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ANALIZA PRIKAZA MUŠKIH I ŽENSKIH POLITIČARA U BRITANSKIM  
TABLOIDIMA

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ANALYSIS OF REPRESENTATION OF MALE AND FEMALE  
POLITICIANS IN BRITISH TABLOIDS

Master's Thesis

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## Abstract

This paper analyses the representation of British male and female politicians in two prominent tabloids, *The Sun* and *Daily Mail*. The statespeople chosen are the current Prime Minister Theresa May, as opposed to the ex-Prime Minister David Cameron and the Secretary of State for Foreign and Commonwealth Affairs Boris Johnson. However, apart from the analysis of their representation on various occasions, theoretical approaches to the issue open the question of gender inequality and offer a deeper insight into the sociolinguistic problems. The sociolinguistic approaches listed will be represented in this paper and contrasted to the articles from the tabloids. The main question of the paper is whether there is a difference in the representation of the above-mentioned politicians and whether the two tabloids have different approaches to each gender. The results confirm that there is a significant variation in representation as women are more frequently presented in a negative way. As for the tabloids, no significant difference has been found – both male and female politicians are portrayed in very similar ways in the two tabloids.

Key-words: gender, language, representation, British politicians

## Sažetak

Ovaj rad analizira način na koji su muški i ženski britanski političari predstavljeni u dva popularna tabloida, *The Sun* i *Daily Mail*. Odabrane političke figure su trenutna premijerka Theresa May koja je suprotstavljena bivšem premijeru Davidu Cameronu i ministru vanjskih poslova Borisu Johnsonu. Osim analize načina na koji su predstavljeni u raznim prigodama, teorijski pristup problematici otvara pitanja o nejednakosti spolova i nudi dublji uvid u sociolingvističku problematiku. Rad uvodi sociolingvističke pristupe i koristi ih kako bi analizirao članke iz navedenih tabloida. Glavno istraživačko pitanje je postoji li razlika u predstavljanju gore navedenih političara te razlikuje li se pristup spolovima u ova dva tabloida. Rezultati potvrđuju značajnu razliku u predstavljanju budući da su žene češće predstavljene na negativan način. Što se tiče tabloida, ne postoji značajna razlika – i muški i ženski političari su prikazani na vrlo sličan način u tabloidima.

Ključne riječi: rod, jezik, prikaz, britanski političari

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## INTRODUCTION

Enculturation is a phenomenon that exists in all societies and cultures around the world. According to Mušanović and Lukaš (2011: 7) it is “a process through which one becomes a member of the particular society and acquires its specific knowledge, norms and behavioural patterns.” They furthermore argue that it is through this kind of knowledge that a man learns how to become a father, a son, a husband, a brother or a friend as he starts adopting the values of his society from the moment he was born and continues to practice them until the end of his days.

Our culture plays a crucial role in our behaviour and language is an essential part of the culture. Therefore, our language can reflect our culture and determine our behaviour. However, not all members of the same society speak their language in the same way.

One of the most intriguing differences is the one between male and female speakers. While in some parts of the world, e.g. in South Africa, Zulu women are not allowed to use certain forms of the same language (Trudgill 2000: 66-67), in the West the situation is rather similar. While women are fighting for equality, there is one aspect in which men still dominate and is seemingly out of women’s control – our language.

While the participants of the same group officially speak the same language, there are significant differences in the way women and men use certain words, pronounce them or maintain conversation. (Tolmach Lakoff 1975: 48)

The aim of this paper is to analyse some of the differences in the representation of male and female politicians in British tabloids, *The Sun* and *Daily Mail*. The hypothesis is that there might be a significant difference between the representation of the two genders as our society does not perceive men and women in the same way, especially in cases when they have important functions such as governing a country.

However, the representation might not vary between the tabloids as both are of conservative political alignment and therefore target a similar audience (around 1.5 million both).

The main research questions are: *How are male and female politicians represented in this particular article? How are they generally represented in this newspaper? Does the representation vary between The Sun and Daily Mail? How is the same event represented in the two tabloids? What is the representation focused on?*

There are three events analysed in the sections of the paper, each having a specific approach from a theoretical point of view and an individual analysis.

The first chapter, which is based on several articles, considers the moment when Theresa May became the Prime Minister of the United Kingdom. It illustrates and analyses the events that preceded and followed 13 July 2016, and the way the two tabloids represented the new and the former PM's reactions and behaviour during the speeches and ceremonies.

The second one concerns the current political situation in the UK which was mainly provoked by the infamous Brexit which Theresa May was to deliver. The section analyses the events which followed after she had lost the parliamentary majority in the early elections and as her male counterpart another Brexit fan, Boris Johnson, was chosen.

The last part of the paper analyses the way the physical appearance of male and female British politicians is represented. Theresa May is taken as the female example and David Cameron as the male one.

## 1. THEORETICAL FRAMEWORK

We live in a world which is largely influenced by the language we speak. We are surrounded by language - it shapes our thoughts, our reality and the world we see, thus we are able to perceive only as much as our language allows us to. One of the linguists who supports the theory that language influences our culture is Ronald Wardhaugh. According to him, there are certain terms, phenomena and even colours that only certain groups who share the same knowledge can *see*. For example, members of Australian Aboriginal tribe of Njamal use different terms to refer to what English refers to by using the term *cousin* (e.g. *njuba*, *maraga*, *maili* etc.) and the Jalé tribe of New Guinea distinguish only between dark and light shades when it comes to seeing colours. (Wardhaugh 2006: 221-222, 230)

On the other hand, we also live in the world of ideologies – from political ones to linguistic ideologies, we can hardly escape them. As Teun A. Van Dijk (1998: 126) argues: "Ideologies are socially acquired, shared, used and changed by group members, and hence are a special type of socially shared mental representations". Therefore, there is not only a language which is shared within a certain group, but they also use that same language to promote certain beliefs and worldviews.

However, Van Dijk furthermore suggests that ideologies are both mental and social phenomena because members of a group do not just share certain knowledge, but also practice and represent those beliefs. Therefore, they are not merely "socially shared representations of a general and abstract kind". The author even interestingly compares them to the grammatical

aspect of the language and concludes “they are both abstract social systems shared by groups and used to accomplish everyday social practices, namely acting and communicating, respectively”. (Van Dijk 1998: 127-128)

Moreover, he introduces the notion of ideological square, mentioned both in his above-mentioned work as well as in *Ideology and discourse* (2000). This phenomenon is the key in determining the author’s and the article’s ideology and is important for the overall coherence. It is usually based on the binary opposition *us* vs. *them* and its aim is to emphasise the difference between the two and to marginalise the opposite point of view. It can either present a positive *us* as opposed to a negative *them* or the author may say neither anything positive about *us* nor anything negative about *them*, in which case it is rather difficult to determine the ideology. (Van Dijk 2000: 43-44)

Furthermore, one ideology crucial for this paper is the gender role ideology which promotes the traditional roles of men and women. Sociologist Linda L. Lindsey (2016: 228) illustrates an example in the US where “family restorations” tend to re-establish the patriarchal nuclear family model which aims to fight feminism, the source of various social and economic problems. According to these groups, the income inequality would be solved if there was no marriage gap, meaning if there were more marriages and consequently less poor unmarried women with children. Therefore, women should not take jobs from males while working outside of their homes, but rather focus on household responsibilities. (*ibid.*)

When it comes to sociolinguistics, the difference between men and women had not been examined until the late 20<sup>th</sup> century, when the first female respondents were interviewed and when gender as a variable became considered and it was discovered that language can be used to promote and perform another phenomenon – gender.

Peter Trudgill (2000: 61) argues that there are differences in almost all languages that differentiate male and female speakers. First there are lexical ones such as *boy* and *girl* or *son* and *daughter*, then there are words or phrases which are used typically by men or women and there are even different pronunciations of words that vary according to whether it was pronounced by a man or a woman. One such example can be found in the American Indian language of Grand Ventre where, in order to refer to the same notion of bread, men utter palatalised dental stops while women pronounce palatalised velar stops – /djasta/ and /kjasta/. (Trudgill 2000: 64).

Another curious aspect regarding male and female usage of language that Trudgill (2000: 66) mentioned is taboo. There are tribes in the world in which women are not allowed to use certain terms as it would bring bad luck or they might be sentenced to death. One such

tribe is the Zulu tribe where a woman is not allowed to mention her father-in-law's name or the name of one of his brothers. However, it is important to note, as Trudgill (2000: 65) does that men and women do not speak different languages but rather different varieties of the same language.

Deborah Coates (2013) argues that many studies treat men and women as binary oppositions as most societies distinguish these two opposite poles. However, men have traditionally been regarded as the centre of society, *the unmarked representative of human race* while women as peripheral, *marked* ones. Furthermore, Coates (2013: 5) states that:

“(...) all important positions in society were held by men. So Britain was headed by a king, George VI (the father of Queen Elizabeth II), the Prime Minister was male as were virtually all MPs, the most important people in the Law and the Church were male, business was run by men.”

However, many decades later the situation in the UK has changed. Due to Women's Movement women have the same rights as their male counterparts and not only does Britain have a Queen, but also a female Prime Minister for the second time in history. This fact is the main focus of this study and it will be analysed in detail through the paper.

Deborah Cameron (2005) also confirms the shift in studying language and gender from simple binary opposition between two oppositions to diversity of identities and practices in representing gender. In her study of language and gender, she focuses on what she calls the *postmodern* feminist approach, an approach which differs from the *modern* one which was conceived around Simone de Beauvoir's theories.

While modern feminists believed that sex is distinguished from gender and marks simply a grounding for it, postmodernists claim that sex is not biological, but constructed through gender. Unlike their predecessors who argued that gender is something one has and learns early in life, postmodern feminists assume the idea of performativity, the belief that gender is something one performs repetitively. The latter ones also believe that it is possible to have various gender identities and not belong to only one homogenous group of men or women. (Cameron 2005: 484)

Cameron (2005: 487-488) furthermore elaborates her arguments on differences between genders. She claims that “there is no generic man or woman”, therefore it cannot be studied how they differ as modern feminist approach might believe. Preferably, specific men and women need to be examined as there are variables other than gender, such as age, ethnicity, class or occupation that distinguish them from the others. Finally, they might form their identity based not on the contrast with the other gender, but with the same gender. For example, middle-



class women might have more in common with middle-class men than with working-class women. Therefore, gender as a variable is not the only one to be taken into consideration when analysing difference between men and women.

Moreover, Deborah Cameron (2005: 490) also states that the 1970s approach to language and gender studies is not appropriate for modern studies as time has changed and “gender itself is no longer taken to be fixed and unalterable” as young people today are more similar to each other than it was the case 40 years ago in all aspects of their lives – from education to jobs.

Although most of Cameron’s article on gender and language is significant for this paper, one quote is especially prominent:

“In Britain in the 1970s, it was still a matter of intense debate whether a woman should be allowed to present the news on BBC television, and Margaret Thatcher, who in 1979 became Britain’s first woman prime minister, was obliged shortly thereafter to submit to a linguistic ‘makeover’, lowering her voice-pitch by almost half the normal range, flattening out her prosodic contours and slowing her delivery to sound more authoritative.” (Cameron 2005: 496)

Although circumstances have changed since the 1970s, the general public has still not become fully accustomed to having female leading figures in politics. According to the articles analysed in the paper, it seems as if women are still chosen to occupy certain positions so as to soften the harsh male world, or, as Cameron puts it when referring to female Anglican priests, to make it “less hierarchical and distant from the people it served.” (Cameron 2005: 497) The situation was exactly the same with female members of Parliament (MP) in 1970s who had a rather tough task as they had to perform their duty as expected but on the other hand also had to ‘civilize’ the male-dominated debates.

Cameron furthermore mentions Penelope Eckert’s notion of “interlopers”<sup>1</sup>, which refers to women who occupy traditionally male positions. They are obliged to follow the “arcane rules” of acceptable behaviour so as to fit in the environment. On the other hand, in the modern world some professions such as operators in call centres prefer feminine features in their employees. The ability to be compassionate and pay close attention to the interlocutors are highly valuable features so even male employees are expected to *feminize* themselves.

There are linguists who believe that “language both shapes and is shaped by society” and that language, power and ideology are interrelated (Machin and Mayr 2012: 4). The

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<sup>1</sup> According to Penelope Eckert (2000, quoted in Cameron 2005: 498), „women in mixed-gender communities of practice are perceived as *interlopers*“

approach which focuses on the study of how language is used to influence other speakers, promote certain ideologies and mental representations, and maintain asymmetrical power relations in society is called Critical Discourse Analysis (CDA). Critical Discourse Analysts argue that power relations and ideologies are usually hidden from people and can be found even in the smallest details of a discourse such as in grammatical choice. (Machin and Mayr 2012: 4-6)

A feature of CDA inevitable for this study is the notion of suppression or lexical absence. Authors who introduce this phenomenon are Machin and Mayr (2012: 38-42), who studied texts where certain expected expressions turn out to be omitted. The reason for this, the authors argue, may be of a different nature as the sender of the message usually targets a specific audience. Therefore certain aspects of the text are suppressed because the receiver of the message might not be interested in them or because the sender wishes to deceive the receiver by projecting a more positive image of a certain event.

Whatever the reason for the omission might be, CDA asks why the text producer wants to exclude some aspects of information and make the audience focus on another part of the message.

Furthermore, the idea that women are just a mere object of the *male gaze* was introduced by British feminist Laura Mulvey (1975). On the other hand, men are their dynamic counterparts who take action and are the ones who admire women for their appearance.

Taking into account that the texts analysed in the paper are tabloid articles with many pictures, it is quite understandable why an aspect from the visual arts has been included as well.

An interesting article was written by Owens and Hawes (2015: 1-22) based on the representation of men and women in their mutual conflict. The research was based on *The Sun* and *Guardian* articles which were usually about divorce, rape and other sexual violence, and the presentation of the same event was analysed in both newspaper.

The results are more than interesting. Contrary to feminist beliefs that women are passive in the portrayal, these two newspaper proved the opposite to be true. Women are more often likely to have active and leading roles, but are at the same time depicted quite negatively and trivially. In *The Sun* the active role turns into a submissive one, such as in cases when women depend on the money they receive from their ex-husbans.

Furthermore, *The Sun* features more drama, sex and photos of the negatively characterised women and also refers to them by using their first names only less than the *Guardian*. The authors conclude that the negative representation of women seems to be standard.

A similar vision of men can still be found in male lifestyle magazines. According to Benwell (2002), the year 1986 saw the publication of the first such magazine, *Loaded*. This type of magazines is characterised by serious, male topics addressing men exclusively. The magazines feature strong binary oppositions regarding genders and the role-model man they feature is quite traditional, conservative and anti-feminist and is therefore named “the new lad”; and the whole movement the “new laddism”. Benwell (2002)

Jane Sunderland (2006) in her work deals with various aspects and influences on language and its relationship with gender. She believes that feminism is usually negatively perceived and regarded as something anti-men and refers to various feminist linguists who have pioneered the field. Sunderland argues that language is sexist and furthermore refers to the early feminist work of Germaine Greer (1972), who claims that English terms of endearment for women are terms for food (i.e. sweetie and honey). However, there are attempts to make language less sexist by introducing nouns which do not reveal gender (spokesperson, Ms for both Mrs and Miss, etc.)

Sunderland furthermore discusses Dale Spender’s 1980 work *Man Made Language*, a feminist pioneer approach to language. There is an interesting quote rather important for this paper:

“When there are a sexist language and sexist theories culturally available, the observation of reality is also likely to be sexist. It is by this means that sexism can be perpetuated and reinforced as new objects and events, new data, have sexist interpretations projected upon them”

(Spender 1980: 141 quoted in Sunderland 2006: 15)

This quote argues that there is sexism and double standards everywhere, and if that is the case, many examples can be found in politics and the press as this paper will confirm.

## 2. THE ANALYSIS OF REPRESENTATION

### 2.1. CASE ONE – the day when Theresa May became the Prime Minister

July 13 2016 was the day when the Queen of the United Kingdom of Great Britain and Northern Ireland appointed the new Prime Minister of the country. However, it would not have been as curious if a female candidate had not been chosen. Her name is Theresa

May and she is the second woman PM of the United Kingdom, the only one after the legendary ‘Iron Lady’, Margaret Thatcher.

The following chapter considers the day when she took over her duty as the leading British stateswoman and the representation of Theresa May is compared to the one of the former Prime Minister, David Cameron in tabloids *Daily Mail* and *The Sun*. The theoretical background is mainly offered by Deborah Cameron’s and Jennifer Coates’ examination of language and gender as well as Peter Trudgill’s.

### 2.1.1. The analysis

As Cameron (2005: 496) argues, 40 years ago it was rather unusual for a woman to occupy an exclusively male position be it in a religious, economic or politic sphere. Although many things have changed during the decades, and while it is likely that certain equality between genders has been established, articles which I have analysed show quite the contrary. Even if it is not as unusual for a woman to become a statesperson, it still cannot avoid undergoing stereotypes.

The following articles do not mention whether Theresa May has had to *submit to a linguistic makeover*, but the representation of her role strongly differs from the one of her male counterpart, David Cameron. Her appearance is often analysed through her fashion expression – her extravagant shoes and elegant dresses.

To begin with, the title of the first *Daily Mail* article - *Good luck on your first day, my dear! Theresa May gets a kiss from her husband as she begins her Downing Street career* (Tapsfield 2016a) - suggests Theresa May’s inferior role to her husband. Although it was her who was elected Prime Minister of one of the leading countries in the world, her new occupation was not explicitly mentioned in the title. What emphasises her subordinate position is the fact that the first part of the title focuses on the kiss given by her husband (see Picture 1) as a sign of support, and the very first photograph in the article is not the one of the lady giving a speech, but the one of Mr May giving his spouse the kiss.

This representation is somewhere in between Cameron’s (2005: 484) postmodern feminist argument that a person can have “an array of possible gender identities and positions” and the opposite, modern feminist approach which recognises only two categories – *men* and *women*. As for the article, it is emphasised and categorised that Theresa May is as a *woman* who enjoys support from a *man*, her husband but at the same time the author also acknowledges

that she has another function aside from being a wife, a cook or a woman – the function of a Prime Minister.

Furthermore, it seems as if the woman cannot exist without her binary opposition, the *unmarked representative of human kind* as Coates (2013: 5) refers to men. She furthermore claims that their role was not examined until recently, a man had been regarded as the unmarked representative of the pair – a *man* or a *person*. Perhaps it will take many more decades for people to be able to perceive women in the same way, as a worker, a doctor or a Prime minister instead of the marked member of the pair, with men (husbands, fathers or brothers) being portrayed unmarked.

The following articles show that David Cameron gave a kiss (see Picture 2 and 3) to his spouse as well but not as much attention was given to this event. His wife, however, was more often present in the tabloids in terms of being the one who decorated the apartment on 10 Downing Street, again traditionally associated to a more passive role and to the home.

Moreover, what was also emphasised in the article is Theresa May's claim that she will represent the struggling people, not the privileged ones. It seems as if the author wanted to present her nurturing role of the caregiver, which fit the traditional view of women. This aspect may once again be analysed through Cameron's (2005: 497) remark that the fact that women occupy traditionally male positions could be beneficial to society due to their differences. That is, they could civilize the aggressive and male-dominated world of politics. The same aspect of May's speech was emphasised in *The Sun's* article *I'll do it my way: Theresa May promises to govern for hard working Brits rather than the privileged few as she sweeps into No10 with immediate reshuffle* (Hawkes and Newton Dunn 2016a).

However, in this article the voice is more dignified and politics-oriented unlike the *Daily Mail* one. Cameron's (2005: 487-488) thesis on gender identity being constructed on difference between the same sex rather than the opposite one can be visible in this article. The author did not aim to represent Mrs May merely as a woman because this is not the only role and identity she practices. As a matter of fact, she might not have much in common with women who only occupy these positions because gender is not the only variable which can be taken into consideration when analysing gender differences. Rather, if her education and occupation are taken into account as a variable, May might have more in common with her male (and female as well) colleagues from other European countries who were mentioned in the article than with women from different social classes.

One of the most interesting aspects of the article which was to present the day of great importance for the country, was the fact that the author mentioned several times the spacious

kitchen which is located in the PM's new apartment and represented May as *a keen cook* twice. The author did not miss the chance to stress that David Cameron did not use the mentioned kitchen the last night he was in the apartment which again highlights a sharp difference between men and women who occupy the same position. This claim may be analysed from the aspect of an ideology – a woman is traditionally viewed as a homemaker, the one who is more likely to take care of house chores such as cooking while a man stays away from that area.

An article titled *Theresa May's hubby Philip tipped to take pivotal role as her main adviser* (Cole 2016) published on the same date as the previous one in *The Sun* illustrates the couple's personal and professional relationship. The author is seemingly mocking Mr May by calling him *hubby* or by representing him as inferior while describing his quiet nature.

Nonetheless, Cole furthermore shows the couple's harmonious relationship which is substantiated by their photos and emphasises Mr May's pivotal role as her most trusted adviser and "rock". Interestingly enough, there is yet another picture and comment showing May receiving a kiss from her husband who is her greatest support.

At the end of the article, Philip May, who was compared to Denis Thatcher, the only 'First Gentleman' Britain had ever had, was asked if his spouse would make a good PM. He of course said 'she would be excellent, she always stays calm', but this question is quite curious because a wife of a male PM would probably never be asked the same question. All the features are quite similar to the *Daily Mail* article and represent Theresa May in the same fashion.

Going back to Cameron (2005: 490) results in another analysis. She claims that gender is not fixed and "young people growing up in the West today are more similar to each other than their grandfathers and grandmothers were." If this was the case, then the above-mentioned article would be an exception in the representation of female politicians. However, it is by no means an exception as the other articles analysed in this paper confirm. One of the reasons might be either that the general public cannot regard male and female politicians as equally capable of the same function or that the rule of 'equality' is applicable literally only to young people who grew up in the West in the modern world.

Nonetheless, another publication from the same tabloid, *Theresa May is the right (wo)man for the job... but she needs our votes* (Moore 2016), published one day before the proclamation, attempts to present the PM in a different light. According to the author, she is a hard-working woman who has been preparing for this leading role ever since she was a teenager. However, there is one detail that ruins the image of the almighty woman – the fact she was referred to as a (wo)man in the title. It might be interpreted as if she, being a woman, still cannot be ready to become a PM or as if a woman lacks certain qualities so it is not

advisable just to simply write *woman*. Although Moore might have had intention to support the female candidate and accept her as an equal, the parentheses give the opposite impression.

On the other hand, David Cameron did not receive the same treatment like Theresa May as the tabloids did not analyse his role in connection to his wife. In two of their articles<sup>2</sup>, *The Sun* exposes the removal van in front of Number 10, wondering if the PM of the time knew what was going to happen. These articles may ostensibly be about moving house, but actually the focus is still on politics and the fact that Cameron was leaving his position. It seems as if the everyday topics such as cooking, decorating homes or, in this case, moving are not connected to men as they occupy important positions and do not have time to bother with banalities.

The day he left to make way for Theresa May, Cameron was shown as a rather emotional hero in the article *Camergone: 'I'm leaving the country a better place' insists an emotional Cameron as prepares to leave No10*. (Newton Dunn and Hawkes 2016b) The authors state that the former PM left teary the last meeting he had with his ministers and associates who lauded him as a great reforming Prime Minister. However, the fact that he was overwhelmed does not suggest his weakness as it would have probably been the case had he been a woman. On the contrary, those are the tears of a brave man who served his country.

The other tabloid, *Daily Mail*, represented Cameron in a serene style during the same sequence of events. In the article written by the same author who referred to Theresa May as to a 'keen cook', *David Cameron and his family leave Downing Street for the last time: PM said serving Britain was 'the greatest honour of my life' before visiting Buckingham Palace to resign* (Tapsfield 2016b) the former PM was above all described as an exemplary head of the family while he was thanking his children and wife for their unconditional support in spite of the fact that journalist did not miss the chance to comment on his teary eyes while leaving the Street.

There was also a photograph of Cameron kissing his spouse, but unlike in the case of Theresa May, Tapsfield did not comment on it. The rest of the article lists the most remarkable moments of the six-year-long reign of the 'father of the nation', as he was referred to. However, all the remarks are represented mainly in a detached tone.

Another attempt to represent him in a dignified way can be found in the article *David Cameron names WWII RAF ace Sir Douglas Bader his 'all time hero' revealing the famous*

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<sup>2</sup> Tolhurst, A. (2016, July 11) Did he know what was coming? Removal van spotted outside Downing Street... SIX days before David Cameron confirmed he was leaving Number 10 this week. *The Sun*.

Newton Dunn, T. and Cole, H. (2016, July 11) Home cam-ing: David Cameron and wife Samantha face mad dash to find somewhere to live. *The Sun*.

*pilot's widow once comforted the former PM's father when he lost his leg* (Tonkin 2016) which was published the following day in the same tabloid. The text illustrates the event when Cameron expressed his awe to Sir Douglas Bader, his own war hero and inspiration.

Although the last article seemingly has no direct connection to the events concerning Theresa May becoming PM, it is significant as at the same time Cameron is being represented as a role model - a father, a husband and 'father of the nation', all the values young men aspire and are taught to become, while May was almost exclusively reduced to being a 'keen cook', one of the many things young women are expected to become.

### 2.1.2. Conclusion

Having contrasted and analysed these nine articles, it can be said that we face stereotypes even in the 21<sup>st</sup> century. Although women have been fighting for equality, it seems that we have not yet reached the point at which women occupying traditionally male professions will be regarded completely equally. The articles examined above prove the theory that our gender is also socially constructed.

<b>Theresa May</b>	<b>David Cameron</b>
Good luck on your first day, my dear! Theresa May gets a kiss from her husband as she begins her Downing Street career	David Cameron and his family leave Downing Street for the last time: PM said serving Britain was 'the greatest honour of my life' before visiting Buckingham Palace to resign
	David Cameron names WWII RAF ace Sir Douglas Bader his 'all time hero' revealing the famous pilot's widow once comforted the former PM's father when he lost his leg

Table 1. Overview of *Daily Mail* titles analysed.

<b>Theresa May</b>	<b>David Cameron</b>
Theresa May's hubby Philip tipped to take pivotal role as her main adviser	'I'm leaving the country a better a better place' insists an emotional Cameron as prepares to leave No10



Theresa May is the right (wo)man for the job... but she needs our votes	David Cameron and wife Samantha face mad dash to find somewhere to live
Theresa May promises to govern for hard working Brits rather than the privileged few as she sweeps into No10 with immediate reshuffle	Removal van spotted outside Downing Street... SIX days before David Cameron confirmed he was leaving Number 10 this week

Table 2. Overview of *The Sun* titles analysed.

## 2.2. CASE TWO – Brexit and the loss of majority in Parliament

The second chapter deals with the events around the historic British decision to leave the European Union and two prominent supporters of the idea – PM Theresa May and Boris Johnson, ex-mayor of London and current Secretary of state for foreign and Commonwealth Affairs, that is, their representation.

Theresa May believed that the Conservative party was the only one capable of taking the UK out of the EU. In order to prove it, in spring 2017 she called the General Elections and lost the parliamentary majority.<sup>3</sup> Afterwards she received much criticism and some of it will be analysed in the section ahead.

At the beginning, it seemed as if Boris Johnson was not particularly fond of Theresa May's politics, but later on he publicly declared his support for the PM<sup>4</sup>. He is a fierce supporter of Brexit.

The theoretical background is provided by Cameron's, Lindsey's and Van Dijk's work, as well as by the theories introduced in Sunderland's work.

### 2.2.1. The analysis

The following *Sun* articles representing May after her political fail were written in June and July of 2017 and show the PM's fragile side after she had lost the expected majority in Parliament.

The first article written by Hugo Gye (2017a) proves Cameron's (2005) claim that women occupying male positions are there to soften the harshness of such a tough world. The article openly illustrates the feelings Mrs May had when her husband informed her of the results of the voting.

<sup>3</sup> Kirk, A. (2017, June 12) How Theresa May was just 400 votes short of a majority. *The Telegraph*.

<sup>4</sup> Stone, J. (2017, June 11) Boris Johnson's leaked WhatsApp screenshots show him backing Theresa May. *The Independent*.

The title itself suggests the overall tone of the text - *Theresa May admits she cried when she saw the shock exit poll showing she would lose her majority* and the question whether the attention would have been drawn to the PM's tears in case of a man arises again. The article is strongly focused on PM's feelings of devastation and the fact that she admitted she had cried after having heard the results.

Furthermore, the role of her husband is not negligible as it is emphasised that it was him who announced the results and the one who gave Mrs May a hug afterwards. The fact that the author mentions the course of events as if they were of crucial importance brings us back to Lindsey's gender role ideology of representing men and women in a traditional way. Here Theresa May is shown as a devastated woman who needed the comfort and support of her husband.

The next article, *Theresa May looks pale and exhausted outside Number 10 – a far cry from her beaming smile as she moved into Downing Street in 2016* (Lake 2017), leaves a similar impression. It seems as if the only attention was paid to the way she looked, and not her political decisions. The beginning of the article indeed focuses on her exhausted look and the lack of a "cheerful wave" (Lake 2017).

Nonetheless, towards the end of the article author introduced other, more serious topics as well but they seem overshadowed by the title which is far from representing the PM as a decision maker and a confident person who will continue to lead the country through the challenging Brexit.

The fact that a female PM is repeatedly represented as primarily a woman, someone weaker and unequal to a man may be regarded as sexist as the representation of male politicians differs. The fact coincides with Dale Spender's theory that men are responsible for creating the language, thought and eventually reality as well. (Spender 1980 in Sunderland 2006: 14-17) As a feminist, she believes that all three of the above-mentioned aspects are sexist and since language and thought produce reality, we can see sexism everywhere including politics and tabloids.

Interestingly enough, May's work and decisions are represented more thoroughly in the following article<sup>5</sup> regarding Boris Johnson than they were in the above-analysed ones. However, these articles concern his declaration of support for the current PM.

Although, according to the article analysed in this paper, *The Sun* nicknames women more often than men, this article is another example of the opposite case. After having called

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<sup>5</sup> Newton Dunn, T (2017, June 11) Boris Johnson calls on mutinous fellow Tory MPs to stop plotting to dump Theresa May. *The Sun*.

Phillip May *hubby*, the tabloid named Johnson *the mop-haired senior Tory*. Apart from this, there is no other example of exposing the politician regarding his look or any other aspect as it was the case with Mrs May.

Furthermore, the author also referred to Johnson as Bojo, which is a nickname made of his first and family name. However, according to online Urban dictionary, it also stands for a popular insult as well as his nickname<sup>6</sup> and therefore leads us to the conclusion that *The Sun* nicknames male politicians more often than the *Daily Mail*. However, it is not quite clear whether it is used as an insult or simply as a nickname.

A quite similar representation can be found in the article titled *Boris calls on Tories to get behind Theresa May as he says Corbyn 'did worse than Gordon useless Brown' in rallying cry on WhatsApp* (Gye 2017 b). As the title suggests, the Foreign Secretary once again supported the Conservative leader, but this time in a rather unconventional and untypical way – through a WhatsApp message to his fellow conservatives that leaked to the media, which seems rather unprofessional.

Not only did he send the message, but he also dared to call the ex-PM “Gordon useless Brown” without being regarded in a negative way for the statement. If we refer back to Cameron (2005) we might conclude that if a female politician had such a strong statement it would have been different as women are more obliged to follow the rules in order to fit in while men are free to break them. Therefore, it is more acceptable for Johnson to insult opponents and send WhatsApp messages of support than it would be for his female colleague.

On the other hand, *Daily Mail* in their article *Humbled Theresa May says losing Tory candidates 'didn't deserve it' but vows to be PM for five more years with support of the DUP... but do her rivals have other ideas?* (Tapsfield 2017) represent PM in a rather humbled way after she was forced to apologise for defeating the Tory MPs and for calling the elections three years early. In order to emphasise the negative and humiliated image of the current PM, the author even quoted one of her senior Tory MPs who did not support her: “We all f\*\*\*ing hate her. But there is nothing we can do. She has totally f\*\*\*ed us” (Tapsfield 2017), but it was not stated whether it was said by a male or a female colleague. Tapsfield furthermore included the MP comments saying that “the party has made a pig’s ear of the campaign” and that “they are not shooting themselves in the foot but in the head” and thereby makes his attitude clear.

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<sup>6</sup> According to Urbanictionary.com the term has several explanations: “A situation in which you would be better off jerking off, or bojo”, “Someone who is stupid or does something stupid” and “A slang name for London mayor Boris Johnson, taking the first two letters of his first and surnames and combining them”

As Van Dijk (2000) argues, it is of crucial importance to determine ideological square when analysing certain ideology which represents the author's beliefs. Tapsfield implicitly announced his attitude by choosing the negative MP's comments as decided to say "nothing negative about *us*, nothing positive about *them*". What is more, he chose only the negative about them. In this case, "them" would be Theresa May and her supporters who are regarded in a somewhat negative way while it is not explicitly stated what would be the positive side.

On the other hand, the article titled *Theresa May 'getting on with job' despite fierce criticism* (Daily Mail 2017, June 19 a) seems as if the same method, according to Van Dijk (2000), was used as there is nothing negative about *them* and nothing positive about *us* mentioned. The text seems more objective than the previous one without emphasising the overly negative MP's comments, but simply following the sequence of events.

The *Daily Mail* articles regarding Boris Johnson are similar to *The Sun* ones. The first one, *Boris Johnson and Michael Gove back Theresa May to deliver Brexit* (Daily Mail 2017, June 19 b), also focuses on the fact that the Foreign Secretary eventually decided to support the Conservative leader. However, this article contains no seemingly mocking nicknames for Mr Johnson which are rather common in *Sun* articles. Instead, the text is much more objective in the representation as it only focuses on the facts without subjective MP comments.

Furthermore, the next article, *'Don't be a pillock!': The moment Boris Johnson almost WRESTLES a Labour MP to the ground in live TV tussle as jovial interview suddenly turns sour* (Burke 2017), is another example which confirms Cameron's (2005: 497-498) theory that men, in this case politicians, unlike female ones are less likely to follow the rules. As the title suggests, Johnson was to face his opponent, Andrew Gwyne, Labour MP. Despite the sensational title, the two politicians did not wrestle, but lightly insulted one another by saying "come on then you big girl's blouse" and "don't be a pillock" in live stream.

Interestingly, the author did not evaluate the event negatively, but also included people's reactions from social media who shared the link which became very popular. It seemed as if Burke shared their opinion when quoting "how can you not love British politics" which appeared on one account. It was clear that the event was regarded as amusing if not positive, and is probably so because they are two men and the somewhat aggressive behaviour is expected of them. If they were two women, the public would have probably been shocked by their disgraceful behaviour.

### 2.2.2. Conclusion

This section proved that public behaviour of two people occupying similar position cannot be regarded in the same way due to their gender. While a man's rude conduct is received as a norm, a woman's every step is analysed in detail and her failure is scolded.

The above-analysed articles also showed how the author's point of view can be easily appreciated from his text if the reader pays close attention to it.

<b>Theresa May</b>	<b>Boris Johnson</b>
Theresa May 'getting on with job' despite fierce criticism	Boris Johnson and Michael Gove back Theresa May to deliver Brexit
Humbled Theresa May says losing Tory candidates 'didn't deserve it' but vows to be PM for five more years with support of the DUP... but do her rivals have other ideas?	'Don't be a pillock!': The moment Boris Johnson almost WRESTLES a Labour MP to the ground in live TV tussle as jovial interview suddenly turns sour

Table 3. Overview of *Daily Mail* titles analysed.

<b>Theresa May</b>	<b>Boris Johnson</b>
Theresa May admits she cried when she saw the shock exit poll showing she would lose her majority	Boris Johnson calls on mutinous fellow Tory MPs to stop plotting to dump Theresa May
Theresa May looks pale and exhausted outside Number 10 – a far cry from her beaming smile as she moved into Downing Street in 2016	Boris calls on Tories to get behind Theresa May as he says Corbyn 'did worse than Gordon useless Brown' in rallying cry on WhatsApp

Table 4. Overview of *The Sun* titles analysed.

### 2.3.CASE THREE – the analysis of the physical representation of Theresa May and David Cameron

Peter Trudgill (2000: 61) argues that the first thing one notices about a person is not what they wear or what their voice sounds like, but their sex. This statement is unarguably true, yet the second thing we notice would definitely still be their appearance and clothes. It is very important in case of a public figure, and especially if that figure has a leading role in a country's politics.

For that reason, the last section of this paper focuses on the analysis of physical representation of the current PM Theresa May and her predecessor, David Cameron. Based on Deborah Cameron's (2005) claim that in the linguistic analysis of men and women one can have an identity based on the similarities with the opposite sex rather than the same one, I chose David Cameron as May's most suitable counterpart for this section. The two politicians not only had the same function, but also share other variables such as culture, class or level of education.

#### 2.3.1. The analysis

When browsing the Internet in search for sources for the paper, I have found numerous articles on Mrs May's extravagant fashion style. On the other hand, there were not as many articles concerning David Cameron's appearance or style so I decided to examine this interesting aspect of representation in the last section.

Mulvey's (1975) argument that women are usually seen based on their appearance can be confirmed based on the analysis of the ten articles from the two tabloids. Owens and Hawes (2015) confirm the thesis claiming that in the representation of men the focus is on their occupation. The same results can be found in the following articles.

In the *Daily Mail* article *But who's Queen Bee? Theresa May wears yellow and black ensemble on the SAME day as Hillary Clinton* (Cliff 2016) published on the day of the proclamation, the female author decided to analyse the style of the two politicians' outfits as the most important news of the day was that the two women chose the same combination of colours. After having analysed the outfit regarding the cut, designer and the hefty price, Cliff concluded that May's coat was in fact midnight blue rather than black.

The only mention of David Cameron was not in fashion terms, but the author rather stated that May praised him as a "great modern Prime Minister", and once again a man is

referred to in terms of his profession which defines him. Nonetheless, his wife Samantha Cameron was also mentioned in the article by the fashion guru, Nick Ede, who studied the styles of the prominent female figures of the UK which confirms Mulvey's claim that unlike men women are seen through their appearance.

Another interesting point is that the author refers to the PM as to "Theresa, 59" as if she was not the leading stateswoman, rather a showbiz star. Taking into account May's function, it would be appropriate to write her last name as well. An interesting question arises: Would the last name have been omitted in case of a male politician?

What is even more interesting are the comments of the readers below the article, the *vox populi*, which also confirm Mulvey's and Ownes' and Hawes' theories. One of them criticises the PM for calling herself a conservative while she wears a V-shaped collar dress and concludes her political views and lifestyle should be in harmony.

Another one points out that female politicians will be more accepted when article regarding their garments stop appearing. He furthermore argues that he cannot recall seeing similar articles regarding Obama and Cameron. He is nevertheless right as there is far less attention given to the way male politicians dress. What is important is their career, not their clothes, while women are more often regarded in these terms, as will be shown in the following article as well.

*Daily Mail* even goes as far as to dedicate the whole article to the outfits of the second female PM<sup>7</sup>. The author relies on the study of a *political style blogger* who studied May's style throughout her first 12 months in office. The text not only contains a detailed analysis of her favourite designers, but also gives exact numbers and claims that "Mrs May favours navy outfits, choosing the shade on 71 per cent of her appearances and Amanda Wakeley is her favourite designer worn 34 per cent of the time" (Brennan 2017). There are also several graphs that confirm the analysis of the shoes and dresses.

Furthermore, Brennan (2017) even assumes that PM chooses the garments that give her certain amount of confidence in her work and "present her as a strong and sophisticated leader". The author furthermore argues that the reason why Mrs May prefers heeled shoes over flat ones is "possibly because of the confidence boost she gets from the added height".

One cannot read these statements without presuming that May needs to compensate certain aspects – namely, being a woman – to become equal to her colleagues, as if her hard work and dedication are not as valuable as her male colleagues'.

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<sup>7</sup> Brennan, S. (2017, July 19) 50 Shades of May! How Theresa favoured navy outfits, Amanda Wakeley designs and heels by Russell & Bromley during her first year in power. *Daily Mail*.

At the very beginning of the article Brennan refers to May's loss of majority at the general election, but dedicates only one sentence to May's career before embarking on the topic, the PM's indisputable love for fashion, as if the fact that she is a leading figure in the kingdom were of less importance.

Articles regarding male politician's outfits are nowhere near as numerous as those regarding those of their female colleagues. One of them presents the vacations of the previous PMs<sup>8</sup>, including David Cameron whose outfit is described and referred to as "his holiday uniform of navy-blue polo shirt and chinos or shorts" (Daily Mail 2017) while adding the fact that he wears swimming shorts while taking a dip. It is important to note that this article does not concern the analysis of the ex-PM's official appearance, but rather a laid-back holiday one.

Furthermore, this article is presented in a more historic tone, as a timeline of valuable photographs which depict states-people with their entourages rather than offices and Parliament, and therefore its focus is not merely on the politicians' garments.

The next *Daily Mail* article, *A day in the life of an ex-Prime Minister: David Cameron takes his mother for lunch at The Ivy before taking a prime seat at Wimbledon... and throws some serious shade at Commons speaker John Bercow* (Daily Mail 2017, 13 July), mentioning David Cameron's clothes was written in a somewhat similar fashion. The author represents the ex-Conservative leader as a role model, a good son who spent a day with his mother taking her to lunch and Wimbledon. The only thing mentioned about Cameron's outfit was his tie as, expectedly, his outfit was not the focus of the article.

Referring to Mulvey (1975), he is portrayed as a dynamic man who takes actions, which is what his representation relies on. He not just an object to be looked at or referred to in terms of his appearance, as the case would be with a woman.

Analysing the article, as well as the whole issue of male and female representation through the work of Machin and Mayr (2012), one can notice the phenomenon of suppression or lexical absence as the authors refer to it. There is one part missing, and there is a reason for it. Women are represented in a certain way, quite often not regarding their profession or success but rather their appearance, while the representation of men does not follow the same pattern as there are nowhere near as many texts regarding their fashion style. There is a reason why this is not mentioned, and it takes us back to Mulvey, Owens and Hawes, who argue that men are, unlike women, represented through their occupation.

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<sup>8</sup> Daily Mail (2017, July 25) In pics: Prime Ministers on holiday through the decades.



Sebastian Shakespeare (2017). in the last *Daily Mail* article<sup>9</sup> analysed regarding this topic. notices that the ex-PM wore the exact same shirt twice while attending two posh events. However, the man, a busy politician who has no time to spend on his style was not blamed for this “gaffe”. The culpable one was of course a woman, his wife, who was supposed to pay attention to a seemingly trivial detail - buy her husband a shirt and not let him wear the same outfit several times.

The representation of the male politicians from the analysed articles overlap with the image of the “new lad” introduced by B. Benwell (2002) as they are represented as traditional and conservative role-models. Furthermore, they might even be regarded as anti-feminist, especially in the article that addresses Cameron’s wife Samantha by asking her to buy her husband a new shirt as it were a wife’s responsibility to take care of her husband’s clothes.

The articles found in *The Sun* are not far from the *Daily Mail* ones as they continue analysing the wardrobe of the current PM. Just like their colleagues at the latter tabloid, *The Sun* has also dedicated the whole article to the PM’s peculiar fashion statements. Sarah Barns (2016) chose 12 of May’s best outfits and focused on her metallic suits, animal print and thigh-high boots as if she were a youthful starlet.

Lynn Davidson wrote an article regarding the expensive clothes May has received since she became PM. One of the most controversial items she has worn were £995 leather trousers, for which May was severely criticised as her constituents would not “comprehend wearing such expensive items” (Davidson 2016).

Another article too centers on the notorious pair of trousers. Ben Griffiths (2016) compares the way Theresa May wore them to the way other showbiz stars such as Rita Ora and Elle Macpherson wear leather. In this article May no longer seems to be perceived through her important function, but is regarded as just another female figure who pays attention to the way she dresses. However, if she was a man, she would probably not have been listed among famous singers or actors who have the same sense of style.

The same theory can be applied to the next article, *Shoe fanatic whose childhood dream was to be a politician looks set to get the biggest job in British politics* (Fisk 2016). It is clear from the very beginning that the PM is not going to be represented only in terms of her political career. She is a *shoe fanatic* and the author even refers to her as another Imelda Marcos due to her great love for fashion. As usual, there is a sequence of photographs followed by comments on her leopard print shoes and gold hologram rainwear.

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<sup>9</sup> Shakespeare, S. (2017, July 15) SEBASTIAN SHAKESPEARE: Can't you buy Dave some new clothes, Sam? Former PM wears same shirt, jeans and black shoes to two events in a month. *Daily Mail*.

This result coincides with the claims in Owens and Hawes (2015) that in *The Sun* women are often nicknamed or categorised rather than nominalised while the opposite holds for men. However, as in the *Daily Mail* article from Section 1 May was nicknamed a *keen cook*, it is quite obvious that both tabloids hold the same attitude towards the representation of women. Another example is David Cameron's wife, Samantha Cameron, who is often nicknamed Sam Cam while men are not nicknamed so often.

However, yet another thing is curious in Fisk's article. Not only are women represented through their appearance, but also regarding their private and emotional life. Namely, Fisk deals with the fact that Theresa and Phillip May could not have children as if it were crucial information in the curriculum vitae of the future PM. She admitted that they were moved by the fact, but remained strong by stating they found blessing in other aspects of life.

Building on Penelope Eckert's work, Deborah Cameron (2005: 498) analysed the phenomenon of "interlopers", women who are intruding into the masculine world, such as a female MP or PM. She argues that women have a hard task to survive in such an environment and, in order to do so, they are to follow all the rules which have been established by a male-dominated world.

Unlike their female counterparts, male MPs are more likely to break the rules of accepted behaviour as their position is firmly established. Therefore, Theresa May is a perfect example of an interloper as she has always followed the rules – was been a determined and ambitious student who managed to enter the male-dominated world of politics. She does not have children, but does not extensively show her feminine side regarding the topic. Instead, she has dedicated her life to her career.

A rare article on Cameron's appearance was written in the spring of 2017, when Dan Sales wrote a text<sup>10</sup> on the Camerons' vacation in Florida. Both David and Samantha's shape was analysed and the famous ex-PM's polo shirt was mentioned again. However, unlike what the title suggests, the focus not merely on his holiday style, but, as expected, on Cameron's duties at the Credit Suisse Global Trading Forum in Florida.

As in the *Daily Mail* articles based on the same topic, the portrayal of David Cameron is similar to Benwell's (2002) "new lad" since the ex-PM had serious matters to attend rather than spending a carefree afternoon on the beach with his wife and children.

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<sup>10</sup> Sales, D. (2017, April 7) David Cameron and wife Sam soak up the sun in Florida... as he appears to have sheds pounds after his Downing Street exit. *The Sun*.

### 2.3.2. Conclusion

Finally, although the topic of this thesis differs from Owens and Hawes' (2015), the finding that women are portrayed more negatively is confirmed. However, although the above-mentioned authors' work discovers a difference between the representation of the two sexes in the newspaper analysed, there is no apparent difference between the tabloids analysed in this paper.

Based on my corpus, both *The Sun* and the *Daily Mail* pay focus on women through rather negative and trivial categories if compared to their male counterparts, in this case Theresa May and David Cameron, bearing in mind that some aspects such as a sense of style are not relevant for their occupation and the effort they make for their country.

Women are also more dominant figures in articles regarding fashion and due to the underestimating and trivial tone of such texts, they end up as antagonists rather than protagonists.

<b>Theresa May</b>	<b>David Cameron</b>
But who's Queen Bee? Theresa May wears yellow and black ensemble on the SAME day as Hillary Clinton.	In pics: Prime Ministers on holiday through the decades
50 Shades of May! How Theresa favoured navy outfits, Amanda Wakeley designs and heels by Russell & Bromley during her first year in power	A day in the life of an ex-Prime Minister: David Cameron takes his mother for lunch at The Ivy before taking a prime seat at Wimbledon... and throws some serious shade at Commons speaker John Bercow
	Can't you buy Dave some new clothes, Sam? Former PM wears same shirt, jeans and black shoes to two events in a month

Table 5. Overview of *Daily Mail* titles analysed.

<b>Theresa May</b>	<b>David Cameron</b>
Theresa May receives £140-worth of 'Luxury Legs' tights from upmarket brand Wolford	David Cameron and wife Sam soak up the sun in Florida... as he appears to have sheds pounds after his Downing Street exit
After Theresa May's bold fashion statement, we ask who wears the trousers best?	
Shoe fanatic whose childhood dream was to be a politician looks set to get the biggest job in British politics	
Imbound PM Theresa May has attracted as much praise for her snazzy style as her politics... here are 12 of her best looks to date	

Table 6. Overview of *The Sun* titles analysed.

### 3. CONCLUSION

The aim of this paper was to analyse whether the representation of male and female British politicians varies in *The Sun* and the *Daily Mail* based on their gender. There were three different cases analysed – the first one concerned the day when Theresa May became PM and David Cameron left the position, the second one dealt with the current situation in British politics and the last one examined the difference in the representation of the appearance of the current and the ex-PM.

The results of the thesis show that there is a significant gap in the representation of politicians of the two genders in both tabloids, even though they occupy the same position, and in the second case May occupied an even higher position than Johnson, thus the hypothesis has been confirmed.

As for the differences between the tabloids, it seems that *The Sun* has a slightly less serious approach to the representation of important political events and politics in general. It occurs more often that politicians of both genders, but especially women, are nicknamed in this tabloid. Apart from this detail there are no other differences between the two newspapers as both tend to marginalise women to a certain extent.

Moreover, both tabloids have equally sensationalist titles and texts which feature a lot of images, both of men and woman, especially when analysing their outfits. This kind of articles feature more female figures than male ones as women are more often regarded in terms of their appearance while men are perceived through their occupation.

The study found various results of sexist behaviour towards women, especially when they were perceived in terms of their appearance as there were far more articles regarding their outfits than those concerning the clothes of male politicians.

Unfortunately, due to the limitations of my corpus, it is impossible to determine whether this type of representation of men and women holds for other newspapers as well and whether the pattern can be applicable to other cultures and their perception of male and female politicians.

Nonetheless, the results of study show that even though the past decades have seen great progress in the linguistic study of gender-related topics, it seems that it will take yet some time for women to be perceived as equal to men in other domains of life.

Furthermore, it is rather difficult to determine who is responsible for this situation, but it seems that both tradition and pop culture play a significant role in the representation of men and women and the promotion of stereotypes, regardless of the person's occupation. Anywhere we go we face sexism – from the language we speak to the commercials we watch to the lessons we study at schools.

Women's position in society can be improved in many ways. As sociolinguists, we can use CDA to change the way women are portrayed in the media if we analyse e.g. newspaper texts and if people who create them and put them out can be persuaded to think about what ideologies and values they promote, perhaps entirely unaware. Although it is a slow and arduous process, I believe that social change is possible and that gender equality is a cause worth fighting for.

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## 5. APPENDIX



Picture 1. Theresa and Philip May. Tapsfield, J. (2016a) *Daily Mail*. [image] Available at: <http://www.dailymail.co.uk/news/article-3688386/Theresa-spends-final-evening-PM-Chief-Rabbi-Ephraim.html>

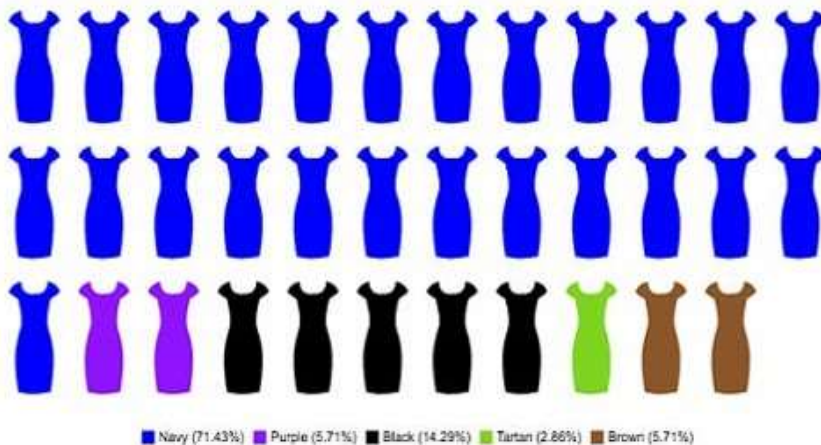


Picture 2 and 3. The Cameron family. Tapsfield, J. (2016b) *Daily Mail*. [image] Available at: <http://www.dailymail.co.uk/news/article-3688532/Leaving-Downing-Street-time-David-Cameron-flanked-Sam-three-children-say-final-goodbye-heads-tender-resignation-Queen.html>

### True blue: Theresa's love of navy

Navy is the clear colour leader for Theresa May. The PM wore her signature colour on 25 occasions, leaving other hues in the pale.

Theresa May sometimes deviated from this classic colour, opting for purple and brown on a handful occasions. Black was reserved for serious statements.



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Picture 4 and 5. Analysis of Theresa May's clothes. Brennan, S. (2017) *Daily Mail*. [image] Available at: <http://www.dailymail.co.uk/femail/article-4706712/Theresa-s-year-Amanda-Wakeley-Russell-Bromley.html>

### The Battle Between Flat vs. Heel

In a reversal to our last analysis, the humble heel is back in the PM's good books. Wearing a higher shoe for 26 of her 33 appearances, Theresa May opted for a mixture of kitten and block heels.

This elevated boost is perfect for the television cameras- and for an injection of self-confidence before answering tough questions from MPs.



Flat (23.53%) Heel (76.47%)



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