

The role of joining words and hashtags techniques in advancing ideological constructs and identity formation in women's magazines: A critical analysis

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Cite this article in APA

Nyamamba, M. J., Mahero, E., & Mwithi, F. (2024). The role of joining words and hashtags techniques in advancing ideological constructs and identity formation in women's magazines: A critical analysis. *Journal of languages and linguistics*, 3(1), 33-45. <https://doi.org/10.51317/jll.v3i1.558>

 OPEN ACCESS
A publication of Editon Consortium Publishing (online)

Article history

Received: 09.06.2024
Accepted: 12.07.2024
Published: 16.08.2024

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Abstract

This journal article explores hashtags and joining words as linguistic tools in women's magazines to advance ideologies and identities. Drawing upon findings from the study on the discourse of ideology and identity among women, the study identifies a gap in the analysis of linguistic strategies in women's magazines and addresses this gap using data from *The Parents Magazine in Kenya*. This magazine focuses on issues of Kenyan women's lives, and its content includes stories on relationships, inspiration, family, health education, real-life experiences, spiritual guidance, social heroes and models, and financial management. Data from the study revealed that this magazine employed various linguistic strategies in their textual content. Therefore, this paper explored hashtags and joining words and their impact. Through a qualitative research design and utilising Critical Discourse Analysis and Multi-modal Discourse Analysis theories, the research focused on articles highlighting movements addressing femicide in Kenya and environmental activism. It analysed the use of movement names, hashtags, and joining words. Findings highlight the strategic use of joining words and hashtags in constructing ideologies within the context of activism, environmentalism, and mental health, making complex narratives accessible, engaging to broader audiences, forming collective identities, and framing issues. The research underscores the transformative potential of joining words and hashtags in advancing ideological agendas and fostering collective action. It recommends further interdisciplinary exploration of linguistic features in media, emphasising their sociocultural implications and potential for driving social change.

Key terms: Activism, hashtags, ideology, identity, joining words.

INTRODUCTION

The digital age has revolutionised communication, with social media platforms as prominent arenas for discourse and activism. In reporting and presenting the articles, Magazines have found it necessary to keep up with this trend to remain relevant to their target audience and stay afloat. Within this landscape, linguistic tools such as hashtags and joining words have emerged as powerful mechanisms for advancing ideologies and shaping identities. Women's magazines are influential platforms for shaping public discourse and promoting social change. These magazines advance specific ideologies and construct identities for individuals and movements through strategic linguistic choices, such as joining words and hashtags.

A Hashtag is "a string of characters preceded by the pound symbol #" (Caleffi, 2015). It enables users to add meta-data to their posts, thus increasing the probability that their posts will be found and followed (Caleffi, 2015). According to Merriam-Webster Dictionary Online, a Hashtag is a word or phrase that starts with the symbol # and briefly indicates a message (Merriam-Webster, 2022).

Mahfouz (2020) defines hashtags as a form of tagging that allows social media users to embed metadata in their posts. Though initially launched to classify the topic of a post, hashtags have currently developed several functions, like expressing emotions, supporting movements, promotion and publicity, and functioning as disclaimers. In the online environment, hashtags have even spread to the offline world, as they can now be frequently seen in TV commercials, newspaper headlines, and demonstration banners, which emphasise messages (Mahfouz, 2020). Burikova and Ovchinnikova (2021) mention in their work that hashtags are presented as a new text format of the internet. She defines the term text and then presents the definition of Hashtag text, discussing its categorical features. The study demonstrates that hashtags have the right to be called Hashtag text, as they have the exact categorical features as ordinary text (Kozlovskaya et al., 2020).

The joining word technique combines two or more words in a string to make them compound in closed

form with no space between the joined words. These closed compound words remain as a unit and usually function as nouns.

The Parents Magazine was founded in 1986 and is a company dedicated to the media industry. This magazine was selected for analysis because it focuses on addressing issues in all aspects of modern Kenyan women's lives. The magazine provides the Kenyan female audience with the latest news on fashion, beauty, celebrities, love trends, sex, relationship stories, dating, work, health and personal development, and women's empowerment. In its online description, the group defines itself as "a united, fierce and fashionable community of Kenyan women." The magazine's editorial mission is to encourage and empower African millennial women to be their best selves. It is a magazine with notable influence in the Kenyan media industry. Since its founding in 1986, it has been the region's best family magazine, covering various social issues such as family, lifestyle, health, and fashion.

The Parents magazine contains stories about human interests such as relationships, sex, marriage, inspiration, pregnancy, childbirth and parenthood, family nutrition and health education, real-life experiences, spiritual guidance, childhood, social heroes and models, hair, and hairstyles. *The Parents magazine* enjoys the largest share of the Kenyan magazine market, and unique content ensures continued growth. According to KARF's report for the third quarter of 2016, *The Parents magazines* were read by an average of 40,000 people daily, including male and female readers aged 25 to 45 (The Parents Magazine, 2019). High sales and readership figures demonstrate that the magazine is a market leader. Achieving Super Brand status every year since 2007 confirms that The Parents is one of the strongest publishing brands in the East African region, informing this study's choice.

This article explores how joining words and hashtags function as linguistic tools in women's magazines to frame discourse, convey ideological stances, and construct identities. Drawing on examples from movements addressing issues such as femicide in

Kenya and environmental activism, this study employs critical discourse analysis to examine the role of these linguistic features in shaping narratives and promoting social awareness.

LITERATURE REVIEW

Using hashtags and joining words in women's magazines to advance ideologies and identities remains an under-explored area within linguistic, socio-political and cultural discourse. While existing research acknowledges the significance of social media and digital activism, there needs to be a more comprehensive analysis regarding the specific linguistic strategies employed in women's magazines to promote various causes and movements. This study sought to address this gap by examining the linguistic features of hashtags and joining words, their role in constructing ideologies and identities, and their socio-political implications within the context of women's magazines.

Previous studies have highlighted the transformational impact of social media on various domains of life, including politics, health, and environmental awareness. Hashtag activism has emerged as a powerful tool for mobilising social movements and fostering community engagement across digital platforms. Studies have demonstrated the effectiveness of hashtags in raising awareness, building public opinion, and facilitating social change (Burikova & Ovchinnikova, 2021; Kozlovskaya et al., 2020; Laucuka, 2018; Mahfouz, 2020; Caleffi, 2015). Language is crucial in understanding identity issues in magazines as a powerful medium for communicating ideologies and constructing identities (Weber et al., 2022). This study examines the linguistic choices in selected articles from *The Parents magazines* to explore their role in identity creation and negotiation.

The analysis focuses on how these linguistic elements contribute to identity formation within the discourses of the magazine, guided by Critical Discourse Analysis (CDA) and Multi-modal Discourse Analysis (MDA) theories. CDA, espoused by Fairclough, delves into the layers of text, discourse practice, and sociocultural practice to unveil the underlying discourses embedded in language use (Fairclough, 2010; Wodak, 2019). The

goal is not merely analysis but societal change, challenging dominant discourses and giving voice to those marginalised (van Dijk, 2020; van Leeuwen, 2008). The study extended this approach by incorporating MDA, recognising the significance of verbal and non-verbal semiotic systems in magazine communication. The Multi-semiotic Discourse Approach presented a comprehensive framework for analysing communication beyond linguistic elements. Embracing multimodality and social semiotics, this approach recognises the importance of various semiotic resources in constructing meaning (Van Leeuwen, 2021).

In essence, this theoretical framework guided the study in dissecting the articles from *The Parents magazine*, illuminating how language and visuals contribute to shaping ideologies and identities, as delineated by the following principles (Fairclough, 2015): (i) CDA addresses social issues; (ii) power dynamics are articulated through discourse; (iii) discourse plays a constitutive role in society and culture; (iv) discourse performs ideological functions; (v) discourse is situated within historical contexts; (vi) discourse analysis involves interpretation and explanation. The study utilised Fairclough's three-dimensional framework for concurrently analysing discourse by describing the text's formal properties, interpreting the relationship between discursive processes/interaction and the text, and explaining the connection between discourse and social and cultural reality. The principle regarding the historical nature of discourse also informed the analysis of this study's data by embracing Wodak's perspective that all discourses are historically situated and thus understood in their contexts (Wodak, 2020).

The analysis also integrates insights from other studies, such as those of Ngumo (2014) and Nafula (2015). Ngumo's study on masculine identities in Kenyan newspaper pull-out magazines highlights the role of different linguistic forms in identity construction. Nafula's research on women's representation in advertising provides insights into how linguistic choices can perpetuate or challenge stereotypes and reflect societal norms (Ngumo, 2014; Nafula, 2015). Additionally, the study considers power

dynamics and ideological influences on language use. By examining how linguistic choices reflect and perpetuate hegemonic discourses, the analysis aims to reveal the underlying power relations that shape identity construction within the studied magazines (Fairclough, 2015).

METHODOLOGY

This study employs qualitative research methods. Strauss and Corbin (2015) describe qualitative research as any research that yields findings not derived from statistical or quantitative methods but through studying people's lives, behaviours, and perceptions. This method allowed for the transition from raw data to explaining and interpreting the studied phenomena. The research design adopted a descriptive case study approach, emphasising depth over breadth to examine the ideological and identity discourses specific to *True Love East Africa* and *The Parents magazines* (Kothari & Garg, 2014). Nassaji (2015) define descriptive design as an approach that seeks to provide an account of a research phenomenon as it is without manipulating the data and reiterates that descriptive research design endeavours to analyse that which is already available. Purposive sampling was employed to select four articles that used the two techniques and visual content from magazine issues spanning April 2019 to March 2020. This method facilitated a detailed exploration of how women are represented and how their identities are influenced within these media contexts (Muema & Mutisya, 2012).

Data analysis encompassed thematic content analysis involving classifying, coding, and tabulating information necessary for qualitative analysis (Kothari & Garg, 2014) and focused beneath surface connotations to uncover implicit social meanings embedded in media texts (Mugenda & Mugenda, 2008; 2015). Contextual analysis describes the content of written material (Berger, 2000). Mugenda and Mugenda (2008; 2015) define qualitative data analysis as organising and finding meaning in the collected information. The research focuses on movements and initiatives featured in these magazines, encompassing textual excerpts, visuals, and graphics. Through systematic coding and thematic analysis, the study investigates how linguistic strategies like movement names, hashtags, and joining words contribute to constructing ideologies, forming collective identities, and framing issues within these publications.

FINDINGS AND DISCUSSION

The selected data presents case studies of movements and initiatives featured in women's magazines, analysing the strategic use of joining words and hashtags to advance ideologies and construct identities. Examples include movements against femicide in Kenya, environmental conservation efforts led by activists like Paula Kahumba and Anita Soina, and personal narratives of resilience, heroism and mental health advocacy. Through these case studies, the article illustrates how linguistic features shape discourse, ideology, and identity formation within the context of women's magazines.

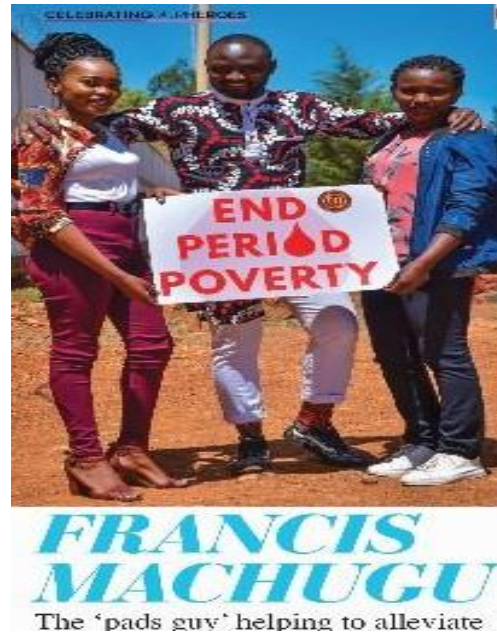


Figure 1: Francis Machugu-“The Pads Guy ‘Helping to Alleviate Menstrual Poverty’,” (*The Parents Magazine* image March 2020)

The first case was selected from the story under the column “Celebrating our Heroes,” in which Francis, a male, is celebrated for his activism for the well-being of females.



Figure 2: Francis Machugu-“The Pads Guy ‘Helping to Alleviate Menstrual Poverty’,” (*The Parents Magazine* image March 2020)

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In the figures above, Francis is celebrated as "The pads guy 'helping to alleviate menstrual poverty'" (Figure 1). This portrayal frames Francis as a hero actively involved in addressing social issues related to menstrual hygiene. The use of the term "pads guy" highlights his role in providing menstrual products, thereby contributing to the discourse on menstrual equity and poverty alleviation.

The second case was selected from *The Parents Magazine* of October 2019, featuring Anita Soina, an environmental activist. Anita Soina is depicted as an

environmental leader who is actively involved in planting trees and conservation efforts. The visual portrays her squatting in green foliage, symbolising her commitment to environmental sustainability.

At just 19 years old, Anita Soina is recognised for her innovative approach to environmental activism. Dubbed "The Green Warrior," Anita engages her peers by integrating tree planting with trendy activities like hiking and photo shoots (*The Parents Magazine*, 2019, p. 41).



Figure 3: Anita Soina- Environmental Activism (*The Parents Magazines*: October 2019)

Her initiative, #20TreesForSoina, celebrates her 20th birthday by planting trees, demonstrating her commitment to environmental sustainability through creative means. Anita Soina's approach to ecological activism exemplifies creativity and inclusivity. By integrating popular activities with tree planting, Anita redefines activism as accessible and appealing to younger generations, encouraging women to innovate in advocacy (Van Leeuwen, 2021).

The third case features Paula Kahumba, a wildlife conservation leader. Paula Kahumba is depicted as a prominent figure in wildlife conservation, referred to as the "Wangari Maathai of wildlife" for her passionate advocacy (*The Parents Magazine*, 2019, p. 26). As the

General Manager of Lafarge Ecosystems, she leads initiatives like quarry restoration and conservation projects to protect wildlife. Her role includes vocal advocacy against poaching despite threats, highlighting her resilience and dedication to environmental causes.

The caption "standing up for wildlife" accompanies an image of Paula confidently interacting with an elephant and a young crocodile amid green foliage (pgs 26 and 27). This visual representation emphasises Paula's leadership qualities in environmental activism and positions her as a compassionate advocate for wildlife.



Figure 4 & 5: Paula Kahumba, a Wildlife Conservation Leader. (*The Parents Magazines*: October 2019)

The fourth case features Lilian Njeri's story, reflecting on her journey through depression after the loss of her sister, ultimately leading her to engage in charity work and mental health advocacy. Through initiatives like #365DaysOfGettingUp and Drop-a-pad, Lilian uses her platform to raise awareness about mental health issues and support vulnerable women (The Parents Magazine, 2019, p. 25). Her story emphasises resilience and the transformational power of personal challenges. Lilian Njeri's story underscores resilience and advocacy in mental health. Her initiatives raise awareness and provide tangible support to

marginalised communities, portraying her as a catalyst for positive change (Fairclough, 2010).

Discussions

This study critically examines the analysis's findings, highlighting the significance of joining words and hashtags as linguistic tools for promoting social change and advancing ideological agendas. These linguistic features contribute to the broader socio-political landscape and shape public perceptions by framing discourse, constructing identities, and mobilising collective action. The discussion also addresses the implications of these findings for future

research and the role of women's magazines in fostering social awareness and activism.

Joining Words and Identity Construction

The data collected for this study consists of linguistic analysis from two sources: feminist movements against femicide in Kenya and environmental conservation initiatives.

Table 1: Joined Words on Feminist Movements against Femicide in Kenya (*The Parents Magazine* October 2019)

S/no	Joined word	Issue
1.	HerLifeMatters	This was a campaign aimed to shed light on individual stories of women who have been victims of femicide or other forms of gender-based violence. It emphasises the importance of women's lives, challenging their devaluation.
2.	EndFemicideNow	EndFemicideNow emerged as a grassroots movement and online campaign to combat femicide, particularly in regions where women are disproportionately affected by gender-based violence, Lamphere (2024). "EndFemicideNow" calls for immediate action against femicide.
3.	TotalShutDownKe	TotalShutDownKE was a grassroots social movement and campaign in Kenya that emerged in 2019 to protest against gender-based violence (GBV) and femicide in the country. "TotalShutDownKe" highlights the urgency of addressing femicide in Kenya.

HerLifeMatters gained traction on social media platforms, particularly on Twitter and Instagram, to highlight the disproportionate rates of violence faced by women and girls globally. The campaign aimed to shed light on individual stories of women who have been victims of femicide or other forms of GBV, emphasising the urgency of addressing systemic issues that perpetuate gender-based violence (Smith, 2020). Similarly, *EndFemicideNow* was initially used as a Hashtag to share statistics, news articles, and personal accounts related to femicide cases, mobilising support for policy changes and societal interventions to prevent further violence against women (Lamphere 2024, Jones, 2021). Both *HerLifeMatters* and *EndFemicideNow* have played crucial roles in raising public awareness about the severity of gender-based violence and femicide, encouraging dialogue, and advocating for concrete action from governments, law enforcement agencies, and communities.

They were inspired by similar movements globally, such as #TotalShutdown in South Africa. *TotalShutDownKE* aimed to raise awareness about the pervasive issue of violence against women and

demand action from the Kenyan government and society as a whole (Oloo, 2019). The movement gained momentum through social media platforms, with the Hashtag #TotalShutDownKE being used to organise protests, share personal stories of survival, and advocate for policy changes to address GBV effectively (Oloo, 2019). The campaign emphasised the need for comprehensive legal reforms, better access to support services for survivors, and increased accountability for perpetrators of violence. On June 5, 2019, #TotalShutDownKE organised a nationwide protest where thousands of Kenyans, including activists, survivors, and allies, took to the streets in major cities like Nairobi, Mombasa, and Kisumu (Oloo, 2019). The protest called for an end to impunity for perpetrators of GBV, better protection for women and girls, and a societal shift towards gender equality. While the initial protest marked a significant moment in Kenya's fight against GBV, #TotalShutDownKE continued its advocacy efforts beyond the streets, engaging with policymakers, raising public awareness, and supporting survivors (Oloo, 2019). The movement highlighted the urgent need for sustained action to

address GBV and foster a safer and more equitable society for all Kenyans.

Table 2: Joined words on Environmental Conservation Initiatives (The Parents Magazine October 2019)

S/no	Joined word	Issue
1	"HandsOffElephants"	calls for action against elephant poaching.
2	"SaveNairobiNationalPark"	emphasise the preservation of specific
3	"ILoveLions"	"emphasise the preservation of specific

These initiatives use compound names to summarise and promote their conservation missions and ideologies, positioning key figures like Paula Kahumba as central to their discourse. These names use brevity and directness to make their messages easy to disseminate and remember. From the perspectives of scholars such as Fairclough and Van Dijk, such use of language also frames ideological stances, constructing collective identities that foster unity and solidarity among women (van Dijk, 2020; Fairclough, 2015). These names encapsulate the missions of the initiatives and frame their discourse around environmental ideologies, emphasising the urgency and commitment to wildlife conservation (Rice & Miller, 2023).

Joining words in the movement names is a powerful linguistic tool to construct identities and frame ideological stances. In the feminist movements, names like "HerLifeMatters" and "TotalShutDownKe" create collective identities by positioning women as a unified group with shared experiences and goals. This aligns with insights from gender studies on collective action and feminist movements, emphasising the importance of shared identity in driving social change (Wodak, 2019/2020; van Leeuwen, 2008). Similarly, in environmental initiatives, names like "HandsOffElephants" and "ILoveLions" construct positive identities associated with conservation efforts. These identities shape public perceptions and foster engagement, positioning the initiatives as collective calls to action against threats to wildlife (Rice & Miller, 2023).

The compound names are crafted to evoke strong emotional responses and frame ideological stances. In feminist movements, "EndFemicideNow" and "TotalShutDownKe" elicit urgency and a call to

immediate action, fostering a collective emotional response and emphasising unity against femicide in Kenya. These names' brevity and directness create memorable and emotionally impactful messages, essential for mobilising support and fostering community involvement (Gibbs, 2002). In environmental initiatives, names like "SaveNairobiNationalPark" and "HandsOffElephants" frame the discourse around conservation ideologies, emphasising the urgency and commitment to wildlife preservation. These names are designed to evoke empathy, urgency, and a sense of collective responsibility, amplifying the emotional resonance of the initiatives.

The joining of words in movement names also carries a multi-semiotic dimension, where visual representations enhance the movements' visibility and appeal. These visual elements reinforce the ideological messages and encourage emotional engagement from the audience, enhancing the movements' overall impact and visibility (van Leeuwen, 2008; Gibbs, 2002). For example, "HerLifeMatters" may evoke imagery of women's faces or silhouettes, reinforcing the visual aspect of the movement. Similarly, "EndFemicideNow" visualises a definitive endpoint, supported by the urgency conveyed through the word "Now".

Hashtags as Ideological Tools

Hashtags have become ubiquitous in digital discourse, serving as concise markers of ideology and identity. By analysing examples from women's magazines, the study explores how hashtags function as ideological tools, framing narratives and shaping public discourse. The study focused on hashtags in campaigns featured in *True Love East Africa* and *The Parents* magazines, explicitly focusing on #365DaysOfGettingUp, #periodornotshecan and #20TreesForAnitaSoina.

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These hashtags are utilised as strategic elements to convey ideologies, create identities within the context of mental health and environmental activism, and challenge societal taboos and stigmas associated with menstruation.

Table 3: Hashtags (from *The Parents Magazine*)

S/no	Hashtag	Explanation
1	#365DaysOfGettingUp	Lillian Njeri's campaign against depression features the Hashtag #365DaysOfGettingUp. This Hashtag was created as part of her journey to recovery after the loss of her sister. It is a wellness campaign that emphasises the importance of mental health and resilience.
2	#periodornotshecan	The campaign #periodornotshecan challenges the stigma surrounding menstruation. It encourages public nominations of women who have shown exceptional passion, motivation, and success, regardless of their menstrual status.
3	#20TreesForAnitaSoina.	uses the Hashtag #20TreesForAnitaSoina, which Anita Soina started as an environmental campaign encouraging people to plant 20 trees in their local areas to celebrate Anita's 20th birthday, reflecting a commitment to ecological preservation.

Hashtags are strategic elements for ideology and identity creation in women's magazines, particularly in the digital age. Through hashtags like "#365DaysOfGettingUp" and "#20TreesForAnitaSoina," individuals and movements convey specific ideological stances and mobilise collective action. Hashtags condense complex narratives into concise and memorable phrases, connecting with broader online audiences. The study examines the visual representations and emotional resonance of joining words and hashtags through a multi-semiotic lens, underscoring their role in shaping discourse.

The hashtag #365DaysOfGettingUp is a linguistic tool for framing the ideology of resilience and perseverance. The phrase "Getting Up" indicates a continuous effort to overcome depression, while "365 Days" emphasises a long-term commitment to this journey. This aligns with Fairclough's (2015) insights on how linguistic features construct social identities and ideologies within discourse. The hashtag #20TreesForAnitaSoina encapsulates the environmental campaign's message, making it accessible and recognisable to a broad audience. It reflects a specific numeric goal, which adds a temporal and quantitative dimension to the campaign, aligning

with van Leeuwen's (2008) exploration of linguistic features in creating impactful messages.

Using hashtags in both campaigns demonstrates how linguistic strategies frame specific ideologies and construct identities. In the case of #365DaysOfGettingUp, the Hashtag conveys an ideology of resilience and perseverance, suggesting that overcoming depression is a sustained and proactive process. This narrative challenges the perception of depression as a singular event, promoting a more continuous and deliberate approach to mental health (Fairclough, 2010).

Using hashtags like #periodornotshecan is crucial in framing ideologies and constructing identities. The campaign directly addresses the stigma attached to menstruation by using empowering language that redefines periods as a natural and normal part of being a woman. According to Fairclough (2015), linguistic features such as these contribute significantly to shaping social identities and ideologies within discourse. The Hashtag #periodornotshecan positions menstruation positively, associating it with strength, perseverance, and success. This strategic framing aligns with Ta'amneh and Al-Ghazo (2021) assertion that hashtags function as concise and powerful means

of creating narratives, encouraging engagement, and spreading information. The Hashtag helps create a compelling and relatable narrative that menstruation should not hinder success. It facilitates user engagement by encouraging public participation in nominating inspiring women. It also effectively spreads the campaign's message across digital platforms, highlighting the naturalness of menstruation and seeking to dismantle the negative perceptions traditionally associated with it.

In *The Parents Magazine October* (2019:41), the Hashtag #20TreesForAnitaSoina similarly frames the campaign within the ideology of environmental activism, emphasising personal responsibility and direct action. Using "20 Trees" as a measurable goal reinforces the commitment to ecological preservation and fosters a sense of accomplishment through tangible actions (Goswami, 2018).

The hashtags are designed to be emotionally resonant and engaging. The brevity and rhythm of #365DaysOfGettingUp make it easy to remember and share, enhancing its emotional impact and encouraging audience participation in the narrative of overcoming challenges. This linguistic feature is essential for mobilising support and fostering community involvement in social causes (Ta'amneh & Al-Ghazo, 2021).

The emotional resonance of the Hashtag #periodornotshecan is significant. It encourages a sense of empowerment and pride, transforming the discourse around menstruation from shame to celebration. The phrase "period or not" implies that menstruation should not hinder a woman's ability to succeed, thus fostering a more inclusive and supportive societal attitude towards periods. The #periodornotshecan campaign challenges long-standing societal norms that view menstruation as a source of shame. By promoting stories of women who have succeeded despite their periods, the campaign shifts the narrative from secrecy and disgust to openness and celebration. This aligns with the findings of Goswami (2018), who noted the powerful role of hashtags in advocacy and raising awareness about social issues. The Hashtag #20TreesForAnitaSoina uses

a concise and memorable phrase to engage users emotionally. The numerical aspect of the Hashtag adds a sense of commitment and dedication, while the words "For Anita Soina" personalise the campaign, making it more relatable and motivating for participants. This aligns with van Dijk's (2020) perspective on the role of language in promoting social engagement and mobilisation.

From a multi-semiotic perspective, joining words in these hashtags also carries a visual element. Hashtags like #365DaysOfGettingUp and #20TreesForAnitaSoina create visual representations that enhance the movements' visibility and appeal. This aligns with van Leeuwen's (2008) discussion on the importance of visual and semiotic elements in communication. The visual impact of #periodornotshecan on social media platforms contributes to the campaign's visibility and appeal. This supports van Leeuwen's (2008) discussion on the importance of visual and semiotic elements in communication.

CONCLUSION AND RECOMMENDATIONS

Conclusions: The use of joining words in magazine movement names plays a critical role in strategic communication, ideological framing, and identity construction. As a linguistic tool, joining words creates concise and impactful statements that shape ideologies, construct collective identities, evoke emotional responses, and ensure contextual relevance. The analysis reveals that joining words are linguistic tools for constructing positive and empowered identities for activists and initiatives. By incorporating hashtags, women's magazines like *The Parents Magazine* can amplify their reach and engage a wider audience, reflecting contemporary communication trends (James, 2011). The narratives of Francis, Paula Kahumba, Anita Soina, and Lilian Njeri in *The Parents Magazine* illustrate how women's magazines construct identities that empower women. These stories challenge societal norms, encourage women to pursue leadership roles across diverse domains, and highlight the transformative potential of personal challenges. Using hashtags, these narratives leverage digital platforms to amplify their messages, engage audiences, and foster a sense of community around shared goals. This article underscores the

importance of joining words and hashtags in advancing ideologies and constructing identities within women's magazines. By analysing the intersection of language, ideology, and identity, this study offers valuable insights into the discursive strategies employed in women's magazines to engage readers and foster social awareness. The findings underscore the transformative impact of joining words and hashtags in constructing ideologies, forming collective identities, and framing issues related to activism, environmentalism, and mental health.

Recommendations: Based on the research findings, the study recommends that further exploration of

linguistic features in women's magazines, interdisciplinary collaborations between linguists and activists, and the development of ethical guidelines for modern digitised communication should be explored. Further investigations are suggested to unearth other forms of media (such as the new media like blogs and social media pages) that could contribute to women's empowerment and advancement of ideologies. Overall, this research contributes to a deeper understanding of the socio-political implications of linguistic strategies in contemporary media landscapes, paving the way for future scholarship and social change initiatives.

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