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Širenje homofobije kao zaraze: Kriička analiza homofobnog diskursa o epidemiji majmunskih boginja u Srbiji 2022. godine kroz prizmu globalnosti

Ubrzo nakon saznanja o pojavi *majmunskih boginja* (MB) u razvijenim zapadnim društvima i u Srbiji, javili su se i diskursi homofobije u tekstovima objavljenim na portalima domaćih e-novina, kao i u reakcijama javnosti na društvenim mrežama. Predmet ovog rada je *diskurs zaraze* majmunskim boginjama, koji se manifestovao kao (relativno) nov oblik uobličjenja homofobije u srpskom društvu (pored već dobro poznatih pet, dokumentovanih u domaćim istraživanjima). Nastojaćemo da pokažemo da homofobni diskurs zaraze, sa jedne strane, ima dugu istoriju trajanja u društvima centra svetskog kapitalizma (etiketiranje gej muškaraca kao prenosilaca zaraznih bolesti), budući da čitava situacija neodoljivo podseća na moralnu (seksualnu) paniku vezanu za pojavu epidemije HIV/AIDS-a osamdesetih, kao i drugih zaraznih bolesti. Sa druge strane, diskurs o MB preuzima specifičnu *globalnu formu* u susretanju preovlađujuće homofobije lokalnog srpskog društva na poluperiferiji svetskog kapitalizma i dve globalne pojave – epidemije majmunskih boginja i manifestacije Evroprajda u Beogradu 2022. godine. Tačnije, diskurs zaraze MB je ispoljen u formi tvrdnje da su gej muškarci izvor epidemije MB-a, koja pretila da kulminira za vreme Evroprajda i, time, predstavlja opasnost za srpsku naciju. Konačno, ponudićemo rekonceptualizaciju zapadnocentričnog pojma *homonacionalizma* koji u društvenoj teoriji nastoji da objasni homofobiju, a koji je neophodno zameniti konceptom *heteronacionalizma*, adekvatnijim za uvid u hegemonu antigej retoriku tipičnu za istočnoevropska društva. Iskustvena evidencija na kojoj će studija biti bazirana primenom kritičke analize diskursa sastoji se iz dva dela. Prvi deo nastoji da mapira strukturni (odozgo) aspekt date pojave, analizom članaka onlajn verzije domaćih medija, koji su konstruisali epidemiju MB kao „gej zarazu”.

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Drugi deo nastoji da utvrdi aktersku (odozdo) perspektivu, analizom komentara dela javnosti na objavama društvenih mreža koje su tematizovale Evroprajd kao pretnju širenja MB-a.

Ključne reči: Majmunske boginje, homofobija, diskurs zaraze, homo/heteronacionalizam, glocalnost, Evroprajd.

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The Spreading of Homophobia as a Contagion: Critical Analysis of the Homophobic Discourse on the Monkeypox Epidemic in Serbia in 2022 through the Prism of Glocality

Shortly after the revelation of the spread of monkeypox (MB), both in developed Western societies and in Serbia, discourses of homophobia appeared in texts published on the portals of domestic e-newspapers, as well as in public reactions on social networks. The subject of this paper is the *discourse of contagion* of monkeypox, which manifested itself as a (relatively) new form of discursive embodiment of homophobia in Serbian society (in addition to the already well-known five, documented in domestic research). We will try to show that the homophobic discourse of contagion, on the one hand, has a long history in the societies of the center of world capitalism (labeling gay men as carriers of infectious diseases), since the whole situation is irresistibly reminiscent of the moral (sexual) panic related to the emergence of the HIV/AIDS epidemic in the 1980s, as well as other infectious diseases. On the other hand, the discourse on MB takes a specific *glocal form* in meeting the prevailing homophobia of the local Serbian society on the semi-periphery of world capitalism with two global phenomena – the monkeypox epidemic and the manifestation of Europride in Belgrade in 2022. More precisely, the discourse of contagion of MB is manifested in the claim that gay men are the source of the MB epidemic, which threatens to culminate during Europride and thus represents a danger for the Serbian nation. Finally, we will offer a reconceptualization of the Western-centric notion of *homonationalism*, which is a concept in social theory that tries to explain homophobia, and which must be replaced with the notion of *heteronationalism*, more adequate for understanding the hegemonic anti-gay rhetoric typical for Eastern European societies. Empirical data which will be collected with critical discourse analysis in this study consists of two parts. The first part tries to map the structural (top-down) aspect of this phenomenon, by analyzing the articles of the online version of the domestic media, which constructed the MB epidemic as a “gay contagion”. The second part tries to determine

the actor's (bottom-up) perspective, by analyzing the comments within a section of the public on social media posts that thematized Europride as a threat of spreading the MB.

Key words: Monkeypox, homophobia, discourse of contagion, homo/hetero-nationalism, glocality, Europride.