Gendered Labelling and Its Effects on Vhavenda Women

Authors : Matodzi Rapalalani

Abstract : In context with Spencer's (2018) classic labelling theory, labels influence the perceptions of both the individual and other members of society. That is, once labelled, the individual act in ways that confirm the stereotypes attached to the label. This study, therefore, investigates the understanding of gendered labelling and its effects on Vhavenda women. Gender socialization and patriarchy have been viewed as the core causes of the problem. The literature presented the development of gendered labelling, forms of it, and other aspects. A qualitative method of data collection was used in this study, and semi-structural interviews were conducted. A total of 6 participants were used as it is easy to deal with a small sample. Thematic analysis was used as the data was interpreted and analyzed. Ethical issues such as confidentiality, informed consent, and voluntary participation were considered. Through the analysis and data interpretation, causes such as lack of Christian values, insecurities, and lust were mentioned as well as some of the effects such as frustrations, increased divorce, and low self-esteem.

Keywords : gender, naming, Venda, women, African culture
Conference Title : ICASC 2022 : International Conference on Anthropology and Social Change
Conference Location : Dubai, United Arab Emirates
Conference Dates : December 20-21, 2022