



Gender Media Political Communicative Dominance: British Brexit Media Discussion

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ABSTRACT

The article is devoted to the study of British politicians' male and female speech behavior in the discussion of Brexit by various media. The necessity of gender peculiarities studies is determined by the extreme importance and specific role of the media discourse which defines the "agenda" and "mode of work" of the individual and of various social institutions in modern society, on the one hand, and rapidly growing research interests in gender manifestations in discourse, on the other hand. Institutionalization and ritualization form the basis of the gender manifestation of each personality by their belonging to a certain gender. Nowadays the discourse generation and usage cannot be studied outside of the gender factor. The purpose of this article is to identify and analyze the linguistic gender peculiarities of the British politicians' speech behavior in the political media communication. The article deals with the results of the morphological, semantic, and stylistic analysis of male and female speech behavior of British parliamentarians discussing different aspects of Brexit in the political media discourse in accordance with their gender origin. It was revealed that the frequency of abstract adjectives usage, complete absence of obscene vocabulary, invective words, general courtesy in constructing speeches, confident expression of own opinions, logical assessments of what is happening are the main typical features of the female British parliamentarians' speech behavior. While the British male parliamentarians do not care of certain lexical units and lexical-semantic fields selection and attitude creation in the discussion of Brexit problems among British electorate. Male politicians in their speeches prefer a wide range of different stylistic device.

Keywords: speech behavior, media discourse, parliamentary discourse, gender peculiarity, communicative dominance, social institution

INTRODUCTION

Does not raise doubts that that role which various media play in modern society cannot be neither it is diminished, nor overestimated. Today media define "agenda" and "operating mode" both the certain individual, and various social institutes. The virtual picture of reality created by media represents media reality

which is organically integrated into a picture of the world of each person and has a significant impact on consciousness both certain citizens, and all society in general. At the same time verbal media reality quite often is more attractive, than daily well-known realities. All above caused that research boom of studying a media discourse which witnesses we became now.

Does not raise doubts that the analysis of the media discourse acting at the moment the most "globalized", relevant, reflecting the latest trends and phenomena of social reality sociocultural phenomenon, is designed to give a number of convincing answers to extremely important current issues, namely: the description of mechanisms of formation of a picture of the world of modern society by means of media; the analysis of the dominating role of mass media texts in the general text corps of any individual; detection of communicative characteristics of the significant social realities occurring in a political media discourse, in semiotics, pragmalinguistics; classification of all linguistic and extralinguistic factors accompanying process of production, distribution and perception of mass media communication; characteristic of interrelation of a speech usage in media with various spheres of human activity which in many respects also cause features of a media discourse; systematization of written and oral texts as products of speech activity around certain socially important subjects which at any given moment appear in the center of public attention, such as racial relations, immigration, terrorism, feminism, elections, Brexit; establishment of gender specifics of speech behavior of participants of a media discourse, etc. Here it is necessary to emphasize that linguistic registration of a media discourse in coordinates of belonging of the language personality to any given gender who is actively using it for achievement of various purposes is of, in our opinion, genuine interest and can find practical application in a number of vital areas (Ebseeva & Karabulatova, 2017; Shiryayeva et al., 2018; Tameryan et al., 2018; Zheltukhina, 2014).

THEORETICAL FRAMEWORK

In the last decades both in domestic, and interest in gender research constantly increases in the foreign humanities. The number of scientific seminars, various conferences devoted to questions of a gender, various research works - both articles, and the books, monographs, master's and doctoral dissertations studying questions of gender identity, processes of formation and manifestation of gender features in speech behavior - considerably increased lately, involving "under the banners" more and more erudite psychologists, sociologists, culturologists, political scientists, philosophers and linguists (Polyakova, 2009). Due to the mentioned growth of popularity of gender research appears increased works raising the questions of gender features in various discourses (Shiryayeva et al., 2018; Shiryayeva & Avsharov, 2018). Here it is worth mentioning that the gender linguistics, having concentrated on studying a ratio of categories "floor" and "language", identification of specific set of the linguocultural characteristics defining social behavior of women and men, pays special attention to questions of a social markedness of language and the speech and also the analysis of linguistic means of designing of gender identity in modern discourse space.

According to scientists the gender factor cannot be excluded from any discourse. And here, in our opinion, the modern media discourse as which we after Zheltukhina (2014, p. 21) understand "the verbal or nonverbal, oral or written text in total with pragmatical, sociocultural, psychological and other factors expressed by mass media, taken in event aspect, representing action, participating in sociocultural interaction and reflecting specifics of consciousness of communicants". The fact that it is difficult to present a modern media discourse without reflection of various aspects of political reality and "out of policy" does not raise doubts. Moreover, many concrete political realities, their judgment and commenting by significant political figures have considerable impact as on development and existence of the most media discourse today, and on the objective global phenomena designated by the concepts "political media resources", "media power", "political media reality", "political media effects", "the media aligned democracy" (Gavrilova, 2013, p. 14-15).

In the most general view, the political media discourse acts as the imperious resource functioning in media and communicative political environment and making virtual political products. And though the main objective of a political media discourse - formation of information picture of the world and, therefore, its impact on individual and mass consciousness, it is necessary to remember provisions R. Lakoff, insisting that "the gender factor cannot be eliminated at generation and realization of any discourse" (Lakoff, 2000, p. 244) the Institutionalizing and a ritualization form the basis of gender manifestation by each of individuals of the

belonging to the defined sex. As researchers to any public manifestation of the personality fairly emphasize a certain gender semiotics is inherent. It can be well disguised, but is not hidden at all (Lakoff & Bucholtz, 2004).

METHODOLOGY

Since the second half of the 20th century the political media discourse gradually became one of the central subjects to scientific research in the field of political science, journalism, sociology, psychology, linguistics, the theory of media communication. The scientific contribution to a research of a political media discourse is made as the scientists and practitioners specializing in political, parliamentary research and experts of the media industry. At the same time both the first, and the second unanimously point to essential institutional and language aspects of political mass media communication, emphasizing close interrelation between political procedures, sociohistorical traditions, and language design to which all participants of mass media political interaction resort. Here, of course, it should be noted that despite comprehensive interest in the last several decades in a political mass media discourse and the empirical analysis of political practice in various mass media, studying communication of this type gained really cross-disciplinary character only recently, thanks to a contribution of scientists from the field of rhetoric and linguistics (in particular, pragmalinguistics, critical a discourse analysis, cognitive linguistics, sociolinguistics, political linguistics) (Ebseeva et al., 2017; Karpovskaya et al., 2019; Zelenskaya et al., 2018; Zheltukhina et al., 2020). Today researchers of a political media discourse more often resort to use of cross-disciplinary and cross-cultural approaches and various integrative analytical tools, setting for themselves the specific research goals and tasks.

The methodology of a research of any mass media event, in our opinion, cannot apply for a verification and validity without analysis of texts as process of decoding of language signs, correlation meant with meaning is allowed to talk about a globalist and marginal discourse, about imposing of certain points of view, about reflection of society, about certain socio-constructivist and normalizing functions of media discourse.

Within the research conducted by us first the text as a source of language gender preferences of the politicians commenting on Brexit problems in the leading British media is interesting. One of key founders of language representation of studying a gender in sociolinguistics the American researcher R. Lakoff and the book "Language and Women's place" (1989) is considered. This work caused considerable expansion of linguistic studying gender representations, since 1970th years, and now among outstanding scientists of this direction it is necessary to mention such linguists as Deborah Tannen, Penelope Eckert, Janet Holmes, Mary Bukholts, Kyr Hall, Deborah Cameron and others. The ideas of these researchers became that conceptual base from which recently the gender linguistics designed to open comprehensively system communications which exist between use of language, its structural characteristics and that social role which is carried out by the men and women using this language in own purposes (Ghafar Samar & Alibakhshi, 2007, p. 62).

Research material, proceeding from the main objective – identification and the analysis of language gender specifics of speech behavior of the British politicians in discussion of the Brexit in a political media discourse – texts of speeches served in the British qualitative media of members of the British parliament at discussion of various questions connected with a Brexit. Within the conducted research, performances in "Financial Times", "The Times", "The Guardian", "The Daily Telegraph" of three female politicians and three male politicians, total more than 160 thousand words were studied.

Among female politicians the speeches of following women underwent the analysis:

- Theresa May (British politician, the ex-prime minister of the United Kingdom, the ex-leading of Conservative party (2016-2019)) (Prime Minister Theresa..., 2019);
- Caroline Spellman (2019) (the member of Conservative party of the British Parliament since 1997, the minister of affairs of the environment);
- Karen Buck (2019) (the British politician from the Labour Party, the member of parliament since 1997).

Among male politicians the speeches of following men were analyzed:

- David Lammy (2018) (the member of the British parliament since 2000 consisting in the Labour Party),

- Jeremy Corbyn (2018) (the British politician, the leader of the Labour Party and opposition since 2015, the member of parliament of Great Britain since 1983),
- Michael Gove (2016) (the Minister for the Environment, Food and Rural Affairs in the second office of Theresa May since 2017, the member of conservative party).

Despite widely occurring opinion that the policy is purely men's type of activity and to women there is no place, modern political arena shows other reality. Today it is possible to meet many women who achieved considerable progress in political activity. For example, following the results of elections of 2017 to the British parliament there passed more than 200 women that is historically record number for the House of Commons. Before the woman took 196 places. The number of female politicians increased not only in Great Britain about which it was told earlier, but also around the world. It is worth mentioning German Chancellor Angela Merkel, the former U.S. Secretary of State, the member of Democratic party Hillary Clinton, the former president of Brazil Dilma Rousseff, the president of Singapore Halima Jacob, the leader of the far-right National Front Marine Le Pen, the managing director of the International Monetary Fund Christine Lagarde, etc. In other words, today female politicians hold a firm place same as well as men both in policy, and in informing on various political realities various target audiences, actively resorting to the help of media.

RESULTS AND DISCUSSION

In the modern world the stability of democracy is checked by the principle of equal opportunities for participation of men and women in various political processes and in identical opportunities for politicians to use all media channels for the purpose of expression, upholding and advance of own opinion to the electorate (Gorodnikova, 2002). Women seek to participate in decision-making processes increasingly actively, changing the communicative style for sure, ambitious, uncompromising.

As showed the analysis of the texts belonging to the British female politicians which is carried out by us all of them differ in accurate structure: at first the female politician points to a problem, then comments on it, adduces arguments and proposes solutions that completely is entered in the scheme of a classical reasoning. In the studied texts there are no interjections, ellipses, the use of reduced lexicon and development of several thematic lines. However, we revealed a significant amount of text inclusions as informative, specifying, and estimated character as, for example, in the following examples:

In that campaign, both sides disagreed on many things, but on one thing they were united: what the British people decided, politicians would implement.

Either a 'no deal' Brexit, that would cause turbulence for our economy, create barriers to security cooperation and disrupt people's daily lives.

Stylistic feature – typical for a media discourse of the British female politicians – are repetitions, such as:

Out of the Common Agricultural Policy – with our farmers supported by schemes we design to suit our own needs.

Out of the Common Fisheries Policy – so we decide who fishes in our waters and we can rebuild our fishing fleets for the future.

We believe that active use of an anaphora in discussion of problems of the Brexit allow female politicians to inform of the point of view various target audiences more emotionally.

Speaking about morphological preferences of the female politicians describing a situation with Brexit also its possible consequences, it is necessary to emphasize obvious domination in all female speeches of nominative designs.

In general, to texts of the female politicians speaking about the Brexit in the British media discourse the following language features are characteristic: the frequency use of abstract adjectives, total absence of use of jokes and reduced lexicon, the general correctness and politeness at creation of performances, sure expression of own opinions, estimates of the events and thoughts in general.

As for the description of the Brexit the British male politicians in media, the analysis allowed to reveal certain men's "speech models". First, in the speeches the British male politicians rather often concern areas, adjacent to the main subject, passing from economy to finance and crisis, from education to a social position of society in the country and so on. Their informing on the Brexit can be rather often accompanied by a

mention of many other events. Though the political media discourse demands observance of certain rules and the use of special terminology, however male politicians rather often in the performances instead of use of the term expected in this context do references to various literary works, cinema famous to general public and so on, such as, Michael Gove (2016):

... I sometimes think that the In-campaign appears to be operating to a script written by George R.R Martin and Stephen King – Brexit would mean a combination of a Feast for Crows and Misery.

Referring to works of cult American writers George Martin and Stephen King working in genres of the fantasy and science fiction showing in the works in drama and mystical tones either possible events of the future, or the supernatural present, the British politician probably tried to report more precisely initial intension concerning essence of the Brexit.

Besides, male politicians often refer to the phrases told earlier by other politicians and which, in turn, caused a big resonance in political circles once. For example, the phrase *"If You Believe You are a Citizen of the World, You are a Citizen of Nowhere"* originally told by Theresa May (Prime Minister Theresa..., 2019), is widely quoted today in various communicative situations by male politicians:

In contrast to the Prime Minister who said, "If you believe you're a citizen of the world, you're a citizen of nowhere" (Corbyn, 2018).

Or:

European migrants are not "citizens of nowhere" or "queue jumpers" of as the Prime Minister would have us believe (Lammy, 2018).

It should be noted the fact that in the comments of the Brexit situation the male politicians much more often than women resort to use of various historical associations, using a certain negative connotation of some historical events in the description of process of getting out of the United Kingdom of structure of the European Union:

*"It's a fact that also describes Austria-Hungary under the Habsburgs, **Russian Empire under Nicholas the Second, Rome under its later Emperors or the Ottoman Empire in its final years**" (Gove, 2016).*

Not less bright feature of a men's political discourse about the Brexit is characteristic word-play. Rather often in discussion of the Brexit the British male politicians try to disguise real names of their opponents and/or colleagues, using wordplay.

"In contrast, In campaign want us to believe that Britain is beaten and broken, that it cannot survive without the help of Jean-Claude Juncker and his Commission looking after us and if we dare to assert ourselves then all the terrors of the earth will be unleashed upon our head " (Gove, 2016).

*"To cap it all, an alliance of Vladimir Putin, **Marine Le Pen and Donald Trump**, emboldened by our weakness, would, like some geopolitical equivalent of the Penguin, **Catwoman and the Joker**, be liberated to spread chaos worldwide and subvert our democracy" (Gove, 2016).*

As for stylistics, and here male politicians was very able "operate with various tracks and means of expressiveness to make the speech brighter, more expressively and more emotionally" (Nordquist, 2019). So, the concept of family, as a rule, is inherent in female politicians, however and the male part of the British parliament resorts to the use of various metaphors connected with family in the description of the opponents. Most often an object of metaphors is the image of the child, who protests parents or adult society or appearing frightened in a type of any circumstances. For example:

"It treats people like children, unfit to be trusted and easily scared by ghost stories" (Gove, 2016).

"It is the same idea that motivates an angry teenager to run away from their family" (Lammy, 2018).

Let us emphasize that various metaphors occur in the speech of male politicians many times over more often than in women's performances.

Reception in male speech behavior of politicians the epiphora which essence consists in repetition of the same words at the end of adjacent pieces of the speech can call the uses the second in frequency.

*"For Greeks who have had to (...) **different Europe will be a liberation**. For Spanish families whose children have had to endure years of joblessness*

Table 1. Similarities and distinctions of communicative features of a media political Brexit discourse

Aspects of communicative features	Male politicians	Female politicians
Morphology	-	<ul style="list-style-type: none"> • Use of abstract nouns • Lack of such words markers as "well", "so", "mabye"
Semantics (frequency concepts)	<ul style="list-style-type: none"> • War • The worst outcome of events 	<ul style="list-style-type: none"> • Risk
Stylistics	<ul style="list-style-type: none"> • Metaphor • epiphora • Hint • Rhetorical designs 	<ul style="list-style-type: none"> • Metaphor • Anaphora
Pragmatics	The depreciated lexicon	-

(...) **different Europe will be a liberation.** For Portuguese citizens who have had to endure cuts to health (...) **different Europe will be a liberation.** For Italians whose elected Government was dismissed by Brussels fiat, for Danes whose opt-out from the Maastricht Treaty has been repeatedly overridden by the European Court, for Poles whose hard-won independence has been eroded by the European Commission, **different Europe will be a liberation**" (Gove, 2016).

The similar equipment, certainly, imposes and fixes the planned message which begins to be perceived by audience as their own understanding of the described problem in consciousness of senders.

Male politicians like to adhere to such concept in the speech which could show to the recipient that he is resolutely ready and wants to control a situation. For this reason, in their speech it is possible to meet the word "control" / "control" and derivatives often:

"So leaving could mean control over new trade deals, **control over how we can help developing nations, control over economic rules, control over how billions currently spent by others could be spent, control over our borders, control over who uses the NHS and control over who can make their home here**" (Gove, 2016).

Not less frequency inclusion in speeches of male politicians is the description of the worst development plan for events and the concept of war. Men do not stint words and turns of speech which would reflect similar reality in all details, for example:

"A hope that our countries which fought and murdered each other on an industrial scale, twice in one century, could come together. A refusal to return to extreme nationalism. And a determination to prevent more bloody conflicts where tens of millions are killed (...)" "What did it say when Nigel Farage stood in front of a Nazi-inspired poster of refugees, with the caption "breaking point"? Brexit forgets why this continent came together, after two bloody wars" (Lammy, 2018).

In general, speaking about speech behavior of the British male politicians, we will note that they in discussion of a Brexit and creation of a certain relation to this problem at electorate do not seek for careful selection of any certain lexical units and lexico-semantic fields, giving preference to a wide range of various stylistic receptions.

Based on the obtained data became possible to make **Table 1**, which shows similarities and distinctions of features of a discourse of politicians on *Brexit*.

The analysis which is carried out within this research allows to say that at the morphological level at male politicians any features whereas at women certain tendencies to active domination in their speech of abstract nouns were traced were not revealed.

The summary schedule of morphological rate in speeches of the British politicians looks as shown in **Figure 1**.

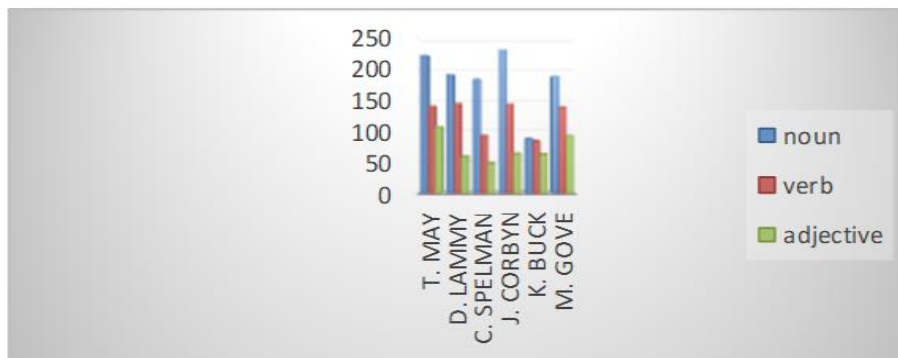


Figure 1. Morphological preferences of the British parliamentarians

So, contrary to the developed stereotype that the woman in the usual speech uses more adjectives, than, for example, verbs to make the speech more emotional and in expressive way painted, at the British politicians, regardless of gender accessory, the prevailing part of speech are nouns, forcing out verbs and adjectives on the second place.

Historically it developed that the image of mother and keeper of family is a priori attributed to the woman (Gishkaeva et al., 2018). Therefore, it is expected, as "in the political sphere, in the discourse it will use the concept of family, children, health and so on" (Lakoff, 2003). However, nothing from the above-mentioned in the speeches concerning various aspects of the Brexit was registered. The speech of the woman - the politician is strictly formalized and carefully built within the subject set initially. Men also do not touch upon a family subject in trivial sense. However, they often use metaphors in which this subject gets a negative shade. Also, the fact that the British female politicians do not seek to become "leader" of a communicative situation is not less interesting. It is important to them to state a key part of the problem that what it is. While men besides the main objective seek to show a certain own force and that fact that they own a situation that is reached by use of various stylistic receptions and hints.

CONCLUSIONS

The Brexit as the large-scale phenomenon which covered Great Britain in 2016 when 51.9% which voted supported UK exit from the EU, is actively discussed at numerous parliamentary meetings not only in the United Kingdom, but in the European Union, constantly involving to itself various researchers among whom linguists more often occur, raising for them all new questions. Constantly replenished bank of performances of members of parliament about the Brexit, its roles and essence allow to reveal many linguistic features which till today did not get to "research focus" of linguistics, gives the chance in a new way to study regularities unusual for a modern parliamentary discourse, to analyze the main language characteristics, to reveal linguistic innovations including based on gender accessory of the British parliamentarians.

The conducted research of gender specifics of speech behavior of the British women – and male politicians allows to draw a conclusion that in discussions about a role and the fate of a Brexit of difference in models of male and female speech behavior are insignificant and the gender in this case is not the defining communication factor. The revealed distinctions at the morphological, stylistic, semantic and pragmatological levels of male and female speech behavior are insignificant that grants to us the right to say that the gender not always plays a key role in creation of a parliamentary discourse, but is dictated to a thicket by a communicative situation and a certain set of the general rules and norms. However, completely we cannot exclude its influence.

Author contributions: **TAS:** part of the investigation of the gender specificity of the British political media communication; **MRZ:** part of identifying of linguocultural peculiarities of British political media discourse; **YNE, LNG, & YAK:** part of analysis of language characteristics of parliamentary discourse in mass media. All authors were involved in concept, design, collection of data, interpretation, writing, and critically revising the article. All authors approve final version of the article.

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