

## PRINCIPAL FEATURES AND CHARACTERISTICS OF FEMININE AND MASCULINE POLITICAL DISCOURSE

Ubaydullayeva Maftunaxon Omonboy qizi  
Kokand State Pedagogical Institute, Uzbekistan  
ubaydullayeva1995@list.ru

### ANNOTATION

This article explains the main features and characteristics of female and male political discourse. Also, comparative analysis of significant differences between femininity and masculinity in political speech are reflected, particular points to consider about the content and meaning of the political discourse matters are listed in this paper.

**Keywords:** gender, dynamics, gender dynamics, gender norms, gender frames, linguistic research, discourse analysis, discourse markers, masculinity, femininity, political speech, speech patterns, lexical resource, communicative behavior, politicians, distinction, manipulation.

Political discourse can be defined as a communicative action in which speakers try to convey a specific meaning in order to influence or persuade others. In other words, political speech can be defined as a linguistic strategy - manipulation - that serves ideological goals. Political discourse can include formal discussions or informal discourse discussions about politics among listeners and family members.

Political discourse can be defined differently according to the people who are involved in this process. It means that the speakers of the political discourse around the world including presidents, political bloggers, politicians, members of political parties can be delimited while we are analyzing their spoken or written production. In this field, gender is regarded one of the prominent factors to distinguish political speech to particular criterions. For example:

1. Masculine political discourse
2. Feminine political discourse

In this globalized world, every person has the right of explaining his own attitude to social issues and problems which are occurring around himself. This subdivision allows linguistic researchers to find out peculiarities of masculinity and femininity in political speech. In some cases, political speech accomplices are separately investigated in order to figure out the differences and similarities of communicative behavior. In this article, the main features of context matter and discourse markers of feminine politicians are discussed.

While we are analyzing of feminine political speech, the usage of impressive and emotional utterances and speech patterns are frequently noticed. The femininity of political speech includes more feelings and emotions that we hardly observe in masculine political discourse.

The first and the most prominent distinction between male and female speech is relevant to the usage of lexical resource in political discourse. Particularly, the productive range of adjectives can be dissimilar which empowers the influence of speech. Neutral and common adjectives are used by men such as good, great, well, famous and so on. In contrast, female politicians enrich their speech with the group of words that includes emotional and rare adjectives such as valuable, outstanding, attractive, lovely.

Another variance of female and male political speech is closely connected with the grammar structure. It means that political characters build up different speech patterns and utterances. Members of

masculinity utilize simple grammar structures which are both understandable and rude at the same time. However, femininity figures make use of clear and complex grammar which contain standard forms following by rich lexical resources. Also their speech are said to be more creative with unrepeatable context and meaning.

According to Dow and Tom, Political feminine style is a mix of personal and traditional argumentation styles that allows the rhetor who uses it to travel between public and private worlds – empowering herself and her audience.

In opposite to male political discourse, direct questions, affirmative constructions and a lot of tag questions are identified in female political discourse. Masculinity of political speech is highlighted by more slang, profanity and obscenity, and gender frames borders on some particular topics which envelops sports, money and business.

While we are discussing the differences between female and male political discourse, in the meantime, there are some points to consider:

- Male politicians talk about more nature, while females are discussing the feelings.
- Females turns common topics into political issues, for example, home and family, food. Dow and Tonn (1993) argue that political feminine style will lead to the creation of a counter-public feminist sphere, a place where women’s issues become public issues and women’s rights become the rights of human kind.
- Speakers of female political discourse convince women to develop a livelihood, help women better themselves, their families, and their communities.
- Female politicians encourage people to defend women’s rights and create comforts to live and work for female in the country. Moreover, they are tent to make people focus on being against for gender inequality in society But, nobody can argue that men do not mention protection of men’s rights and their personal development in their speech.
- The male features are simple but comprehensible words and phrases, speech is direct and deprived of linguistic surpluses, such as tag questions, empty adjectives and exclamations. The topics are material, the manner of representation is direct; name, last name and profession are normally used for nomination. Women are often indirectly nominated by “she” or by subaudition, femininity assumes emotional adjectives, talks about home and family, and clear grammar with the use of standard lexis.

In conclusion, the characteristics and peculiarities of the political discourse can be different according to the gender factor, but its main purpose and status are stable for accurate reasons.

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