

Gender Constructing in Political Discourse

Olga Konstantinovna Andryuchshenko, Gulnara Seilbekovna Suyunova, Zhanara Berikovna Abildinova

Pavlodar State Pedagogical Institute, Mira Street, 60, 140000, Pavlodar, Kazakhstan

Abstract. The article deals with gender research in political communication. The authors explore the most typical gender stereotypes for canvassing discourse, analyze the language means of their expression. The gender designing in political communication is among the most language manipulation challenges. Males and females develop different behavioral motives, different strategies and tactics of communication. The male language behavior is, as a rule, aimed at achieving and preserving independence and a high status. The public expects absence of conflicts from females, tractability, emotionality. The authors believe that a candidate builds up a positive image in the canvassing period with the help of gender stereotypes, which are most successful and effective in the discourse. [Andryuchshenko O.K., Suyunova G.S., Abildinova Zh.B. **Gender Constructing in Political Discourse**. *Life Sci J* 2014;11(1s):218-222] (ISSN:1097-8135). <http://www.lifesciencesite.com>. 39

Keywords: Gender, discourse, stereotype, politics, manipulation, power.

1. Introduction

The topic urgency is dictated by recent ever-growing appeal of politics as a communicative phenomenon. It is also dictated by the lack of linguistic comprehension by the home science of the features and it is also due to the same lack of the Kazakhstan canvassing discourse as its most essential component. The need for the comprehensive study of the canvassing discourse is explained by the fact that it activates the public thinking through pronounced influence upon various technologies of linguistic effect possessing the opportunities of manipulation. The study of influencing mechanisms, linguistic means and techniques typical for this sort of communication is extremely challenging in relation to application in order to develop modern canvassing technologies. And it is possible, in the first place, by the study of political image (nominee), which is created by various strategies and tactics, and linguistic means forming the political stereotypes, including the gender ones.

Study methods and material.

The study material was 500 agitating leaflets of the canvassing campaigns of 2007 and 2011 conducted in the Payload province and in the city of Asana. They represented the nominees to local administrations from the parties Nur Otan, Ak Zhol, Auyal, Rukhaniyat, Kazakhstan communist party, the pan national socialist democratic party and from independent self-nominees.

The stylistic choice of the actual material was determined by the fact that the leaflet is the broadest and effective agitation means in the Kazakhstan canvassing discourse. It is due to the following factors, first, the Kazakhstan public mentality inherited from the soviet reality: the Kazakhstan trust more to the printed word than to oral speeches, such

as debates, TV interviews and so forth; second, the leaflet has a small scope, it contains brief and most necessary information making it time-saving when reading; third, the leaflet is composed in distinct strictly relating composition, hence it is easier digested by voters; fourth, the leaflet is emotional and expressive making it a powerful tool of manipulating the emotions in public mind.

The study methodological base is the general linguistic postulate about the language as the means and tool of communication. The work reflects the general scientific methods of communication, comparison, statistics, classification, and particular scientific methods of contextual analysis and discourse analysis.

The notion 'gender' was introduced into science in 1986 in the article "Gender" by historian J. W. Scott as a meaningful category of historical analysis implying the 'component of social relations based on the conscious differences between sexes' [1, page 57].

The term 'gender' serves to describe social, cultural, psychological aspects of 'female' versus 'male', in other words, when 'everything is outlined, it is what forms the features, norms, stereotypes, roles, typical and desirable for all whom the society identifies as women and men' [2, page 16].

McCormick defines the gender as the social category proceeding from the biological sex covering also the types of behavior, roles and images if not determined biologically but which considered by the society as belonging to male and female representatives [3, page 1353].

Presently, the gender studies comprise a number of conceptual trends relating to the ideological beliefs of authors and historical background of gender research evolution.

Nevertheless, science until present lacks a uniform view of the gender nature. Foreign studies pay significant attention to the gender problem. On the one hand, the gender is determined as the intellectual construct or the model developed in order to clearly describe scientifically the gender problem and discriminate between its biological and sociocultural functions [4-6]. On the other hand, the gender is considered as the social construct created by the society, including the language means [7-10].

It is noteworthy that the gender can anyway be considered in all spheres of language functioning. Yet, the gender aspects of political communications remain still incompletely studied. The aim of the present work is to reveal the gender stereotypes typical for the Kazakhstan canvassing discourse, the strategies and tactics helpful to create the politician image.

Gender stereotypes and author's image in the canvassing text.

The gender factor is one of the most essential personal characteristics, which, throughout life span, influences decisively the identification of speaker by other members of the socium. It is expressed by the fact that many notions not relating to sex are associated with male/masculine or female/feminine beginning.

The author's image is the textual category which, in view of T.V. Shmeleva, manifests itself in speech genres in such parameters as authority, in formability, interestedness <...>. The author's image is an obligatory component of the language genre intellectual structure; it is constructed by the author and played by him in accordance with own rules and play craft [11, page 26].

The author's image is collected from the data the text contains in the canvassing leaflet. They are the nominee biography representing one's image making it recognizable. The main problems the politicians come across in elections are how to win the electorate attention in the extensive information flow and among a great number of rivals. The voters should learn the nominee before they can be expected to have an idea about the nominee and acquire a definite attitude to the nominee.

Having studied the leaflets from the gender criterion viewpoint, we have concluded that the author's image influences the way of leaflet content presentation, the use of language means and the nominee choice.

First, the leaflets authored by the woman (A), show more emotions and expression in content presentation, particularly, the life story, which has a fixture nature, in contrast to the male content with chronological retelling.

Second, the leaflets authored by women pay more attention to protection of children, maternity, city amelioration and spiritual development. The leaflets authored by men (B), in addition to the above aspects, cultivate problems of unemployment, economy, battle with, progress of entrepreneurship, and others.

A) *«1) to assert by word and deed the consensus among nations, the right to live in clean environment. 2) to lobby interests of pensioners, underprivileged families, women and children. 3) to gain more grants for free secondary vocational and higher education for children from underprivileged families and handicapped children»* (from the canvassing leaflet of Z.D. Bagnenko)

B) *«Politics and economics: to intensify supervision of legal budget spending for socially meaningful programs, to encourage small and middle business, to attract budget investments for overhauling and improving housing territories.*

Law and order: to eradicate official bureaucrats, to toughen measures against crime, supervision of law enforcing activity» (from the canvassing leaflet of E. Abylkasymov).

Third, the most frequent references in the leaflets of men (B) relate to the authority, in those of women (A) relate to personal experience and the appeal to maternity reflecting the feminist gender stereotype with inherent definite values, such as motherly clemency, motherly wisdom and care of life:

B) *«Vladimir Bobrov, Mazhilis deputy of the Kazakhstan Republican Parliament of the third session: «the Policy of our leader N.A. Nazarbaev has enabled the Kazakhstan youth both to obtain high-quality education, to study abroad and to take part in the state policy and administration. The vivid example is Terenchenko Ilya 23 years of age that actively participates in the activity of the municipal affiliate of Nur Otan party; he is the candidate to the municipal council. I can with certainty state that Terenchenko Ilya can be trusted because he keeps his word and fulfils his promises»* (from the canvassing leaflet of I. Terenchenko).

A) *as mother of two children, I am well aware of the problems of children and youth. I believe all parents will support me that we should expand the number of proper children preschool units, improve the education quality at schools and secondary special education institutions. <...> is a medical worker, I have always been worried by the antisanitary conditions at our courtyards and entrances»* (from the canvassing leaflet of K.K. Seisembekova).

These texts contain formulated definite ideas of the gender stereotypes: man is a master yielding

power apriori; woman is a virtuous wife and mother. There is an apparent gender asymmetry – since ancient time, man was assigned the monopolist power, whence the man's position as a master and a ruler. Therefore, the multiplicity of politics is the proof justifying man's claim to power. The gender asymmetry is proven by the contemporary political state, when the man understands «politics as not the female business: just 115 women are registered as candidates out of 506 in the Pavlodar region.

The Russian language culture implies by the notion 'true man' as positive idea that is why there are frequent such epithets in the political:

«Anatoliy Venertsev is a true man, the man of business who sends not a word to the wind and always fulfills promises!» (N.M. Butin); *«Anatoliy Petrovich is a true man capable to resolve problems for the woman »* (Miljutina E.P.).

The covered politics masculinization is often replaced with its attributes on canvassing speeches. For instance, love of the army is perceived by public as an obligatory attribute of masculinity: *«I served in the army in 1980-1982»* (Imankulov A.M.), *«My biography is in no ways different from the fate of my generation majority: school, army, work, institute »* (Kostenko A.V.).

Sport is the attribute of masculinity too: *«Elesiuz Djusekov, one of the most titled boxers in our region, well known in the republic and elsewhere: the silver champion of the USSR national championship, king of Thailand cup winner, Yugoslavian golden belt winner »*.

A certain trade or occupation becomes also a gender-marked characteristic: while the female professions of language speakers are associated with teachers and doctors, the male professions are associated with the metallurgist, engineer, army serviced man and the like. The description of professional qualities and the education rank occupy central place in the leaflet because this information indicates the political competence in a certain sphere politics, the ability to occupy managerial offices, the ability to participate in the country political life. When a woman learns a purely male trade, it is a means of politics masculinization indicating the female right of the stronger gender occupied in the politics historically. Therefore, woman has to avoid conflicts between the male behavior model and femininity.

To create the true man image yielding power, in addition to the true politician epithet, the attribute 'true' is often used implying in jargon emphases in the modern dictionary of Russian politicians and journalists [12] as the one possessing positive qualities, worth respect (about male): *«V. Shek enjoys profound respect among colleagues.*

They believe him a proper economic manager», «Anatoliy Ignatievich is a real manager and a good organizer. Let us remember that words of A.I. Vinertsev as the deputy nominee coincide with deeds. «Said and done!» is his motto and life credo». This context is actual due to its pragmatic purpose of creating a positive nominee image as the person possessing positive qualities. Rare use of the word *true* in this context can be explained, in our view, by the word connotation: the use of words with jargon means is unacceptable in official texts.

Another as important fact is that this attribute is used only to describe persons of male gender; it means that women are excluded semantically: there is no combinations 'true woman/mistress' at the lexical level.

As regards the stereotypes of the woman-politician, the political discourse puts first the 'true woman' for implementation of the gender stereotype the motherly power and all-sided care, the ability to put their situation under control in the hard time (while leveling the female weakness stereotype): *«Galina Amalgedinova from the international family with many children. She has three sisters and three brothers. Since yearly years, their parents taught them to love labor. Otherwise, it would be just impossible to survive in the tough post-war time <...>. As a member of the national policy commission, I visited many hot spots in the Soviet Union where interethnic and interconfessional conflicts appeared. Always supporting principles, honest, used to make quick proper decisions, she even was somewhat lost when faced empty talk reigning at the history last congress of USSR deputies in 1989. Galina exactly appealed to her colleagues with the famous phrase: «Men, enough empty talk! Your children are uncared at home » <...>».*

In addition to the 'true woman' image representation, there was the feminine beginning, which served in the political discourse as the morality symbol and is associated with love for peace. Namely these qualities place women-politicians in the foreground in their canvassing platforms. The sense of information in these texts implies the following equality: «a virtuous woman is a virtuous politician. The leaflet author telling about herself implicitly influences the reader describing own moral qualities, telling about family, about traditions brings closer the politician and the reader. For instance, E.V. Egorova-Gartman remarks that the candidate always remains human with all weaknesses and problems, which should *make the candidate dear to voters.* «Canonization leads to political death before elections» [13, page 13]:

«The burden nowadays is so heavy. Sometimes I reach home quite exhausted. Just I want to fall down and close eyes. But in fact I have force for work and family. It is from my mother, from its workability and vitality. My motherly wisdom has always supported a good family microclimate. She taught me: stay tolerant, diplomatic, speak peacefully at home! Be a good mistress ready to have the welcome table at any time. Even now her meals are remembered which she cooked for herself. I like to cook also. Our home is very hospitable. A visitor for a minute would never leave without a cup of tea (from the canvassing leaflet of A. Nurkina).

It is noteworthy that 48% leaflets by women-candidates do not observe strict composition; they contain abundant emotional and expressive phrases, epithets, rhetoric expressions, a large number of metatext structures (interviews, folk songs, etc.). For instance, the leaflet of G.I. Altynbekova quotes the interview in which the author discloses interesting biographic information. **«Ivanovichi.**

- *Gulnara, what is the origin of your patronymic?*

- *She acquired from father. My parents lived in the Novosibirsk province, far in the country, where the third son was born from grandfather Shaimardan in 1935 and was given the name of Igilik. But he was registered at the district center where papers were rarely taken. And there they obviously unable to write Kazakh names. The grandfather at the village was called uncle, s his son was written too in the Russian manner as Ivan Andreevich, we his children were all called Andreevich» (from the canvassing leaflet of G.I. Altynbekova).*

In this way in comfortable atmosphere the candidate before questioned by voters has recited an interesting biographic fact. Men had no such instances in their leaflets.

Thus, when creating the politician image, the intention is implemented to place the moral qualities, professional value and political abilities above the rest. Foreseeing the canvassing program, the story about the candidate is pragmatically relevant: the candidate should present oneself, as the person of word and deed to be trusted irrespective of the gender attributes. The leaflet author intentionally or not uses the gender-marked means to create the worthwhile politician image that is represented with the 'true man' and 'true woman' stereotypes. Through the prism of the submitted information, the reader restores the authors image which directly encourages the contact between the addressee and the addressor and acquire latter's trust.

Conclusion. The gender linguistics due to the evolution of anthropocentrism in the science of language, the gender linguistic enabled to study the so far unstudied communication gender aspects. The study of the gender problems in the political discourse permits to trace the formation in minds of language speakers a certain attitude to masculinization and feminization of policy and reveal the available gender stereotypes, their role in creation of politician image. The accomplished analysis has revealed that gender stereotypes prevail in the canvassing discourse as its independent portion of the true man and the true woman possessing positive values. If the true man is a strong courageous person possessing power of control, the true woman is a virtuous spouse, mother, keeper of values, and observer of ethic norms. Politicians in canvassing communication in order to create a candidate positive image when nominated to power structures readily and intensively use these stereotypes. Proceeding from the principles of orientation and integration with voters the leaflet include into the canvassing text the biographic stories, stories of family values, all what can bring them close to voters, favors integrity and unification. Taking into account the gender factor, politicians look for their reading public creates their own circles and try to alienate from their opponents.

Corresponding Author:

Dr. Andryuchshenko, Pavlodar State Pedagogical Institute, Mira Street, 60, 140000, Pavlodar, Kazakhstan

References

1. Scott J. W., 1986. Gender: A useful category of historical Analysis. *American Historical Review.*, 5: 57.
2. Pushkareva, N.L., 1999. Gender studies: birth, maturation, methods and prospects in the system of historical sciences. *Woman. Gender. Culture. Moscow*, pp. 240.
3. McCormick K.M., 1994. Language and gender. In: *The Encyclopedia of language and linguistics*. Oxford, Pergamon Press Ltd., 3: 1353-1360.
4. Bucholtz, M., A.C. Liang and L. Sutton, 1999. *Reinventing Gender Identities: The Gendered Self in Discourse*. New York: Oxford University Press, pp: 431.
5. Tannen, D. 1990. *You Just Don't Understand: Women and Men in Conversation*. New York: William Morrow, pp: 319.
6. Tannen, D., 1994. The relativity of linguistic strategies; rethinking power and solidarity in gender and dominance. *Gender and Discourse*. Oxford: Oxford University Press, pp: 19 – 52.

7. Footitt, H., 2002. Women, Europe and the New Languages of Politics. London, New York: Continuum, pp: 192.
8. Philips, S., 2003. The Power of gender ideologies in discourse. S. Philips. The Handbook of Language and Gender. M. Blackwell Publishing, pp: 252 – 277.
9. Romaine, S., 1999. Communicating Gender. London: Lawrence Erlbaum Associates Publishers, pp: 406.
10. Romaine, S., 2003. Variation in Language and Gender. Blackwell Publishing, pp: 98 – 119.
11. Shmeleva, T.V., 1995. Language genre: experience of general philological rethinking. Collegium. Kiev, 1-2: 20-32.
12. Mochenov, A.V., S.S. Nikulin, A.G. Nijasov and M.D Savvanov, 2003. Dictionary of contemporary jargon of Russian politicians, journalists. Moscow.
13. Egorova-Gartman, E.V., 2002. Political promotion, Moscow: Nikolo-Media, 240 pages.

1/18/2014