

Forward.

As I know hate speech is something negative which produces by a person to one another. I was certainly curious about this course and tried to step in blank. During the lesson I discover that hate speech goes further than that. Actually way much further than that. When it comes at the right moment, it can even destabilize a country when hate speech is made by a prominent person or a public influencer.

A short summary from which I have learned from INACH.

Hate speech is a contentious field. For some, intentionally incitement to hatred or violence through public condoning. By public discriminatory and/or defamatory statements based on ethnicity, skin color, religious belief, sex, gender orientation and further.

The target is to create hostility and seek its impunity behind the screen of democracy and free speech. Or to promote political cause or point of view.

To prevent this, one should start with fact checking by knowing the sources, by trustworthy and respectable media concerns and double checking. Yet, one shouldn't forget to use their own common sense.

Content analysis (quantitative method) and semiotics (qualitative method) are two widely used methods in digital media analytics to catch and hold one's attention.

Content analysis:

By using font sizes, repeating words and photos to create expression, impression and attention the publisher deems most important.

Semiotics:

The study of signs and symbols. A qualitative analytical technique. For example between: Denotation e.g. mafia > Connotations e.g. Italian. Diamond to Jews. Nomads to Gypsies. Words which carry a deeper meaning that certain readers might understand differently. Some words are carefully chosen so that the reader more or less is brought to a certain emotional level. For example there is a great difference whether one describes between country troops as warriors or freedom fighters and enemy soldiers as insurgents or terrorists.

An example of danger of online hate speech.

The pyramid of hate is, speech starts with "shit posting" and ends with the loss of human lives! As posted by the Christchurch attacker. After his attack, followers like 8chan praised his action!

Anonymity and impunity makes people feel more inclined to spread hate speech behind the security of their screen. They feel untouchable.

Bottom line is that, one should use their common sense. Don't jump to conclusions too soon or make a judgement based on own experience.

Thank you.