

Gendered Political Speech

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Gender and Politics

Double Bind

Scrutiny of Women

- Clothing

- Hairstyle

- Smile

- Word Choice

Masculine and Feminine Word Choice

- James Pennebaker (2011)
- Studied word choice amongst men and women
- Big Words & First Person Plural

Table 1
Differences in linguistic style between men and women

Feminine		Masculine	
Linguistic Marker	Examples	Linguistic Marker	Examples
Pronouns, especially first-person singular	anyone, she, this, yours, I, me, myself	First-person plural pronouns	let's, our, ourselves, us, we, we're
Verbs and auxiliary verbs	listening, need, went, am, been, will	Articles	a, an, the
Social references	children, citizen, email, said, talking, who	Prepositions	above, for, in, to, under, without
Emotion words	brave, cried, disagree, evil, relief, safe	Anger words	annoyed, cruel, disgust, hate, kill
Cognitive mechanisms	because, believe, know, result, think, thus	Big words (> 6 letters)	American, industrial, reconciliation
Tentative words	chance, guess, maybe	Swear words	bastard, bitch, shit

Hillary Clinton

Jennifer Jones (2013)

- Campaigning for Bill Clinton

- Campaigning for Senate

- Campaigning for President

2016



Humans of New York

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"I'm not Barack Obama. I'm not Bill Clinton. Both of them carry themselves with a naturalness that is very appealing to audiences. But I'm married to one and I've worked for the other, so I know how hard they work at being natural. It's not something they just dial in. They work and they practice what they're going to say. It's not that they're trying to be somebody else. But it's hard work to present yourself in the best possible way. You have to communicate in a way that people say: 'OK, I get her.' And that can be more difficult for a woman. Because who are your models? If you want to run for the Senate, or run for the Presidency, most of your role models are going to be men. And what works for them won't work for you. Women are seen through a different lens. It's not bad. It's just a fact. It's really quite funny. I'll go to these events and there will be men speaking before me, and they'll be pounding the message, and screaming about how we need to win the election. And people will love it. And I want to do the same thing. Because I care about this stuff. But I've learned that I can't be quite so passionate in my presentation. I love to wave my arms, but apparently that's a little bit scary to people. And I can't yell too much. It comes across as 'too loud' or 'too shrill' or 'too this' or 'too that.' Which is funny, because I'm always convinced that the people in the front row are loving it."

Other Female Political Figures

- Margaret Thatcher

- Golda Meir

- Nancy Pelosi

- Condoleeza Rice

Future??

- Womens Right to Vote
- Destruction of Gender in the media