

THIRST TWEETS: WOMEN'S LANGUAGE USED TO SEXUALLY OBJECTIFY MEN

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Abstract: This study explores thirst tweets as sexual objectification with women as the writers and men as the targets, and the reason this phenomenon is allowed by society. As a new trend by BuzzFeed, thirst tweets are a set of tweets where mostly women compliment celebrities' bodies. The data were gathered from a playlist video under the account BuzzFeed Celeb on YouTube. Firstly, Fairclough's (2013) CDA and Langton's (2009) Sexual Objectification theories were used to analyze the social relations of thirst tweets with sexual objectification. Secondly, watching the celebs' reactions and comparing it to Berdahl et al. (1996) answered public's tolerance in objectifying men. The results show that the construction of thirst tweets is in the form of reducing to the body and appearance, using violent language, and calling the celebs 'daddy'. Also, the celebrities' reactions and power play an important part in that the objectification is justifiable. While few felt uncomfortable, the male celebs still act polite by thanking the writers. Writers, as the consumers in a fandom, felt they are entitled to objectify these celebrities.

Keywords: *women's language uses; violent language; sexual objectification, CDA*

A long time ago, women were expected to be eloquent but restricted in giving remarks. They need to be polite and speak modestly from childhood, while men are expected to show superiority (Tannen, 1995). Sociolinguistics studies discovered gender to be an important variable in language usage. They also discovered that women and men have their own tendencies in using language. Women's language was inaugurated for research from Robin Lakoff's book titled "Language and Woman's Place" in 1973 which established foundation ideas about women's language. She noted specific tendencies that are considered unique and prevalent when women speak; including the tendency to hedge their statements, to use vacuous, modifiers and intensifiers (e.g. "nice" and "pretty"), to avoid profanity, vulgarity or strong words, to show a greater degree of politeness, and to use hypercorrect grammar (Lakoff, 1973).

However, as time passed, women started to gain power through feminism. By acquiring this power, women think of their position as equal to men and started to question the gender bias in the language field (Pauwels, 2003). There are new features of women's language that have taken place in recent years. For instance, more cursing and swearing; more external topics during conversation; and more straightforwardness in expressing their thoughts (Zhu, 2019). In the past, women should avoid using strong curse words because it was looked upon by social morality. Now, it is not the case anymore as they do not shy away from swearing even on television. Zhu (2019) also noted that women are comfortable in expressing their sexual desire through verbal language.

Not only through language, but women also started to gain power in using technology, especially social media. Contemporary feminists considered the Internet to be a space for women's empowerment as women now have equal access to social media as men (Webb & Temple, 2016). Using this media, both sexes are given the same opportunities to interact and express themselves far and wide. Social media also offers expressiveness and social skills to their users, which are considered to be feminine. Hence, several data have stated that women are in fact utilizing social media more than men. One social media site compared there are 70% of men online on social media, while women outnumbered them with 76% (Abraham et al., 2010).

In addition, Ott and Frank (2016) analyzed how women and men show notable differences in the platform Twitter. Women are most likely to tweet about their concerns and personal lives. The word "hubby" and "my cat" is often found in women's tweets. Women also like to use abbreviations and non-fluencies that make their tweets to be relatively shorter. It is to give brief updates about their routines. Meanwhile, men like

to tweet outside of their lives, i.e. about news, work, or technology. Men also like to use articles and auxiliary verbs; hence, their tweets are usually longer. Male tweets are more likely to find sexual words and tweets about anger. Besides, Soedjono (2012) compared male and female tweets in terms of the use of pronouns, abbreviations, and vulgar words. For those three features, both genders use it equally. However, women tend to be direct and self-centered in addressing people. Women also like to use eccentric spelling for vulgar words to reduce rudeness (e.g. using '*jancik*' instead of '*jancuk*' or '*jancok*').

Following the social phenomenon of women's empowerment, there is a similar phenomenon that is controversial named sexual objectification. It is the practice of viewing and valuing a person as an object whose worth is only for physical and sexual attractiveness (Fredrickson & Roberts, 1997). This theory first came out for women as the main victim of sexual objectification, which also refers to an explicit male attitude because men like to use sexual innuendos or comment about women's physical appearance. Calogero et al. (2011) further defined that objectification happens when a woman's body parts are seen primarily as a physical object for male sexual desire. They highlight certain body parts (e.g. breast, backside, hair, lips, and eyes) and only see her as that part instead of as a whole person. This phenomenon, thus, could greatly affect women's mental health in the form of depression, eating disorders, and sexual dysfunction (Szymanski et al., 2011). An example of sexual objectification is there is a study that monitors the participants' eye movements toward pictures of women (Gervais et al., 2012). The participants were asked to focus on appearance, and most of them focus on women's chests and waists instead of the face.

There are some previous studies regarding sexual objectification in mass media. Attenborough (2011) compared the sexualization of a man and woman in the representation of advertisements. Using critical discourse analysis, he analyzed the processes of sexualization by journalists in the media. The writer used labeling strategies, fragmentation, and transitivity. It was found that the woman tends to be described by their bodily attributes, while the man was labeled more general and non-sexualized. For the body fragmentation, both the man and the woman are viewed as passive objects for their sexy bodies. Lastly, the woman is depicted as both desire and desirable, while the man is only desirable. Febrianty and Zahro (2018) studied the social context of sexual harassment towards a member of a Korean girl group BlackPink's Lisa, and Indonesian badminton player, Jojo Christie. The data were gathered from YouTube and Instagram comment section and analyzed the description, interpretation, and explanation of the text. It was found that although the comments are only meant as a joke, it still indicates sexual harassment. The comments uttered to Lisa connote a sexual desire to her, while the comments pointed to Jojo indicate inappropriate sexual intercourse. Meanwhile, Jensen (2010) discussed the content analysis of youth sexualized language and imagery in adult film covers packaging. He identified Youth Sexualized Language (YSL) as any language that sexually objectifies minors. For instance, references to size (e.g. little, big, small); references to food (e.g. cherries, banana, candy); youth descriptors (e.g. innocent, starlet); adjectives (e.g. including the adjectives "hot" and "sexy" sells well than the adjectives "cute" and "sweet"); etc.

In regards to the reaction of sexual objectification, women respond in various ways. For instance, encounter the perpetrator, self-blame, ignore, or think of the action as flattering (Shepherd, 2019). In a study of how women anticipated their reactions when they received sexual comments, the participants expected to feel various emotions that will lead to several responses. Anger led women to take active action by confronting the perpetrators, shame led women to blame themselves, and pride led women to feel flattered.

This research will focus on thirst tweets as it contains sexual objectification in its context. Thirst tweets is a new trend popularized by a YouTube account named BuzzFeed Celeb (a famous internet media from the United States) since 2017. *Thirsty* itself is a slang word that has been majorly used in social media among millennials instead of the literal meaning when someone needs water. According to Urban Dictionary (an online dictionary for slang words and phrases), thirsty is used to compliment a person, and usually using crude and vulgar words; often leads to sexualizing. The tweets were taken from Twitter in which the writer writes her imagination of the celeb's body parts suggestively on that platform using English. Twitter is known for its limited words that lead the users to write what is on their minds at that moment. BuzzFeed made this sexual text a trend by making a series videos in which celebrities read and react to thirst tweets about themselves. BuzzFeed invites famous Hollywood celebrities from various occupations; including singers, actors, athletes, and also a psychology-television host. Interestingly, the majority of the celebrities invited are men and the thirst tweet writers are women. The fun of the content lies in the male celebs' reaction when they read sexual fantasies about themselves. Some only laughed it off, some gave funny remarks, but some also blatantly showed their discomfort by stopped reading aloud the sentence midway.

Several media articles have taken interest in that "thirst tweets are blurred lines between sexual expression and objectification". Chandrasekaran (2019) expressed that despite the provocative language if

the writer of thirst tweet is a woman, the internet users will tolerate it. Staples (2019) also mentioned that this language of flattery “has taken a violent turn” in a way that it objectified the subjects. While the previous studies mostly made a comparative analysis between men and women as the subjects of sexual objectification, this research will focus on men as the victim since BuzzFeed majorly only choose men as the reactors. It also has been pointed out that women’s language is more assertive in social media (Park et al., 2016), making thirst tweets to be one of the example.

For this reason, the primary goals of the study are first, to investigate how women construct the language that sexually objectifies men; and second, why it seems acceptable to objectify men than women.

METHOD

The data from this study were taken from a YouTube playlist under the account “BuzzFeed Celeb”. This account has a playlist of videos in which celebrities read and react to thirst tweets about themselves. The videos provided the written text of thirst tweets from Twitter on the bottom side of the video, then the celeb read it aloud as well as gave his reaction of that text. Some tweets showed the writers’ profile pictures as well as their display names, and some are not shown; therefore, such information would not be included and only focused on the text. The video’s length varies around 2 to 5 minutes which includes 6 to 10 tweets in a video. BuzzFeed Celeb has compiled 80 videos, as of current, and will keep updating. However, only 10 videos with the most views were used indicating that the celebs being featured are well-known and they mostly react positively to the tweets, for instance by joking. The 10 male celebrities being featured are varied in terms of age and occupation. The age is ranging from 20-70 years old, and the occupations are as actors, singers, YouTubers, wrestlers, or TV personalities.

The data were collected in February, and 80 tweets were obtained. To answer goal number 1, about the characteristics of thirst tweets, critical discourse analysis (henceforth, CDA) by Fairclough (2013) was used to analyze and associate the social relations of the text with sexual objectification. The 80 tweets were then classified using Google Sheet according to the characteristics, which found a) reduction to body parts and appearance; b) violent language; and c) 'daddy' term. Lastly, to answer the second goal, about the motive behind why BuzzFeed mostly featured men as well as the public’s acceptance of thirst tweets to objectify men, was by watching the videos and analyzing the reaction of the celebrities, as well as using literature review from Berdahl et al. (1996).

FINDINGS AND DISCUSSION

To achieve the goals a) how women construct thirst tweets to objectify men; and b) why objectification is acceptable to men than women, this section is taken into two parts: language and motive.

Language

This section focuses on the language used in which the writers of thirst tweets construct their texts. It is found that the writers mostly write about the celeb’s body parts or appearance by 46.25%, write in violent language by 42.5%, and use the term “daddy” by 11.25%. By combining Fairclough’s (2013) CDA and Langton’s (2009) features of sexual objectification, I analyzed which thirst tweets are considered to be sexually objectifying men by looking at the lexical choice and context.

Reduction to Body Parts and Appearance

Research regarding sexual objectification has been developed according to ways a person can be objectified. Nussbaum (1995) first defined objectification as treating a person as an object and the main manifestations are identified instrumentality (treating a person as a tool), denial of autonomy (treating a person as lacking in autonomy), inertness (treating a person as lacking in activity), fungibility (treating a person as similar to other objects), violability (treating a person as lacking in integrity), ownership (treating a person like s/he is to be owned), and denial of subjectivity (treating a person as if s/he has no feelings and thoughts). Recently, Langton (2009) identified 3 features in the idea of objectifying a person:

- a. Reduction to body: the treatment of identifying a person with their body or body parts.
- b. Reduction to appearance: the treatment of identifying a person in terms of their look and how it inflames the senses.
- c. Silencing: the treatment of a person as if they lack the capacity of speaking; or silent.

After identifying the compiled data, most of the thirst tweets’ writers include point (a) and (b), but never (c). The excerpt below is an example of objectifying by body reduction and appearance.

(1) Thank you, Trainwreck movie, for allowing me to see John Cena's butt and a silhouette of his dick. Thank you.

The excerpt above is talking about John Cena. John Cena is a well-known TV personality as well as a professional wrestler from America, hence, his body is well-built. In a movie called “Trainwreck”, in which

Cena starred, some of his body parts are prominent resulting in some female fans 'lusting' over his body and making a thirst tweet. First of all, the writer writes her thirst tweet with standard capitalization and good grammar. Every sentence starts with a capital letter, including the name of the movie "Trainwreck" and also a person's name "John Cena". The punctuations were also put in the right places. However, the writer highlighting Cena's body parts (e.g. 'butt' and 'dick') shows that she is objectifying him. She less regards him as a whole person by singling out his bottom parts. The writer even does not shy away from spelling such private parts, contradicting Soedjono's (2012) claim that women tend to change the writing style of vulgar words (e.g. 'fuck' becomes 'fuaaaakkkk' or 'fuk').

(2) *yeah hi, we need to talk about what a damn snacc [sic] Tom Ellis is in Lucifer - rip me in half and send me to hell*

The writer shows her affection to a Welsh actor, Tom Ellis, by making a thirst tweet. Ellis is well-known for his character in a television series called "Lucifer". The tweet is written in all lower case letters except for Ellis' name and the title of the show he starred in, indicating that the writer wanted to emphasize 'who' she was talking about in the tweet. The context of the tweet is complimenting Ellis, yet by reducing him only to his appearance instead of as a whole person. The writer regards him as less human by jokingly comparing him to a snack. It is similar to Jensen's (2010) that writers often make food references to sexual context. Although, 'snack' in this case does not literally mean something to eat between meals. It is a popular slang to say someone is physically/sexually attractive. The writer uses the word 'damn', and double c spelling in 'snack' is used to emphasize that Tom Ellis is tremendously attractive.

(3) *NOBODY can't tell me Kevin Hart real lil ass ain't sexy as FUCK 😊👄*

This excerpt is talking about an American comedian and actor, Kevin Hart. The writer uses a unique style to write her thirst tweet by using capitalized words, abbreviations, slang, and emoticon characters (emoji). The context of the tweet is that the writer adores Hart's particular body part, which is his bottom. The lexical choices are very interesting. The writer starts and ends the sentence with the capitalized words 'nobody' and 'fuck', giving a hyperbole impact that literally not one single person can convince the writer that Kevin Hart's bottom is not sexy. The phrase 'as FUCK' at the end of the sentence is also slang, meaning to a great extent; therefore, the sentence is heavily induced with exaggeration and hyperbole. 'Lil' is the abbreviation of little, commonly used by the Black-American community. Another thing worth noticing is how the writer ends the tweet with 2 emojis to express facial expressions using symbols in computer-mediated communication (Bai et al., 2019). The emoji being used is a smiling face with heart-shaped eyes and a face with a stuck-out tongue. The former is used to convey her love of Hart's bottom parts, while the latter is conveying playfulness.

Violent Language

Almost all thirst tweets are in the form of sexual fantasies. According to Gilbert and Daffern (2017), a fantasy is characterized as a process of mind like a mental picture. A person creates a combination of symbols into a script in the mind, and the person is imagined as the central role in that organized sequence of planned events. Yet, in this case, the mental picture, or what we often called as "fantasy" is in the form of written thoughts.

In constructing thirst tweets, the writers use a language trend among pop cultures named violent language, as noted by a fashion magazine for men, GQ, in 2019. Sentences like: "rip me apart", "choke me", "step on my body" are several ways of expressing sexual fantasy, and it became popular among social media users (Staples, 2019). Sexual fantasy can also be considered as objectifying a person because they intend to satisfy one's own sexual desire, correlating to the means of sexual objectification (Loughnan & Pacilli, 2014). Strangely, this new way of communication is intended to have a positive notion toward people they find attractive because they intend to compliment although using violent and sexual language, for example:

(4) *I want shawn mendes [sic] to **light me on fire** and **roast mashmallows [sic] over my body***

In this excerpt, the writer makes a fantasy in which she puts singer Shawn Mendes as the active subject of the discourse. The bold phrases are the example of violent language. The interesting thing is she adores Shawn Mendes that much and lets him be the performer in action. She is compliant to him to put fire on her body so he can roast marshmallows on top of her body like in a camp, even if it puts her in danger. The writer overall does not care about the correct form of the text, such as the capitalization for someone's name and the correct spelling of marshmallows. It contradicts Park et al. (2016) in which she considered that women's language featured in social media is more intellectual.

The use of violent language as a way of complimenting is common for social media users because it is considered to be a meme. It started with the sexual openness of people in social media in which they feel comfortable sharing sexual health information as well as intimate selfies and pictures (Lim et al., 2014; Miguel,

2016). Because people now are comfortable in sharing a topic that used to be taboo, it becomes ubiquitous and relatable to many people just like a meme. Another characteristic of this language is the subjects are mostly straight men. These men also narrated as the dominant role and in-charge of power in thirst tweets. There are several situations in which the writers let men dominate their bodies while also associating the men's well-known occupation using violent language.

(5) *Can i [sic] just say it Henry Cavill can fucking **destroy me** like legit he can **superman** this hoe.*

In the excerpt above, the writer is talking about actor Henry Cavill who acted as Superman in the movie *Man of Steel*. Superman is a superhero who is known to wear a cape and have incredible strength. Once again, the male celeb is positioned as the active subject as the dominator. The writer uses the verb 'destroy', followed by her as the object using the word 'me', as well as associating Henry Cavill's role as "superman". The tweet indicates that by using superman's power strength, she wants Henry Cavill to attack her and end her existence.

Although this kind of language sounds scary or masochistic—and incredibly creepy to the subjects—the writers treat it as a figure of speech to give a vivid effect. This extreme—yet also gives a positive notion to admire someone they like—language is used performatively in which it is not truth-evaluable (Staples, 2019). Pollock (1998) explained that performative writing is its own referents (trendy, stylish, clever), having an informal style, and removing the innocence of language from the discourse. Writing thirst tweets using violent language; hence, considered to be performative writing from its trendy and stylist formulation. The usage of violent language in thirst tweets is also in accordance with Zhu's (2019) claim that women are more straightforward and vocal, especially in the usage of crude words.

Daddy Term

Another thing I noticed in the data was half of the celebs are being called 'daddy'. Strangely, in the millennial world, the word 'daddy' is no longer a term of endearment. Calling male celebrities as 'daddy' seems to be a must in every thirst tweet. Although, commonly the context of the tweets is simple and only focuses on the nickname. The examples are in the excerpts below:

(6) *nick jonas [sic] can bite my nipple and snatch it out of my body and i'd say thanks **daddy***

This excerpt includes the use of violent language as well as the nickname 'daddy'. The tweet is targeted at a famous pop singer, Nick Jonas. The violent language use consists of a fantasy in which the writer is the passive object and Jonas is the active subject. The chest area is one of the most sensitive parts in the body. Using the verbs 'bite' and 'snatch' of such sensitive body parts are examples of violent language. The writer even would feel grateful for the violent action and in turn would call him 'daddy'.

The term 'daddy' kept being used throughout the 19th century in the context of referring to one's father. Yet, in 1912, 'daddy' was used in a different context among African American people. They used it for a woman to address their male lover (Lotts, 2016). The shift of the change in meaning started during this time when the term was no longer used in pure intention, instead has a sexual notion. It was also common to use "daddy" to refer to one's husband in the early 1900s. Furthermore, there is another definition in the 1930s to extend the sexual connotation of the word 'daddy'. According to Oxford English Dictionary, the term 'daddy' was prison slang for a man who takes the dominant role in a homosexual relationship, in which one provided physical protection to a younger and vulnerable inmate. Hence, more connotations are added in 'daddy': dominant and protector.

Weinkauf (2010) further analyzed that 'daddy', although taboo, is a common naming by prostitutes referring to their pimps and customers. It is said that using the pimp's given name was prohibited which leads to 'daddy' referring. The prostitutes calling them 'daddy' would place the pimps in a higher position. They have power, authority, judgment, and discipline over the sex workers. Nonetheless, the referent is in line with the pimp's role as the "father figure" and the "head of the family" in maintaining the finances. It is an established position for the pimp to stay in authority which in turn, the prostitutes made a clear line by calling them 'daddy'. The interviewees in Weinkauf's (2010) study also affirmed that their pimp (or their Daddy) would distribute money for necessities, pocket money, as well as reward them if they were new to the family or to the person who earned the most money.

To support the previous idea that the term 'daddy' has the notion of putting the man in authority, being a dominant counterpart, and having power, the founder of feminist blog *Slutty Girl Problems*, Bradbury, said that the use of "daddy" nowadays would not involve the users' actual fathers. It is used as a manifestation to invoke emotional care and support in a sexual way (Kibbe, 2019). To explain it, there is a condition called "daddy issues" or "father complex". During the heavy Victorian era of the patriarchal system, Freud (see Blos, 1987) found the father complex was an unconscious association that specifically related to the image or behavior of the father. These complexes can result in positive or negative behavior. Positive is by admiring or finding older father figures; conversely, the negative way is by feeling distrust and fear towards one's father.

The “father complex” theory supports Bradbury’s idea in which she noted an attitude that makes someone can easily call a man “daddy” by linking fatherhood to sexuality. The absence of a father makes a daughter seek out a father figure to older men and use “daddy” as a kind to reclaim that term. “Daddy” then became widely used.

*(7) but i [sic] also think Dr. Phil kinda sexy so i think **my type is older men that can handle my emotional issues***

In this excerpt, the writer is “thirsting” over Dr. Phil, an American television personality and the host of a TV show “Dr. Phil”. He gives life strategies from a clinical and forensic psychology perspective. Although the writer does not directly write “daddy”, the meaning is implied from the phrase in the bold text. Dr. Phil, who holds a doctorate in psychology as well as offering live advice in a TV show, shapes his personality as someone smart, a problem solver, and knows how to deal with the writer’s problem, in this case, emotional issues. The writer finds his smartness to be attractive. Her statement of finding older men to be her ideal type aligns with the previous idea of father complex by Freud (see Blos, 1987) in which one’s father was absent and needed to find an older father figure in another man, as well as implying women with father complex needed comfort, romance, power, and authority in older men (Farhi, 2005).

Motive

After looking at how the tweets are constructed, we need to look deeper into why this phenomenon of complimenting male celebrities using vulgar and violent words is acceptable and even becomes public content used for fun? This question can be answered by looking at the celebrities’ reactions as well as the power behind such content.

Reaction

Berdahl et al. (1996) reported that psychological perspective affects the perception of the sexual objectification subjects. There is a societal construction for men that they have to be independent, assertive, dominant, and confident. Hence, they are expected to feel less anxious when encountering such a phenomenon. The reaction of male celebrities reading thirst tweets is in accordance with Berdahl et al.’s (1996) analysis that the men found the experience of sexual harassment to be less intimidating, stressful, and threatening.

8 out of 10 men reacted wittily and did not feel bothered by the sexual comments, whether it is about violent fantasies or their body parts. Alternatively, none of them forgot to say ‘thank you’ to the writers no matter how vulgar the tweets are. It is because the writers of thirst tweets are still their fans, and they appreciated the love the fans gave to them although in a weird way, in this case by expressing with crude words and sexual imagination. The other 2 men expressed their discomfort by commenting, such as “You are weird and obsessed with pain, but I love you for that” for a thirst tweet that includes violent language. Notice that he first complained the writer has a ‘masochist’ problem but lessened the judging tone by saying he loved the writer in the end because the writer is still one of his fans. Similar to Daniel Radcliffe, when a fan called him “Daddy Radcliffe” he replied that the term ‘weirded him out’. It means that the term felt strange to him and made him uncomfortable. Despite his discomfort, he still ‘sincerely thanked’ the writer for giving attention to him. Moreover, all of them are not thrilled when being called ‘daddy’. They refuted right away that the term is indecent.

These findings are different from women’s expected reaction when encountering sexual objectification (Shepherd, 2019). Anger and disgust are mostly the anticipated emotions for women, while pride is non-significant. Contrarily, the male celebrities give benign responses, such as laughing, thanking the writers, and giving their comments of the thirst tweets.

Power

According to Berdahl et al. (1996), sexual harassment (as well as sexual objectification) is mostly about power instead of sex. Through power, anyone has the authority to influence and control the other person to one’s advantage. Besides, Deleuze and Foucault (1972) have introduced the connection of power relations in society to discourse analysis. Discourse is a representation of society, situation, and culture; hence, it is not an exact reality. Power controls the way we think and understand the discourse. It also comes to light that women started to gain power through feminism and gender equality movements. This movement has been mobilized by feminists in the 1980s and 1990s and became a popular topic through social media in recent years to fight for women’s rights (Cornwall & Rivas, 2015).

Through this empowerment, women feel they have the power to post crude imaginations about male celebs on social media. By looking at the data, the female writers of thirst tweets control the discourse of the imagination. For example, most writers who used violent language put themselves as the submissive, and the male celebs as their dominant. At the same time, they still have the authority to create this sexual situation. It is following Fairclough’s (1989) Language and Power, that the power-holders are the ones behind the conventions of a discourse type.

Additionally, these women identify themselves as a member of the fandom who shares the same interests, in this case, the same celebrities. To dedicate their passion, these fans engaged in online fan activities, such as by producing fan texts or fan fiction (Jiang, 2020; Smutradontri & Gadavani, 2020). Thirst tweets can be said as an example of fan-produced text, as it shows their creativity and passion towards their idol by complimenting them. Consequently, if this community tweet about objectifying the celeb, then it may be acceptable because it becomes ubiquitous that makes everybody does the same thing. Fans also indirectly have power over celebrities because they are the active consumers of the production of the celebrities' content (Smutradontri & Gadavani, 2020). Therefore, these fans might feel entitled to own or comment on everything regarding the celeb (e.g. appearance, body, talent).

CONCLUSION AND RECOMMENDATION

This study aims to analyze the occurrence of verbal sexual objectification in the form of thirst tweets targeted to male celebrities and became a content series by BuzzFeed on YouTube. By looking at the context using CDA, we can see there are three characteristics of thirst tweets that lead to sexually objectifying male celebrities by reducing one's body parts or appearance, using violent language, and nicknaming them 'daddy'.

The first characteristic is the writers tend to single out the celebrities' body parts they considered to be sexy instead of looking at them as a whole person. Secondly, the use of violent language positioned the writers to fantasize about the celebs in a masochist way and as a means to satisfy their own sexual desire in the form of a fantasy. It includes figures of speech, making thirst tweets to be performative writing. The last characteristic, by calling the celebs daddy supports the previous idea of putting men as the authoritative figure, also linking this nickname as a sexual word. One of the reasons is from the 'father complex' theory that the absence of one's father made the writers find a father figure in other older men as they need comfort and romance. Some of the characteristics are in line with previous research (Attenborough, 2011; Jensen, 2010; Zhu, 2019) regarding the adjectives and grammar used for verbal sexual objectification, but also in contrary that women have become bold in using crude and strong words (Ott & Frank, 2016; Soedjono, 2012). Consequently, these characteristics make thirst tweets to be a provocative text that contains sexual objectification. Another thing worth to notice, most of the celebs gave benign responses to thirst tweets. Some of them might find them uncomfortable, but they did not forget to be polite. The responses are the opposite of women's expected reactions (Shepherd, 2019), but in accordance with the men rarely find the discourse intimidating (Berdahl et al., 1996). Also, power holds control in this discourse. The writers feel powerful because as the consumers, they feel entitled to the celebs by objectifying them. At the same time, they still place these celebs as the dominant counterpart in their fantasies. As a result, society will consider them to be acceptable. Proven that BuzzFeed still produces them with around 80 videos as of current.

Nevertheless, this research still has its limitation, such as only choosing 80 tweets from the most viewed videos. BuzzFeed has featured female celebrities recently. Thus, further study can investigate current videos to be more up-to-date as well as make a comparative analysis of thirst tweets directed to male-female celebrities.

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APPENDIX

Table 1. Compilation of Thirst Tweets from BuzzFeed YouTube Videos

No.	Celebrities names	Thirst Tweets	Type of Sexual Objectification
1.	Tom Ellis	Tom Ellis got some sweet beejezus' carved abs. Sweet lord of the dark.	Reduction to body
		i want the government to create a law where Tom Ellis CANT wear a shirt. he HAS to be shirtless 24/7	Reduction to appearance
		Tom Ellis is daddy I repeat Tom Ellis is daddy Tom Ellis is daddy Tom Ellis is daddy Tom Ellis is daddy	'Daddy' term
		i'm only livin to see tom ellis's butt	Reduction to body
		yeah hi, we need to talk about what a damn snacc Tom Ellis is in Lucifer - rip me in half and send me to hell	Reduction to appearance
		ugh i would let tom ellis get al fresco on me if u catch my drift	Violent language
		TOM ELLIS IN GLASSES OWNS MY ASS	Reduction to appearance
		Real talk @tomellis17 could seriously **** my **. He can shove his **** *****. Pleath sir. I am a *** *****	Violent language
		I just want to say: Tom Ellis is the biggest Dilf on this planet and I want him to fuck me through a wall. Thank you for listening to my ted talk	'Daddy' term
		2.	Nick Jonas
Dear @nickjonas you literally make me want to set myself on fire from your immense sexiness so if you could dial it down a bit k thx	Reduction to appearance		
I want nick Jonas to **** the absolute **** out of my *****	Violent language		
I'm gonna get nick Jonas's face tattooed on my left asscheek so I can say I sit on Jonas's face all the time	Reduction to appearance		
Nick Jonas can choke me on any holy day.	Violent language		
@nickjonas EAT BACON ON MY NAKED BODY	Violent language		
I have this recurring fantasy now where Nick Jonas puts me between his thighs and crushes my body	Violent language		
nick jonas can bite my nipple and snatch it out of my body and i'd say thanks daddy	'Daddy' term		
3.	Henry Cavill	HENRY CAVILL I LOVE YOU WITH YOUR GLOWING SKIN AND YOUR PERFECT FACE AND THE BEAUTIFUL CURLS IN YOUR HAIR I JUST WANT TO HUG YOU BC YOU ARE THE LOVE OF MY LIFE	Reduction to appearance
		henry cavill can like, stick his tongue down my throat I guess	Violent language
		Henry Cavill could destroy my body and my life and all I'd say is "so does tomorrow work for you too?"	Violent language

No.	Celebrities names	Thirst Tweets	Type of Sexual Objectification
		Can i just say it Henry Cavill can fucking destroy me like legit he can superman this hoe.	Violent language
		I would let Henry Cavill split me in half I'm just gonna say it	Violent language
		henry cavill definitely exudes big dick energy and to make it even better I'm 99% sure he's actually big, I'm weak just thinking about it	Reduction to body
4.	Shawn M	Shawn Mendes' jaw line can literally cut me and I'd say thank you	Reduction to body
		I would let Shawn Mendes father every SINGLE egg in my nonexistent uterus laaaaaawd	'Daddy' term
		do u think if i asked nicely that shawn mendes would choke me	Violent language
		My body is a temple and I want Shawn Mendes to bust the walls down	Violent language
		how can someone not like shawn mendes? he's sweet, talented, AND HAVE YOU SEEN HIS BACK MUSCLES my god	Reduction to body
		I have a whole pinterest board dedicated to shawn mendes' abs because fine art must be recognized	Reduction to body
		I want shawn mendes to light me on fire and roast mashmallows over my body	Violent language
		i literally want shawn mendes to SMASH my skull between his massive thighs goodnight	Violent language
		Shawn 🙏 Mendes 😩 is one thicc 😊😊 bih 🙌🙌 🍷 let me see that 👁👁👁 Mendussy 😩	Reduction to body
5.	David Dobrik	the way that david dobrik eats makes me horny	Reduction to appearance
		punch me in my bussy ❤️❤️	Violent language
		david dobrik is one thicc bihhhh lemme see that DAVUSSSYYY	Reduction to body
		me: I hate when people sexualize celebrities also me: I would literally fuck david dobrik, like sit on my face	Violent language
		Who has the most beautiful legs? David Dobrik	Reduction to body
		i just wan t everyone to know that i'm officially a hole for david dobrik	Violent language
		I would let David Dobrik spit down my throat	Violent language
		I want david dobrik to shove his tesla blowtorch in my hole and roast me from the inside out	Violent language
		I want david dobrik to destroy my insides	Violent language
6.	John Cena	i want John Cena to choke me with his biceps bye	Violent language
		John Cena just came on the tv and it took all my energy not to lick the screen.	Reduction to appearance
		Thank you, Trainwreck movie, for allowing me to see John Cena's butt and a silhouette of his dick. Thank you.	Reduction to body
		Watch John Cena speak passionately abot diversity makes me want to let him crush me with his thighs.	Violent language

No.	Celebrities names	Thirst Tweets	Type of Sexual Objectification
		"John Cena is hot as hell" "You could fry an egg on his ass" "Id eat that egg too" Okay mom 😊😋😍😘😙👍	Reduction to body
		I just want John Cena to hold me close & make me feel like I'm the only person he cares about in the world... With his penis.	Reduction to body
		Sit on my face and suffocate me. @JohnCena	Violent language
		I want John Cena to pound me into the ground	Violent language
7.	Kevin Hart	I wanna touch @KevinHart4real 's abs.	Reduction to body
		NOBODY can't tell me Kevin Hart real lil ass ain't sexy as FUCK 😏😏	Reduction to body
		ok but when did Kevin Hart become zaddy. omg.	'Daddy' term
		Kevin Hart lil short ass is fine as hell	Reduction to body
		Kevin Hart is so tiny and funny and cute I wanna put him in my pocket 😊	Reduction to appearance
		kevin hart is yummy. asf.	Reduction to appearance
8.	Taron Egerton	My ideal weight is Taron Egerton on top of me	Violent language
		@TaronEgerton crack me open like a walnut please 🍊	Violent language
		I'm looking for: Age: 28 Gender: Male Characteristics: Loves singing, Welsh, dreamy eyes, strong jaw, killer wink, it's Taron Egerton. I'm looking for Taron Egerton.	Reduction to appearance
		if i ever get to hookup w a celebrity i dear god hope it's with taron egerton's fine pip pip cheerio ass	Reduction to body
		anyway,, can i just say that i'll let taron egerto slit my throat with his jawline any day	Violent language
		I want Taron Egerton to [REDACTED] me while I have his [REDACTED] in my [REDACTED] [REDACTED] and he can [REDACTED] [REDACTED]	Violent language
		TARON EGERTON'S THIGHS TARON EGERTON'S THIGHS TARON EGERTON'S THIGHS TARON EGERTON'S THIGHS TARON EGERTON'S THIGHS TARO	Reduction to body
		Taron Egerton is a white boy that I trust to destroy my bussy.	Reduction to appearance
		taron egerton can honestly suffocate me with his thighs and my ghost will say thank you	Violent language
9.	Dr. Phil	but i also think Dr. Phil kinda sexy so i think my type is older men that can handle my emotional issues	'Daddy' term
		i would let dr phil top me	Violent language

No.	Celebrities names	Thirst Tweets	Type of Sexual Objectification
		Dr. Phil is so sexy to me just because he is intelligent, rational and communicates beautifully. "sigh" 😍	'Daddy' term
		I'm very much attracted to dr. phil. His shiny, bald head is such a turn on;)	Reduction to appearance
		Omg. Dr. Phil has the best smile.	Reduction to appearance
		Dr.phil is the wallpaper on my phone now and I couldn't be happier. Just looking at this man's beautiful face makes my whole day better.	Reduction to appearance
		dr phil is so fucking sexy phew his face? a seat.	Reduction to appearance
10.	Daniel Radcliffe	I believe in magic and that magic is Daniel Radcliffe's abs.	Reduction to body
		Daniel Radcliffe with a beard is my kink.	Reduction to appearance
		Daniel Radcliffe. I would totally let him slytherin.	Violent language
		I wish Daniel Radcliffe would send me nudes so I could screen-print them on a snuggie	Reduction to appearance
		Can I lick Daniel Radcliffe's eyebrows and body assortments?	Reduction to appearance
		I want daniel radcliffe to punch my tongue with his tongue	Violent language
		daniel radcliffe is a smol soft boi who i want to wrap in a blanket and protect but at the same time he's got big dick energy and i want to ride him like a firebolt	Violent language
		Accio Daniel Radcliffe's dick	Violent language
		daniel radcliffe? more like daddy radcliffe amirite ladies	'Daddy' term