
Gender, Language and Politics: the Representation of Theresa May on Twitter

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Abstract

The relationship between women leaders' language, social media, and politics has been interesting to be discussed. However, there are lacks previous studies that examined the women leaders' language and how the word choices represent women leaders on Twitter. Thus, this study aims to find out Theresa May's language on Twitter and how those word choices represent herself as a woman leader. The data are taken from the tweets on Theresa May's Twitter account over the last six months of her leadership reign (from January until July 2019), which focused on her crucial tweets about politics and leadership. The researchers adopted four theories to capture and analyze the data from different angles to produce the rich analysis of Theresa May's word choices and representation on Twitter. The study revealed several word choices used by Theresa May into four categories: (1) announcement tweets, (2) attack/negative tweets, (3) personal characteristics, and (4) policy. Furthermore, the study also found that Theresa May utilized those word choices to represent herself as a political leader. She also used metaphors and pronouns to shape the desired representation. Furthermore, not all PDA elements by Fairclough & Fairclough (2012) were employed due to the limited characters number on Twitter or other possible purpose(s). This study is beneficial to enrich the knowledge on how the use of language by woman leader is implicated within social and political contexts of a country. The Linguistics analysis on gender, language, and politics is another take away from this research.

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Introduction

Nowadays, the issue of women's inequality, compared to men's, has been massively discussed. In this case, women are

mostly constructed as inferior rather than men as can be found in a variety of contexts, like in leadership, social and culture, and work distribution. In the context of work distribution, women are also often

subordinated and discriminated in the workplace (Ridwan, 2006). Women are also subordinated in a social position, positioned to be inferior to men (Wardaugh & Fuller, 2015). Meanwhile, in terms of leadership, a woman leader is considered less competent than a male leader and is labeled as "the other" (Baxter, 2017).

Addressing the above issues, this research focuses on studying the representation of women leaders in a written discourse such as Twitter. This representation covers how the women leaders respond to social constructions and how Twitter is used for campaigns or other work programs in leadership and political matters. Thus, the focus of this study is to find out what word choices were used by Theresa May to show leadership and how those word choices were used to construct the desired goals within social and political context in the United Kingdom.

This study uses social media, Twitter, due to its importance and potential usefulness in understanding political thought, as they draw up people's understanding and the way they know it (Bennett, 2011). Another reason is that social media is a prior need for politicians. Trippi (2005) argued that the awareness of internet power in organizing political goals or purposes has been increased among politicians. Gainous & Wagner (2011) stated that this phenomenon is triggered by the significant change in social media and the easiness of creating information channels. Particularly, Twitter is one of the prominent social media used by politicians to shape and create certain information directly to the followers and contribute to the flow of information (Gainous & Wagner, 2011).

To obtain additional information about the idea of gender, language, and politics, the researchers used several previous studies which are relevant to the present study. Rolls (1993) reviewing some relevant studies and argued that individual perception based their language style can influence their acceptability in obtaining some goals. Besides, Cameron & Shaw (2016) conducted another study by analyzing women leaders' speech during debates. The results show that there are

differences between men and women in terms of language use and the way media shape perception of society toward female politicians. Baxter (2010) and Baxter (2017) also did research about female leadership language. The first research found out that apologetic language pattern styles is often used by women leaders in corporation. Meanwhile, the second research found out that woman leader's authority can be resisted by linguistics grounds and gender.

Meanwhile, Curtin (2008), Paxton & Huges (2007), and Stockemer (2007) have conducted studies that focused on women's power and representation in politics. Stockemer's study (2007) shows that cultural factors, electoral system, ideology, and socio-economic factors can affect women's representation in national parliaments. Besides, Curtin (2008) analyzed the women representation in political leadership using the case of New Zealand political discourse. The study reveals that the existence of The New Zealand Labour Women's Council (LWC) can actively support female politicians and build the women representation as politicians. A study conducted by Paxton & Huges (2008) reveals that women leader's representation can be affected by social and culture structure.

Other scholars such as Vergeer (2015), Spierings & Jacobs (2014), Jackson & Lilleker (2011), Graham et al. (2014), and Ceron et al. (2013) discussed the relationship between political purposes and the use of Twitter. One of the findings shows that interaction and number of followers can affect the preferential votes for candidates. Another finding also shows that the politicians' tweets are mostly about party and campaign purposes.

Other studies such as Baxter (2012), Holmes (2005), and Holmes (2006) focused on women's leadership discourse. However, only a few previous studies focused on women's leadership discourse, which only focus on examining the female language use in general. Those studies are Aldoori (1998), Graddol & Swann (1989), Bradac, Mulac, & Thompson (1995), Baker (1991), and Miller & Swift (1991). From those studies, the result show that women tend to respond more

often, interrupt less, use more pronouns, ask more questions, and speak more politely.

Those previous studies and this research have similarities in terms of theory, which is the use of gender and language as the theory. However, there are differences between those previous studies and this research, namely the research focus and research subject. Twitter is used as the research object in this study, while the focus of the research is Theresa May's words related to leadership and how those word choices represent Theresa May as woman political leader. The representation includes how Theresa May used the word choices to promote work programs or campaigns regarding her duties as PM of the UK and leader of Conservative Party and as a mean to respond to social construction at that time.

In sum, the gap from the previous studies is the fact that they did not discuss the language differences that possibly occur on social media where women leaders may promote their programs and campaign on Twitter, especially women's leadership language differences.

Addressing the gap, this present study aims to answer the following research questions; 1) what were the word choices that Theresa May used as 'effective' words related to leadership on Twitter? 2) how did Theresa May use the word choices to represent herself as a woman leader within the UK's political and social context on Twitter?

Thus, the objective of this study is to analyze what word choices were used to show Theresa May's leadership. Furthermore, this study intends to figure out how particular word choices were used by Theresa May, as a woman political leader, to articular her missions within UK's social and political contexts.

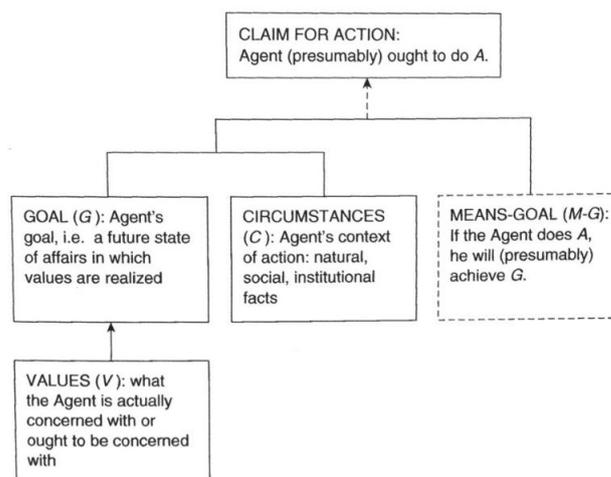
Methodology

The present study uses an interdisciplinary approach to analyze multi-faceted language use from gender, politics, and Twitter (mediated discourse) to allow a synthesis from complexity (Newell 2001). Using an interdisciplinary study was able to provide more complex and nuanced analyses of the data compared to the analysis under a traditional perspective (Wahyudi, 2018).

Gainous & Wagner's theory (2014), Baxter's theory (2010), PDA (Political Discourse Analysis) by Fairclough & Fairclough (2012), and Chilton's theory (2004) are used to explain and analyze the data. Those interdisciplinary theories are used to present thick and detailed analyses and descriptions of the collected data (Wahyudi, 2018).

Political Discourse Analysis (PDA) by Fairclough & Fairclough (2012) is an approach that show how representation provide premises for action and how representation issues is integrated within decision, action, and responses in political discourse. Here is the model of PDA Fairclough & Fairclough (2012):

Figure 1. The model of PDA Fairclough & Fairclough (2012, p. 45)



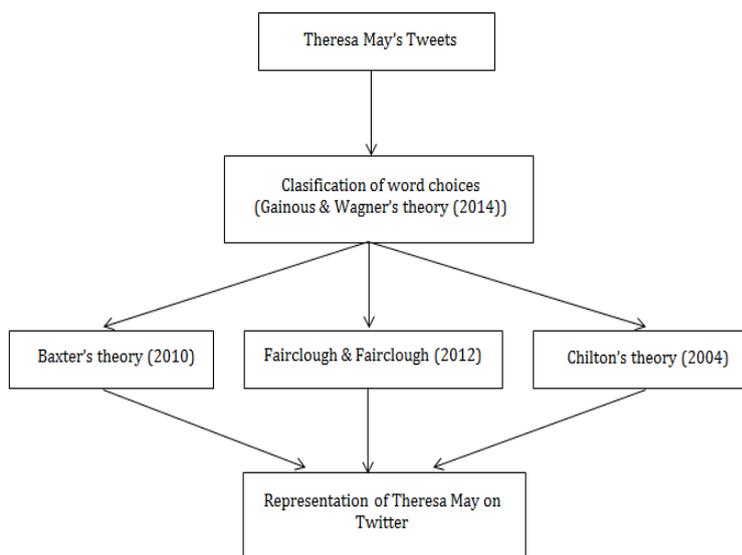
For data collection, the researchers have several criteria in selecting the tweet. First, the data were collected from the tweets of Theresa May in the last six months of her leadership period (from January until July 2019). Second, the researchers used specific focus on her crucial tweets about politics and leadership activities (not about her personal life) by considering the content, hashtag, and the mention. Third, the researchers also applied some criteria for the crucial tweets, which is by only selecting the tweets that have more than 500 likes. This is to show that this number means 'effective' language use, since the tweets got massive number of responses from her followers.

The researchers also did several steps in collecting the data. First, Theresa May's Twitter account is chosen. It is because she is the second female Prime Minister of the UK as well as a leader of the Conservative Party. Secondly, the researchers selected Theresa May's tweets that meet the criteria mentioned previously. Then, the researchers identified

the word choices frequently used by Theresa May which reflects political and leadership contexts. The identification is made manually by using 'Find' feature on Microsoft Word. The researchers typed the words one by one for each category based on Gainous and Wagner's theory (2014). Then, the researchers chose the word that is used 10 times or more to be considered as the word choices.

The researchers also did several steps to analyze the data. First, Theresa May's tweets were analyzed to find out the word choices. Secondly, the word choices were classified into four categories as proposed by Gainous & Wagner (2014); (1) Announcement tweets, (2) Attack/negative tweets, (3) Personal Characteristics, and (4) Policy. The third step is the analysis of word choices by looking at Theresa May's representation within political and leadership discourse. Lastly, the researchers drew conclusions. The following diagram is provided to see how all the theories work:

Figure 2. The diagram of how all interdisciplinary theories work



Results and Discussion

The researchers present explanations of the four categories: announcement tweets, attack/negative tweets, personal characteristics, and policy. Moreover, each word in a category is also explained in detail.

Lastly, examples of tweets are also presented to complement the discussion.

The findings of the study show that some word choices were frequently used by Theresa May on Twitter during the last six months period, from January up to July 2019, of her leadership. With the four categories proposed by Gainous & Wagner (2014), the researchers

classified the words choices of Theresa May as the followings:

Table 1. Word Choices in the Data

Categories of Word Choices	Words Choices
Announcement tweets	Parliament, referendum, Brexit, Deal, Deliver, Help, Meet, Election Vote, Congratulations, Gratitude (Thank/Thanks/Thank you/Thanking)
Attack/negative tweets	Opponent’s name (Jeremy Corbyn and Labour Party)
Personal Characteristics	Conservative, Nationalism words (Country/Nation/National), Supportive, Women/Female, Leader, Hard-working
Policy	Tax, Health, Law, Economy

Announcement Tweet

This category consists of several announcements such as election announcements, campaign announcements, Brexit announcements, and many others. The word choices in this category are “Brexit,” “Deal,” “Deliver,” “Parliament,” “Referendum,” “Help,” “Meet,” “Election,” “Vote,” “Congratulations,” and “Gratitude”. The word “Brexit” occurs 35 times, “Deal” 32 times, “Deliver” 21 times, “Parliament” 10 times, “Referendum” 8 times, “Help” 18 times, “Meet” 7 times, “Election” 12 times, “Vote” 13 times, “Congratulations” 13 times, “Gratitude” 13 times.

The words related to the Brexit issue are the most frequent words that were used by Theresa May because Brexit was the most crucial issue within the UK’s political and social context at that time. The example of the use of the word “Brexit” is shown below.

Example 1:

‘Today I’ve been campaigning for next week’s European election. Only @Conservatives can deliver Brexit and take the UK forward into a brighter future. No one else can get the job done. For a party that will work in the national interest to deliver Brexit, vote Conservative.’ (May 17, 2019)

In the example, the use of the word “Brexit” was not literally used to talk about the Brexit issue. However, Theresa Mays effectively used the word “Brexit” as campaign content. She mentioned @Conservative (the

official Twitter account of the Conservative Party) which can possibly enhance more audiences of the tweet (Gainous & Wagner 2014) and stated clearly to their followers to vote for the Conservative Party.

Additionally, Brexit may to some extent be closely related to the four central beliefs of conservatism, namely *human imperfection, hierarchy and authority, tradition, and property* (Heywood 2017: 80). Here are the explanations of the relationship between Brexit and the four central beliefs of Conservatism.

Tradition

Tradition is a belief to maintain and preserve the traditional practices and customs in society. As a political ideology, conservatives believe that national loyalty is the first thing to respect rather than political or individual interests (Heywood 2017). Since the number of people who voted to “leave” in the Brexit referendum 2016 was more than people who voted to “remain”, Theresa May and her party worked for delivering the Brexit, and preserved the tradition, as represented in her tweet by the sentence “For a party that will work in the national interest to deliver Brexit”.

Human Imperfection

Conservatives believe that human beings are creatures that naturally seek security because human beings are limited and dependent (Heywood 2017). This might partly resonate the Brexit deal contents which are

Freedom of Action (Freedom of Movement). This deal includes the protection (security) for EU citizens in the UK and British citizens in EU countries to study or work as they do now. By this deal, the UK citizens still feel secure living in EU countries and vice versa.

Hierarchy & Authority

Hierarchy & authority is always rooted naturally in society and all social institutions, including the government. This might be seen from Theresa May's tweet through the sentence 'Only @Conservatives can deliver Brexit' and 'No one else can get the job done' which implies hierarchy & authority. Those sentences imply the authority of the Conservative Party as a 'leader' party in government and the personal authority of Theresa May as a Prime Minister.

Property

Conservatives believe that properties can provide people security and wealth (Heywood 2017). As a result, conservatives always work hard to preserve and protect their properties to benefit future generations (Heywood 2017). This central belief is in accordance with one of the Brexit deals which is 'Britain would have full authority over Britain's territorial waters if Britain exits the EU'. Data show that 60% of British territorial waters are in hands of foreign parties (Fishing for Leave's website). Therefore, British fishermen supported Britain to exit its membership with the EU.

Furthermore, regarding the pronoun use in Theresa May's tweet, she used the pronoun 'I' to represent a deictic function in a political discourse. As argued by Chilton (2004) the use of pronouns contains political effects in political discourse. Mukhortov & Malyavina (2019) also argued that the personal pronoun "I" is indicative of attitudes and self-focus toward various events. In Theresa May's case, the use of I in the sentence "Today I've been campaigning for next week's European election" can be used as a tool to represent her personal responsibility and authority (Karapetjana, 2011). It may also be interpreted to represent her commitment and responsibility on behalf of her party. The last, the use of pronoun "I" also represents her

responsibility to participate in the success of the European Parliament Election 2019 as a Prime Minister before Britain leaving the EU.

Additionally, Theresa May's tweet also contains a movement or journey metaphor. The movement or journey metaphor is shown by the sentence '...take the UK forward into a brighter future'. The use of this metaphor represents herself as a leader who cares about the future of the UK. Furthermore, the use of movement metaphor also conceptualized particular political concepts that include political and leadership action (Chilton 2004). In sum, the movement or journey metaphor created a positive representation of Theresa May as a political leader and implies her political and leadership actions.

Attack/Negative tweets

This present study found that the names of Theresa May's opponents ("Jeremy Corbyn" and "Labour Party") are frequently used by Theresa May. The data show that she used "Jeremy Corbyn" 15 times while "Labour Party" 12 times. Gainous & Wagner (2014) state that politicians, including women leaders, typically use the opponent's names to attack them and create negative images of them. Theresa May also did similar things. She mentioned her opponent's names to attack them and made a negative representation of them. The example of a tweet that mentioned the opponent's name is explained as the following:

Example 2:

'If Jeremy Corbyn wants to avoid No Deal he should back the Government's deal. Instead, he's putting party politics over the national interest.' (A video inserted: https://twitter.com/theresa_may/status/1083047044875472901?s=20) (January 9, 2019)

The example above indicates that Theresa May insisted the opposition party to accept the 'No Deal' scenario for Brexit. She also attempted to create a negative representation of Jeremy Corbyn which is shown by the sentence 'Instead he's putting party politics over the national interest'. This sentence means that if Jeremy Corbyn did not accept the

'No Deal' scenario, then he only was only concerned with political interest over the national interest.

Furthermore, Theresa May also inserted a video at the end of her tweet. The video is useful to explain her tweet in more detail since the characters are limited. Moreover, the video helps Theresa May to get more attention from her followers to respond and read the tweet, since it is more attractive to watch a video rather than only read a tweet (Alton, 2017; Gotter, 2019).

From Fairclough's & Fairclough's (2012) lens, Theresa May's tweets can be analyzed from three elements; claim, goal, and means goal. The claim is shown by the sentence 'instead he's putting party politics over the national interest.' This is a negative claim to attack Jeremy Corbyn. She effectively used the language property 'if' to create a particular 'truth claim'. This 'truth claim' is fundamental in political discourse because it can shape a particular representation (Chilton, 2004).

On the contrary, for her supporters, Theresa May possibly received a positive representation as a leader who put forward national interests first, rather than party interests. Meanwhile, for her political opponents and the anti-Brexit, the representation could mean different things. Theresa May could be viewed as the one who put party interest over national interest because they disagreed with Brexit. Furthermore, regarding the No-Deal scenario, she might be viewed as a leader who had a terrible deal for Brexit, which triggered the MPs did not vote to choose the 'leave' option.

Additionally, the goal element is shown in the Theresa May's sentence 'Jeremy Corbyn wants to avoid No Deal.' Jeremy Corbyn wanted to avoid the No Deal scenario, because his party did not want Britain to leave the EU. Therefore, Theresa May offered Jeremy Corbyn if he wanted to avoid the No Deal scenario, then 'he should back the Government's deal.' This sentence also serves as means-goal element of the tweet. Linguistically, the sentence contains a deontic command 'should'. The use of the deontic command is aimed to deliver her command to

Jeremy Corbyn to respect the national interest to leave the EU.

Personal Characteristics

This category contains word choices that indicate politician characteristics. The word choices were used to build positive images or representations vital in shaping voters' perception toward political actors (McNair, 2011). The data display that the Theresa May's word choices were "Conservative," "Nationalism," "Supportive," "Women/Female," "Leader," and "Hard-working." The number of occurrences for "Conservative" is 26 times, "Nationalism" 51 times, "Supportive" 13 times, "Women/Female" 7 times, "Leader" 11 times, and "Hard-working" 24 times. Here is the example.

Example 3:

'With our balanced approach to the economy, the Conservatives have been able to announce the biggest cash boost in the history of the National Health Service. Our #NHSLongTermPlan is about ensuring the NHS is always there for you and your family.

*[https://conservatives.com/nhsplan'](https://conservatives.com/nhsplan)
(February 7, 2019)*

This is an example of the word 'Conservative' in Theresa May's tweet. Theresa May strategically used the hashtag #NHSLongTermPlan and inserted a link at the end of the tweet to increase the number of audiences for her tweet. Besides, the link at the end of the tweet is able to provide more explanation about her tweet.

The tweet above has all the elements of PDA's Fairclough & Fairclough (2012). First, the claim is shown by the sentence 'our #NHSLongTermPlan is about ensuring the NHS is always there for you and your family.' This sentence is classified as a claim because the phrase 'is about ensuring,' means that it is not a truth but a truth claim. Furthermore, seen from Fairclough & Fairclough (2012), this claim also implies that NHS would provide better health care services for British people through the cash boost values for the NHS

Long Term Plan ('...always there for you and your family').

The means-goal of the tweet is indicated by the hashtag '#NHSLongTermPlan,' which means that 'NHS Long Term Plan' is a tool to achieve the goal. Meanwhile, the circumstance of this tweet is indicated by the phrase 'with our balanced approach to the economy' which explains the discourse context on the tweet.

Moreover, the goal is indicated by the sentence 'the Conservatives have been able to announce the biggest cash boost in the history of the National Health Service'. This goal appears to reflect political strategies to deliver the ideological implications of the Conservative Party, authority, and property. As the structure of NHS is a very centralized and hierarchical organization (Döhler 1991), by having this authority, the government can implement its political strategies to a certain extent. Secondly, by having NHS as the property, Conservatives believe it will provide them a sense of security (Heywood 2017).

Lastly, the goal is politically essential to positively represent Theresa May and her party. Through the NHS Long Term Plan, it deliberately created a history that during the reign of Theresa May, she was able to provide the biggest cash boost to the NHS, which is £ 20.5 million. The £ 20.5 million spending is the most massive five-year increase since the mid-2000s (Milne 2019).

Policy

In the policy category, there are words "Health" 15 times, "Tax(es)" 9 times, "Law" 8 times, and "Education" 3 times. The example of the tweet is as the following:

Example 4:

'This April we're cutting taxes for 32 million people in the UK which allows families across the country to keep more of their own money. Our balanced approach to the economy means we can invest more in vital public services, while cutting taxes and tackling the cost of living.' (April 5, 2019)

In the example, Theresa May stated a new policy about cutting off taxes by April for 32

million people in the UK. Interestingly, she did not add any tags, hashtags, or video/image in her tweet, but only posting sentences. Hence, her language is very concise and precise due to the limited characters but may greatly impact the number of audiences.

The tax cut may resonate with the characteristics of the Conservative Party ideology, especially 'The New Right' idea. During the 1970s, The New Right ideas had their most significant initial impact in the USA and the UK (Heywood 2017). New Right's idea has been used to describe ideas that demand tax cuts (Heywood 2017). Thus, by cutting taxes, people are expected to save more money and properties.

Property is also one of the most significant central beliefs of conservatism. Property ownership is not only the wealth of individuals but also the state (Heywood, 2017). As stated in the next sentence of Theresa May's tweet, the balanced economy approach had a significant impact on investing more for public services, which are also classified as properties of the state.

The study found that the word choices vary according to the political purposes of Theresa May. She used word choices to represent herself in a certain way to attain her goals. For example, she used the word "Jeremy Corbyn" when she attacked or made a negative statement toward him. As formerly argued by Rolls (1993), gender and language style has crucial implications for goal attainment in leadership discourse. Therefore, this finding supports the previous study conducted by Rolls (1993).

However, the difference with Rolls' research is that it does not only show the use of language style in achieving the goals, but also found that the word choices were used to create a 'positive' representation, establish solidarity, and suggest an ideological implication. Several factors may trigger these differences. The socio-cultural and political contexts of both studies may shape the differences. The analytical frameworks from the previous research also contribute to the findings and the representation of data.

In addition, this study found that Theresa May used various pronouns in her tweets where I and we are the most frequently used by Theresa May. This finding supports, in some ways, the previous studies conducted by Graddol & Swann (1989), Baker (1991), Miller & Swift (1991), and Bradac, Mulac, & Thompson (1995). They discovered that women use more pronouns in their language use. The difference is that those previous studies did not explore how the woman leader used pronouns to represent themselves. Moreover, this current study does not find the use of hedging and assertive language on Theresa May's tweet, as discovered in research conducted by Aldoory (1998).

Moreover, this study also found that the word choices that appeared most frequently in Theresa May's tweets were about Brexit issues. One of the results is in conformity with Holmes (2006), who found that local context or 'community of practice' (CofP) which shaped leadership practices. Further, it is also in tune with Baxter (2010), who states that the contexts and the surrounding communities in which they work form women leaders' language.

Interestingly, this present study also found other factors such as party ideology and cultural factors that could shape the leadership practices which were not investigated in Holmes's (2006) and Baxter's (2010) study. These differences may be determined by the different socio-cultural and political contexts, different analytical frameworks, and different personal characteristics of this research subject.

Additionally, this study revealed that word choices affect the representation of Theresa May as a political leader. Baxter (2010) also found that language affects women's representation in leadership positions within a business corporation. However, this current study illustrates that Theresa May used two types of metaphors, namely war metaphor and journey metaphor. Meanwhile, Baxter (2010) only found that women leaders used war metaphors. Baxter (2010) also does not explore how pronouns represent women leaders. In contrast, this present study found

that pronouns are vital in creating specific representations of women leaders.

Besides, the factors that influenced the representation of Theresa May share similarity with several existing studies like Stockemer's (2007) and Paxton & Huges' (2008) study. Similar factors are party ideology, cultural factors, and socio-economic factors. This current study also discovered other factors such as word choices, pronouns, and metaphors that can influence women leaders' representation which are absent in those previous studies.

In some points, this study extends the findings of previous studies such as Jackson & Lilleker (2011), Vergeer (2015), Graham et al. (2014), and Ceron et al. (2013) in exploring the use of Twitter for political interest. This present study shows how Theresa May used the word choices on her tweets to represent herself as a leader. Besides, the study also shows that pronouns and metaphors are also crucial in political discourse and display more insights into the language used on social media Twitter for politicians.

The findings of this study also oppose the ideological representation of women's 'different voice' that views women as 'less combative and aggressive.' The researchers found that Theresa May did stereotypically male behaviors, such as talking and attacking the opponents in her tweets. It is in accordance with Yarchi & Samuel-Azran's (2018) study which shows that female politicians used their posts for attacking opponents 20.4% more than male politicians did (10.6%). Meanwhile, the shouting and interrupting acts are not found in this study since the data are written text, not spoken text.

Moreover, this study discovered that the use of war metaphor on Theresa May's tweet supports Cameron & Shaw's (2016) findings that women leaders do not fit the characteristic of women's 'different voice.' Cameron & Shaw (2016) argue that women leaders speak linguistically beyond the male-female binary. Furthermore, both of these studies agree that women leaders are not similar with the existing study on women's 'different voices,' both in written text or

spoken text which is absent in Cameron and Shaw's (2016) study.

To the extent, this study found that Theresa May used a war metaphor in her tweets that help to 'masculinize' the language discourse and strengthen the individual's sense of maleness (Koller, 2004; Wilson, 1992). This finding is contradictory to the previous studies such as Holmes (2006) and Baxter (2012), who argue that female leaders decided to be not too assertive (masculine) or too tentative (feminine) to avoid gender bias.

Furthermore, the findings of this study also show that the language of Theresa May is sometimes not too feminine or too masculine as also documented in Holmes (2006) and Baxter (2012). It is indicated by Theresa May's word choices that are related to gender (woman/female), and social issues (education, health, economy) as those words are associated with female politicians (Beltran et al., 2020). Meanwhile, Theresa May also used the word choices linked to male politicians such as about politics (vote, election, parliament, and so on), ideological issue (conservative), and sport (by congratulating and supporting sports activities) (Beltran et al., 2020). At this point, this present study is in contrast with Beltran et al.'s (2020) study.

Above all, none of the existing studies investigated the use of Twitter to represent women leaders regarding word choices. Moreover, none of them analyzed the tweets using PDA by Fairclough & Fairclough (2012), Chilton (2004), Baxter (2010), and Gainous & Wagner (2014). Therefore, this interdisciplinary study is significant because it discusses the interrelationship between gender, language, media, and politics.

To sum up, the researchers have already answered the overarching problems of the study regarding the word choices of Theresa May within the context of a leadership language and how she used the word choices to represent herself within the social and political context in the UK. Ultimately, there are at least two novelties in this study. First, it provides more complex and rich analytical frameworks suggested by Gainous & Wagner (2014), PDA Fairclough & Fairclough (2012),

Chilton (2004), and Baxter (2010). Secondly, it investigated how Theresa May used the word choices to represent herself on Twitter. This kind of interdisciplinary research gives complexities in capturing how the word choices of a woman leader contribute to represent herself as a leader through Twitter within particular social and political contexts.

Conclusion

As has been mentioned, the research objective of this study is to find out Theresa May's word choices to show her 'leadership' as well as how those word choices to achieve the desired representations as a politician. The researchers found similarities and differences regarding the word choices between Gainous & Wagner's (2014) theory and this present study. The similarities and differences are shaped by the different social and political contexts of both studies, as also has been argued by Baxter (2010).

Furthermore, using PDA's Fairclough & Fairclough (2012), Chilton (2004), and Baxter (2010), the researchers found how Theresa May utilized those word choices to make a *positive representation as a woman leader, a responsible leader, hard-working, powerful, supportive, successful leader*, and others. Moreover, this study also found other political functions of word choices, such as attacking the opponents, establishing solidarity with other politicians, and suggesting ideological implications of the party.

Furthermore, the researchers also found out that there are absences of some elements of PDA by Fairclough & Fairclough (2012) in Theresa May's tweets. Not all of her tweets have the five elements of PDA as proposed by Fairclough & Fairclough (2012), namely, (1) *claim*, (2) *goal*, (3) *means-goal*, (4) *circumstances*, and (5) *values* emerged. This may be due to by the limited number that Twitter has for a single post of a tweet, which is limited to 140 characters (Gainous & Wagner, 2014) where, the language has to be more concise and clearer. These differences may also be shaped by the different socio-cultural and political contexts, analytical frameworks, and different research subject's individual characteristics.

In sum, from those findings this present study shows that Theresa May, as a woman political leader, used the word choices to establish and construct a positive representation on her tweets. Besides, she also utilized those word choices on Twitter to achieve several political purposes within the social and political contexts in United Kingdom at that time.

Based on the result of the findings, the researchers offer several suggestions for future studies. First, similar studies can be conducted by using different political workplaces to find out the word choices and the representation of women leaders. For example, if there is a political workplace dominated by women (the gender-divided corporation), such as women's political parties' organizations. That context might lead to different word choices used as shifting context is fundamental to shape the language use of women leaders (Baxter, 2010).

Moreover, the researchers also suggest future studies to choose political women leaders with different political ideologies and party instead of conservatism to unpack the representation of the leaders on social media using particular word choices.

Future studies might also explore further the word choices and representation of women leaders on other social media, such as Facebook, Instagram, and others which have/have no different word limits.

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