



Investigating the Differences in English Language Tools Used in Speeches by Men and Women

Ildar Akhmetzyanov^{1*}, Narkiz Mullagaliev², Almira Garayeva³, Nurullina Guzel⁴, Tatiana Boldova⁵

¹ Department of Foreign Languages in the Field of International Relations, Kazan Federal University, Kazan, Russia; ildar-rashit@yandex.ru

² Department of Foreign Languages in the Field of International Relations, Kazan Federal University, Kazan, Russia; narkizmoullagaliev@mail.ru

³ Department of Foreign Languages in the Field of International Relations, Kazan Federal University, Kazan, Russia; almiragaraeva09@yandex.ru

⁴ Department of Service Technologies, Kazan National Research Technological University, Kazan, Russia; nur.guthel@inbox.ru

⁵ Department MOP-1, Moscow State Technical University, Moscow, Russia; bos1173@mail.ru

Abstract

This article focuses on some specific linguistic features of public speeches delivered by Canadian politicians. Public figures frequently employ a variety of linguistic tools to convey their messages. Speeches are intended to have a strong impact on the audience and can sound very persuasive. At the same time, men's and women's voices sound different, and they use different expressions and patterns. Gender linguistics links the concepts of "gender" and "language." In this article, we examined the public speeches of Kim Campbell, the first female prime minister, and Justin Trudeau, the current prime minister. It is important in diplomatic discourse and helps to influence the citizens of the country positively. Politicians' political discourse is characterized by simple, unsaturated lexical structures, allowing society to understand and accept them easily.

Keywords: English Language Tools; Speech; Gender.

1. Introduction

In the modern world, gender linguistics is regarded as one of the branches of linguistics. There is a strong interest in studying English from the perspective of a human of a specific gender. Individuals use various language means of communication to achieve speech and language goals. Gender linguistics is the study of how "sex" and "language" are related. We can discuss human characteristics based on how a person demonstrates a model of behavior and uses language. It is impossible to find a person who uses language without incorporating various discourses (Borisov & Merrill, 1998). Tannen proposed an important linguistic postulate: the sexes use language and speech for different reasons. It is a man's responsibility to maintain influence and the ability to negotiate. Women, on the other hand, use language to communicate, maintain relationships, and "be loved" (Tannen, 1990; Fakhrutdinova & Kondrateva, 2016).

Political discourse has at least two goals: persuasion and influence, as well as communication with the public and attracting attention, so it is necessary to determine the presence of distinctive features of women's and men's linguistic characteristics. A female politician's image can be completely dependent on her, and excessive femininity in her speeches and statements can become an impediment to her being perceived as a serious politician. Women are thought to be incapable of fully engaging in politics, and that this type of activity is innately male. Some women in world politics are well-known for their political success. According to scientist Lakof, it is impossible to construct political discourse without taking gender into account. Every public performance of a person in society's beliefs can contain special tender semiotics (Goffman, 1976). It is impossible to conceal completely, but a deliberate disguise is possible. The primary goal of any political speaker is to persuade the audience to accept their point of view and to believe in the arguments and arguments presented. There are numerous methods and methods of political persuasion available to accomplish this. It should be remembered that any political speech is a product of human consciousness; thus, the individual's personality is reflected in each of his speeches. Gender manifestations in political statements can be argued as a result of this.

2. Literature Review

In the past decades, language and gender methodologies have been limited to individual linguistic features. Hudson (2001), for example, investigated gender differences in the use of intensifiers, hedges, and tag questions in naturally occurring English and Persian discourse. Six English and eight Persian film scripts were used to create a dataset. There was no statistically significant difference between the gender-bound linguistic differences groups. Using large-scale corpora, Johanssen, Hovy, and Sogarrd (2015) investigated cross-lingual syntactic variation over age and gender. Several ages and genders with specific variations were found to hold across languages; for example, women are more likely to use VP conjunctions. According to Bamman et al. (2014), women prefer prestige and standard forms (Newman et al., 2008). Phonological differences between men's and women's speech have been observed in a variety of languages, according to Wardhaugh (2011). Women have palatalized velar stops in Gros Ventre, an Amerindian language of the northeastern United States, whereas men have palatalized dental stops, as in female *kjatsa* 'bread' and male *djatsa*.

Haas (1944) observed that in Koasati, an Amerindian language spoken in southwest Louisiana, men frequently pronounced a *s* at the end of verbs, but women did not; for example, male *lakáws*'he is lifting it' and female *lakáw*. What was intriguing was that this type of pronunciation appeared to be on the decline because younger women and girls do not use these forms. The fact that women teach their sons to use male forms and men narrating stories in which women speak use female forms in reporting their words demonstrates that the older speaker recognized the distinction as gender-based. This practice contrasts sharply with the situation in Gros Ventre, where there is no such shift in reporting or quoting (Behbahani & Gholami, 2018).

3. Methodology

To achieve the article's goals, we first investigated the significant differences in the use of English language tools by men and women in the political arena. The speeches of Canada's two prominent Prime Ministers, Kim Campbell and Justin Trudeau, followed. This article does not exhaust all of the methods used by politicians but rather examines specific phrases and phrases that influence public perception of a particular politician.

4. Results

We attempted to identify the influence of gender on political speech and the use of gender markers by leaders by using the political speeches of two famous Canadian politicians, Justin Trudeau and Kim Campbell. According to Lakoff (1975) scholars, women's speeches are frequently cut short because they are taught to "speak like a lady," specifically to use various reservations ("Maybe so, but..."), and use "markers of politeness." "And, all too often, they are simply inefficient and ineffective." When using modal verbs, K. Campbell's imperious tone is heard in political speeches; the constant repetition of verbs helps to create an atmosphere of excitement and awe.

"We can no longer afford to close our eyes to the anomalies and anachronisms that ultimately penalize the benefits of our programs." The politician's use of modal verbs not only lends authority to the sentences but also helps to create an exciting atmosphere. It is believed that the use of confirmatory questions ("The film was exciting, wasn't it?") by women carries doubt, indecision, and lack of confidence. This does not apply to the politician Campbell, as she, in her speeches, avoids the use of such questions. It appears that if female politicians do not follow this model of behavior, they risk being charged with a serious lack of femininity.

Furthermore, if they "talk like a lady," they may be dismissed. Male markers are frequently used to bolster the position of a political leader. Campbell tries to demonstrate her dependability and loyalty, wants citizens to believe in a bright future, and frequently uses the word "hope." However, many previous attempts were much less successful and cost us dearly – in wasted resources, of course, but most importantly, in disappointed hopes. We will instill hope in Canadian men and women who want nothing more than to live a dignified life if we make better use of the resources we devote to training (Campbell, 1993).

Justin Trudeau is also attempting to demonstrate his commitment and give people hope for a "better future." The use of the word "hope" in speeches and speeches, as opposed to the absence of the word "fight," is an example of such gender demonstration on the lexical layer. The use of time markers in their statements provides a foundation for gender separation. The characteristic feature of male phrases is a proclivity for the present. Men are more concerned with what is happening right now than with what has happened in the past. Trudeau frequently speaks in his speeches about the

present as well as immediate future actions. "Canadians from all across this great country sent a clear message tonight." The analysis of politicians' speeches demonstrates that the address to citizens has significant value. The use of addresses is frequently associated with the context in which the speech is delivered. Trudeau's style is distinguished by his respectful, paternal disposition toward the recipients of his political speeches. The address allows the speaker to present new ideas in order to draw the attention of the audience to the speech.

"We have to renew our commitment to excellence, quicken our pace on the path to prosperity and fortify our faith in social justice and equality" (Minzaripov et al., 2020). It is typical for women to talk more about the family hearth, the family itself, and their home, and also observe their more emotional and positive attitude to the phenomena of life. This can be seen in Campbell's political speeches. "Yet we are still incapable of meeting the needs of tens of thousands of Canadian families." Male politicians do not avoid using adjectives in their speeches. Unlike women, men frequently use adjectives to clarify, condition, give importance, exclusivity, show size, color, shape, and nothing else. The following statements can be found in Trudeau's political speeches.

"The process has been long, and I can only imagine how awful it is to relive such intense pain." It is common for female politicians to use emotional adjectives in their sentences. In every public speech, Campbell employs ear-caressing definitions. "We have to define and put into practice a better, more coherent and effective policy on income security." "In particular, I appeal to that wonderful sense of solidarity that has enabled you to preserve and develop a culture and society on this continent that is unique in the world." "From my home province of British Columbia to Newfoundland, I have sensed the deep desire in Canadians of every age to get involved, to become part of our life as a nation, to have control of their own lives." The presence of a large number of introductory words distinguishes Campbell's speech. Leaders' political speeches can benefit greatly from introductory sentences and words. They assist the politician in organizing their thoughts in order to deliver a convincing and logically sound speech.

Campbell frequently uses the passive voice to complicate her sentences, transforming them into lexically complex phrases that are difficult to understand. "I am reminded in particular of the aviation and pharmaceutical industries, whose phenomenal growth is a direct result of initiatives taken by our government in cooperation with the government of Quebec." "But much remains to be done". Trudeau attempts to make his statements accessible and clear to citizens of various social strata by using simple, not complicated, sentences, which is a feature of male speech. Emotionally weakly colored speeches imply a factual statement. "I didn't make history tonight; you did." "Your strength is an example to us all."

Campbell uses complicated grammatical constructions to gain a foothold in politics and demonstrate her education and literacy, which is a clear characteristic of the female gender style. The Canadian female leader attempts to compensate for gender characteristics in her speech by incorporating politically charged vocabulary, thereby establishing an equal sign in the political arena between himself and a man. The next difference, according to Lakoff, is that women prefer forms of interrogation, whereas men prefer confirmations. A woman politician's political image can suffer as a result of a variety of issues. Journalists have a habit of characterizing a politician who asks a lot of questions as insecure. You can notice the presence of issues in Campbell's speeches. "But do we ever look further?" (Campbell, 1993).

Campbell is a responsible politician as well as a state citizen. The frequent use of the pronoun "I" demonstrates that the politician isolates and presents as an independent and competent diplomat. Campbell frequently uses the pronoun "I," which is a gender label, to strengthen her position in the political world and to assert her self-assertion in the role of a politician. This type of behavior is typical of female leaders because they are constantly trying to strengthen their status in order to prove their right to participate fully in the country's state-legal activity. "I felt that same sense of purpose and faith in the future everywhere I went today." The peculiarities of gender dissimilarity can also be attributed to the topic of conversations—Campbell frequently speaks about men, women, and garments. "The ambition these men and women share is to improve the Canadian federation, not paralyze it, as some propose." Male politicians, on the other hand, prefer to talk about finance, politics, business, and sports. Justin Trudeau discusses these issues in his "We Are Canadians" speech.

"And I had the opportunity to share meals with retired seniors who worked hard their whole lives and are now forced to rely on food banks." Women politicians' speeches reveal their true attitudes toward phenomena and events, as well as their unmasked feelings and emotions. "I am very pleased, on your behalf, to commend the excellent job they are already doing." They, like all politicians, prefer the fight for equality and democracy and do not try to hide the presence of feminist and masculine elements in their speech. The vast majority of political speeches are meticulously planned and

rehearsed. Displaying gender differences in public speeches is a psychological trick that allows you to believe and sincerely trust a politician's statements more reliably. Campbell is experimenting with metaphors and similes.

5. Discussion

Any politician, regardless of gender affiliation, wishes to influence people, so persuasion and expressiveness of speech are crucial. In general, a number of scholars discuss the gender characteristics that male and female politicians exhibit in their public speeches. The use of complex grammatical structures, emotional coloring of speech, and excessive use of adjectives are the most common female signs. Male signs are distinguished by lexical repetitions, an abundance of simple sentences, and the frequent use of verbs. Thus, adequate application of gender discourse in political statements promotes figurativeness of the political leader's language, intrigues the audience, and causes interest not only in the public figure's speeches but also in him. In some cases, we can discuss the blurring of gender lines. Female politicians may use masculine communication methods to strengthen and defend their positions as competent politicians.

6. Conclusion

Gender differences in diplomatic discourse, as seen in the above analysis of political discourse, play an important role in diplomatic discourse and contribute to a positive impact on the country's citizens. Female politicians use more complex grammatical constructions and tend to color their political speeches emotionally. Women must compete with male politicians, and in order to demonstrate their ability to be serious political leaders, they must use gender characteristics of both sexes in political speeches. Politicians' political discourse, on the other hand, is characterized by simple lexically unsaturated constructions that society can easily understand and accept.

Acknowledgments

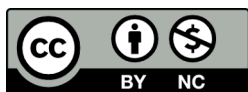
This paper was supported by the Kazan Federal University Strategic Academic Leadership Program.

References

- Bamman, D., Eisenstein, J., & Schnoebelen, T. (2014). Gender identity and lexical variation in social media. *Journal of Sociolinguistics*, 18(2), 135-160.
- Behbahani, H. K., & Gholami, M. (2018). A Sociolinguistic Exploration of the Difference Between Male Speech and That of Female Speech. *International Journal of Advanced Multidisciplinary Scientific Research (IJAMSR) ISSN: 2581-4281*, 1(7), 11-20.
- Borisov, D., & Merrill, L. (1998). *The Power to Communicate. Gender Differences as Barriers*. Illinois: Waveland Pr.
- Campbell, K. (1993). *Notes for the address of the Hon. Kim Campbell*, Vancouver, B. S. Ottawa: office of the Prime Minister.
- Fakhrudinova, A. V., & Kondrateva, I. G. (2016). Contemporary tendencies of social tutoring in period of multiculturalism. *Moral Characteristic//Man in India*, 96(3), 853-858.
- Goffman, E. (1976). Gender Display. *Studies in the Anthropology of Visual Communication*.
- Haas, M. R. (1944). Men's and women's speech in Koasati. *Language*, 142-149.
- Hudson, T. (2001). Indicators for Pragmatic Instruction: Some Quantitative Tools. *Pragmatics in Language Teaching*, 283-300.
- Johanssen, A., Hovy, D., & Søgaard, A. (2015). *Cross-lingual syntactic variation over age and gender*. In Proceedings of the Nineteenth Conference on Computational Natural Language Learning (pp. 103-112).
- Lakoff, R. (2000). Language and place of woman. *Gender Study. Kharkiv*, 5, 241-254.
- Minzaripov, R. G., Fakhrudinova, A. V., & Mardakhaev, L. V. (2020). Multicultural Educational Approach Influence on Student's Development. *International Journal of Criminology and Sociology*, 9, 866-870.
- Newman, M. L., Groom, C. J., Handelman, L. D., & Pennebaker, J. W. (2008). Gender differences in language use: An analysis of 14,000 text samples. *Discourse Processes*, 45(3), 211-236.

Tannen, D. (1990). *You Just Don't Understand*. Women and Men in Conversation. – New York, P. 192.

Wardhaugh, R. (2011). *An Introduction to Sociolinguistics*. John Wiley & Sons, 28.



© 2023 by the authors. Licensee Shahid Chamran University of Ahvaz, Iran. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution–NonCommercial 4.0 International (CC BY-NC 4.0 license). (<http://creativecommons.org/licenses/by-nc/4.0/>).