Contemporary American Political Speeches

- A Study of Sexist Language

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1. Introduction

Sexism has long existed in human society. Historically, there exists The Androcentric Rule, which focuses on a man-oriented society (Coates, 2004). What men do is regarded as a norm in society. Men's work is valued more both economically and socially. Women on the contrary are often regarded as the weak and subordinate gender in the business world, the political world as well as in daily life. Especially in political life, most of the powerful positions are held by men.

Language is often regarded as a mirror reflecting and being affected by social views and values. In society, sexism affects the language people choose to use. In this way, sexism leads to sexist language, which is consciously or unconsciously reflected in different social ways. Language is considered to be bias-based, meaning that there is a risk of a built-in divide. Sexist language exists and develops with the development of our world.

In a sense, sexism is a political issue. Since the late nineteenth century, there has been a women's liberation movement, feminism. Recognizing women's contributions to society and aiming to change many cultural and social customs that perpetuate patriarchal systems, feminists began to struggle to eliminate gender discrimination. Women strived for self-determination, equality and basic rights within their own ranks. Many aspects of life around the world, including linguistic and political aspects, have been, or are gradually being, affected by this great movement.

"At a political level, feminism is a movement for the full humanity of women… Feminists are ultimately in pursuit of a more radical change, the creation of a world in which one gender does not set the standard of human value" (Cameron, 1985:4). Linguistically, "feminists are concerned both to draw out the implications of sexist language and to consider changes in linguistic practice that might mitigate the effects of this particular form of sexism" (Cameron, 1985:104). In 1986, the American Philosophical Association provides Guidelines for Non-Sexist Use of Language.

1.1 Aim and Scope

The aim of the present investigation is to explore how sexist language is reflected in American contemporary political speeches through analyzing simple noun phrases including head nouns and pronouns, and complex noun phrases incorporating a premodifier, a noun and typically an adjective. These types of phrases are studied as found in six speeches by three famous female American politicians and three famous male American politicians.

1.2 Material

The primary material used in the present study includes six speeches delivered by six famous contemporary American politicians: three male politicians and three female politicians, one speech by each speaker. The six politicians are singled out because they are among the most influential politicians in contemporary America and their speeches play a significant and decisive role in public life. The six speeches are chosen on the merit of their significance, and on the level of influence and importance, they are comparable to each other. The six sample speeches are as follows together with each a brief introduction to each politician:

①. Gerald R. Ford's *Address Upon Taking the Oath of the U.S. Presidency* delivered on August 9, 1974. The speech consists of 853[1] words.

Gerald Rudolph Ford, (July 14, 1913 — December 26, 2006), a Republican, was the 38th President of the United States, serving from 1974 to 1977, and the 40th Vice President of the United States serving from 1973 to 1974.

②. Barbara Charline Jordan's *Democratic National Convention Keynote Address in 1976*. The speech consists of 1883 words.

Barbara Charline Jordan, (February 21, 1936 — January 17, 1996), a Democrat, won election to the U.S. House of Representatives (1973 – 1979), becoming the first African American congresswoman to be elected from the Deep South.

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[1] The number of words of each speech is counted by computer.

③. George W. Bush's *Speech Announcing War on Iraq* delivered on March 20, 2003. The speech consists of 580 words.

George W. Bush, born on July 6, 1946, is a Republican and is the 43rd President of the United States. He was sworn into office on January 20, 2001, re-elected on November 2, 2004, and sworn in for a second term on January 20, 2005. Before his Presidency, he served for 6 years as Governor of the State of Texas.

④. Nancy Pelosi's *Tribute to Dennis Hastert* delivered on November 15, 2007. The speech consists of 659 words.

Nancy Pelosi, a Democrat, was born on March 26, 1940. In 2002, she became minority leader. She became the first woman to be speaker of the House in January 2007. In both cases, she was the first woman to hold the post.

⑤. Hillary Rodham Clinton's *Super Tuesday Speech* delivered on February 5, 2008. The speech consists of 1212 words. This is one of her presidential campaign speeches.

Hillary Rodham Clinton, a Democrat, born on October 26, 1947, is the 67th United States Secretary of State, serving within the administration of President Barack Obama. In the 2008 election, Hillary Clinton was a leading candidate for the Democratic Presidential nomination.

⑥. Barack Obama's *Inaugural Address* delivered on January 20, 2009. The speech consists of 2417 words.

Barack Obama, a Democrat, born on August 4, 1961, won the presidential election on November 4. He assumed office on January 20, 2009 and is the first African American President of the United States.

1.3 Method

By a detailed and close reading of the six speeches by famous female and male American politicians, by paying full attention to, collecting all instances of and counting the number of simple noun phrases and complex noun phrases containing a connotation of sexism in the speeches, and by calculating the percentage of the appearance of such nouns showing either maleness, femaleness or gender-neutrality,

this thesis aims at exploring the relative presence of sexist language in contemporary American political speeches. Nouns containing the connotation of sexism are especially identified by analyzing maleness, femaleness and gender neutrality shown by them.

This investigation intends to reveal that in politics which advocate equality and freedom between all human beings, on the one hand, there have been some reforms in sexist language; on the other hand, there still exists sexist language which implies inequality.

2. Theoretical Background

As far as sexist language, politics, public speaking, and political speeches are concerned, a great deal of attention has been given to them and there has already been a good deal of research in these fields. Below follows an account of some of the significant background to these various areas.

2.1 The Nature of Language

Language is both personal and social. On the one hand, we can use language to express our internal thoughts and desires. On the other hand, language exists outside ourselves. Language covers a very wide range of aspects. There always exist some words and grammatical structures that we do not know.

Language reflects society. It reflects gender division. The linguistic patterns people adopt are influenced much by the interaction patterns, by the people one regularly talks to and by the social status of the people who are concerned. Language is sensitive to the living patterns and the interaction patterns. "In these ways one can say certain sex differences in language behavior are a side effect of the systematically different social experiences of women and men" (Graddol and Swann, 1989: 9).

Then there are opinions that language does not only function as a mirror of social

reality. Graddol and Swann discuss several previous researchers. Among them, one is Spender. Graddol and Swann points out that Spender (1985) says that "Language helps form the limits of our reality. It is our means of ordering, classifying and manipulating the world" (Graddol and Swann, 1989:10). In this way, we can say language helps to reinforce the traditional concept of masculinity or maleness, and femininity or femaleness and support social inequalities between the sexes.

2.2 Women and Men in Society from a Historical Perspective

As one of the phenomena in society, language reflects social reality. Language represents social values and views. Often there exist unequal opportunities for both women and men in different fields in society. The unequal power relation between the male and the female is also caused in part by the traditional sexual division of labor. Linguistic inequalities are always related to social inequalities between women and men. Thus the use of language reflects sexism and gender bias in society. There are mainly two factors contributing to low status of women in society.

2.2.1 Traditional factors

In society, there exists the long-held rule: The Androcentric Rule. According to it, "men were automatically seen as at the heart of the society, with women being peripheral and invisible" (Coates, 2004:5). Most of the important positions were held by men. Throughout the history, we can see that it was mainly men who played the main role and occupied the most important positions in the law and the church and who ran business. What men did was regarded as the norm, while what women did was regarded as deviant. The society was men-centered or men-oriented. In whatever field, women's function was demeaned and they were considered to be subordinate and submissive to men.

2.2.2 Religious Factor

According to the Holy Bible, the first woman in the world, Eve, is created from a rib which is taken from the first men Adam. Man was brought to the world first, while

the woman was made from one of man's ribs and she was created after the man was dissatisfied with all other animals. From this order of creation, it is easy to see that women and men were regarded as different in importance. And discrimination was set against women at the creation of human beings because the woman was just one part from the man. They were placed in unequal places from the very beginning.

The first sin was also regarded as being committed by the woman in the Holy Bible. Eve just could not resist the temptation from the snake and her desire for gaining wisdom; she ate the fruit and gave some to her husband. Then, God said to her, "Your desire will be for your husband, and he will rule over you" (Holy Bible, 1978:6). The Holy Bible is regarded by many as a book of men. Because Christianity is such an influential religion in Western countries, it is reasonable to say this book has helped to lay a solid foundation for the inequalities between women and men.

2.2.3 Maleness and Femaleness in Language

Maleness refers to the quality or condition of being masculine. Femaleness refers to the quality of condition of being feminine. Maleness and femaleness in language can be revealed through two ways. Firstly, there exists the long-held tradition that argues a men-centered world. Such a tradition offers many privileges to men nearly in every aspect: in business, in everyday life, in politics and also in language. Especially in language, maleness can be found by the frequent use of generic *he* and *man*, by presenting the word order which puts priority to men, and by showing more respect to men semantically. In language, femaleness especially represents women's emotional and informal ways of expression.

Secondly, maleness and femaleness are characterized by different conversational strategies adopted by men and women. Men are said to adopt the competitive strategy, and they are said to be more direct and adopt more formal ways, while women are said to prefer the cooperative strategy. They want more to achieve a kind, intimate and friendly relationship. Besides the conversational practices, women also are

reported to use more tentative language, such as hedges and tag questions. In addition, women also use more descriptive language at times, especially more adjectives to modify nouns.

2.3 Politics

Politics has a tremendous influence on every aspect in society. According to Thomas and Wareing (1999), politics is concerned with power: the power to make decisions, to control resources, to control other people's behavior and often to control their values. Generally, it is the politicians of a country who are running politics.

2.3.1 Life in America

Americans have great faith in individual equality and freedom. They show great respect to individual liberty, equality before the law, democracy, and equality for all the common people. "These values --- commonly referred to as the 'American creed', contribute to a political culture that is anti-authority and suspicious of government (the federal/national government in particular) and politicians generally" (Singh, 2003:1). It is stipulated by the Federal Constitution and the law that American citizens enjoy freedom in speech, publication, assembly, religion, the right to vote and so on.

People in America also cherish the American dream, which is a combination of specific values with equal opportunity, ambitiousness and hard work and the means of achieving it. The American dream is probably the most potent ideology, certain basic values and character traits in American life (Rich John M., 1996:5). In order to gain fame, power and prosperity, Americans believe in hard work and competition. They also try to cultivate such a spirit among people even when they are very young. They spread it through comprehensive education by fostering children's leadership and competitiveness. Children are taught that everybody can be a second Abraham Lincoln, and everybody can try to win other people over. In school, students are trained to develop their strong leadership and to make all kinds of persuasive and

convincing speeches.

2.3.2 Politics in America

America is a powerful country now. It advocates democracy, freedom and equality for people. "Today the United States is virtually unchallenged as the world's leading power both militarily and politically. The American people's loyalty to their central government has been cemented by the shared sacrifice of two world wars. The nation's constitution forms are admired and copied around the world" (Nagel, 2002:9). Ashbee (2004) says that America offers the promise of upward mobility and principles such as self-reliance, democracy and freedom.

There are two main political parties in America: The Democratic Party and The Republican Party. The two political parties are an important component of its political system and have a great impact nearly in every aspect in American society. They compete for running the country by indirect election. To ensure the success of elections, politicians try their best to win the public over. One of the ways to do so is by delivering speeches around the country that cover the promises, new measures and policies they will take.

In the nineteenth-century America, there is the well-established tradition that most politicians are male. Women were legally or culturally denied opportunities and career ambitiousness in electoral politics. "Prior to 1920 women could not vote in federal elections. With very few exceptions they were also barred from exercising the franchise at the state and local levels. Regardless of their social class or achievements, they were not recruited to run for public office and for the most part did not view themselves as eligible" (Carroll, 2003:33). Now women are more aware of their own advantages and self-worth, and they strive for equal opportunities with men in different aspects in society, including in politics. More and more women are being elected and occupying important social positions.

2.4 Public Speaking

According to Hasling (1998), there are three essential elements of public speaking: the audience, the message, the speaker. As far as the three elements are concerned, the speakers should be realistic about their own ability to communicate message and understand that the message is the very message received.

2.4.1 Rhetoric in Public Speaking

To deliver a public speech successfully, the speaker should try to have speaking art, which is often referred to as rhetoric. Aristotle once defined rhetoric as an ability to see available means of persuasion. "The 'available means of persuasion' refers to the power of words to create mental images, to provide explanation, to introduce concepts, to organize ideas, and to offer supporting evidence" (Hasling, 1998:5). "Even normal people now think a good speech has to make people cry. And they think the way to do it is to use a lot of rhetoric flourishes and sentimental stories" (Noonan, 1998:62). Therefore, rhetoric plays an important role in public speaking. Rhetoric, as an art, is a phenomenon of all human cultures, and is discussed and developed by many people, including teachers teaching public speaking, philosophers and orators. A good mastery of the art of rhetoric often leads to successful and influential speeches.

2.4.2 Public Speaking in Politics

The acquisition of power can be achieved through a variety of ways: through physical coercion by force, coercion through legal system and so on. However, to secure power more effectively, it is much better to persuade the citizens to embrace the beliefs you want them to hold. That is, a dominant ideology must be established: to make the beliefs common sense. Thus public speeches made by politicians are really influential and significant. Politicians deeply believe "that people's perception of certain issues or concepts can be influenced by language" (Thomas and Wareing, 1999:35).

Political speeches provide much information and represent a potentially powerful force in society. Politicians try for political correctness. "Although 'political correctness' is not trying to control people's thoughts … it nevertheless represents an attempt to alter people's perception of certain 'signifieds' (concepts) by replacing old 'signifiers' (labels) with new ones" (Thomas and Wareing, 1999:37).

To speak in public, the politicians should try to have a self-persuading effect. Politicians at the same time represent the nation, not only themselves. "They speak on behalf of the people and represent the views of the nation as refracted through the lenses of the party, ideology, political and economical constraints, and situational variables. They do not --- and can not simply state their own personal views" (Ritter and Medhurst, 2003:10). If the politicians want their speeches to be forceful, convincing, and even with poetic rhythm, the politicians themselves must practice or they have professional speechwriters.

2.4.3 Public Speaking in American Politics

"Our Constitution guarantees our right to freedom of speech ... An important dimension of the First Amendment is that we also have the right to listen, if we will, and to evaluate what we hear" (Hasling, 1998:4).

Today, it is often the case that those who write for the presidents and politicians are formal members in the government departments. And the speechwriters shoulder great responsibilities for the evolutionary changes in the text. "The fact is that presidents have requested and received assistance with their speeches, messages, letters, bills, memoirs, and the like since the beginning of the Republic" (Ritter and Medhurst, 2003:4). We can see that the success of the speeches rely greatly on the talent of the politicians' speechwriters, if there exist any of them. Therefore, speechwriters should serve the nation and people quite well.

2.5 Sexist Language

The concept that women are inferior to men has been revealed in the language. Sexism not only exists in people's mind, but it also exists in language. Sexism does not mean that women and men are just simply different from each other, but they are unequal and they are treated differently, with men having more privileges and priorities. Sexism works to the disadvantage of women, not men.

Language is a mirror of society. Every language reflects the society in which it evolved. It reflects different aspects, including bias and prejudices. Thus sexism is also reflected in language. Sexism in language manifests the inequality between men and women; "Sexist language can be discussed in two ways; first, as the extent to which the English language system is inherently sexist, and second, as the extent to which some ways of using language are sexist" (Thomas and Wareing, 1999:67).

This is also the case with English. Graddol and Swann discuss several previous researchers. Two of them are Casey Miller and Kate Swift. Graddol and Swann point out that Miller and Swift (1981) say that "Since English, through most of its history, evolved in a white, Anglo-Saxon, patriarchal society, no one should be surprised that its vocabulary and grammar frequently reflect attitudes that exclude or demean women" (Graddol and Swann, 1989:95). With the development of society, and with the liberation movement of women, more and more people try to change the situation and to do something to get rid of this inherited linguistic bias. However, linguistic changes are often difficult to be accepted. Sexist language is reflected in many aspects in English.

2.5.1 The generic *He* and *Man*

"The best known aspect of sexism in English is what some feminists have called *he/she* language, that is, the generic use of masculine pronouns and the term *man(kind)*" (Cameron, 1985:117).

The word *he* is often used to express two different genders, including all who are

concerned, not just male people. *He* often includes *she* semantically. For example, *Everyone should finish his job on time.* People also blur the ambiguity of the term *man.* And it is often used to mean women, men, boys and girls or all humans. For example, *Nature still holds upper hand against man.* The expressions are quite confusing, for the two words *he* and *man* in the two examples seem to include both the male and the female. However, some people, especially some feminists, believe strongly that the two words should only be applied to males.

2.5.2 Word order

It is often the case that female words come after the male words. These expressions are sexist in meaning. Coates discusses several previous researchers and points out that one of the researchers Poole (1646) said that "The idea of a 'natural order' and of the superiority of the male is unabashedly prescribed for linguistic usage: 'The masculine gender is more worthy than the feminine'" (Coates, 2004:16). Examples are many such as: *boys and girls, men and women, father and mother, brother and sister, husband and wife* and so on.

2.5.3 Symmetry and Asymmetry in Titles for Men and Women

This inequality in language can also be seen through the use of the following titles for men and women.

Woman   Miss/Mrs/Ms

Man   Mr

The title *Mr* can be used for male people before their family names. However, any adult woman may choose one of three titles: *Miss, Mrs* or *Ms.* Hence, a woman who uses the title *Miss* shows she remains unmarried. *Mrs* suggests a married status. "*Ms,* a relatively new title, was introduced to end the inequality in the system but instead you could say that the inequality has increased. Instead of having only one title (which does not reveal marital status, in line with titles for men) there are now three possible titles in circulation, and all three appear alongside *Mr* on most of the forms we have to fill in" (Thomas and Wareing, 1999:68-69). The titles for women convey

far more information.

2.5.4 Marked and Unmarked Terms

It is generally accepted that the terms for the male are unmarked terms, while the terms for the female are marked ones by adding a suffix. In a way this makes the female terms appear to be deviant from the standard ones. For example:

Waiter/waitress

Host/hostess

Actor/actress

Nowadays, the unmarked terms are often used to refer to both women and men, which in a way implies that the normal people are men.

2.5.5 Semantic Derogation

During the English history, many female words have undergone through changes in meaning. The change reveals that women's and men's social roles are not valued at the same level. For example, *governor*, in old English, referred to the person holding an important position, and now it takes the same meaning. However, the meaning of the word *governess* indicates a low social status.

Master and *mistress* can both be used to refer to the male and female teacher. *Master* often indicates the person having more power and authority, but now the word *mistress* refers more commonly to a woman having a sexual relationship with a married man. Here, it can be seen, some of the words for the female diminish women, put women in a much lower social status and regard them as being primarily sexual beings.

2.6 The Feminist Movement

The two concepts feminism and feminist are quite modern. They contain their current sense until the late nineteenth century. Not accepting the traditional ideology that society is existing with a patriarchal system in which men have advantage over

women, feminist movement strives to oppose the hierarchical binary opposition between an active, dominating, rational man and a passive, submissive and emotional woman.

During the first-wave of feminism, the priority of feminists is to gain right of women's suffrage. During the second-wave of feminism, feminists were greatly concerned with political issues of equality. During this time, feminists try to put an end to discrimination.

Sexism in language works to the disadvantage of women, instead of men. According to Cameron (1985), feminists have noted that the lexicon and grammatical system of English contains features that exclude, insult and trivialize women and feminists have demanded concrete changes in speech and writing. Thus, feminists think of practical reforms in language. "Various Proposals have been made for the avoidance of sexist expressions on the syntactic, lexical and morphological level, and in English and other western languages significant changes have been brought about" (Coulmas, 2005:49). Feminist reforms in language mainly started in late 1960s which mainly intended to avoid offensive expressions and recasting androcentric ones so that they became neutral. According to Cameron (1985), this nonsexist language was endorsed, as early as 1973, by a major publisher, McGraw Hill, which is a great publishing house with its primary areas of business focusing on education, publishing, broadcasting, and financial and business services. Feminist reforms have continued to have great influence on many people's speech and writing.

2.6.1 Neutral or Gender Inclusive Language

Neutralization and the use of gender-free words is one of the ways advocated by reformists to achieve a standard language. "It involves recasting sentences so that they clearly do not exclude either women or men. For instance, *mankind* could be replaced by *humanity*, *craftsman* by *artisan*, *forefathers* by *ancestors*, *spaceman* by *astronaut* and so on" (Cameron, 1985:117). *Chairman* could be replaced by

chairperson, *salesman* by *salesperson*, *mailman* by *mailperson*, *fireman* by *firefighter*
and so forth. Words such as teacher, leader, officer, member, civilian, tutor and so on,
are also used as a new way to include both genders. By neutralization and the
adoption of words including both genders, the sexist words with *man* as the suffix or
prefix and with the connotation of excluding the female can be avoided.

2.6.2 The Solution to Generic Masculine Pronoun *He*

As far as the generic masculine pronoun *he* is concerned, one way of avoiding it is to
use the pronoun *they* to replace it. "English has no sex-neutral third person singular
pronoun (i.e. that expresses the common meaning of *he* and *she*), and so the plural
noun *they* is often used informally (especially in British English), in defiance of
number concord, as a substitute for the indefinite pronouns *everyone, everybody,
someone, somebody, anyone, anybody, no one, nobody*" (Graddol and Swann,
1989:106).

A second way of avoiding using the generic masculine pronoun is conjoining both
male and female pronouns in sentences. For example: *Everyone* has to make *his or
her* decision. This way still leaves much to be desired because though both genders
are presented, the word order in a sense reveals men's superiority.

A third way is to change the whole sentence into plural form grammatically. We can
say: *All people are welcome to take part in this activity if **they** are interested in it*,
instead of saying *Anyone is welcome to take part in this activity if **he** is interested in
it.* Other solutions include using the first and second pronouns to replace *he* or to
change the whole sentence into a passive one.

2.6.3 Metalinguistic Strategy and Coining New Corresponding Words

As it has been pointed out by Cameron (1985), this strategy involves self-conscious
reflection on words --- their history, their etymology, even sometimes their spelling.
Cameron uses the word *history* as a good example: feminists often respeak or write it

as *herstory.* The appearance of the new words such as *chairperson, spokeswoman, Ms* and so on are good examples of avoiding sexist language.

3. Analysis

The analysis below is based on six contemporary American political speeches that are selected randomly, among which three are by famous male politicians and another three by famous female politicians. The six speeches are of similar importance and influence and are comparable to each other.

It is well known that speeches, especially political speeches, are well polished, and try every means to be convincing and persuasive. Political speeches not only mean much to the public who are concerned with national or international affairs, but also mean much to the government when making new policies and making changes. However, in some cases, there will be traces of controversial points such as sexist language because of different personal experience and perspective, and long-held tradition.

One thing to be made clear is that the politicians they themselves might write the speeches, or they might participate in writing them, or it is just the professional speechwriters who write the speeches for them. A female politicians may have had a male speechwriter and vice visa. If there are any speechwriters, their genders and identities will not be discussed. The focus of this thesis will be on the content of each speech. A second thing to be noticed is that only one speech by each politician is chosen to be analyzed in this paper and on the basis of the analysis to reach the results. Allowing for more samples to be chosen, the overall results might very well be more reliable. A third thing is that because the six speeches are not of the same length, the results of comparison will be shown through percentage to arrive at credible conclusions.

3.1 Male Politicians' Speeches

In this part, the three speeches by male politicians will be looked into and analyzed in

detail. They are: Gerald R. Ford's *Address Upon Taking the Oath of the U.S. Presidency* delivered on August 9, 1974, which consists of 853 words; George W. Bush's *Speech Announcing War on Iraq* delivered on March 20, 2003, which consists of 580 words; Barack Obama's *Inaugural Address* delivered on January 20, 2009, which is 2417 words long. First, the simple nouns and complex nouns in each of the three speeches will be analyzed separately. Then there will be a comparison between each other in the following part.

3.1.1 Gerald R. Ford's Speech

Gerald Rudolph Ford was a politician in the early 1970s and he was the 38th President of the United States, serving from 1974 to 1977. Ford served in Congress for 25 years. Well-liked and ideologically flexible, he won the role of House minority leader in 1965 and held this position until Nixon named him vice president in 1973. He was the 40th Vice President of the United States serving from 1973 to 1974. During his time in Congress and in presidency, he had developed a reputation for honesty, integrity, and adherence to the truth. He is the only President who serves the country without being elected to either the presidency or vice presidency.

Table 1. Places showing the use of nouns in President Ford's speech

Gerald R. Ford's Speech					
Expressions of nouns	Places of Maleness	Places of Femaleness	Places of Gender Neutral words	Total	Percentage
Men to refer to all , including women	3			14	1. 64%
God, Him referring to God	4				
Brotherly love	1				
Countrymen	1				
Mr. Chief Justice	1				
George Washington	1				
Thomas Jefferson	1				
Abraham Lincoln	1				
Richard Nixon	1				
My fellow Americans		2		5	0. 59%
My dear wife		1			
My dear friends		1			
Wife and daughter representing love and loyalty		1			
It---America			1	3	0. 35%
Speaker			2		

3.1.1.1 Maleness in Gerald R. Ford's Speech

In Table 1, it can be seen that words showing maleness occupies the highest percentage. Maleness in President Ford's speech is especially demonstrated in the following ways: Firstly, in his speech, the tradition of The Androcentric Rule in language and men's priority are clearly noticed by the use of the word *men* to include women. Only in one sentence, as is shown in example (1), the President makes a clear division between man and woman in his speech:

(1) *I am indebted to no **man**, and only to one **woman** --- my dear wife --- as I begin*

this very difficult job.

In other places, whenever the President intends to refer to all human beings, he uses *men/man* to include all, including women.

Secondly, maleness is manifested through the influence of the Bible. When the President expresses his kind wishes to the whole country, he invariably uses *God*. This represents the great influence of the Bible and the impact of male-centered tradition. Often, in western world, *God* represents the greatest power and the parallel word *Goddess* contains an inferior position both in power and status. Even if people deny that they are prejudiced against different genders, they naturally and unconsciously take it for granted that *God* is male. In the following sentence, the President just directly uses *Him* to refer to *God*.

(2) *But there is a higher Power, by whatever name we honor **Him**, who ordains not only righteousness but love, not only justice but mercy.*

Thirdly, maleness is reflected by using the titles and the full name of other politicians in America. Using titles and the full name of other people can be interpreted in two different ways. Firstly, this shows distance in relationship, especially when the people involved are strangers to each other. Secondly, this is a very formal way to show respect to honorable people, especially, to people with high and important social status. Men often prefer a formal way to show politeness to both themselves and others. When President Ford mentions the other politicians, he adopts a formal way which shows masculinity.

Fourthly, maleness in the speech can be easily found in the suffix in the word *countrymen* and the premodifier in the expression *brotherly* love, as is shown in the following two examples. In the first example, President Ford uses *countrymen* to refer to all people in America, including both men and women, while the suffix

–men suggests the influence of male priority. In the second example, he appeals to the public to be brave enough to face the painful scandal. He uses *brotherly* to indicate the strength and bravery in men.

(3) *Therefore, I felt it is my first duty to make an unprecedented compact with my* **countrymen**.

(4) *As we bind up the internal wounds of Watergate, more painful and more poisonous than those of foreign wars, let us restore the golden rule to our political process, and let* **brotherly** *love purge our hearts of suspicion and of hate.*

3.1.1.2 Femaleness in Gerald R. Ford's Speech

Although in Ford's speech, masculinity is easily noticed, and the President showed an honorable and respectable distance with those having power and high social positions, he changed his using of words appropriately when turning to common American people and those whom he is quite familiar with.

President Ford used the premodifier *fellow* before Americans to show his alignment with the people in America. In a way, he lows down his position to narrow the distance between him and the ordinary people. He used *dear* before his wife and friends and to show his deep feeling towards them. Thus, besides showing his own politeness and his toughness, the President also shows his personal emotions and gentleness. This might very well let him be more popular with people and be close to people.

3.1.1.3 The Use of Words Showing Gender Neutrality

Table 1 shows that the President uses a lowest percentage of gender inclusive words. It is commonly seen in literature that a country assumes the female gender. One's nation is usually compared to a great mother, offering love to and deserving love from all the people. Poets and writers prefer to use the pronouns *she* or *her* to refer to

their own country, conveying their deep feeling towards their country. However, in the following example, the President uses the pronoun *it* to refer to America.

(5) *America will remain strong and united, but **its** strength will remain dedicated to the safety and sanity of the entire family of man, as well as to our own precious freedom.*

In this example, by using the pronoun *it* to refer to the country, America takes on a neutral gender. Another example showing gender neutrality is suggested by the use of the word *speaker*. Without being modified by male or female, this word can be used both for men and women.

3.1.2 George W. Bush's Speech

George W. Bush, born on July 6, 1946, is a Republican and is the 43rd President of the United States. Bush took the oath of office on January 20, 2001 and won re-election in November 2004 to become the first son of a president to win two terms in office. Before his Presidency, he served for 6 years as Governor of the State of Texas. President Bush had a reputation for his bipartisanship and he was regarded as a compassionate conservative who emphasized on the following principles such as limited government, personal responsibility, strong families, and local control. In 2001, on the morning of September 11, terrorists attacked America. From then on, President Bush has taken a series of unprecedented steps to protect his country and the sample speech was delivered when he was announcing war on Iraq.

Table 2. Places showing the use of nouns in President Bush's speech

George W. Bush's Speech					
Expressions of nouns	Places of Maleness	Places of Femaleness	Places of Gender Neutral words	Total	Percentage
Men and women; Men, women and children;	2			3	0.52%
God	1				
Her---American		1		3	0.52%
My fellow citizens		2			
It---Iraq			3	7	1.21%
Civilian			1		
Fighters			1		
Police			1		
Doctors			1		

3.1.2.1 Maleness in George W. Bush's Speech

President Bush's speech is a relatively short one. And the topic of this speech is about the war against Iraq. Often wars offer a good topic many men prefer, because men are assumed to be aggressive, strong, and courageous in nature. However, in President Bush's speech, we can find he is grateful and thankful for the service and sacrifice of the brave men and women in uniform and their families. In the speech, President Bush also shows his confidence in winning the war to help build free and prosperous societies. In Table 2, maleness is seldom noticed through the use of nouns. There are two places in the speech which indicates the male-dominated rule.

Firstly, the word *God* is used to represent the great power which owns everything and controls the life of people all over the world. Secondly, as what is shown in example (6), men's advantage over women is suggested in the word order in the noun phrases: *men and women; men, women and children.*

(6) *To all of the **men and women** of the United States armed forces now in the Middle East, the peace of a troubled world and the hopes of an oppressed people*

now depend on you.

In this example, President Bush uses the expression to refer to all American people. Though, apparently, all people are included, the order of the nouns, with men being put at the beginning, women second and children last, indicates a gradual demeaning in importance, influence and power.

3.1.2.2 Femaleness in George W. Bush's Speech

To achieve an intimate relationship, President Bush uses collaborative strategy at the beginning by addressing American people *my fellow citizens*. The premodifier *fellow* demonstrates that he and American people are equal to each other, and there is no social gap between them. Thus they are drawn in the same allies.

Secondly, President Bush uses the pronoun *her* to refer to America. Often it is the case that women belong to the weaker gender and men the stronger one. According to The Androcentric Rule, men have dominant power and it is men's responsibility to bring security to women and children and to protect them. We can find President Bush hypothesizes the country to assume a female gender. By doing so, he shows his deep concern about it, and also appeals to the public to protect it.

3.1.2.3 The Use of Words Showing Gender Neutrality

Table 2 shows the percentage of gender neutral words doubles the percentage of the other two. In this sample speech, one may find an interesting thing. President Bush uses *her* to refer to his own country, which suggests femaleness. However, whenever he refers to Iraq, he uses the gender neutral pronoun *it*. This, in a way, reveals that the President loves his country, and is worried about the safety of the country. And maybe he and all Americans, even people all over the world hate the terrorist attack. While the love to one's country is often easily and happily accepted by people, a hostile attitude towards other countries is often regarded as a narrow nationalism and narrow patriotism. The President, thus, tries not to add any personal feelings into his speech

by adopting the word *it* so as to make his speech more impressive and persuasive.

3.1.3 Barack Obama's Speech

Barack Obama，a Democrat, born on August 4, 1961, is the 44th and current President of the United States. In American history, he is the first African American to hold the office. Before his success in the election to the presidency in November 2008, Obama had been the junior United States Senator in Illinois from January 2005. Obama began to run for presidency in February 2007. In the 2008 Democratic Party presidential primaries against Hillary Clinton, after a close campaign, Obama won his party's nomination. In the 2008, he defeated Republican nominee John McCain and won the general election. On January 20, 2009, he was inaugurated as president and he was awarded the 2009 Nobel Peace Prize on October 9, 2009. Obama is often referred to as an outstanding orator. The sample speech here was his inaugural address.

Table 3. Places showing the use of nouns in President Obama's speech

Barack Obama's Speech					
Expressions of nouns	Places of Maleness	Places of Femaleness	Places of Gender Neutral words	Total	Percentage
Men and women; Men, women and child/children	5			14	0.58%
God/God-given	5				
Man	1				
Founding fathers/the founding father	2				
Heroes	1				
My fellow citizens		1		1	0.04%
Ancestors			1	16	0.66%
Forbearers			1		
Risk-takers			1		
Doers			1		
The makers			1		
Workers			2		
Keepers			1		
Strangers			1		
Guardians			1		
Non-believers			1		
Firefighters			1		
Leaders			1		
It---America			2		
It---Iraq			1		

3.1.3.1 Maleness in Barack Obama's Speech

President Obama's inaugural address is relatively long and is regarded as an impassioned one because it touches on many subjects that are significant to American people. For example, the security matters, fragile economy and wars in Iraq and Afghanistan are covered in it. Maleness of his speech is revealed through the influence of The Androcentric Rule.

Firstly, *God* appears to represent the most omnipotent power. It is *God* who gives

American confidence. Americans try to cherish the precious gift, or the noble idea given by *God*.

Secondly, the generic *man* is used to include all human beings, as is expressed in the following example:

(7) *Our Founding Fathers, faced with perils that we can scarcely imagine, drafted a charter to assure the rule of law and the rights of **man**, a charter expanded by the blood of generations.*

Thirdly, the very first ancestors who established and contributed to the country are named as *Founding Fathers* and *heroes.* This confirms the well-established tradition that it is men who creates the world, who dominates the world, and who changes the world. For example:

(8) *As for our common defense, we reject as false the choice between our safety and our ideals. Our **Founding Fathers** -- Our **Founding Fathers**, faced with perils that we can scarcely imagine, drafted a charter to assure the rule of law and the rights of man, a charter expanded by the blood of generations.*

Fourthly, men's privilege over women is repeatedly shown in the expressions such as *men and women,* and *men, women and child/children*, with men appearing at the beginning, followed by women and child/children.

3.1.3.2 Femaleness in Barack Obama's Speech

Though President Obama's speech is relatively long, one fact should be noticed that though the subjects he touched on are rather emotional, as far as noun phrases are concerned, places of femaleness can seldom be noticed. This is clearly shown by the percentage in Table 3. Only at the beginning, the President used *my fellow citizens* to achieve intimacy between himself and people in America. However, with the wise

choice of the topics and his own sincerity, most people are still greatly moved, feel excited and accept him from the bottom of their heart.

3.1.3.3 The Use of Words Showing Gender Neutrality

It is suggested in Table 3, though the percentage for gender neutral words is the highest, it is very close to the percentage of maleness. Nevertheless, the situations are different in the two cases. There is a concentration of the use of the words showing maleness. For example, the President uses the noun phrases *men and women* and the word *God* each for five times. However, the President covers a wide range of words showing gender neutrality. For example, he uses *it* to refer to both America and Iraq. The words *ancestors* and *forbearer*s are used to replace forefathers. Other examples are such as *workers, strangers, fighters* and so on.

3.2 Comparison between Male Politicians' Speeches

The three male politicians are all presidents of contemporary times. No matter whether they themselves or the speechwriters write the speeches, all of them try their best to polish their writings so that any flaws, whether linguistically or semantically, will be avoided. However, it can be noticed that on the one hand, because of the feminist movement, we can find great efforts have been made to avoid sexist language. On the other hand, because of the historical and religious factors, there are still traces of sexist language.

Table 4. Places of maleness and femaleness and gender neutrality in three speeches by male politicians

Politicians	M	P	F	P	N	P
Gerald R. Ford	14	1.64%	5	0.59%	3	0.35%
George W. Bush	3	0.52%	3	0.52%	7	1.21%
Barack Obama	14	0.58%	1	0.04%	16	0.66%
Total	31	0.81%	9	0.23%	26	0.68%

(M for total number of places of maleness, F for femaleness, and N for gender neutral words, P for the percentage)

In Table 4, different from President Bush's speech, in the other two politicians' speeches, we can find the nouns contain the meaning of maleness are far more than the nouns that contain the meaning of femaleness. As for gender neutral words, there is an increase in the use from President Ford's speech to the other two speeches by the two present presidents, and the total percentage of the use of maleness is the highest. Let us analyze the reasons for this phenomenon.

3.2.1 The Deeply-rooted Maleness

The highest percentage of the use of nouns showing maleness reflects the deeply-rooted Androcentric Rule. Traditional Androcentric Rule still exerts a great impact on modern people, including the leading politicians who strive hard to achieve equality for all. The male-centered norm exists subconsciously among people. Men and women are treated unequally. Men are associated with power, success and strength. Women are the weaker force in the society and they need to be protected and belong to men. Women represent love and loyalty, loyal to men especially.

3.2.2 The Influence of Feminism and the Use of Gender Neutral Words

However, owing to women's awareness of the unfair treatment they receive and their struggle for equal rights in different aspects of society, including language, people

begin to attach more importance to the role played by women. In language, too, people are more cautious of lexicon choices and the semantic meaning. This can be especially found in the increasing use of the gender-neutral words. For example, one's nation is often referred to as *she,* but in the three speeches, except one place where President Bush uses *her* to refer to America, the word *it* is used. Other examples are: *police* is used for *policeman*, *firefighters* for *firemen*, *ancestors* and *forbearers* for *forefathers* and so on.

3.3 Female Politicians' Speech

Flammang found that when women became a majority of local government board, they developed a "common understanding of power, not as force and domination, but as cooperation based on consensus and mutual respect, features of their homemaking and childrearing experiences which challenge the practices of male politics as usual" (1985:115). In a way, they are doing politics. Now more and more women politicians are being elected and are becoming popular with the public.

In this part, the three speeches by female politicians will be analyzed in detail. They are: Barbara Charline Jordan's *Democratic National Convention Keynote Address in 1976* consisting of 1883 words*;* Nancy Pelosi's *Tribute to Dennis Hastert* delivered on November 15, 2007, consisting of 659 words; Hillary Rodham Clinton's *Super Tuesday Speech* delivered on February 5, 2008, consisting of 1212 words. Like the speeches by male politicians, first, the three speeches will be analyzed separately. Then there will be a comparison between each other in the following part.

3.3.1 Nancy Pelosi's Speech

Nancy Pelosi, a Democrat, was born on March 26, 1940. In 2002, she became minority leader. She became the first woman to be speaker of the House in January 2007. In both cases, she was the first woman to hold the post. Speaker Pelosi has proved to be a strong, pragmatic leader. In the 111th Congress, in the words of the President Barack Obama, Speaker Pelosi is an extraordinary leader for the American

people. Nancy Pelosi is said to be one of the strongest and most effective speakers in decades. The sample speech singled out is a tribute to the former Speaker of the House.

Table 5. Places showing the use of nouns in Nancy Pelosi's speech

Nancy Pelosi's Speech					
Expressions of nouns	Places of Maleness	Places of Femaleness	Places of Gender Neutral words	Total	Percentage
God	2			18	2.73%
Mr Speaker---Dennis Hastert	5				
Mr Speaker--- Herself	1				
Speaker Dennis Hastert	2				
Leader Bob Michael	1				
Dennis Hastert	6				
Speaker Hastert	1				
Dennis		4		10	1.52%
Jean		2			
Ethan		1			
Joshua		1			
My colleagues		2			
Speaker for general meaning			5	9	1.37%
Leader			1		
Teacher			2		
Member			1		

3.3.1.1 Maleness in Nancy Pelosi's Speech

In Table 5, it can be seen that in Nancy Pelosi's speech, maleness occupies an absolute advantage and is reflected especially in two ways. Firstly, Nancy Pelosi uses the word *God* twice to show her thanks and kind wishes to the former Speaker Dennis Hastert.

Secondly, on behalf of the congress, Nancy Pelosi offers sincere thanks to the contributions and devotions made by the former speaker. When she mentions him, on

most occasions, she uses very formal ways, which is regarded as a sign of maleness. She uses *Mr Speaker, Speaker Dennis Hastert, Dennis Hastert or Speaker Hastert.* From the different forms of addresses, we can feel a deep respect, and great appreciation for the former Speaker's achievement from the bottom of her heart. She even calls herself as *Mr Speaker* instead of Ms Speaker or Mrs Speaker, as is shown in the following example:

(9) *Mr. Speaker, I know I speak for --- and by that* **Mr. Speaker** *I'm speaking for the Speaker --- I know I speak for everyone in this House when I thank you for your service, for many things which I could enumerate but I want to mention one in particular which I have mentioned to this House before.*

3.3.1.2 Femaleness in Nancy Pelosi's Speech

The sample speech is a tribute to the former Speaker on a formal occasion. Therefore, generally, it should be a formal speech. However, if it is too formal, sincerity can hardly be traced. Here, Nancy Pelosi strikes a perfect balance by revealing her friendship with the former Speaker and his family. Though in most cases, she uses a formal form to address the former Speaker Dennis Hastert, she also uses his first name and the first names of his wife and two children to show the close relationship and the intimacy between her and them. This helps to achieve a warm feeling and is an emotional revelation.

3.3.1.3 The Use of Words Showing Gender Neutrality

The warmth and sincerity can be easily sensed in Nancy Pelosi's speech. It, in a sense, is an emotional speech. However, we should notice that maleness and femaleness is only shown when a specific feeling is expressed towards a certain person. When referring to general meaning or stating a fact, Nancy Pelosi just uses gender neutral words which include both men and women. This can particularly be seen through the usage of the words *speaker* in the following example:

(10) *In 1999, this congress elected him the **Speaker** of the House. The **Speaker** of the House.*

3.3.2 Barbara Charline Jordan's Speech

Jordan was the first African American state senator since 1883 and the first black woman to serve in that body. In 1972, she was elected to the United States House of Representatives, becoming the first black woman from a Southern state to serve in the House. In 1976, she became the first African-American woman to deliver the keynote address at the Democratic National Convention. Her speech that summer was ranked the 5th in Top 100 American Speeches of the 20th century list. In 1992, Barbara Jordan again was a keynote speaker at the Democratic National Convention. Barbara Jordan was famous for her powerful, thoughtful speeches. As a female politician, Barbara Jordan strived for social change. She tried to make a difference for people in America by using her political influence. Her keynote address at the 1976 Democratic National Convention confirmed her reputation as a commanding and articulate public speaker.

Table 6. Places showing the use of nouns in Barbara Charline Jordan's speech

Barbara Charline Jordan's Speech					
Expressions of nouns	Places of Maleness	Places of Femaleness	Places of Gender Neutral words	Total	Percentage
His or her	1				
Abraham Lincoln	1			4	0.21%
Barbara Jordan	2				
My friends		1		1	0.05%
Members			1		
Leaders			1		
Speaker			1	4	0.21%
Founders			1		

3.3.2.1 Maleness in Barbara Charline Jordan's Speech

When still in college, she was known for her speaking skills. After graduation, she

was determined to become a politician. Being a successful female politician, Barbara Jordan spoke for the poor, for women, for African-Americans and Latin Americans in the congress. She sought equality for all American people.

Her speech selected as a sample is a relatively long speech. However, it is easily seen in Table 6 that rare traces of maleness are found in the speech. The first case of nouns showing maleness is that when she mentions her quotation from the Republican President Abraham Lincoln, she uses the full name to show her respect to the great politician. Maleness can also be felt by the use of her own full name in the following two examples.

(11) *I, **Barbara Jordan**, am a keynote speaker.*
(12) *Now I began this speech by commenting to you on the uniqueness of a **Barbara Jordan** making a keynote address.*

In these two examples, a sense of pride can be felt. She emphasizes that women are as able as men. They can do what men or what male politicians do. They are equal to men. Then the word order in the following sentence reveals men's priority over women. Here, she might very well avoid the word order by changing the sentence into a plural form.

(13) *Let each person do **his or her** part.*

3.3.2.2 Femaleness in Barbara Charline Jordan's Speech

As has been mentioned, Barbara Charline Jordan is famous for her powerful and thoughtful speeches. In Table 6, only one example in the speech shows the connotation of femaleness. She used *my friends* to narrow the distance between herself and others. It is really hard to find expressions of nouns showing femaleness somewhere else. Several reasons might contribute to this phenomenon. Firstly, the life background might be one factor. She was a black woman and during her struggle,

she became tougher in character and personality. Secondly, she lived in a time when feminism was attached more and more importance to.

3.3.2.3 The Use of Words Showing Gender Neutrality

Barbara Charline Jordan should really be admitted to be a great orator. Though the percentage of maleness is the same with that of the gender neutral words, situations are different in the two cases. It can be seen while showing maleness, to an extent, she uses her own full name twice on purpose. By saying *Barbara Jordan* twice, we feel her pride in herself and in the changes in women's positions. In other places, she pays attention to the use of gender neutral words.

3.3.3 Hillary Rodham Clinton's Speech

Hillary Rodham Clinton, born on October 26, 1947 in Illinois, is a former U.S. Senator from New York and former First Lady of the United States. Hillary Clinton participated in the presidency competition in 2008. Later, she withdrew from it and endorsed Barack Obama, on June 7. Subsequently, Hillary Rodham Clinton assumed the office of Secretary of State in the Obama administration. Several speeches delivered by her were intended to achieve moderates, according to analysts.

Table 7. Places showing the use of nouns in Hillary Rodham Clinton's speech

Hillary Rodham Clinton's Speech					
Expressions of nouns	Places of Maleness	Places of Femaleness	Places of Gender Neutral words	Total	Percentage
Men and women; Men, women and child/children;	2			6	0.50%
God	2				
President Bush	1				
Senator Obama	1				
Bill and Chelsea		1		1	0.08%
Workers			2	6	0.50%
Researchers			1		
Staff			1		
Volunteers			1		
Supporters			1		

3.3.3.1 Maleness in Hillary Rodham Clinton's Speech

As has been mentioned, Hillary Rodham Clinton tries to achieve moderates in her speeches. Not so many examples of nouns showing maleness have been found in the sample speech. The ones that reveal maleness can be classified into three groups. Firstly, because of the influence of the Bible, in which God instead of the Goddess dominates the world, brings good luck and ensures security of the world, Hillary Rodham Clinton says:

(14) *...that we all deserve to fulfill our **God given potential**, that we are destined for progress together.*

Secondly, the word order in the expressions such as *man, woman and child, young men and young women* suggests male's importance over female. For example:

(15) *I see an America where we don't just provide health care for some people or most people, but for every single **man, woman and child**, that no one is left out.*

Thirdly, to show respect to other politicians, Hillary Rodham Clinton uses the full name of each of them.

3.3.3.2 Femaleness in Hillary Rodham Clinton's Speech

Femaleness is felt when Hillary Rodham Clinton mentions her family members. She is really thankful for the love and support from her family members: her husband Bill and her daughter Chelsea. She calls them by their first name to show her deep feeling towards them. Thus, a tough yet also an emotional and gentle Hillary Clinton is presented to the public.

3.3.3.3 The Use of Words Showing Gender Neutrality

Table 7 reveals a same percentage between maleness and gender neutral words. Besides the traditional influence on word order, the influence of the Bible, and the intention to show politeness and respect to other influential politicians, Hillary Rodham Clinton tries to use gender neutral words to include both men and women.

3.4 Comparison between Female Politicians' Speeches

The three female politicians are all outstanding and influential politicians of contemporary America. Like the three male politicians, the same situations happen to them. For one thing, efforts can be seen made to avoid sexist language; for another, there are still traces of sexist language.

Table 8. Places of maleness and femaleness and gender neutral words in three speeches by female politicians

Politicians	M	P	F	P	N	P
Nancy Pelosi	18	2.73%	10	1.52%	9	1.37%
Barbara Charline Jordan	4	0.21%	1	0.05%	4	0.21%
Hillary Rodham Clinton	6	0.50%	1	0.08%	6	0.50%
Total	28	0.75%	12	0.32%	19	0.51%

(M for total number of places of maleness, F for femaleness, and N for gender neutral words, P for the percentage)

3.4.1 The Influence of The Androcentric Rule

Table 8 in a way exposes the fact that female politicians are also influenced by The Androcentric Rule. Maleness in their speeches is especially clear when they refer to other politicians and use the full names to show respect. Secondly, they stick to the tradition that God controls the world and blesses the world. God's influence is deeply rooted in their mind. No female parallel noun is mentioned. Thirdly, men's advantage and privilege over women is conveyed through the expressions with men being put at the beginning, followed by women and children.

In Table 8, we can see Nancy Pelosi uses a much higher percentage of the three categories of nouns, compared to the other two female politicians. This might partly be because of the uniqueness of the speech. Her speech is especially delivered for one clear aim. She represents the Congress to show thanks to the former Speaker. It might be said that among the audience, Speaker Dennis Hastert is the most important one who is directly involved. The audience of the other two speeches is the American people. Thus her speech, in a sense, involves personal feeling and is a more emotional one. On the other hand, as a female politician who is saluting a male politician, the two different genders are involved. Then, in such a case, the female often show more respect and politeness.

3.4.2 Women's Awareness of Self-worth and the Use of Gender Neutral Words

With the feminist movement, women first try to get equal rights to vote. They become more and more aware of their own merits, their own achievement and their own ability. The Androcentric Rule was brought into question and women challenged its authority. Women's main roles were not restricted to the domestic field. They began to walk out and work in different walks in society. They also participated in politics.

Then since the late 1960s, women began to pay attention to the inequality in language. Feminists tried many measures to get rid of sexist language or reform some of them. Especially the female politicians try to avoid such expressions and they want to challenge the stereotypes society has imposed on them that women lack logic, that they are emotional and that they use more empty words. This might be one of the reasons why we see there is a much higher percentage in expressions showing maleness than expressions showing femaleness. And to include both genders, the female politicians use gender neutral words.

3.5 Comparison between Male and Female Politicians' Speeches

Table 9. Differences of total places of showing maleness, femaleness and gender neutrality by different genders

Politicians	M	P	F	P	N	P
Male Politicians	31	0.81%	9	0.23%	26	0.68%
Female Politicians	28	0.75%	12	0.32%	19	0.51%

(M for total number of places of maleness, F for femaleness, and N for gender neutral words, P for the percentage)

Comparing the six speeches by female and male politicians, we can notice difference between different genders. Firstly, both male politicians and female politicians are more influenced by the traditionally held rule: The Androcentric Rule. In a sense, men are still at the center of life. They are paid more respect to. They are considered to

have more power and more abilities. Men have more priorities and privileges over women. All this is shown through the use of nouns by both the male and female politicians. Besides, their social positions also reveal the inequality between men and women in a way. No women president has ever been elected in American history. At the same time, though both male politicians and female politicians are influenced by the male-oriented norm, men stick more to male-centered tradition. The male politicians use a little higher percentage of nouns showing masculinity. This indicates, in a sense, they do not want their positions to be challenged.

Secondly, Table 9 shows female politicians use a little higher percentage of nouns showing femaleness. This suggests femininity is still more typical of female politicians. However, it can be found, on some occasions, that male politicians too adopt the collaborative strategy to achieve a closer relationship and narrow the distance between themselves and the public. This reveals that women's positions, advantages, language and the merit of their cooperative strategies are being paid attention to and recognized. At the same time, women are trying to show their toughness too. This might be attributed to the feminist movement. With more emphasis on women's roles today, women are becoming more and more aware of their self-worth and are not willing to submit to the traditionally weak images.

Thirdly, feminist movement has great impact on both male and female politicians. They try to avoid using suffixes or prefixes suggesting gender-exclusive meaning in some cases. Though women are the ones who launched the movement, male politicians, too, are making efforts to avoid using gender-exclusive words in some cases to show respect to women, to win women over, to promote their own public image and become more popular.

4. Conclusion

Since the creation of human history, there has been gender division and there has been prejudice against women in most societies. Men-centered value occupies

people's mind from generation to generation. Language, as a mirror of society, reflects the inequality between men and women. Hence, sexist language comes into being. Male style until present was regarded as the norm and female style as deviant. However, with the development of society, and with feminist movement, more attention has been given to women's role in different fields. Similarly, women's language weighs more and more in life.

It is well known that political speeches are well polished. Politicians try to avoid any flaws in language in order to make their speeches more persuasive and convincing. They also do so to promote their own public image. Yet through the analysis of the six contemporary American political speeches by influential female and male politicians and by focusing on maleness, femaleness and gender neutrality shown by nouns especially, we find, in this field, however well the speeches are polished and prepared, and no matter whether the speeches are delivered by male or female politicians, there are still traces of sexist language because of the influence of long-held traditional and religious factors.

This raises a serious question to all, including the feminists: Can there be a non-sexist language and how?

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