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**Bachelor's thesis**  
**GENDER FACTOR IN ONLINE POLITICAL DISCOURSE**

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## АНОТАЦІЯ

*Шостак Д. А. Гендерний фактор в політичному дискурсі онлайн. - Кваліфікаційна робота освітнього ступеня “бакалавр”.*

Дослідження присвячено особливостям вживання мовних засобів жінками та чоловіками, а також впливу гендерного фактору на сприйняття їхніх постів онлайн у політичному дискурсі. Актуальність дослідження зумовлена відсутністю достатньої кількості досліджень через її новизну та швидким розвитком політичного дискурсу онлайн.

Об'єктом дослідження є англомовні пости політиків та політикинь США протягом весни 2025 року на платформі X (попередньо Twitter). Предметом роботи є типові мовні засоби, які використовуються обома гендерами.

Метою дослідження є з'ясування та окреслення різниці у вживанні певних лексичних, структурних, морфологічних та стилістичних елементів англійської мови, що використовуються у постах політиків та політикинь, а також реакціях на їх пости.

Методи дослідження, використані в цій роботі, включають описово-порівняльний аналіз, дискурс-аналіз, аналіз відкритих джерел, прагматичний аналіз, контент-аналіз, а також історичний аналіз.

За підсумками даного дослідження можна зробити висновки, що чоловіки та жінки використовують різні мовні засоби та стратегії для досягнення цілі комунікації. Критика у сторону жінок часто пов'язана з дискримінацією, а не зумовлена мовними засобами.

На морфологічному рівні спостерігається різноманітність частин мови та їх форм, використовуваних у постах політиків та політикинь. Це охоплює вживання іменників, дієслів, та прикметників у різних формах і поєднаннях, що дозволяє персоналізувати повідомлення та досягти кращого розуміння серед аудиторії.

На структурному рівні виокремлюємо різну класифікацію структурних одиниць таких як речення та словосполучення для організації текстів жінок та чоловіків.

На стилістичному рівні помітно різницю у виборі мовних засобів для досягнення бажаного ефекту та експресивності серед чоловіків та жінок, серед яких розповсюдженими є риторичні питання, паралелізм, метафора, іронія та дисфемізм.

**Ключові слова:** *гендер, політичний дискурс, онлайн-комунікація, морфологічні ознаки, синтаксис, стилістичні прийоми.*

## ABSTRACT

*Shostak D. A. The Gender Factor in Online Political Discourse – Bachelor's degree Qualification Paper.*

The research is devoted to the peculiarities of language use by women and men, as well as the influence of the gender factor on the perception of their posts online in political discourse. The relevance of the study is determined by the lack of sufficient research due to its novelty and the rapid development of online political discourse.

The object of the research is English-language posts made by male and female politicians in the USA during the spring of 2025 on the X platform (formerly Twitter). The subject of the paper is the typical linguistic means used by both genders.

The aim of the research is to identify and outline the differences in the use of specific lexical, structural, morphological, and stylistic elements of the English language employed in the posts of male and female politicians, as well as the reactions to their posts.

The research methods used in this paper include descriptive-comparative analysis, discourse analysis, open-source analysis, pragmatic analysis, content analysis, and historical analysis.

Based on the results of this research, it can be concluded that men and women use different linguistic means and strategies to achieve communicative goals. Criticism directed at women is often linked to discrimination rather than their linguistic choices.

At the morphological level, there is a variety of parts of speech and their forms used in the posts of male and female politicians. This includes the use of nouns, verbs, and adjectives in various forms and combinations, allowing for message personalization and better audience engagement.

At the structural level, there is a distinction in the classification of structural units such as sentences and phrases used to organize the texts of women and men.

At the stylistic level, there is a noticeable difference in the choice of linguistic devices aimed at achieving the desired effect and expressiveness among men and women, with rhetorical questions, parallelism, metaphor, irony, and dysphemism being common.

*Keywords: gender, political discourse, online communication, morphological features, syntax, stylistic devices.*

## INTRODUCTION

**The topic holds significant relevance today**, as gender discrimination remains a pressing social issue. With technology evolving rapidly and the internet now deeply embedded in daily life, the ways people communicate online have far-reaching social and cultural implications. Online platforms—ranging from social media to instant messaging and discussion forums—have transformed how individuals interact, offering new spaces for expression and dialogue. However, these same digital environments can also serve as grounds where gender-based biases and stereotypes are reinforced. As awareness of gender equality and women’s rights continues to grow, exploring how gender shapes online communication is vital for fostering more inclusive and equitable digital spaces.

An analytical review of the academic literature reveals the relevance of studying the role of gender stereotypes in online communication. The following studies were analysed in this paper:

Susan C. Herring “Gender and Power in Online Communication” (2001) states that the sexualization of women carries over into ostensibly neutral domains, such as recreational chat and personal homepages. In serious contexts, such as academic discussion groups, women participate and are responded to less than men that points to the persistence of gender disparity in online contexts, according to the same hierarchy that privileges males over females off-line [20, par. 46]

Deborah Fallows “How Women and Men Use the Internet” (2005) that found that women were catching up in the use of Internet while being more concentrated on communicating but the topics and the ways of communicating differ. [15, par.17]

Babette Lagrange, Sofie Van Bauwel, Daniel Biltreyst, Sara Cannizzaro, Justine Toms, Yasemin Ağca, Ingrid Andersson, Emma Bjorner, Achilleas Karadimitriou, Klara Odstrčilová, Stylianos Papathanassopoulos, Elisabetta Risi, Valentina Latronico “The Future of Gender and Gender Equality Online: A Scenario Analysis of Imaginaries on Gender and Social Media Platforms” (2024) on how blogs help girls attain a deeper understanding of community, activism, and feminism by

functioning as a platform for discussion and for formulating one's thoughts and feelings, but women are also extremely vulnerable to online harassment [32, p.108].

Nataliia Slipachuk, Liudmyla Bilokonenko, Anastasiia Devos, Nataliia Savchuk, Tetiana Mykolenko "Linguistic Analysis Of Gender Stereotypes In The Language Of Mass Media" The study of gender stereotypes in the language of mass media is important, because this type of communication has a powerful influence on the formation of social ideas and roles, and also determines how individuals perceive themselves and others in society [27, p.178].

The articles and findings on the topic of gender factor in internet reveal that while it is a place for expression, growth, an opportunity to move feminism movement online as well as create forums and groups for discussions along with social media sites where women get to represent themselves, it is also a place where some biases, prejudices and stereotypes preside from our everyday lives. The anonymity and distance may sometimes also give a feeling of permissiveness that may lead to bullying and harassment online.

**This study aims** to investigate the role of gender in online communication and the difference in means of communication of women and men as well as the reaction to the posts in political discourse. We will investigate differences in women's and men's communication style as well as their lexical characteristics to compare the difference in both their self-presentation and reaction from the public. We will note the difference in the use of different parts of speech, stylistic devices and syntactic features. The goal is to reflect on perception of women and men in online political discourse.

**The main objectives of the research** are:

1. To research the impact of a gender on a linguistic aspect of communication online;
2. To analyze the information present on the Internet to see the peculiarities of women's and men's styles of communication;
3. To compare the use of Internet by men and women for better understanding of the topic;

4. To examine gender biases and limitations to see how they contribute to patterns of communication of men and women;

5. To investigate the gender factor in online communication in political discourse to trace the persistence of gender norms, stereotypes, changes in societal perception of gender roles;

6. To make an effort to explain the differences of men's and women's usage of lexical units as well as the syntactic features and stylistic devices to reflect the way these means reflect on women's and men's general tone of messages and their agenda online;

**The object of this research is** texts of congressmen and congresswomen of the US that are dedicated to the most relevant themes in the political world.

The research employed **the following methods and techniques:**

- *Descriptive-comparative analysis* was used to identify and contrast gender-specific patterns that dominate online environments.
- *Discourse analysis* focused on examining how different genders use language on social media—particularly on Twitter—and how they are represented within political discourse.
- *Open-source analysis* involved the review of scholarly articles, studies, and other publicly available materials related to gender in online communication.
- *Pragmatic analysis* was applied to interpret texts more deeply, uncovering the author's intentions and implicit meanings in language use.
- *Content analysis* - the content of various internet resources (social networks, blogs) was analysed to identify gender prejudices and biases in internet communication.
- *Historical analysis* - an exploration of the historical evolution of the Internet and its impact on gender equality, with particular attention to the role women have played in its development and their contributions to shaping gender awareness within the online community.

**The subject of the research** is the differences in the use of language in social media posts depending on the author's gender.

**The research material** is posts by American congressmen - James David Vance, Brandon Gill, Shri Thanedar, Maxwell Alejandro Frost, John James and congresswomen - Delia Ramirez, Nancy Pelosi, Hillary Clinton, Alexandria Ocasio-Cortez, Jasmine Crockett that post on a regular basis on an active X platform. 30 posts were analysed – 15 of them were written by women, while the other 15 ones were written by men. To examine the response of the public 20 most liked comments under posts of politicians were examined, 13 comments belonged to men, while the other 20 were made by women. The posts and comments analyzed were published throughout March till May of 2025

**The novelty of this study** lies in its contribution to a deeper understanding of the intricate relationship between gender and online communication. It uncovers previously unexamined facets of gendered behaviour in digital environments and offers fresh perspectives on how gender norms and expectations manifest in online interactions.

**The practical value of the research** is in identifying distinct patterns of communication between men and women in virtual spaces, thereby raising awareness of gender-related challenges and inequalities. The findings can inform the progress of policies aimed at addressing gender stereotypes and discrimination online, and enhance the effectiveness of gender-sensitive marketing strategies. Moreover, the results may support the creation of new technologies and digital tools that help combat gender bias and promote equal opportunities in the online sphere.

The thesis is structured into an introduction, main chapters — each with subchapters—followed by conclusions, a summary, and a reference list.

# 1 GENDER INFLUENCE ON INTERNET COMMUNICATION

## 1.1 Gender and sex as notions

The concepts of gender and sex have been deeply embedded in everyday life from early childhood. Although the distinction between the two is a relatively recent development in Western academic discourse, particularly gaining traction in the 20<sup>th</sup> century, the roots of these ideas stretch far back. For instance, Aristotle once asserted that “a female is a female by virtue of a certain lack of qualities,” illustrating the long-standing philosophical bias in gender conceptualization.

It is crucial to give definitions early on familiarize with notions for a better and deeper understanding of them as well as their differences. There are quite a few scholars as well as organizations that tried to define their understanding of gender:

- The World health Organization refers to it as: “Gender refers to the characteristics of women, men, girls, and boys that are socially constructed. This includes norms, behaviors, and roles associated with being a woman, man, girl, or boy, as well as relationships with each other. As a social construct, gender varies from society to society and can change over time.”
- Simone de Beauvoir (*The Second Sex*, 1949): “One is not born, but rather becomes, a woman.” Beauvoir’s definition focuses on the idea that gender is a social construct rather than a biological determinant. She argued that femininity is not inherent but shaped by societal expectations. [13]
- Erving Goffman (*The Presentation of Self in Everyday Life*, 1959): “Gender is a product of social interactions, and it is through these interactions that individuals perform gender roles and present themselves accordingly.” Goffman emphasizes that gender is shaped by social expectations and the ways in which individuals “perform” gender in daily interactions. [29]
- Judith Butler (*Gender Trouble*, 1990): “Gender is not a stable identity or locus of agency from which various acts follow; rather, it is an identity tenuously constituted in time—an identity instituted through a stylized

repetition of acts.” Butler suggests that gender is performative, created through repeated actions and behaviors, challenging the idea of an inherent gender identity. [6]

- Terry Leahy (Gender and Language, 1993): “Gender is a social category that orders individuals’ lives and experiences according to a binary system of masculinity and femininity, often defined by culturally specific practices and expectations.” Leahy highlights the binary nature of gender as traditionally understood in many societies and the way it influences behavior, roles, and perceptions.

The debate surrounding the definition of men, women, and gender roles remains ongoing. Seminal works such as Simone de Beauvoir’s *The Second Sex* (1949) question traditional understandings of womanhood. De Beauvoir challenged the notion that a woman is defined solely by her biology, such as the possession of a uterus, arguing instead for a more nuanced view of gender identity. She also critiqued reductionist views exemplified by the popular claim that “femininity is endangered,” pointing out the inadequacy of such essentialist definitions. [13]

Further contributions came from Judith Butler in *Gender Trouble* (1990), where she stressed the importance of developing a language that represents women authentically rather than distorting their experiences. Butler’s work emphasized that gender is not a stable identity but a performative act shaped by repeated behaviors within a social context.[6]

Gender, being hierarchical, can lead to systemic discrimination—manifested through unequal access to opportunities, education, healthcare, and fundamental rights. This inequality is often intersectional, compounded by other aspects of identity such as race, ethnicity, age, and socioeconomic status. Considering the fact that gender is interlinked with each sphere of our everyday life deeply, many scientists investigated how the notion of gender changed and was connected and shaped through different determinants.

Several scholars have explored the historical and cultural determinants of gender roles. Paola Giuliano (2017) points to factors like *agricultural technology*,

*language, geography, and pre-industrial social structures*. For example, Ester Boserup highlighted how women played a central role in labor-intensive shifting agriculture, while plough agriculture, being more capital-intensive, excluded women from agricultural labor. Similarly, Gay et al. (2013) found that languages with strong grammatical gender distinctions correlate with lower female participation in political and economic activities. [17]

*Geographic factors* can also influence gender roles. The studies demonstrated that soil texture—an exogenous factor—affects the technology used in farming, which in turn impacts female labor-force participation in India. Pre-industrial social arrangements, such as matrilineality, marital residence patterns, and the use of dowry or bride price, continue to affect gender roles today.

*Religion* also plays a significant role, using data from the World Values Survey, found that religious adherence often correlates with less progressive views on women's roles, with this effect being particularly strong among Muslim respondents.

*Historical shocks*, such as economic disruptions or demographic imbalances, can lead to reevaluations of women's societal roles. If these changes are passed down through generations, even short-term events can create long-term shifts in gender norms. R.W. Connell (1995) explored the historical origins of attitudes toward masculinity. Connell looked back into 16<sup>th</sup>-century Europe and the changing social and religious climate to trace the development of individualism. He contended that industrialization, world exploration, and civil wars became activities associated with men and formed the basis for modern masculinity.[17]

While talking about gender and sex, it's important to distinguish between the two, as these terms are frequently conflated. Sex refers to biological and physiological characteristics—such as chromosomes, hormones, and reproductive anatomy—while gender involves social and cultural roles and identities. Gender identity describes an individual's internal experience of gender, which may differ from the sex assigned at birth. Although many people's gender identity aligns with their birth sex, others may identify as a different gender or as non-binary, and

recognizing this distinction is essential to understanding the full spectrum of gender experiences.

Additionally, constructs like masculinity and femininity are often invoked, despite their vagueness. People may struggle to define these terms but feel confident in identifying them. These constructs—termed “masculinities” and “femininities”—are socially shaped and influence how individuals understand and express their gender identities. These concepts also change with both time and place, creating a multitude of masculinities for example. For each society, Connell contended that one version of masculinity is sanctioned as the one to which men should adhere, which he termed hegemonic masculinity.

It’s also necessary to differentiate gender identity from related concepts such as gender roles and gender stereotypes. Gender roles are the behavioral expectations placed on individuals based on their gender, while stereotypes involve oversimplified beliefs about traits supposedly linked to men and women. For example, assertiveness and bravery are often associated with masculinity, whereas emotional sensitivity is linked to femininity. When gender roles are repeatedly observed and enforced, they give rise to stereotypes that can obscure individual variation and reinforce inequality.

As for gender stereotypes, Dr. Ambreen Safder Kharbe defines “beliefs about the psychological traits and characteristics of, as well as the activities appropriate to, men or women. Gender roles are defined by behaviors, but gender stereotypes are beliefs and attitudes about masculinity and femininity”.

Eagly (1987) notes that women are often expected to prioritize domestic roles, while men are pushed toward professional ones. Spence and Helmreich (1978) identify “instrumentality” in men and “expressiveness” in women as stereotypical traits—broad generalizations that shape how individuals are perceived and how they perceive themselves.

Gender bias extends to healthcare and education as well. According to the World Health Organization, gender influences people’s access to medical services, information, and outcomes. Women and girls often face systemic barriers that result in lower literacy rates, reduced access to healthcare, and limited decision-making

power. These disparities are further exacerbated by the lack of gender awareness among health professionals.

Men and boys, too, are affected by gender-based expectations. Cultural ideals of masculinity can pressure men to suppress vulnerability, avoid seeking help, or conform to harmful behaviors. These pressures can negatively impact mental health, contributing to issues like substance abuse and increased suicide rates.

Cultural norms significantly shape communication styles, and gender plays a crucial role in how individuals engage in interpersonal and digital communication. Because gender influences so many aspects of life, some governments have begun implementing policies to combat inequality and dismantle harmful stereotypes.

For instance, in Ukraine, the government adopted the National Strategy for Closing the Gender Pay Gap in September 2023. The strategy aims to reduce the gap from 18.6% to 13.6% by 2030 and supports women's professional development and entrepreneurship (ukraine.women.org., 2024).

The gender stereotypes are now also debunked due to the ongoing war in Ukraine as women who were mostly employed at healthcare, education, social protection and government service are needed in industrial and military areas. As women diversify their skills, more employers are ready to work with them.(Apnews, 2025)

Though, when it comes to representation of women in the media, the war only worsened the situation. The statistics show that women were only cited at 16 percent in 2022 which is lesser by 7 percent compared to 2021. The majority of comments by women experts were made on economy and business (32,4%) and international relations (20,3%) while also being in the context of russian-ukrainian war. The percentage of women who were represented in materials has also diminished and even those present materials were not always gender sensitive (Olena Balalaieva, 2022)

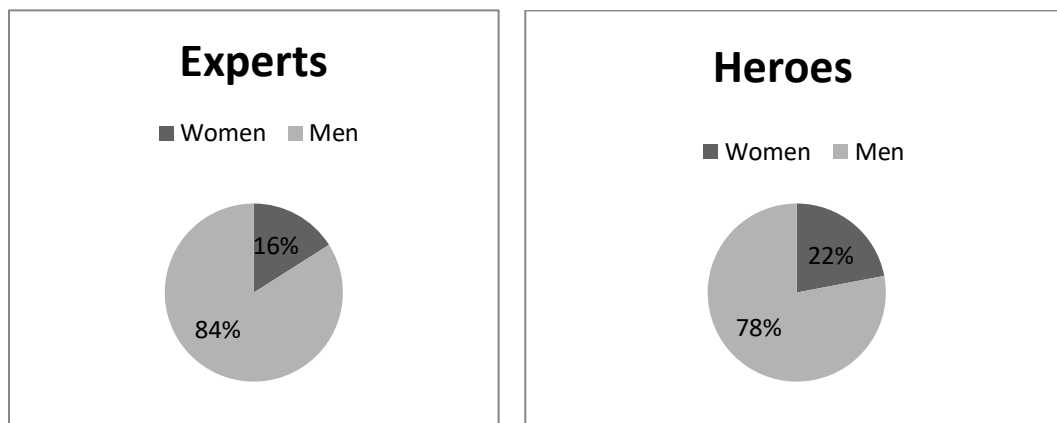


Figure 1

Women featured as experts and heroes in the publications of Ukrainian media on the Internet in 2022

Understanding gender as a social construct rather than a fixed biological reality has transformed how we analyze communication, identity, and power in both offline and digital spaces. As this chapter illustrates, gender influences not only personal identity and social roles but also how individuals express themselves and are perceived in public discourse, especially online. From historical constructs like hegemonic masculinity to evolving gender roles in modern conflicts and labor markets, it is clear that gendered expectations shape access, behavior, and visibility. Despite progress—such as national strategies for gender equality and the diversification of women's roles—representation in media and public dialogue remains limited and often biased. These disparities highlight the urgent need for continued gender-sensitive practices in communication, policy, and representation, particularly in times of societal upheaval.

## 1.2 Language reflecting attitude to gender roles

As it has been mentioned, language is one of the determinants of gender roles and stereotypes. The lenses through which masculinity and femininity are perceived often find reinforcement and reflection through means of language. Our use of languages shows our attitudes to women and men as well as gives referential meanings.

In “Language and Woman’s place” by Robin Lakoff [27] the idea is shared that the personal identity of women is linguistically submerged as speech about a woman implies an object, whose social roles are derivative and dependent on men, the language works against treatment of women, as serious persons with individual views.

These elements of the English language are examined in relation to vocabulary—such as color terms, discourse particles, and evaluative adjectives—as well as syntax, including the use of tag questions and intonation patterns in responses to requests, and in the formulation of requests and commands, specifically in the context of women’s speech.

Two words may share the same denotative meaning, but one is chosen when the speaker has a positive attitude toward the object it refers to, while the other is used when the speaker holds a negative view.

Women, I believe, face linguistic discrimination in two main ways: first, through the way they are socialized to use language, and second, through how language in general refers to and represents them. Both forms of discrimination often reduce women to subordinate roles—such as being seen primarily as sex objects or in service-related functions. As a result, certain words take on different meanings depending on whether they are applied to a man or a woman, and these differences can only be understood in the context of the distinct social roles assigned to each gender.

If a young girl speaks in a rough “talks like a boy” or assertive manner like a boy, she is often met with criticism, ridicule, or social exclusion. While socialization is generally a normal and sometimes essential part of development, the specific practice of teaching girls to use a more restrained or ‘feminine’ form of language presents significant concerns. This subtle linguistic conditioning can have lasting effects, even if those who reinforce it—such as parents or teachers—are unaware of the deeper implications. [17]

Giving men access to more powerful forms of expression such as cussing and swearing than those available to women further reinforces their dominance and authority in broader society.

Moreover, it also plays a role in non-verbal part of communication – women are often labeled too emotional or sensitive which is both derogative language used against women and a stigma that makes women express themselves less freely and in result be more object-like, not showing personality via sharing and being passionate about things that they talk about.

The language of the favored group, the group that holds the power, along with its non-linguistic behavior, is generally adopted by the other group, not vice versa. For this reasons women have been adopting the use of language by men while men do not participate in the same tendency with women's language. This trend is also visible with jobs – while women can pursue careers that were previously sought for men, men are not eager to be secretaries or housewives.

When a word develops negative connotations due to its association with something unpleasant or socially uncomfortable, people often replace it with a more neutral term—a euphemism. However, because the underlying attitudes toward the original concept remain unchanged, the new term eventually takes on the same negative connotations, prompting the search for yet another euphemism. This ongoing cycle can reveal areas of cultural discomfort or tension, as seen in the abundance of euphemisms for the toilet, such as bathroom, rest room, lavatory, comfort station, water-closet, and loo.

In her analysis of women's language, Lakoff highlights features like tag questions (“*This election mess is terrible, isn't it?*”), rising intonation on statements (“*Six o'clock?*”) when responding to a request for the time, and hedges (“*That's kinda sad*” or “*I'm sort of angry with you*”). These linguistic traits serve to soften or diminish the assertiveness of a woman's stance.

The solutions have been proposed such as creating gender neutral forms of the language and feminization of a language, but it is the structure of the language that decides the best option to implement. The political background and situation also

defines the process of gender neutralization as with some societies more relevant issues are being solved.

Historically, Ukrainian, as well as the broader societal discourse, has mirrored patriarchal norms. Masculine forms have been used as the “default” or “unmarked” forms in both speech and writing, while feminine forms are marked and often perceived as exceptions. For example, occupational titles such as *лікар* (doctor) or *професор* (professor) are typically masculine, even when referring to women, unless feminized using suffixes such as *-ка* or *-ця*. However, the feminized forms are not always seen as equal in value or respectability; they may carry diminutive or even derogatory undertones, reflecting broader societal biases.

In recent years, especially in the wake of Ukraine’s aspirations to align more closely with European standards on human rights and gender equality, there has been a noticeable push toward language reform and gender inclusivity.

### **1.3 The peculiarities of Internet communication**

The general view of communication is that it is an interaction within a social context.

Communication usually involves a sender (source) and a receiver. It involves the interlocutors exchanging signals. These signals could be verbal or graphic, it could be gestural or visual (photographic). In essence, communication involves using codes that are done with the eyes, body movement or sounds made with the voice. Whichever way it is done, there is always a process in which someone initiates a meaning that is passed to the interlocutor (receiver).

Communication helps people build meaningful relationships, share knowledge and experience, interact at work to perform team tasks, and can as well influence and persuade other people. Therefore, the way we communicate and how productive the communication is is also crucial to our lives.

If we take a deeper look at communication, it can be seen that context and medium used for reaching a receiver determine to a great extent the way communication will be conducted.

The communication that happens online through emails, social media sites, blogs, etc. may lack tones and non-verbal signals that may lead to problems on the stage of decoding the message.

It is also known that different cultures and nations favor communication styles that may vary and be unacceptable or misunderstood if the receiver comes from a different cultural background. The possible differences may lay in such norms as direct and indirect communication, high-context cultures and low-context cultures and some more.

The linguistic features of the web resources are determined by several factors: the type of computer-mediated communication (blogs, chats, media), the user needs (communication, entertainment, information, training), the sociolinguistic characteristics of users as text creators.

Communication online can also be classified by its purpose:

- Some texts and publications are done as advertisement, with the intent of selling a product or service via Internet;
- The other group is an equivalent of newspapers and magazines to give information and coverage on events happening in the world;
- Some other messages and texts are located with educational purposes – those can be textbooks, abstracts and articles or websites that serve as portals on different topics such as medicine, languages, science, etc.;
- The fourth type is communication that happens online in real-time to discuss different opinions on blogs, forums, with the help of social networking sites, and others;
- And others such as recruitment, self-expression, etc.;

The Internet discourse differs depending on the target audience: schoolchildren, students, representatives of a particular profession, groups by interests; by the type of organization (government, commercial, educational,

international, etc.); by purpose and functionality (search engines, catalogs, educational portals, electronic libraries, online stores); by topics (informational, entertainment, communication) (linguistic features of the internet communication)

Table 1 Internet communication versus other types of communication

Feature	Internet communication	Traditional communication
Medium	Digital, electronic channel of communication	Verbal, written or face-to-face
Time	Real-time or delayed, asynchronous;	Synchronous in case of face-to-face communication; Delayed if written;
Audience	Potentially could be global or massive; depends on the purpose of communication;	Usually limited to private conversation;
Identity (sender-receiver)	Could be anonymous or fake;	Mostly known;
Language	Varies greatly though often more informal and relaxed;	Formal, structured, highly depends on the discourse;
Duration\presence	Often permanent, leaves a digital footprint	Present-day, ephemeral

While the Internet communication sometimes lacks non-verbal means of expression, it is often characterized by use of so-called “emoticons” or “smileys” that help to convey the intended mood, feeling or expression. The use of these non-verbal signs is more common among young people as “smileys” can also be a method of developing a personal communicative style and allows greater freedom. Another widespread trait is a use of acronyms and abbreviations such as “LOL” for “laughing out loud” and BTW for “by the way”.

One of the unique possibilities of Internet communication is the use of hypertext that is often defined as non-linear, with multiple resources and is interactive as the reader is able to read the text selectively and partially.

This interactivity also developed into new rubrics in newspapers such as opinion polls, forum, special columns and questionnaires for active communication with readers. Electronic media promote two way communication, involving readers

in the discussion of a particular problem. Interactivity is a fundamental feature of all Internet resources and services.

Women's marginalization and lack of power are reflected both in the language they are socially conditioned to use and in how they are represented in discourse. Norms around "appropriate" female speech often discourage the open expression of strong emotions, encourage the use of uncertain or tentative language, and promote elaboration on topics traditionally viewed as insignificant or unrelated to the public sphere. Moreover, language about women frequently portrays them as passive subjects—sexualized through euphemism—and defines their roles as secondary and dependent upon men. The personal identity of women thus is linguistically submerged; the language works against treatment of women, as serious persons with individual views. [17]

#### **1.4 Political discourse in communication**

As N. Horbenko [22] mentions "Discourse is a complex communicative phenomenon with various features related to linguistic product, context, genre, ideology, and according to a broad approach, culture, social community, and historical period. In the broad sense, discourse is a complex communicative event that takes place between a subject and an object in certain contexts and may include verbal and non-verbal components. In the narrow sense, discourse is defined as a text or conversation that contains only verbal components and is the result of communicative action."

Political discourse like any other discourses has its own characteristics, consisting of specific vocabulary, structure and the way its realization. Political discourse is a coherent text of political communication combined with pragmatic, sociological, psychological, and other factors.

The primary aim of political discourse is to convince people of the legitimacy of specific actions or judgments, rather than merely reporting events. To fulfill this aim, it must motivate the audience to take particular actions.

The effectiveness of political discourse depends on how closely its symbols align with the collective consciousness and values of its audience. However, persuasion is not always based on logical argumentation; politicians often rely on a range of linguistic techniques.

Most citizens of different countries get the news and understanding of the situation in the world through media and politicians that are presented in it, therefore political discourse carries an informational function. The influence that the political discourse provides is a part of its instrumental function.

Their influence includes control over public opinion; justification of decisions regarding the distribution of power and resources; creating support for those in power; shaping perceptions of political reality in society; promoting integration or separation of different social groups; activating and coordinating social conflicts, expressing disagreement and protest against the actions of those in power; and many others.

The agenda of political discourse also fulfills the informational function.

The next function of political discourse is persuasive, which involves impacting the addressee. Political discourse has a substantial impact on shaping people's thoughts and beliefs. The function of persuasion is most pronounced in political speeches, parliamentary debates, party programs, and propaganda materials, where it is important not only to provide information but also to convince listeners, evoke certain intentions and trust in oneself.

The persuasiveness of political discourse texts is evident at all language levels. The linguistic essence of persuasiveness consists of a specific influence of the author of a written or oral message on his addressee to convince him of something, urging him to commit or not to execute particular actions. [18]

Political discourse represents the complex interplay between individuals and society, shaped by the level of societal development and reflecting power relations and political agendas. It also plays a crucial role in forming social interests, with mass communication serving as a central tool in executing political communication strategies.

In today's information-driven society, the study of media political discourse has gained significant importance. As the primary form of political discourse, media discourse shapes public opinion and contributes to constructing the conceptual worldview.

## CONCLUSION TO CHAPTER 1

In the digital age, political discourse has undergone a radical transformation. Social media platforms such as Twitter (now X), Facebook, and Instagram have democratized speech, giving ordinary individuals the ability to interact directly with public figures and engage in public debate. However, this democratization has also brought about new challenges, particularly concerning tone, civility, polarization, and the role of gender in shaping online communication styles.

Internet communication, especially on platforms like X, is marked by brevity, immediacy, and visibility. The character limits and viral nature of posts encourage users to express themselves quickly and often provocatively, which can intensify polarization. This has had a profound impact on political discourse: political figures are now subject to both public approval and extreme criticism in real-time. The structure of online platforms, combined with algorithms that promote emotionally charged content, creates a fertile ground for mocking, trolling, and performative backlash on posts online.

Within this digital political sphere, gender plays a critical role in shaping communicative behavior and reception. Despite the progress made, gender stereotypes and stigma still intervene in different spheres of life therefore also being transmitted into political discourse and online communication. Moreover, women in political spaces online often face a unique set of challenges: they are more likely to encounter gendered abuse, personal attacks including their background, age or professional skills, and threats, especially when they belong to intersecting marginalized identities. Apart from that, women are still a minority in politics despite being as active or even exceeding men's active online according to some articles.

In conclusion, the internet has both expanded the reach and intensified the tone of political discourse. Gender significantly shapes not only how individuals communicate, but also how their messages are received and contested. Understanding these dynamics is essential for fostering more constructive, inclusive, and equitable online dialogue in an increasingly polarized digital world.

## **2 GENDER IMPACT ON PRESENTATION AND RESPONSE ONLINE**

### **2.1 Gender factor in posts online**

Gender inequality is a significant issue that permeates all aspects of life, including the digital world. It impacts not only women but also gender minorities like transgender and non-binary individuals. Although the Internet offers avenues for communication and information sharing, it can also perpetuate and reinforce stereotypes about gender roles in society.

Online gender discrimination manifests in numerous ways. Women and gender minorities often encounter disparaging comments, criticism, and judgment based on their appearance or actions. They may also be subjected to verbal abuse, sexual harassment, and various forms of online bullying. Furthermore, women tend to be underrepresented on many digital platforms, such as in the technology sector, leading to lower visibility in these fields.

Gender-based discrimination, harassment, and violence online come in many forms, including sexist remarks, hate speech, stalking, and threats of physical harm. For instance, examples of gender-related discrimination, harassment, and violence on could be found on X (previously Twitter).

One of the last prominent themes was the election of US president and the difference in criticism of Kamala Harris who is an American politician, a former vice-president, a nominee of Democratic Party, who fought against Donald Trump, a nominee of Republican Party, to be the 47<sup>th</sup> President of The USA.

The harsh criticism and public condemnation she received is massively attributed to a few factors such as her being a black skin woman. I decided to analyze the presence of both politicians on the platform X to investigate nonverbal and verbal ways of communicating online.

Table 2 Kamala Harris’ and Donald Trump’s posts

Date of publication	Kamala Harris	Donald Trump
14 <sup>th</sup> of February, 15 <sup>th</sup> of February	“Happy Valentine’s Day to the best partner and husband. I love you, Dougie.”	“He who saves his Country does not violate any Law.”
1 <sup>st</sup> of April, 31 <sup>st</sup> of March	“When we organize — including at the ballot box — we have the power to make a difference in our communities...”	“In two months, there has been more Private Investment spoken for, and/or committed to, than in four years of the Sleepy Joe Biden Administration — A fact that the Fake News hates talking about!”
2 <sup>nd</sup> of April, 7 <sup>th</sup> of April	“The true measure of a leader is not based on who you beat down but on who you lift up... We must continue to fight for the best of who we are as Americans. Thank you, Cory, for your leadership.”	“The United States has a chance to do something that should have been done DECADES AGO. Don’t be Weak! Don’t be Stupid! Don’t be a PANICAN (A new party based on Weak and Stupid people!). Be Strong, Courageous, and Patient, and GREATNESS will be the result!”
20 <sup>th</sup> of April, 19 <sup>th</sup> of April	“On Easter Sunday, we celebrate joy, hope, and our faith in renewal — even through the darkest of times. To all those celebrating today, our family wishes you a happy Easter.”	“Sleepy Joe Biden, THE WORST PRESIDENT IN THE HISTORY OF THE UNITED STATES, has allowed millions and millions of Criminals, many of them murderers, drug dealers, and people released from prisons and mental institutions from all around the world, to enter our Country through it’s very

		dangerous and ill conceived Open Border. Sorry, but it's my job to get these killers and thugs out of here. THAT'S WHAT I GOT ELECTED TO DO. MAGA!"
5 <sup>th</sup> of May, 9 <sup>th</sup> of May	"Congratulations to His Holiness Pope Leo XIV on his historic selection. Doug and I join millions across our nation and around the world in praying for him as he steps into his new role and leads the Catholic Church."	"We will no longer be held hostage to criminals, thugs, and Judges that are afraid to do their job and allow us to remove criminals, who came into our Country illegally. The reopening of ALCATRAZ will serve as a symbol of Law, Order, and JUSTICE. We will, MAKE AMERICA GREAT AGAIN!"
13 <sup>th</sup> of May	"After 584 days in Hamas captivity, American citizen Edan Alexander is finally reunited with his family. From my meetings with the Alexander family, I have long admired their strength and courage, and Doug and I join all Edan's loved ones in celebrating his safe return. The work to bring home the remaining hostages must continue. The international community cannot rest until all the hostages are home."	"Today, I signed an Executive Order to launch the first-ever self-deportation program. Illegal aliens who stay in America face punishments, including—sudden deportation, in a place and manner solely of our discretion. TO ALL ILLEGAL ALIENS: BOOK YOUR FREE FLIGHT RIGHT NOW!"

To begin with, the style of Donald Trump is more expressive, evaluative and emotional in its quality – he compares his administration with administration of “Sleepy Joe Biden” as well as mentioning the time periods. To emphasize his message he turns to exclamation marks and highlights some parts of the texts with capital letters to make it more visible. The rhetoric is often filled with hatred and

loathing towards the previous party - *“Sleepy Joe Biden, THE WORST PRESIDENT IN THE HISTORY OF THE UNITED STATES”* and “criminals” – *“but it’s my job to get these killers and thugs out of here. THAT’S WHAT I GOT ELECTED TO DO. MAGA!”*. The messages also involve disregard and neglect to “illegal aliens” who are told to *“BOOK YOUR FREE FLIGHT RIGHT NOW!”* and *“As long as it is not here, you are free to go wherever you like”*. There is a frequent use of abbreviation “MAGA” and “Make America Great Again” that serves as Trump’s political slogan.

The way in which D. Trumps turns to his fellow citizens, previous administration or so called “illegal aliens” is rather informal due to use of second singular pronoun “you” and imperative sentences written with capital letters such as *“Don’t be Weak! Don’t be Stupid! Don’t be a PANICAN”*.

A word “panican” in itself is a coinage created by Donald Trump. This neologism was created as a derogative word to turn to American people who had a shocked reaction to the stock market after Donald’s Trump imposed tariffs.

The style of Kamala Harris is less evaluative and expressive though in some publications emotions could be traced – appreciation and gratitude to a member of her party *“Thank you, Cory, for your leadership”*. She is also showing love to her husband by saying *“Happy Valentine’s Day to the best partner and husband. I love you, Dougie.”* Her rhetoric is rather positive and often congratulates other people on their victories such as *«Congratulations to His Holiness Pope Leo XIV on his historic selection”* and *“After 584 days in Hamas captivity, American citizen Edan Alexander is finally reunited with his family.”*

On the other hand, K. Harris often uses first person plural to emphasize the sense of community and unity – *“We must continue to fight for the best of who we are as Americans.”*

In his publications Donald Trump often uses **personification** – *“The United States has a chance to do something”*.

His use of “Sleepy Joe” can be identified as **metonymy** that is used to refer to the previous democratic administration.

His post from the 5<sup>th</sup> of May contains several rhetorical devices and figures of speech:

- **Hyperbole** - «They have lost everything, especially their minds!» emphasizes irrationality and incompetence;
- **Dysphemism** – a deliberately harsh use of “These Radical Left Lunatics”, “Lunatics” is used pejoratively to insult political opponents;
- **Sarcasm/Mockery** – the use of word “thing” in term of Impeachment downplays the seriousness and is dismissive off the whole process;

To see the whole picture, I decided to gather publications and posts on platform X from five current congresswomen that represent different US districts and compare their linguistic characteristics and grammar and syntactic ways of communicating along with publications of their men colleagues. I also took into consideration Hillary Clinton, a former United States Secretary of State, who also run for presidency in 2016 but lost an election. I also analyzed the online presence of J. Vance who is currently holding a position of vice president.

The central themes for both groups are politics, the critic of other party, responses to Donald Trump’s posts, the relevant topics such as immigrants, criminals, and the achievements of the publishers.

## **2.2 Morphological features**

### **2.2.1 The Use of Nouns in Posts**

If we take a deeper look into structure of publications, we would uncover how both parties use nouns. According to Cambridge dictionary [7], a noun is a word that refers to a person, place, thing, event, substance or quality.

There is an intense use of both *proper nouns* that refer to unique entities and *common nouns* that refer to general items or classes of entities.

The most common used proper nouns are connected to America – 9 out of 15 times used by men. “*American leader*”, “*American farmers*” were used by J. Vance to highlight the Trump’s foreign policy with Saudi Arabia and trade with Great Britain. Brandon Gills mentioned “*Americans*” as a call to prioritize them over immigrants.

He also mentions “*the Gulf of America act*” and “*America or Mexico*” in the same publication to appeal to 205 democrats choosing not to rename the place name. Alejandro frost and Shri Thanedar mentioned that “*American people*” and “*Americans*” are getting robbed by republicans. John James expressed his excitement with “*America’s NEW Golden Age*”. The other mention of “*Americans*” by John James was directed at his own newly passed o bill.

Considering women, D. Ramirez mentions twice that “*Trump’s attacks on children of immigrants are Anti-American*” as well as defending the experiences of immigrants and calling those “*American*”. Nancy Pelosi celebrated “*Jewish American Heritage*” and thanked “*Jewish Americans*”. Hillary Clinton said that “*America has no king*” and J. Crocket addressed that voting for cutting the medical aid is “*un-American*”.

Congressmen and congresswomen mention President Trump 9 times. All 5 times congresswomen mention it with a negative connotation with critic of his policies towards different matters such as immigrants, attacks on rights, economy and others. Men opinions are divided into half – 2 of the comments about Trump are positive while the remaining 2 rather have a negative connotation.

Among other use of proper nouns are also names of cities and states that congresswomen and men represent – New York, California, Michigan, Texans, as well as names of countries Saudi Arabia, the UK – mentioned by J. Vance, Gaza Alcatraz, and Mexico in regard to The Gulf of America Act mentioned 2 times by Brandon Gill that reflect the policy of Congress. In total of 11 times when place names were mentioned only 4 of them were named by women, other 7 were comments of men.

In publications there are *abstract nouns* such as *safety* mentioned 2 times by congresswomen by D. Ramirez and H. Clinton, N. Pelosi mentions *joy* in one of her posts and *contribution* and *hatred* in the last third post analyzed. H. Clinton also used *opportunity*, *progress* in the same post as *safety*. *Strength* and *sense* are used by Alexandria Ocasio-Cortez in one of her publications. *Disrespect* is used by Jasmine crocket.

The publications of D. Ramirez are generally enriched by abstract nouns as she mentions *safety, peace, violence, self-determination, future, pleasure* and *experience*.

After analyzing men's publications we found such *abstract nouns* as *win* by J. Vance, *scourges, benefits, power* and *bullshit* by Alejandro Frost, Shri Thanedar has *reality*, and John James used *chance* and *future* in one of his posts. These 8 abstract nouns amount to half of the abstract nouns used by women – 16 abstract nouns accordingly. It can also be seen that the majority of these nouns reflect on feelings and emotions of American society and talk about its relevance in today's politics.

To conclude, from the use of nouns it can be seen that men rely on nationalistic rhetoric that is tied to American value, its institutions and power, while women prefer to turn to emotionally loaded lexis that depict their treatment of a certain relevant theme or an event. They appeal to the public with such values as “*safety*”, “*joy*”, “*opportunities*”, while men rather to turn to national identity and constituent parts.

### 2.2.2 The Use of Verbs in Posts

Cambridge defines verb as a word or phrase that describes action, condition or experience. Verb is a central part of predication and plays a crucial semantic role in the sentence. There are plentiful of ways to classify verbs to identify the ways in which men and women communicate differently and how they appeal for verbs to send a message.

In this paper we mostly analyzed *main verbs* that also are *lexical verbs* that describe action, event, feeling, etc. that are happening in a sentence.

The publications of politicians are enriched with *phrasal verbs* that consist of a verb and a preposition or an adverb, or both, the meaning of which is different from the meaning of its separate parts by Cambridge online dictionary. Phrasal verbs are mostly attributed to informal style, while they are often a part of emotional discourse. They are believed to make the tone more colloquial, relatable and emotional, especially when turning to a general public. [7]

The publications analyzed had 9 phrasal verbs such as “*fight back*”, “*show up*”, “*sign on*”, “*build on*”, “*get out*”, “*give up*”, “*hand out*”, “*roll back*”, and “*speak up*”. 6 times out of 9 the phrasal verbs are used by congresswomen, with 3 remaining being used by men.

There are also *colloquial phrases* that include verbs in them but do not consist of a verb and a preposition or an adverb only such as “*take action*”, “*make sure*” and “*make sense*” that were used solely by women.

The use of verbs expressing obligation and necessity is noticeable. The *modal verbs* often show up in political persuasion to imply actions that are either “necessary” or “right”. “Must” is used 3 times – once by D. Ramirez to remind about the importance of peace as she tells “*we must deescalate and commit to diplomacy in the interest of peace*”, the second one by N. Pelosi in the context of Jewish American heritage as she calls that “*we must ensure we give hatred to safe harbor*”. The last usage of “must” can be found in a publication of B. Gill that states “*we must end birthright citizenship*”. It also can be noted how in each case the subject is a first person plural “we” that turns to the publicity and readers, mostly American citizens in this particular case.

A modal verb with lesser obligation – “should” was used by Alejandro Frost in his post twice “*this shouldn’t be political*” and “*no one should starve*” as he referred to ongoing conflict in Gaza and absence of humanitarian aid to people.

The other modal verbs “will” that implies futurity can be found 4 times. Hillary Clinton mentions “*his billionaire buddies will be fine no matter what*” while criticizing the financial policy of President Trump that “*tanks the economy*”. 3 other times “will” was used in posts by congressmen Shri Thanedar “*Americans will face this reality*” and two others by John James on the same post “*I will*” and “*My AppStoreAccountabilityBill will*” that mentions his intention to introduce new law. It can be seen that “will” is mostly used to talk about personal plans or other’s wrongdoings in contrast with “must” and “should”.

The use of *passive voice* can also be spotted for creating distance, softening the agency, or highlighting the victims. D. Ramirez used it to talk about people suffering from war “*may all those impacted*”.

The use of tenses is also deliberate – *present* for immediacy and *past* for achievements. Ramirez uses present to talk about war – “*no one wins in war*” and while talking about persecution of immigrant “Trump's attacks on the children of children of immigrants and their citizenship is anti-American.” The mention of meeting is in the past – “*it was a pleasure*”. Pelosi also uses past to refer to Children’s Day – “*it was a joy*”. The criticism of Trump actions is often in present – “*the president proposal is not a serious one*”, “*as Trump tanks the economy*” (Clinton). The general truths and values are also in present – “*This is your regular reminder that executive orders are not royal decrees. Because America has no king.*” (Clinton) or “*This isn’t Trump’s country. It’s our country*” (A. Cortez).

On the contrary, J. Vance uses past to tell that “*President Trump's speech in Saudi Arabia was the best articulation*” and B. Gill “*House Republicans just passed the Gulf of America Act*” that highlights the achievements.

The style of the posts is mostly verbal with some nuances. High use of action-oriented and forceful verbs – the verbs condemn, persuade or mobilize. Among examples are such verbs as “*fight back*”, “*tanks*”, “*crater*”, “*protect*”, “*survive*”, “*face*”, “*cut*”, etc. The use of phrasal verbs helps to mimic everyday speech and establish rapport. “*Must*”, “*need*”, and “*should*” imply what is “*needed*” and “*necessary*” that is often aligning with political values.

In comparing the verbs used by women and men in their political posts, clear distinctions emerge in both **tone** and **rhetorical strategy**. Women frequently choose verbs that convey solidarity, care, and moral action, such as “*protect*”, “*empower*”, “*thank*”, and “*resist*”, reinforcing a narrative of justice and community engagement. They also engage emotionally, using verbs like “*love*”, “*see*”, and “*celebrate*” to build connection. Men, on the other hand, emphasize directive, policy-oriented actions, using verbs like “*fix*”, “*end*”, “*reward*”, and “*stop*”, which reflect a more assertive and transactional communication style.

These differences align with broader gendered communication patterns—where women often frame politics through values an empathy, and men through resolution and authority.

### 2.2.3 The Use of Adjectives in Posts

While analyzing the posts, we also found it crucial to compare the use of adjectives even though they are not as vividly present as such parts of speech as nouns and verbs. Adjectives can also be classified in different ways such as *by position, attributive* - coming before the noun, *predicative* – coming after a verb.

By meaning the adjectives can be *descriptive* or *qualitative, quantitative, demonstrative, possessive, interrogative, indefinite* and *neutral*. Some other classifications may include morphological form such as *simple, compound* or *derived* adjectives; or by degree of comparison – such as *comparative* or *superlative*. Apart from that, adjectives can be *gradable* and *non-gradable*.

The use of possessive adjectives is frequent – they help to turn to publicity and make the issue personal, to address the concern, giving a sense of involvement. The use of “*my*” can be spotted twice by Ramirez while she talks about experiences of being an immigrant , the other 6 times it is used by men – more precisely by A. Frost in context of Mother’s day and by J. Jones introducing a new bill, “*My second bill*”, “*my legislation*”. On the contrary, the use of “*your*” is more prominent with women – H. Clinton mentions it three times “*your family*”, “*your member of Congress*”, “*your regular reminder*”. It is used by men by Brandon Gill on his agenda to “*stop your tax dollars from funding those illegal aliens*” and by A. Frost to criticize the decision to cut aid making a comment on “*Imagine having to choose between feeding your family and keeping a roof over head*”. “*Our*” is used in different contexts to talk about “*our broken immigration system*” (Brandon Gill), “*our future*” and “*our children*” (A. Frost) in the same post about his legislation bill, while the other 5 times it is used by women – “*our nation*”, “*our culture*” (D. Ramirez), “*our children*” (H. Clinton), “*our country*” (A. Cortez), “*our rights*” (J. Crocket). The use of “*our*” as an

adjective creates a feeling of shared belonging, it emphasizes the common that people have. “*Their*” is applied 6 times in different context mostly used by congresswomen – 5 times out of 6. “*Their loved ones*”, “*their citizenship*” (D. Ramirez), “*their petition*”, “*their research*” (N. Pelosi), “*their targeted algorithms*” (H. Clinton) were used in different posts by women and “*their earned benefit*” 1 time it was used by A. Frost. “*Their*” is often used to show the differences and compare, highlighting the differences between various parties of people.

*Descriptive* adjectives are important trait of J. Vance posts. He uses “*smart*” and “*realistic*” to describe Trump’s speech in one of his posts, the second analyzed publication has “*great*” referring to a tariff deal, while his third post on wars assesses them as “*stupid*”. “*Controversial*”, “*proud*”, “*innocent*”, “*political*”, “*foreign*”, “*unconstitutional*”, “*new golden*”, “*radical*”, “*electric*”, “*trucking*”, “*next*”, “*happy*” are some examples of other descriptive adjectives used by men. As for women, such descriptive adjectives were used “*semi-annual*”, “*harmful*”, “*unapologetic*”, “*young*”, “*important*”, “*popular*”, “*major*”, “*extraordinary*”, “*enduring*”, “*tech*”, “*critical*”, “*executive*”, “*royal*”, etc.

*Demonstrative* adjectives such as *this* is used by B. Gill in his tweet that covers recent policy of immigrants “*I’m proud to sign onto this letter*”, he also uses “*these illegal alien shelters*” with a negative connotation. A. Frost applies “*this*” to talk about people in Gaza “*no one on this Earth*”, his other tweet has “*these programs*”, the other mention of “*this*” is of S. Thanedar “*this reality*” that condemns the policy of the Republicans. J. James has an expression “*this week*” to talk about his second bill. Women do not use “*this*” as a demonstrative adjective, “*this*” only serves as a demonstrative pronoun in some sentences, e.g. “*This isn’t Trump’s country, it is our country*” (A. Cortez) or “*This ain’t just about wages*” (J. Crocket). “*That*” is only used once by A. Frost in an informal phrase “*that bullshit.*”

In addition, one superlative adjective is used in a post of J. Vance “*the best articulation*” to evaluate the speech.

It can be seen that adjectives help to describe nouns and transfer the meaning of the whole post more vividly, giving it a more expressive tone. The politicians use

adjectives to express their emotions “*happy*”, “*proud*”. Quantitative adjectives help to define the scale and be more precise in calculations – “*all people*”, “*both sides*”. This part of speech also conveys the attitude of the author to the theme of the message - “*important issues*”, “*a serious one*”, “*unapologetic daughter*”, “*stupid wars*”. Some of the adjectives have *modifiers* that also adjust intensity – “*very popular national park*”, “*very happy Mother’s Day*” therefore helping to shape the opinion of the publicity on relevant and important themes.

To conclude, adjectives play a crucial role in shaping the tone of posts. The adjectives used by women are more ethical, emotive (“*unapologetic daughter*”), socially oriented (“*young leaders*”) while men prefer transactional (“*broken immigration system*”), assertive and outcome-driven ones (“the *best* articulation of a *smart, realistic* foreign policy”). Men’s use of adjectives has more **external labeling** strong use of descriptive adjectives like “*illegal*”, “*automatic*”, “*controversial*” when targeting policies or groups. The frequent use of **binaries** that create a sense of division and comparison: “*real*” vs. “*radical*”, “*American*” vs. “*foreign*”. The use of **national and ideological tags** is more prominent with men (“*American*”, “*foreign*”, “*federal*”). Adjectives serve not only descriptive roles but also ideological ones—signaling values, alignment, and opposition. Women, on the contrary, use adjectives more to give their posts the **moral frame** – “*inspiring*”, “*proud*”, “*extraordinary*”, “*enduring*”, “*safe*”, “*dignified*”, “*joyful*”, “*critical*”. These patterns suggest that women’s language tends to mobilize through moral appeal, while men’s language often asserts dominance through strategic or nationalist framing.

## 2.3 Syntactic features

According to O.Fadeeva and T.Pastusheko syntax [2] deals with the way words are combined into larger units.

It is the branch of grammar concerned with sentence formation and how words function together. As the highest level in the language hierarchy, the syntactic level deals with the most complex structural units that carry communicative meaning. The

sentence is the core unit in syntactic analysis, with its internal structure and relationships between parts being key areas of study. Analyzing the sentence length, predicative construction and word-group is beneficial for a more comprehensive and deep understanding.

The posts have a high use of *simple sentences* that consist only of one clause with no dependent (subordinate) clauses involved, having only one subject and predicate. Simple sentences can also contain a compound predicate, indirect objects or modifiers.

The amount of simple sentences used in total is 57. Women used 29 simple sentences, simple sentences used by men – 28.

“*No one wins in war*”, “*We belong in Congress*” (D. Ramirez), some of the posts are completely made out of simple sentences “*Alcatraz closed as a federal penitentiary more than sixty years ago. It is now a very popular national park and major tourist attraction. The President’s proposal is not a serious one.*” (N. Pelosi). It can be seen that sentences have adverbial phrases e.g. “*as a federal penitentiary*” and “*more than sixty years ago*”. “*A very popular national park*” and “*major tourist destination*” serve as a subject complement.

Some examples of simple sentences used by men are “*House Republicans just passed the Gulf of America Act. The choice was simple: America or Mexico. 205 Democrats chose Mexico.*” (B. Gill). “*The Gulf of America Act*” is a direct object and “*just*” is an adverb. “*Simple*” is a subject complement, describing the choice, while “*America or Mexico*” is an explanatory phrase. In the next sentence “*Mexico*” is a direct object.

Some of the simple sentences are used for **emphasis**: “*Democrats had every chance to protect the next generation — our future. They didn’t. I will.*” (John James)

“*They didn’t*” is **elliptical**, it omits the main verb, but it could be easily understood from the context that the previous sentence provides.

Despite being simple, some sentences have a **compound verbal predicate** with a **modal verb**:

- “We must deescalate and commit to diplomacy in the interest of peace” (D. Ramirez);
- “To fix our broken immigration system, we must END birthright citizenship.” (B. Gill);
- “No one on this Earth should starve, especially due to the scourges of war.” (A. Frost)

Among other types of predicates in simple sentences, there were a few examples of **compound nominal predicates**:

- “It was a pleasure to join the Ravenswood Manor Improvement Association's semi-annual meeting” (D. Ramirez) - where “was” functions as a **copula, linking verb**, and “a pleasure” is a noun phrase, **subject complement**, that is followed by an **infinitive phrase** to explain what the pleasure was;
- “It was a joy to see the Children’s Day School 8th grade class from San Francisco today.” (N. Pelosi) “ Was” is a **copula**, “joy” is a **noun phrase**, subject complement, with an **infinitive phrase** afterwards;
- “Trump's attacks on the children of children of immigrants and their citizenship is anti-American.” (D. Ramirez). Here “Trump’s attacks... citizenship” is **the subject**, “is” is **the copula**, “anti-American” is a **subject complement** that consists out of adjective;

This type of predicate is frequently used in posts: “*It is now a very popular national park and major tourist attraction. The President’s proposal is not a serious one.*” (N. Pelosi), “*President Trump is right.*” (B. Gill), “*The choice was simple: America or Mexico.*” (B. Gill), “*I’m proud to sign onto this letter to stop your tax dollars from funding these illegal alien shelters.*” (B. Gill) With the total of 14 simple sentences with a compound nominal predicate, 10 out of them were used by women, and only 4 are used by men with 3 of them being of B. Gill’s authorship.

Simple **elliptical** sentences that lack **main verbs or subjects** and are informal were also used quite frequently. It can be vividly seen in posts of J. Vance that lack main verbs: “*Congrats to the president and the entire trade team on the deal with the*

UK. A great win for American farmers and manufacturers!” A. Frost’s post of appreciation to mothers is made with simple sentences that do not have a subject and an auxiliary verb in each of them: “*Wishing a very happy Mother's Day to all the moms and mother figures out there! Thankful for my own mama, and my angel in the sky, my grandma Yeya*”. The **ellipsis** is used for a stylistic effect – the message is emotional, heartfelt and friendly. The meaning remains clear despite the absence of some elements. Some posts persuade the reader or the addressee to a certain action or reaction and therefore are in **imperative mood** – those sentences are also elliptical, but the subject is implied and clearly understood: “*Get out of here with that bullshit.*” (A. Frost), “*Imagine having to choose between feeding your family and keeping a roof over head.*” (S. Thanedar). There are 11 elliptical simple sentences with majority of them being used by men (9 out of 11), the remaining 2 being written by women. The 2 sentences, containing imperative mood, are of A. Frost’s and S. Thanedar’s authorships indicating that there are none sentences by women that use imperative mood.

The use of **complex sentences** that consist of a main clause with one or more subordinate clauses that cannot function on its own is not as prominent but some examples could also be found.

- “*President Trump's speech in Saudi Arabia was the best articulation of a smart, realistic foreign policy I've ever heard from an American leader*” (J. Vance) with **the main clause** “President Trump's speech in Saudi Arabia was the best articulation of a smart, realistic foreign policy” and “I've ever heard from an American leader” as a **dependent** clause;
- “*It's why I show up to Congress as the unapologetic daughter of immigrants, reminding everyone that my experiences are American*” (D. Ramirez) where the **main clause** is “It's why I show up to Congress as the unapologetic daughter of immigrants” and **the dependent clause** “, reminding everyone that my experiences are American”.

In posts 12 complex sentences were used by politicians to impact American citizens' opinion on various issues as well as setting their own agenda. Women turned to complex sentences 8 times, while men only relied on them 4 times.

The lesser amount of **compound sentences** was also found in posts. According to Grammarly, it is a sentence that connects two independent clauses with a coordinating conjunction or a semicolon. Women used compound sentences 3 times, only 2 compound sentences were used by men e.g. "*Jimmy Carter had to give up his peanut farm, but Trump can accept a 'flying palace' from a foreign country?*" (S. Thanedar) The sentence also has a **rhetorical question** in it, a stylistic tool that provides space for thinking and persuades a reader to dedicate some attention to the issue.

The only **compound-complex sentence** was used by A. Frost "*And then they run and hide and pretend like they don't have the power to protect these programs.*"

To conclude, men and women use syntax to transmit the message, set the agenda, and persuade the readers to a certain conclusion. While the amount of simple sentences used in posts did not differ significantly, there were noticeable differences in the structure of the sentences. Women used more sentences with a compound verbal predicative with a modal auxiliary, they also exceeded 2 times in sentences with compound nominal predicates - 8 sentences compared to 4 used by men. The situation was the opposite with elliptical sentences, men applied ellipsis for informality, emotional culmination and emphasis 7 times more than women did – out of 9 sentences only 2 were of women's authorship. Congresswomen took the lead with 8 complex sentences that is twice as many as used by men. Compound sentences were not frequent in a media political discourse due to its informality and precision in usage. The only complex-compound sentence was used by A. Frost along with 2 simple sentences in the same post.

## 2.4 Stylistic means in posts

Khajieva [23] defines stylistic lexicology as a branch of the stylistics which is deeply interested in the study of lexical units of the vocabulary which deals with a specific vocabulary belonging to literary and colloquial layers of the language.

Cambridge defines **simile** an expression comparing one thing with another, always including the words "as" or "like". N. Pelosi uses simile "*our children as guinea pigs*" to express her negative attitude towards the work of tech companies and show concern in this sentence "*Tech companies have used our children as guinea pigs for their targeted algorithms.*" The other time simile was utilized is in the sentence of A. Frost "*House Republicans are trying to rob the American people of their earned benefits like Social Security.*" "*Earned benefits*" are compared here to "*Social Security*".

**Metaphor** is a figure of speech that compares two different things by stating that one is the other, highlighting similarities for emphasis or symbolism. "*We give hatred no safe harbor*" (N. Pelosi) "Safe harbor" is a metaphor, it compares giving tolerance or protection to hatred with offering a harbor (a safe place for ships), suggesting that hatred should not be allowed to settle or feel secure.

"*This is your regular reminder that executive orders are not royal decrees.*" (H. Clinton) Comparing *executive orders* to *royal decrees* is metaphorical — highlighting authoritarian overreach by analogy.

"*Crater the trucking industry*" (J. James) - suggests complete destruction, borrowing from war imagery.

University of Lynchburg explains that **parallelism** refers to using similar words, clauses, phrases, sentence structure, or other grammatical elements to emphasize similar ideas in a sentence. It makes the sentence concise, clear, and easy to read. Parallel structure is important especially in items in a series, paired items, and items in an outline or list.

"*This isn't Trump's country. It's our country.*" (A. Cortez) uses parallelism in structure; those two sentences mirror each other for emphasis and rhythm.

Some more examples of parallelism could be "*We see you, we love you, we thank you.*" (J. Crocket), "*...raised us, loved us, held it down*" (J. Crocket), "*It's*

*about rolling back child labor protections. It's about union-busting. It's about targeting immigrants and silencing students.*" (J. Crocket)

**Antithesis** is a stylistic device presenting two contrasting ideas in a close neighborhood. *"I'm fine with people telling jokes and not fine with people starting stupid wars..."* (J. Vance), *"This isn't Trump's country. It's our country."*(A. Cortez)

Politicians also turned to **rhetorical questions** with an intention of provoking thoughts rather than eliciting an answer. *"How is this controversial?"*(B. Gill) and *"Jimmy Carter had to give up his peanut farm, but Trump can accept a 'flying palace' from a foreign country?"* (S. Thanedar) can serve as examples of rhetorical questions.

J. James' post with such saying as *"My legislation STOPS EV mandates that would force all trucks to be electric, crater the trucking industry, and raise prices on EVERYTHING!"* is both an example of **hyperbole** *"prices on EVERYTHING"* and a **metaphor** *"Crater the trucking industry"* that suggests complete destruction, borrowing from war imagery.

In another of J. James' posts *"Excited for America's NEW Golden Age!"* *"Golden Age"* is an **allusion** that refers to a broader historical and cultural context that in this case implies an idealized version of future.

Through the use of stylistic devices like metaphor, parallelism, and rhetorical questions, the posts convey urgency, reinforce moral positions, and seek to mobilize political identity and action. The informal tone, emotional appeal, and vivid imagery make the discourse accessible, memorable, and persuasive — all hallmarks of effective political communication in the digital age.

Men use **hyperbole, dysphemisms, and mockery**—often to provoke or attack opponents. Women rely more on **rhetorical questions, metaphor, parallelism,** and **inclusive language**, creating space for reflection and shared values.

## 2.5 Reaction to posts' online

To investigate the political discourse more and compare the difference in evaluating women and men online, the most popular comments under posts were analyzed. We studied 10 comments under posts of 5 different Congresswomen and 10 comments under posts of 5 different Congressmen.

Investigating the profiles of commentators, we identified the gender of a person commenting under the post. 13 comments under posts were left by men, leaving 7 other most popular comments to women. The general theme that unities the messages are condemnation, critics of politicians that are filled with irony and sarcasm that reveals the attitude of commentators and of American nation as such. The support is rather an exception with only 2 comments out of 20 expressing reassurance and approval.

The style of comments is **informal** with high use of cussing and swearing. One noticeable trait about comments is the frequent usage of **rhetorical questions**. Some examples are “*Who’s dumber, you or ghetto trash Jasmine?*” (a man commenting on A. Cortez post), “*How much money did you waste on the Russia collusion hoax and the two impeachments?*” (a man commenting on N. Pelosi’s post), “*Is that what you call a ghetto lie*” (a man’s comment on J. Crocket’s post). The rhetorical questions were used 9 times in 9 different posts that amounts almost to half of the posts analysed. 6 times out of 9 this stylistic device was used by men. One of the rhetorical questions that question J. Crocket’s knowledge of being a woman is stated by a woman herself “*You suddenly know what a woman is?*” that is ironical and mocks J. Crocket.

The use of **pejorative** or **derogatory language** in comments can also be found. These phrases that are used to demean someone are targeted at women therefore a conclusion can be done that men’s posts online are perceived better. Such phrases were used “*a drunken hag*” (towards N. Pelosi), “*ghetto trash*” (towards J. Crocket), and “*lame asses*” (towards D. Ramirez). “*Ghetto trash*” combines classist and sometimes racist undertones with derogatory dismissal. All of these informal phrases were used by men.

The comments under women's posts are often political or undermining their statements even if the theme in the posts is not political. Some of the examples are *"Last year on Easter you celebrated 'trans visibility'"* (on K. Harris' post about celebrating Easter with her family made by a woman) or *"Aren't you the 'you're at the wrong rally' person?"* (on a K. Harris' post celebrating the inauguration of the new Pope that refers to her previous pre-election campaign).

A substantial part of comments are pro-Trump and supporting of his idea to deport "illegal aliens". *"That speech is the real reason they want to take down Trump, censor his supporters..."* is a comment on J. Vance's post about Trump's speech in Saudi Arabia made by a man that criticizes Biden presidency, the elites and *"regimes like Ukraine's, which ban opposition parties, silence dissent, and cancel elections, are praised as 'democratic.'" Another comment by a man states "This is Trump country! Go back to bartending!"* as a response to A. Cortez *"It isn't Trump's country. It's our country"* and her previous profession as a bartender. In one of the comments deportation of S. Thanedar is called for *"You need to be deported by Trump"* made by a woman and *"Trump is going to chew this dude up and spit him out"* left by a man. Out of these 4 comments 3 are made by men, one made by a woman.

On the contrary, some of the users of platform X do not support current policy of Trump and Republicans and it can be traced in comments. The comment on J. Vance's post about him *"not being fine with people starting stupid wars"* states that *"So you're anti-war except when it's Russia invading Ukraine. Got it."* The comment made by a woman is filled with an ironical attitude of the author implying the hypocrisy of J. Vance towards foreign policy. Another comment by a woman suggests *"Start with Melania! Or should we deport Don Jr., Eric, Ivanka, and Barron first?"* on B. Gill's post supporting ending birthright citizenship and a necessity to end immigration system referring to the background of Trump's family. A man under a post of J. James about new Golden Age of America states *"You mean Golden Shower. Has in Putin's tapes of Trump"*. It is a grammatically flawed but rhetorically loaded statement. "Golden Shower" alludes to a salacious rumour

involving Donald Trump and alleged compromising material held by Russia. It can also be seen as an example of **intertextuality** – it references a widely known political rumour that may be considered a shared knowledge. Out of 3 comments disapproving the Trump’s presidency 2 of them are made by women, 1 by a man.

The patterns in communication of women and men can be traced. Men are more prone to **use personal attacks** “*Who’s dumber, you or ghetto trash Jasmine?*” **Derogatory metaphors** or similes such as “*drunken hag*” or “*lame asses like you*” are another trait of men’s communication online. There is **dismissive rhetoric** that also includes professional path of congresswomen “*Go back to bartending!*”, “*Trying to suggest you work??*” The framing is **aggressive** “*Send them home*”, “*waste on Russia collusion hoax*”. The language is focused on **delegitimizing** opponents rather than engaging arguments. Women often engage in **moral or logical critique**, particularly around gender, justice, or consistency. The use of **irony** or **comparative reasoning** to expose perceived contradictions can be found in their comments. “*So you're anti-war except when it's Russia invading Ukraine*” is an example of **comparative rhetoric**. The moral critique is also present in such comments as “*That’s not war – it’s genocide.*” Women are flipping deportation rhetoric with **subversive framing** in sentences such as “*Start with Melania!*”

These patterns reflect broader trends in gendered political discourse:

- Men in this dataset tend toward dominance-oriented language, often aiming to silence or shame.
- Women use more discrediting via contradiction, using irony or moral appeal to highlight flaws or inconsistencies in opponents' views.

This aligns with sociolinguistic research that shows:

- Men in political arguments often prioritize assertiveness and control.
- Women often rely on relational framing, irony, and discursive inversion to challenge dominant narratives.

As could be seen, the women face more backlashes for posting and highlighting some events online. To improve their experience online and facilitate their communication with audience some pieces of advice could be given.

To begin with, shifting the **tone** to a more *goal-oriented* and *assertive* may help to be perceived more professionally. This could be done with blending inclusive, community-based appeals with **strong action-oriented verbs** (e.g., “*lead*”, “*defend*”, “*challenge*”), which are often associated with power and leadership.

The use of such stylistic devices as **parallelism**, **rhetorical questions**, **repetition** and **contrast** may help to enhance the message and reinforce key points.

As to countering hostility and hatred, the idea is to reframe attacks to **highlight double standards** or redirect to substantive issues.

In summary, combining assertiveness with empathy, building alliances, and using language intentionally, women can navigate and reshape the digital discourse toward greater equity.

## CONCLUSION TO CHAPTER 2

The second chapter provides a multi-layered linguistic and discursive analysis of how gender influences the construction, delivery, and reception of political communication on social media platforms—specifically the platform X (formerly Twitter). The chapter explores posts from American congressmen and congresswomen, examining their linguistic choices, stylistic tendencies, and the public’s reaction, offering a gender-sensitive perspective on digital political discourse.

The chapter begins by contextualizing the digital public sphere as a gendered space, where visibility and engagement are not distributed equally. Women and gender minorities, especially women of color, often experience hostile and derogatory responses, not primarily due to the content of their messages, but because of their gender and social identity. *This sets the foundation for understanding how language operates not only as a tool of expression but also as a reflection of power structures and social expectations.*

Through a systematic linguistic breakdown, the chapter reveals that **noun usage** differs significantly between genders. Male politicians frequently rely on proper nouns tied to nationalism and state identity (e.g., “America”, “veterans”, “taxpayers”), constructing a discourse rooted in institutional authority and territoriality. Female politicians, while also referencing institutions, more often invoke abstract, value-driven nouns (e.g., “justice”, “dignity”, “opportunity”), suggesting a communicative emphasis on human-centered policy and moral framing.

When examining **verbs**, the chapter identifies a gendered distinction between *action-oriented* and *emotionally grounded rhetoric*. Men tend to use assertive, directive verbs such as “cut”, “fix”, “stop”, and “win”, indicating a pragmatic, results-driven communication style. In contrast, women favor verbs like “protect”, “empower”, “resist”, and “celebrate”, which foreground care, solidarity, and

collective action. This aligns with research showing that women are more likely to frame political messaging in relational and moral terms.

In terms of adjectives, the gender divide becomes more pronounced. Female politicians adopt adjectives that highlight empathy, inclusion, and ethical responsibility (e.g., “*inspiring*”, “*joyful*”, “*critical*”), while male politicians often choose adjectives that assert judgment, critique, or evaluative strength (e.g., “*smart*”, “*broken*”, “*controversial*”). These lexical choices reflect deeper cultural narratives about masculinity and femininity, *where men are expected to appear decisive and authoritative, and women empathetic and values-driven.*

The syntactic analysis reinforces these trends. Women use *more complex and composed sentence structures*, incorporating compound predicates and subordinate clauses that allow for nuance and layered argumentation. Men, by contrast, *frequently employ short, direct sentences and imperative forms*, which create a tone of command, urgency, or emotional intensity. These syntactic differences suggest not only stylistic preferences but also distinct strategies for persuading and engaging audiences.

Women make use of rhetorical questions, metaphor, parallelism, and simile—all tools that invite reflection and foster emotional resonance. Male politicians rely more heavily on hyperbole, dysphemism, mockery, and neologisms, which are intended to provoke, polarize, or ridicule opponents.

Finally, the chapter addresses how posts are received by audiences, revealing a stark gender disparity in user reactions. Women’s posts, regardless of their tone or content, are more frequently met with dismissive, sarcastic, or explicitly sexist comments, including attacks on competence, appearance, and legitimacy. Men, although they also receive criticism, tend to be challenged on policy grounds rather than identity. This imbalance suggests a persistent cultural bias that undermines women’s authority in the digital public sphere, requiring them to navigate not just political opposition but gendered hostility.

In conclusion, Chapter 2 demonstrates that gender is a powerful determinant in shaping both how political figures communicate online and how their messages are

interpreted by the public. The linguistic, syntactic, and stylistic choices made by male and female politicians reflect broader societal expectations and stereotypes. Moreover, the differential reception of their posts illustrates the unequal playing field that continues to shape digital political engagement. This analysis underscores the importance of developing more gender-conscious media strategies and fostering equitable discourse in online political spaces.

## CONCLUSION

Drawing on theorists such as Simone de Beauvoir, Judith Butler, and Erving Goffman, we define gender as performative, culturally shaped, and deeply embedded in social roles and expectations. It explores how historical, cultural, linguistic, religious, and economic factors have shaped gender norms and stereotypes. The gender of a person can still influence different spheres of life and result in a rather negative perception of one's achievement, career path or interests. It can be seen that though the progress throughout history is noticeable some of the gender stereotypes', stigma and labeling continue to exist and influence men and women in a negative way.

Gender factor in online communication has gained its particular traits over time. Nowadays women use Internet as much as men do but they the reaction and perception of women online still differs from the one that men receive publicly. The anonymity of Internet communication, a possibility to transmit messages in seconds, distance and platforms such as social networking sites have all contributed in shifting the way people communicate. Media discourse that is progressively becoming more and more virtually engaged gained its own peculiarities along with political discourse. In a political discourse that often carries informational function along with the agenda of certain kind a specific vocabulary, syntactic features and stylistic devices are used to persuade the readers.

We discovered that though political discourse has its own features, men and women online use it differently turning to the language in a certain manner that often correlates with the way that gender is viewed or stigmatized.

The most common used proper nouns are connected to America – 9 out of 15 times used by men. In total of 11 times when place names were mentioned only 4 of them were named by women, other 7 were comments of men. The 8 abstract nouns amount to half of the abstract nouns used by women – 16 abstract nouns accordingly. It can also be seen that the majority of these nouns reflect on feelings and emotions of American society and talk about its relevance in today's politics.

With use of verbs 6 times out of 9 the phrasal verbs that have become a prominent trait of informal style are used by congresswomen, with 3 remaining being used by men. Women talk about obligations and necessity more though the use of modal verb “*must*” – 2 times out of 3, while a modal verb with a sense of futurity is used 3 times out of 4 by men. In most cases it is also talking about personal intentions “*I will*”. The use of action-driven verbs is most prominent by men though not absent with women. Women’s posts appear more rational and morally charged with obligations than men’s.

Adjectives to specify, evaluate, describe or give a more of a personal touch are also used in different ways and achieve their goals with different means. Women use of “*our*” to talk about shared experience, values or unify something is more frequent. Congresswomen used it 5 times while men only mentioned once. The personal experiences that come with “*my*” were used by men 6 times and only 2 by women. On the contrary, shared values and senses are a more noticeable feature of women’s posts with use of “*our*” that was used 5 times by them and only once by men. The situation with “*their*” is identical – women used it 5 times and men only once. To conclude, adjectives play a crucial role in shifting the tone of posts. The adjectives used by women are more ethical and emotive (“*unapologetic daughter*”) when it concerns descriptive adjectives as well as socially oriented (“*young leaders*”) while men prefer transactional (“*broken immigration system*”), assertive and outcome-driven ones (“*the best articulation of a smart, realistic foreign policy*”).

Syntax is essential for structuring meaning in language—it governs how words are arranged into coherent sentences, affecting clarity, emphasis, and tone. When analyzed, syntax reveals the speaker’s communicative intent and emotional stance. Both genders use simple sentences frequently, but women rely more on **compound nominal predicates** (10 times out of 14) and **complex structures** to express nuanced ideas. Men favor **elliptical sentences** (9 out of 11 sentences) and **imperative forms**, which lend their posts a more direct, emotional, or informal tone.

With stylistic devices is revealed that men both in posts and reaction rely rather on mockery, hyperboles to humiliate and attack opponents while women prefer

rhetorical questions and parallelism to reflect and make conclusions based on comparisons.

While analyzing the 20 most popular reactions to men's and women's posts, it can be seen that women receive more backlash and criticism that is sometimes also tied to personal spheres of life such as previous career choices ("*Go back to bartending!*") as well as age ("*drunken hag*") or comments that can be classified as racist slurs ("*ghetto trash*").

The rhetorical questions doubting the expertise of politicians were used 9 times in 9 different posts that amounts almost to half of the posts analysed. 6 times out of 9 this stylistic device was used by men. The use of **pejorative** or **derogatory language** in comments can also be noticed. These phrases that are used to humiliate are targeted at women. It may be concluded that posts by men are perceived better though it is not due to their exceptional expertise, difference in using language but rather due to the fact that women are subjects to unfair treatment and face prejudice.

Certainly, the use of language will differentiate substantially based on the language used, the political state that the certain country is in, the time frame chosen for analysis as well as social constructs and cultural differences. As can be concluded from our paper, the question of gender identity and inequality is still relevant and more research and in depth analysis could be done in the future to help women and men to overcome stigmas and social prejudice and use language for better clearer communication rather than humiliation, mockery, unfair treatment and undermining the work and expertise of the whole group.

## SUMMARY

Представлене дослідження присвячено вивченню різниці використання мовних стратегій та засобів серед чоловіків та жінок у політичному дискурсі онлайн, а також гендеру як чинника впливу на комунікацію. Актуальність теми зумовлена потребою детального аналізу вербальних компонентів, які вживаються політиками для досягнення цілей комунікації, на базі англійських постів на платформі X. Оскільки мовні стратегії впливають на сприйняття публікацій, викликаючи у читачів емоційні реакції, які спричиняють різну реакцію на опубліковані пости.

Об'єктом даного дослідження є вибірка з 30 публікацій політиків (15 жіночих і 15 чоловічих), розміщених на платформі X (попередньо Twitter), а також 20 найпопулярніших коментарів (13 чоловічих і 7 жіночих), опублікованих як реакція на пости політиків. Предметом цієї роботи є окреслення та вивчення типових мовних засобів, вжитих обома гендерами в публікаціях, а також огляд морфологічних рис, синтаксису та стилістичних засобів, вжитих у політичному дискурсі онлайн.

Мета нашого дослідження полягає у з'ясуванні та окресленні специфічних лексичних, синтаксичних, морфологічних та стилістичних елементів англійської мови, що використовуються в публікаціях онлайн чоловіками та жінками заради досягнення мети комунікації, а також відслідковування впливу гендеру на використання цих елементів політиками та аудиторією. Задля досягнення мети, було виконано цілу низку завдань, а саме:

- У дослідженні було проведено описово-порівняльний аналіз, який дав змогу виявити та зіставити гендерно-специфічні моделі, що переважають в онлайн-середовищі.
- Дискурс-аналіз дозволив дослідити, як представники різних гендерів використовували мову в соціальних мережах — зокрема на платформі X (раніше Twitter), — а також як вони були представлені в політичному дискурсі.

- За допомогою аналізу відкритих джерел було опрацьовано наукові статті, дослідження та інші публічні матеріали, що стосуються теми гендеру в онлайн-комунікації.
- Прагматичний аналіз дав змогу глибше інтерпретувати тексти, розкривши авторські наміри та приховані смисли у вживанні мовних засобів.
- У межах контент-аналізу було проаналізовано матеріали з різних інтернет-ресурсів (соціальні мережі, блоги, відео,) з метою виявлення гендерних упереджень та стереотипів в онлайн-комунікації.
- Проведено історичний аналіз, у межах якого досліджено етапи розвитку Інтернету та його вплив на гендерну рівність, з особливим акцентом на роль жінок у цьому процесі та їхній внесок у формування гендерної обізнаності в онлайн-середовищі.

Представлена робота складається зі вступу, двох розділів – теоретичного і практичного, висновків, списку літератури та фактичного матеріалу дослідження, а також додатків.

У результаті проведеного дослідження встановлено, що чоловіки та жінки застосовують різні мовні засоби й комунікативні стратегії для досягнення власних цілей у спілкуванні. Варто зазначити, що критичні зауваження на адресу жінок часто мають дискримінаційний характер щодо професій, віку чи раси жінки, і не завжди пов'язані з особливостями їх мовлення.

На морфологічному рівні простежуються чіткі гендерні відмінності у вживанні мовних одиниць. Чоловіки частіше використовують іменники, пов'язані з національною ідентичністю, а жінки — абстрактні цінності (“justice”, “opportunity”). У дієслівному та прикметниковому виборі чоловіки тяжіють до рішучості й оцінності (“fight back”, “fix”), тоді як жінки — до емпатії, моральності й колективності. Прикметники також відображають цю різницю: жінки використовують лексему, що виражає емпатію й моральну чутливість (“inspiring”, “joyful”, “critical”), тоді як чоловіки — ті, що підкреслюють оцінку чи силу судження (“smart”, “broken”, “controversial”). Це

свідчить про відмінні комунікативні стратегії, пов'язані з традиційними уявленнями про маскуліність і фемінність.

На синтаксичному рівні, що жінки частіше використовували складені присудки, зокрема складені іменні (8 проти 4 у чоловіків) та дієслівні з модальними дієсловами. Натомість чоловіки активніше застосовували еліпсис — 7 із 9 таких речень належали їм, що свідчить про прагнення до неформальності та емоційної виразності. Жінки також переважали у вживанні складнопідрядних речень (8 проти 4), демонструючи складнішу синтаксичну організацію мовлення. Складносурядні конструкції траплялися рідко через характер медіа-дискурсу, орієнтованого на чіткість і стислість.

На стилістичному рівні чоловіки частіше вдаються до гіпербол, дисфемізмів і насмішок, використовуючи їх як засоби провокації або нападу на опонентів. Жінки ж переважно використовують риторичні запитання, метафори, паралелізм і інклюзивну лексику, що сприяє формуванню простору для роздумів і спільних цінностей.

Результати дослідження засвідчують, що гендер суттєво впливає на мовленнєві стратегії політичної онлайн-комунікації. Політикині орієнтуються на інклюзивність, моральні цінності та складні синтаксичні конструкції, тоді як чоловіки частіше використовують прямолінійні мовні засоби, гіперболу, критику та апеляцію до національної ідентичності. Така різниця свідчить про відтворення гендерних ролей у сучасному цифровому дискурсі.

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## APPENDICES

### Appendix 1

#### Posts of Congressmen and Congresswomen on X

Date	Author	Post	Link on the platform
9 <sup>th</sup> of May	D. Ramirez	We must deescalate and commit to diplomacy in the interest of peace. May all those impacted by the violence find safety and reunification with their loved ones. All people in the region deserve safe self-determination and dignified futures, free of violence. No one wins in war.	<a href="https://x.com/repedeliaramirez/status/1920628532151021845">https://x.com/repedeliaramirez/status/1920628532151021845</a>
6 <sup>th</sup> of May	D. Ramirez	It was a pleasure to join the Ravenswood Manor Improvement Association's semi-annual meeting! I'm proud to stand alongside dedicated community leaders fighting back against the harmful policies of the Trump Administration.	<a href="https://x.com/repedeliaramirez/status/1919803093417656422">https://x.com/repedeliaramirez/status/1919803093417656422</a>
4 <sup>th</sup> of May	D. Ramirez	Trump's attacks on the children of children of immigrants and their citizenship is anti-American. It's why I show up to Congress as the unapologetic daughter of immigrants, reminding everyone that my experiences are American. We belong in Congress.	<a href="https://x.com/repedeliaramirez/status/1919053403386519694">https://x.com/repedeliaramirez/status/1919053403386519694</a>
14 <sup>th</sup> of	J. Vance	President Trump's speech in Saudi	<a href="https://x.com/JDVance/sta">https://x.com/JDVance/sta</a>

May		Arabia was the best articulation of a smart, realistic foreign policy I've ever heard from an American leader:	tus/1922626217313730974
8 <sup>th</sup> of May	J. Vance	Congrats to the president and the entire trade team on the deal with the UK. A great win for American farmers and manufacturers!	<a href="https://x.com/JDVance/status/1920526626669949420">https://x.com/JDVance/status/1920526626669949420</a>
3 <sup>rd</sup> of May	J. Vance	As a general rule, I'm fine with people telling jokes and not fine with people starting stupid wars that kill thousands of my countrymen.	<a href="https://x.com/JDVance/status/1918742839560741235">https://x.com/JDVance/status/1918742839560741235</a>
7 <sup>th</sup> of May	N. Pelosi	It was a joy to see the Children's Day School 8th grade class from San Francisco today. We talked about their petition to reinstate federal climate policy and their research on the climate crisis. Always inspiring to see young leaders take action on important issues!	<a href="https://x.com/SpeakerPelosi/status/1919900203064107264">https://x.com/SpeakerPelosi/status/1919900203064107264</a>
5 <sup>th</sup> of May	N. Pelosi	Alcatraz closed as a federal penitentiary more than sixty years ago. It is now a very popular national park and major tourist attraction. The President's proposal is not a serious one.	<a href="https://x.com/SpeakerPelosi/status/1919189267827347785">https://x.com/SpeakerPelosi/status/1919189267827347785</a>
2 <sup>nd</sup> of May	N. Pelosi	Jewish American Heritage Month celebrates the extraordinary and	<a href="https://x.com/SpeakerPelosi/status/19181033958161">https://x.com/SpeakerPelosi/status/19181033958161</a>

		enduring contributions of Jewish Americans, who have helped shape our nation and enrich our culture across generations. As antisemitism continues to rise, we must ensure that we give hatred no safe harbor.	65660
15 <sup>th</sup> of May	B. Gill	President Trump is right. To fix our broken immigration system, we must END birthright citizenship. It's time to stop rewarding illegal entry with automatic citizenship and put Americans first.	<a href="https://x.com/RepBrandonGill/status/1923063028796264675">https://x.com/RepBrandonGill/status/1923063028796264675</a>
5 <sup>th</sup> of May	B. Gill	House Republicans just passed the Gulf of America Act. The choice was simple: America or Mexico. 205 Democrats chose Mexico.	<a href="https://x.com/RepBrandonGill">https://x.com/RepBrandonGill</a>
2 <sup>nd</sup> of May	B. Gill	I'm proud to sign onto this letter to stop your tax dollars from funding these illegal alien shelters. How is this controversial?	<a href="https://x.com/RepBrandonGill/status/1918374853616324742">https://x.com/RepBrandonGill/status/1918374853616324742</a>
28 <sup>th</sup> of April	H. Clinton	Tech companies have used our children as guinea pigs for their targeted algorithms. New York state leaders have a critical opportunity to build on progress to protect kids' online safety, I argue with @jimsteyer of @CommonSense	<a href="https://x.com/HillaryClinton/status/1917285558969094637">https://x.com/HillaryClinton/status/1917285558969094637</a>

24 <sup>th</sup> of April	H. Clinton	This is your regular reminder that executive orders are not royal decrees. Because America has no king.	<a href="https://x.com/HillaryClinton/status/1915411943872938086">https://x.com/HillaryClinton/status/1915411943872938086</a>
4 <sup>th</sup> of May	H. Clinton	As Trump tanks the economy, he knows he and his billionaire buddies will be fine no matter what. If you and your family have more to lose, make sure your member of Congress hears from you.	<a href="https://x.com/HillaryClinton/status/1908201283053322739">https://x.com/HillaryClinton/status/1908201283053322739</a>
11 <sup>th</sup> of May	A. Frost	Wishing a very happy Mother's Day to all the moms and mother figures out there! Thankful for my own mama, and my angel in the sky, my grandma Yeya	<a href="https://x.com/RepMaxwellFrost/status/1921550821629501523">https://x.com/RepMaxwellFrost/status/1921550821629501523</a>
9 <sup>th</sup> of May	A. Frost	The innocent people of Gaza have not seen humanitarian aid reach them in over 2 months. Women, children, and the elderly are dying without the food and medicine they need. This shouldn't be political. No one on this Earth should starve, especially due to the scourges of war.	<a href="https://x.com/RepMaxwellFrost/status/1920928329911193990">https://x.com/RepMaxwellFrost/status/1920928329911193990</a>
1 <sup>st</sup> of May	A. Frost	House Republicans are trying to rob the American people of their earned benefits like Social Security. And then they run and hide and pretend like they don't have the power to protect these programs.	<a href="https://x.com/RepMaxwellFrost/status/1917704627497189440">https://x.com/RepMaxwellFrost/status/1917704627497189440</a>

		Get out of here with that bullshit.	
25 <sup>th</sup> of April	A. Cortez	Plenty of politicians on both sides of the aisle feel threatened by rising class consciousness.	<a href="https://x.com/AOC/status/1915576364373086266">https://x.com/AOC/status/1915576364373086266</a>
9 <sup>th</sup> of April	A. Cortez	New York public schools having more spine and strength than multibillion dollar Ivy League institutions... makes perfect sense actually.	<a href="https://x.com/AOC/status/1910072600677822587">https://x.com/AOC/status/1910072600677822587</a>
16 <sup>th</sup> of April	A. Cortez	This isn't Trump's country. It's our country.	<a href="https://x.com/AOC/status/1912346004516634931">https://x.com/AOC/status/1912346004516634931</a>
14 <sup>th</sup> of May	S. Thanedar	Imagine having to choose between feeding your family and keeping a roof over head.  Tens of millions of Americans will face this reality because House Republicans want to cut \$313 billion in food assistance.  All so they can fund tax giveaways to the GOP's donors.	<a href="https://x.com/RepShriThanedar/status/1922708996802146343">https://x.com/RepShriThanedar/status/1922708996802146343</a>
12 <sup>th</sup> of May	S. Thanedar	Jimmy Carter had to give up his peanut farm, but Trump can accept a "flying palace" from a foreign country? This is an unconstitutional bribe, plain and simple.	<a href="https://x.com/RepShriThanedar/status/1922018242874188211">https://x.com/RepShriThanedar/status/1922018242874188211</a>
29 <sup>th</sup> of April	S. Thanedar	Donald Trump arrives in Michigan today to celebrate his first 100 days in office. Here's how I'll be greeting	<a href="https://x.com/RepShriThanedar/status/1917221385132187859">https://x.com/RepShriThanedar/status/1917221385132187859</a>

		him.	
13 <sup>th</sup> of May	J. Crocket	Medicaid is NOT a handout. It's how 4.8M Texans survive. Republicans want to cut \$715B from it while handing out tax cuts to billionaires. That's not "fixing" the budget, it's disrespect for the people who need it most — and voting for that is un-American, plain and simple.	<a href="https://x.com/RepJasmine/status/1922354138240655365">https://x.com/RepJasmine/status/1922354138240655365</a>
12 <sup>th</sup> of May	J. Crocket	To the mamas who raised us, loved us, held it down—and still manage to fix everything with a hug: we see you, we love you, we thank you. Happy Mother's Day to the real MVPs.	<a href="https://x.com/RepJasmine/status/1921691673274278129">https://x.com/RepJasmine/status/1921691673274278129</a>
2 <sup>nd</sup> of May	J. Crocket	Workers, immigrants, and students are taking to the streets today for #MayDay to protest Trump's attacks on our rights. This ain't just about wages. It's about rolling back child labor protections. It's about union-busting. It's about targeting immigrants and silencing students. This is about resisting a full-scale assault on working people, immigrants, and anyone who dares to speak up. Period.	<a href="https://x.com/RepJasmine/status/1918066071313014980">https://x.com/RepJasmine/status/1918066071313014980</a>
5 <sup>th</sup> of March	J. James	Excited for America's NEW Golden Age!	<a href="https://x.com/RepJames/status/18971285511173983">https://x.com/RepJames/status/18971285511173983</a>

			99
1 <sup>st</sup> of May	J. James	My second bill this week just passed the House! Radical politicians and bureaucrats in California have no business telling drivers — and all Americans — what vehicle they can drive. My legislation STOPS EV mandates that would force all trucks to be electric, crater the trucking industry, and raise prices on EVERYTHING!	<a href="https://x.com/RepJames/status/1917708200117428389">https://x.com/RepJames/status/1917708200117428389</a>
2 <sup>nd</sup> of May	J. James	Democrats had every chance to protect the next generation — our future. They didn't. I will. My App Store Accountability Bill will set a standard to safeguard children online and empower parents.	<a href="https://x.com/RepJames">https://x.com/RepJames</a>

## Appendix 2

### Comments under posts online

Date	Gender of a commenter	The comment	Link to the comment
25 <sup>th</sup> of April	Man	“Who’s dumber, you or ghetto trash Jasmine?” (on A. Cortez post)	<a href="https://x.com/AOC/status/1915576364373086266">https://x.com/AOC/status/1915576364373086266</a>
16 <sup>th</sup> of April	Man	“This is Trump country! Go back to bartending!” (on A.	<a href="https://x.com/AOC/status/1912346004516634931">https://x.com/AOC/status/1912346004516634931</a>

		Cortez post)	
7 <sup>th</sup> of May	Man	<p>“Climate crisis!!!</p> <p>Shit like that is the reason the Dept of Education is going away. No more brainwashing kids to be used by a drunken hag.” (on N. Pelosi’s post)</p>	<a href="https://x.com/SpeakerPelosi/status/1919900203064107264">https://x.com/SpeakerPelosi/status/1919900203064107264</a>
5 <sup>th</sup> of May	Man	<p>“How much money did you waste on the Russia collusion hoax and the two impeachments?” (on N. Pelosi’s post)</p>	<a href="https://x.com/SpeakerPelosi/status/1919189267827347785">https://x.com/SpeakerPelosi/status/1919189267827347785</a>
2 <sup>nd</sup> of May	Man	<p>“Is that what you call a ghetto lie?</p> <p>You are a disgrace to real Americans.” (on a J. Crocket post)</p>	<a href="https://x.com/RepJasmine/status/1918066071313014980">https://x.com/RepJasmine/status/1918066071313014980</a>
12 <sup>th</sup> of May	Woman	<p>You suddenly know what a woman is? Your entire party seem to be unclear on the subject. (on a J. Crocket’s post)</p>	<a href="https://x.com/RepJasmine/status/1921691673274278129">https://x.com/RepJasmine/status/1921691673274278129</a>
20 <sup>th</sup> of April	Woman	<p>“Last year on Easter you celebrated “trans visibility”.</p> <p>“(on K. Harris’ post)</p>	<a href="https://x.com/ItsJustTrista/status/1914024901574262814">https://x.com/ItsJustTrista/status/1914024901574262814</a>
9 <sup>th</sup> of May	Man	<p>“Aren’t you the “you’re at the wrong rally” person?” (on K. Harris’ post)</p>	<a href="https://x.com/MackDrastic/status/1920673788603027506">https://x.com/MackDrastic/status/1920673788603027506</a>

6 <sup>th</sup> of May	Man	“Trying to suggest you work??” (on D. Ramirez’s post)	<a href="https://x.com/restore_GI_Bill/status/1919803503096074407">https://x.com/restore_GI_Bill/status/1919803503096074407</a>
4 <sup>th</sup> of May	Man	“Another incompetent Illinois politician spreading hate. They came here illegally and have done nothing to try and correct that. Send them home I am tired of paying for them and lame asses like you” (on D. Ramirez’s post)	<a href="https://x.com/brianhock35/status/1919061969983754596">https://x.com/brianhock35/status/1919061969983754596</a>
14 <sup>th</sup> of May	Man	“That speech is the real reason they want to take down Trump, censor his supporters, and why President Biden called MAGA Republicans the greatest threat to the Republic...” (on J. Vance’s post)	<a href="https://x.com/DataRepublican/status/1922633616162697374">https://x.com/DataRepublican/status/1922633616162697374</a>
3 <sup>rd</sup> of May	Woman	“So you're anti-war except when it's Russia invading Ukraine. Got it.” (on J. Vance’s post)	<a href="https://x.com/TheFl0orIsLaVa/status/1918747432776524237">https://x.com/TheFl0orIsLaVa/status/1918747432776524237</a>
16 <sup>th</sup> of May	Woman	“Start with Melania! Or should we deport Don Jr., Eric, Ivanka, and Barron first?” (On B. Gill’s post)	<a href="https://x.com/Mamabenergy2/status/1923125304819605666">https://x.com/Mamabenergy2/status/1923125304819605666</a>
2 <sup>nd</sup> of May	Woman	“Every single Republican in Congress should be signing this!” (on B. Gill’s post)	<a href="https://x.com/tammyclark927/status/1918382379841839523">https://x.com/tammyclark927/status/1918382379841839523</a>

10 <sup>th</sup> of May	Woman	“You were so close. When a country blocks food, water and medicine to 2 million people, that’s not war - it’s genocide. Why is it so hard for you politicians to say that?” (on A. Frost’s post)	<a href="https://x.com/sheinvested/status/1921067711930552646">https://x.com/sheinvested/status/1921067711930552646</a>
11 <sup>th</sup> of May	Man	“"mother figures" seems to be the talking point today. WTF does that mean?” (on A. Frost’s post)	<a href="https://x.com/dumb_crazy_shit/status/1921639274698477855">https://x.com/dumb_crazy_shit/status/1921639274698477855</a>
12 <sup>th</sup> of May	Woman	“You need to be deported by Trump” (on S. Thanedar’s post)	<a href="https://x.com/IvySan451416/status/1922031860130914628">https://x.com/IvySan451416/status/1922031860130914628</a>
29 <sup>th</sup> of April	Man	“Trump is going to chew this dude up and spit him out!” (on S. Thanedar’s post)	<a href="https://x.com/BuzzPatterson/status/1917251194432688392">https://x.com/BuzzPatterson/status/1917251194432688392</a>
5 <sup>th</sup> of March	Man	“You mean Golden Shower. Has in Putin’s tapes of Trump” (on J. James’ post)	<a href="https://x.com/MattTufer/status/1897304392136843752">https://x.com/MattTufer/status/1897304392136843752</a>
1 <sup>st</sup> of May	Man	“Great job John” (on J. James’ post)	<a href="https://x.com/Samg123104">https://x.com/Samg123104</a>