ORIGINAL LITERARY WORK DECLARATION

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A Discourse Analysis of Female Political Leaders' Speech Styles

Field of Study: **Discourse Analysis**

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ABSTRACT

The change in women's roles in recent times has certainly contributed to the change in female speech styles. Power and dominance which were once considered traits of the male gender are now superseded by power and dominance owned by the female gender. When female began their politic career four decades ago, it became a controversial sight as society and perceptions that failed to comply with the characteristic of the female gender opposed the idea of a female running the government. However, as years go by, the female gender has appeared strong on the political front and has gained not just recognition and acceptance from the society but also reputation for their unwavering contributions in the political world.

This study examined the female political leaders' speech styles and how selected linguistic strategies influenced the enactment of power and leadership among the society. The study analysed written speeches by noteworthy female political leaders from the past and also present using the Discourse Analysis approach. The speeches were analysed to examine the selected linguistic strategies employed by the female political leaders and how these strategies have influenced the enactment of power and leadership.

The study concludes with summary of findings that reveal the use of selected linguistic strategies which have influenced the enactment of power and leadership through solidarity, common interest and emotional connection which acts to persuade audience hence strengthen their position as a leader.

ABSTRAK

Perubahan dalam peranan dan tanggungjawab kaum wanita baru-baru ini sememangnya telah menyumbang kepada perubahan dalam gaya ucapan wanita. Kuasa dan dominasi yang dahulunya dianggap ciri-ciri kaum lelaki kini telah digantikan oleh kuasa dan dominasi kaum wanita. Apabila wanita memulakan kerjaya politik mereka empat dekad yang lalu, ia telah menjadi suatu perkara yang kontroversi kerana masyarakat dan persepsi yang tidak mematuhi ciri-ciri seorang wanita bertentangan dengan idea seorang wanita mentadbir and menguruskan perbadananan kerajaan . Walau bagaimanapun, dari semasa ke semasa, wanita telah muncul kuat di ambang politik dan telah mendapat bukan sahaja pengiktirafan dan penerimaan daripada masyarakat tetapi juga reputasi bagi sumbangan tidak berbelah bahagi mereka dalam dunia politik.

Kajian ini meneliti gaya ucapan pemimpin-pemimpin politik wanita 'dan bagaimana strategi linguistik yang terpilih mempengaruhi enakmen kuasa dan kepimpinan di kalangan masyarakat. Kajian ini telah menganalisa ucapan yang ditulis oleh pemimpin-pemimpin politik wanita empat puluh tahan lalu dan pemimpim-pemimpin politik wanita masa kini yang telah membuktikan kekuasaan and kecemerlangan mereka dalam usaha mereka untuk mengubah kedudukan kerajaan dengan menggunakan pendekatan Analisis Wacana . Ucapan-ucapan mereka telah dianalisis untuk mengenalpasti strategi linguistik yang terpilih yang digunakan oleh pemimpin-pemimpin politik wanita dan bagaimana strategi ini telah mempengaruhi enakmen kuasa dan kepimpinan di kalangan masyarakat.

Kajian ini diakhiri dengan ringkasan penemuan kajian yang mendedahkan penggunaan strategi linguistik terpilih yang telah mempengaruhi enakmen kuasa dan kepimpinan melalui perpaduan, kepentingan bersama dan pertalian emosi yang telah memainkan peranan yang penting dalam meyakinkan masyarakat sekaligus mengukuhkan kedudukan mereka sebagai pemimpin.

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