

Chapter four: Results

A total of 620 pictures were gathered, out of which 257 were obtained from the Facebook pages against AMLO and 363 from those against EPN. In this context, it could be concluded that, at least in the pages used for this study, EPN seems to be more unpopular than AMLO, contrary to what was reported in the literature. However, it must be mentioned that many of the pictures obtained from the Facebook page labeled as EPN1 were not at all related to the 2012 Mexican electoral process or to Mexican politics. Thus, most of them resulted useless for the purposes of the present study. In contrast, the page labeled as EPN2 was the one of all four pages under study that posted the highest number of pictures with political content. These pictures made fun of Peña Nieto, his family, or the PRI in sarcastic ways (see appendix A for an example).

It must be kept in mind that the pictures were not the actual object of study, but rather the comments made to them. In this sense, it must be noted that some pictures were more controversial than others, and thus they encouraged more participation on the part of the followers of the Facebook page that posted the picture. To illustrate, it must be mentioned that although the page labeled as AMLO2 was the one to post the least number of pictures on Saturdays, i.e. this page shows more activity during the week in comparison to the weekend, the comments made to the few pictures were the most significant in number, i.e. 500 comments and above. The page labeled as AMLO1, in contrast, was the most active from the two anti-AMLO pages considered for this study. Actually, 239 out of the 264 pictures that attacked AMLO and his followers were obtained from this page. Similarly, the page labeled as EPN 2 was the most active of all four, with a total of 292 pictures gathered from it in comparison with 74 that were obtained from the other anti-EPN Facebook page. Table 4 shows a more detailed and graphic explanation of the number of pictures obtained per Facebook page. Tables 5 (AMLO corpus) and 6 (EPN corpus) display the lemmas and the tokens for each unit of meaning that was found

in the corpus, together with the word formation process that gave way to either lemmas or tokens.

Table 4

Number of pictures collected per page

Page name	Label	No. of pictures
Por los que creemos q' López Obrador es un Pobre Pendejo Frustrado	AMLO1	239
No se apendeje, NO vote por el peje	AMLO2	18
Eres más falso que las propuestas de Peña Nieto	EPN1	74
Razones para NO votar por Peña Nieto en el 2012	EPN2	289

Table 5

Word formation processes and frequency of types and tokens found in the AMLO corpus

Lemma	Frequency	Token	Frequency	Word formation process
Against Andrés Manuel López Obrador (AMLO) and his followers				
Pejezombies	170	Pejezombies	117	
		pejezombie	22	
		Pejezombis	12	
		pejesombies	3	
		pejezombi	3	Borrowing + compounding
		pejezombiez	2	
		pejezombis	2	
		pejezoombies	2	
		Pejedejezombies	1	Blending + compounding
		pejendejezombies	1	
		pejeszombes	1	Borrowing
		pejezimbies	1	+
		pejezombiz	1	compounding

		pejezonbies	1	
		pejeseguidores	1	Compounding
		zombipejes	1	Borrowing + compounding
pejendejo	20	pejendejo	13	Blending
		pejendejos	7	
AMLOVE	33	AMLOVE	26	
		AMLOvers	6	Acronym + Borrowing +
		AMLoliebers	1	blending
AMLOCO	19	AMLOCO	17	
		AMlocas	1	Acronym + blending
		Amloquitos	1	
AMLoser	7	AMLoser	6	Acronym + borrowing +
		amlosers	1	blending
pejefans	5			Compounding
pejeliebers	3			Borrowing + compounding
Pejeperro	2			Compounding
Apejorado	1			Blending + compounding
Peje-psicópata	1			Compounding
Pejelacra	1			Compounding
pejeimbabil	1			Compounding
Pejeto	1			Compounding
Pejeninis	1			Compounding
pejemartires	1			Compounding
pejeterroristas	1			Compounding
pejetarados	1			compounding
Against Enrique Peña Nieto (EPN) and his followers				
copete	18	copete	6	None

		copetes	11	None
		copetón	5	none
		copetudo	4	none
		copetones	1	none
		copetuda	1	none
		pencopete	1	Blending
peñazombies	6	peñazombies	2	Borrowing + compounding
		zombieEPNdejos	1	Borrowing + compounding + acronym + blending
		peñasonbies	1	Borrowing + compounding
		peñazombie	2	
EPNdejo	1			Acronym + blending
Peñejo	1			Blending

Note: The orthography of both types and token was respected.

The numbers indicate the number of times that each type and/or token appears in the corpus.

Table 6

Word formation processes and frequency of types and token found in the EPN corpus

Lemma	Frequency	Token	Frequency	Word formation process
copete	10	copete	7	None
		copeton	4	None
		copetudo	3	none
		Copetes	2	None
		copetencia	1	Blending
		copendejo	1	Blending
		copetonto	1	blending
peñejo	4			Blending
AMLOVE	2	AMLOVE	1	Acronym + borrowing +
		amlove	1	blending

Note: The orthography of both types and token was respected.

The numbers indicate the number of times that each type and/or token appears in the corpus.

1. The remainder of the document

In the chapter that follows, the word formation processes identified in each case will be further explained, together with the pragmatic analysis, based on the linguistic context where each lemma occurred, in order to get a better grasp of the pragmatic function of the units of meaning listed in tables 5 and 6. The limitations of the study as well as the overall conclusion are also included in chapter five, which ends with some suggestions on the part of the author regarding areas for further research.