

Abstract

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Social Media and Woman Representation: Abla Fahita a Woman in Disguise

The study investigates how women are represented in social media through a fictitious character created on Twitter. Abla Fahita 'Auntie Fahita' is a puppet controlled by a male puppeteer who creates the illusion of the life of an Egyptian widow with a daughter and a son. The study identifies how woman identity is described through the tweets posted on Abla Fahita's main twitter account. The analysis reveals how women are depicted and ideologically represented as sexual domestic objects in the Egyptian society. The analysis undertaken pinpoints how computer-mediated discourse makes use of the linguistic tools so as to achieve their intents. Using gender schema theory, the study presents a clear evidence of how digital discourse plays a vital role in the negative representation of women in a patriarchal society.