

ABSTRACT

Nasution, Ananta Thoriq Arrazi. Registration Number. 2213520029. **Hate Speech in YouTube Comments on Douglas Murray's *The Woke Agenda*. English Department, Faculty of Languages and Arts, State University of Medan. 2025**

In the digital era, social media platforms have become major spaces for public discussion, particularly on controversial ideological issues, but they also facilitate the spread of hate speech through user-generated comments. YouTube, as one of the most influential platforms, often hosts intense debates that reflect social prejudice and ideological conflict. This research is conducted to identify the forms of hate speech found in the comment section of YouTube videos featuring Douglas Murray's discussion of the woke agenda. It also seeks to explain the way these hateful expressions are shaped and delivered through specific lexical and syntactic features. The analysis is guided by Mondal, Silva, and Benevenuto's (2017) hate speech typology to identify the targets of hate, and Halliday's concept of linguistic realization to explain how lexical and syntactic choices construct hateful meaning. This study uses a descriptive qualitative design and works with fifty comments that were purposively taken from several YouTube videos discussing the woke agenda. The review of the comments shows that the data contains eight distinct types of hate speech. The most recurring forms target are gender, behavior, and religion, while class-based hate speech did not appear in any of the collected comments. This is likely because the discussion is centered on ideological and identity issues related to the woke agenda. The linguistic analysis reveals that hate speech is commonly expressed through evaluative and emotionally loaded lexical choices, as well as declarative and imperative syntactic structures that present prejudice as certainty or command. Based on these findings, this study suggests that future research should include a wider range of platforms or multimodal elements to understand hate speech more comprehensively, and that social media moderators and educators should develop clearer strategies for identifying linguistic patterns that signal discriminatory or hostile online behavior.

Keywords: Pragmatic, Hate Speech, Linguistic Realization, YouTube Comments, Woke Agenda