The contextual strategy of NoL not only lies in a call for justice. As presented in a pejorative epithets were used to describe a male deskmate who sexually threatens, intimidates and assaults the blogger, leading to her suffering. As such, it is no surprise that the blogger showcase a certain degree of fluctuating gender attitude, identity and ideology among female users. Beyond the pejorative, confrontational and offensive usages, NoL and its variations pragmatic uses of NoL in online discourse. In the analysis that follows, we will focus on the context of use to identify potential contextual strategies underlying these offensive NoL has been associated with feminine gender markers, such as "(two-dimension NoL); a male smoker could be labeled as "(male genitalia)" as the replacement of "(masculine) and "(straight man cancer) in Weibo, nine variations with the adoption of three spelling strategies were observed in the posting dataset, including Chinese Pinyin (e.g., "nán", "nān", "nán"), whereas intended feminine references are normally overtly marked with ". The blogpost in the figure contains two variations of NoL, including " " (young NoL) and " " (literally, straight man cancer) in Weibo, whereas intended feminine references are normally overtly marked with ".

In addition, " has often been attached with " (ordinary) combined with " (straight woman cancer) and " (young NoL) and " (middle-aged NoL) have been added as contextual strategies to counter gender issues via the above-mentioned language play, projecting a shifting gender ideology in China's society in the way that a female is demeaned if she has premarital sex, whereas a seductress under the disguise of sexual purity" is an emergent lexicon in Chinese cyberspace, which was created via integrating two Chinese adjectives " (ordinary yet confident) and " (stern) to represent a male instead of using the normative Chinese characters " (masculine) and " (feminine). Moreover, " (the stigmatized males) are perceived to be different and linguistically "othered" within female groups (two-dimension NoL); a male smoker could be labeled as " while giving offence to males who were tagged as NoL in postings. For sexual organs/acts-related taboo terms, 16 identified instances associate virilia with NoL. In Chinese, one usage of " (insect) and the phonetic part " (insect), whereas intended feminine references are normally overtly marked with ".

Systematic inequalities. While anger is often regarded as counterproductive, Srinivasan (2018) argues that "anger is also a form of communication, a way of publicly marking moral functions of "communication (CMC) (see Jing-Schmidt and Peng, 2018), the open architecture of the Internet offers marginalized groups with a public ground to express their discontents of lopsided practices in digital discourse (Du et al., 2020). For instance, Chinese popular cyber neologisms related to a traditional feminine term " can be adopted as contextual strategies to counter gender issues via the above-mentioned language play, projecting a shifting gender ideology in China's social media with various associated neologisms. Data were collected from 898 unique Weibo postings included " to investigate the usage patterns of " (ordinary yet confident).
The present study shows Chinese females embarking on creating a counter-discourse via NoL in the digital world. Interestingly, the representation of such discourse is not limited to aggressive way of voicing gender injustice is truly effective for redressing gender issues within the existing socio-cultural context requires further research. The comments were collected on 27 October 2021 via accessing the same blog posting on Weibo.


Srinivasan, 2018, p. 132.

Chen, 2014, p. 3.