Socialista Obrero Español* (PSOE), and the left populist party *Podemos*.

**Design/methodology/approach** – Neologisms are analyzed upon the works of different authors (Algeo, 1993; Cabré Castellví, 2006; Jovanović, 2008; Lehrer, 2003), and through the implementation of Greimas' generative trajectory of meaning (1966; 1973; 1982; 1990). The framing theory (Entman, 1993, 2004) is also taken into consideration in the conducted analysis. A qualitative approach based on content analysis of *Vox*' leader speech during the investiture debates of the XIII (July, 2019), and XIV (January, 2020) legislatures has been implemented. This qualitative approach is also implemented employing discourse analysis in the conducted semiotic study of neologisms.

**Finding** – Within the framework of political discourse, the traditional usefulness of a neologism to name new realities is frequently replaced by its utility as a persuasive tool which form an integral part of parties discursive strategies. In the creation of neologisms, the framing theory is considered by political actors. The emerging of gender-related neologisms in the current Spanish public debate reflects the strong response that right-wing political movements and parties as *Vox* are maintaining against progressive parties' views on gender issues.

**Research limitations/implications** – The research is limited to the gender issues neologisms used by *Vox*'s leader Santiago Abascal in his speeches at the Congress of Deputies during the investiture debates of the XIII and XIV legislatures of Spain.

**Practical implications** – The results of this work may contribute to make known current social-political transformations that are taking place in today's Spain, where

right-wing movements headed by the political party *Vox* are gaining ground in the Spanish society. The most important practical implication of this paper is the elaboration of a material that could be useful in teaching/learning Spanish as second language for specific purposes. Finally, this study could be of interest for researchers and students from the fields of Semiotics and Political Sciences on account of the implementation of Greimas' semiotics and the framing theory.

**Originality/Value** – The value of this work rests on the study of neologisms created in a very recent past that are being used by the representatives of *Vox* and its partisans on the ongoing Spanish political debate. The originality of this study has a dual dimension: the implementation of the framing theory in the analysis of neologisms, and the study of neologisms as integral components of parties' discursive strategies through the conducted semiotic analysis.

**Keywords:** Neologisms, *Vox*, Gender Issues, Political Discourse, Narrative Semiotics, Framing.

**Research type:** research paper.