

A gender factor in the political discourse of Donald Trump

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The United States presidential election is always of great interest to the world community. In the 2016 United States presidential election, the interest in the political rivalry of the candidates was also fueled to a certain extent by the gender component of their confrontation. For 200 years, the United States was ruled by Protestant men. Catholic Kennedy overcame religious discrimination, Barack Obama overcame racial discrimination, and Hillary Clinton, with her iron will and extraordinary mind, dreamed of overcoming gender discrimination. She entered the fight for the Oval Office as the clear favorite of the Democratic Party. Unlike Hillary Clinton, an experienced politician who represented the US political establishment, businessman and billionaire Donald Trump, a man alien to politics, not even a member of the party he represented, suddenly turned out to be his own for millions of ordinary Americans.

The relevance of this work is to study one of the functions of political discourse, namely the manifestation of gender identity in the discursive practices of men and women, as well as its significant role in the formation of public consciousness. The role of the gender factor in the construction of the image of a politician was investigated on the example of Donald Trump, and the increasing role of gender aspects in the representation of the masculine image of Trump in the political media discourse was traced.

The purpose of the work is to study the features, nature and ways of manifestation of the gender factor in the political discourse of Donald Trump.

To achieve this goal, the following tasks are set:

- consider the evolution of the concept of "gender" and "gender discourse"
- analyze the theory and functions of political discourse
- determine the role of the gender factor in the 2016 election campaign
- analyze the impact of manipulative strategies in Trump's discourse on electoral decision-making
- consider the specifics of the gender factor in the upcoming election campaign in 2020

The study allowed us to come to the following conclusions:

- 1) In the twenty-first century, the world community is faced with the challenge of achieving de facto equality of men and women in all spheres of public life.
- 2) The power struggle between female and male politicians always involves a gender component. Both sexes are now, as before, not free from the pressure of gender stereotypes that affect the degree of success of a person, according to which they are evaluated by society.
- 3) Gender is an important component of political discourse, as it helps politicians to achieve their main goal-to influence the electorate.
- 4) Political discourse - the discourse of politicians, a class of genres belonging to the sphere of politics (government discussions, parliamentary debates, speeches of politicians) [2]. The main purpose of political discourse is to form in the audience those thoughts and beliefs that are necessary for the author of the discourse.
- 5) In his pre-election political discourse, Donald Trump uses a wide arsenal of manipulative strategies and tactics. He discredits his rival-a woman, and creates in the perception of the

audience a picture of himself and the future of the country in which the American people can reach the peak of their power.

6) In general, the 2016 elections can be described as a kind of gender discourse: the confrontation between men and women. American society is ready to recognize equality between men and women, but is not ready to accept a female president. Trump's sexism cost him some women's votes, but gender positioning was less important than social policy and he has been chosen after all.

7) The start of the 2020 election campaign again has shown that voters are not ready to see a woman president of the United States. In the first primaries, not all the female candidates got enough votes to continue the race.

8) Politics remains an area in which gender stereotypes persist, putting pressure on women who want to become politicians of the highest order. One of the persistent stereotypes in the society's view is that a woman is not suitable for big politics. However, there is a growing awareness that politics is too serious a matter to be entrusted only to men, that women's intervention in politics can limit the power of politics from a position of strength, that "women's problems" are actually universal [1].

9) So far, the world is far from achieving gender respect, even at the political level. This challenge can only be solved by education, which will explain that gender equality is not about displacing men, but about giving women the choice to engage in any professional activity. In the meantime, no expert will take the responsibility to predict the exact time when there will be a complete rejection of gender roles.

References

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- 2) Van Dijk, T. A. (2008), Discourse and Context: A Socio-Cognitive Approach, Cambridge University Press, Cambridge, New York.