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## GENDER FACTOR IN PARLIAMENTARY AND ONLINE ACTIVITIES OF UK MPs (2024–2025)

**Background.** *Gender issues, gendered patterns of communication in politics, in parliaments, gender-based violence during elections, and steps towards gender parity are monitored by committees, scholars, analyzed within Gender Studies and Critical Discourse Studies. Under-representation of women, gender factor in communication remain sensitive issues in British politics and UK Parliament since the time when women got the right to vote and stand for election as Members of the Parliament (MPs) in 1918. The article analyses the impact of gender factor on the basis of UK parliamentary discourse, in particular, the data on Spoken contributions and Written questions of the Labour and Conservative Parties, Liberal Democrats and Independent MPs, and on the basis of the content of MPs' websites and their social media accounts in 2024–2025.*

**Methods.** *Critical Discourse Studies and Political Discourse Analysis were used for the research of parliamentary discourse, Multimodal Discourse Analysis was implemented for the analysis of MPs' online communication.*

**Results.** *The UK Parliament website tools reveal that male Cabinet ministers and male Shadow Cabinet members are more active in the Parliament than their female counterparts, both with their spoken contributions and written questions. Gender difference in the performance of parliamentarians elected for the first time in 2024 is negligible. Specific roles and responsibilities in the parliament contribute to MPs' better performance and efficiency. All Cabinet Ministers have websites of the same design with the symbolic red colour of the Labour Party and run their X accounts with regular posts and reposts, thus corporate culture prevails over the gender factor.*

**Conclusions.** *Parliamentary gender gap is narrowing. Female MPs still lag behind their male colleagues in the parliamentary discourse but the gender factor impact on social media is insignificant.*

**Keywords:** *critical discourse studies, gender, multimodal analysis, parliamentary discourse, political discourse.*

### Background

Political discourse remains one of the most popular objects of research in Modern Linguistics and Critical Discourse Studies (CDS) (Butler, 2024; Dunmire, 2023; Fairclough, & Fairclough, 2013; Wodak, 2009; Wodak, 2014; van Dijk, 2008). The survey of works on Political Discourse Analysis (PDA) demonstrates "PDA comprises inter-and multi-disciplinary research that focuses on the linguistic and discursive dimensions of political text and talk and on the political nature of discursive practice" (Dunmire, 2012). In the 21st century political discourse spans a number of varieties and genres. Parliamentary discourse can be regarded one of the political discourse varieties. Global shift to online communication, digital technologies triggered further diversification of genres of political discourse and emergence of digital 'counterparts' of printed texts. Parliaments had to create websites to inform citizens about legislation process, business in the parliament chambers, debates, voting, draft Bills, latest news and reports from the committees. Gradually, information on websites grew multimodal: text-image synergy was supplemented by multiple videos and podcasts. Members of parliaments (MP) had to work on e-representation: they had to set up web sites to improve communications with their constituents (Goodchild et al., 2007), later they had to launch their accounts on different social media platforms. MPs' online activity has become an index of MPs' efficiency, webliteracy, transmedia literacy, multimodal literacy, and an object of linguistic and multimodal analysis. Many factors – age, gender, role in the parliament, length of service in the parliament, belonging to the governing party or opposition, individual preferences – impact MPs' online activity.

High frequency of gender-related word collocations on the UK parliament website proves gender issues are extensively discussed and thoroughly debated at the House of Commons sitting and mentioned in multiple documents, for example: *gender issues* – 72900, *gender divide* – 517000, *gender disparity* – 18500, *gender equality* – 2170000, *gender inequality* – 33300, *women employment* – 1360, *women unemployment* – 3610, *women's rights* – 1540000, *women's roles* – 7680000, *gender role* – 232000, *reproductive health/healthcare* – 3450000, *gender stereotypes/stereotyping* – 12600, *women retirement* – 2530000 (Retrieved 25 May 2025 from <https://websearch.parliament.uk/?q=Gender+divide>). To compare, the frequency of fiercely debated Brexit is 4540000 (<https://websearch.parliament.uk/?q=brexit>).



The **goal** of the research is to analyze the potential impact of gender factor in the UK parliamentary discourse and e-representation of MPs. The **data** for the analysis was retrieved from the official website of the UK parliament (<https://www.parliament.uk/>) in April 2025 and spans the data across July 2024 – April 2025, namely, *Spoken Contributions* and *Written questions* of the Members of the House of Commons, transmedia links to MPs' websites and the content of their accounts on social media platforms (X (formerly Twitter), Facebook, Instagram). *Spoken Contributions* and *Written questions* can be regarded key performance indicators in the Parliament. *Spoken Contributions* might serve an index of efficiency, determination, resoluteness, bravery of the MPs as it might be challenging for the newcomers and for women in the male-dominated parliament to voice their opinion or ask a question. The methods of research encompass Critical Discourse Analysis, Multimodal analysis, comparative analysis.

**Literature survey.** Diverse aspects of communication activity of the UK MPs inside and outside the parliament attracted meticulous attention of researchers in previous decades. For instance, models first developed in Israel were used to assess legislative productivity of UK MPs, the levels of effectiveness, individual differences such as gender, seniority and institutional explanations (being a member of the government or the opposition) (Akirav, 2020).

Emotions are used by MPs to maximize their influence and visibility. Nearly 520,000 parliamentary speeches in the UK House of Commons (2001–2015) were analyzed to estimate emotional displays and emotional rhetoric within speeches along Ekman's six dimensions – anger, disgust, fear, joy, sadness and surprise. Opposition MPs use more emotive rhetoric in their parliamentary speeches than government MPs. Opposition MPs and electorally vulnerable MPs rely more heavily on negative emotions such as anger, disgust, fear, and sadness than government MPs and electorally safer MPs. Junior MPs use fear, sadness, and surprise at higher rates compared to their senior counterparts, they are statistically indistinguishable from senior MPs in their use of anger, disgust, and joy (Yildirim, 2024).

In the early 2000s Westminster MPs have regularly been criticised for their failure to take advantage of the democratic possibilities of the Internet. MPs' independent websites were in a minority and cautious approach to web communication looked a modernising rather than democratising strategy (Ward, & Lusoli, 2005). Later, some researchers assessed the use of four Internet modalities by the UK MPs: websites, e-newsletters, weblogs, and social networking sites. Parallel e-representation, a more flexible model, helped MPs enhance their relationship with geographical constituents, added significant nuance to the direct versus representative democracy debate (Jackson, & Lilleker, 2011). The new media, such as Twitter and Facebook, were used by politicians in the attempt to communicate directly with the public over the heads of the media (Partington & Duguid, 2020). The research of communication between MPs and citizens on Twitter revealed that MPs manage their interaction strategically, replying selectively to UK-based citizens, and using retweets to spread their party's message' (Agarwal et al., 2019).

Quantitative and qualitative analysis of a corpus of Twitter data (3 weeks preceding the UK General Elections in December 2019) revealed gendered patterns, namely, digital discursive practices of hostility against women in UK politics. "Some female MPs received comments containing more lexis related to appearance, sexual history and violence, as well as more emotional or extreme language. Critical analysis of the hostile and abusive messages targeting women reveals them to be deeply embedded in a social perception of women's political activity as breaching the rules of gender performativity" (Esposito, & Breeze, 2022).

MPs' social media activity impacted changes in language and UK Parliament discourse. "Labour MPs are more strongly related to social media content than Conservative MPs. Statements by MPs change after the sharing of a news article on Facebook" (Bollenbacher et al., 2022). Experts from The University of Manchester and Edinburgh Napier University found evidence which suggests that MPs who are heavily embedded in corporate networks outside Westminster may be too busy to effectively perform their parliamentary duties, they are less likely to be active in parliament (Stafford 2023).

Under-representation of women, gendered patterns of communication in British politics and UK Parliament have been discussed since the time when women got the right to vote and stand for election as Members of the Parliament (MPs) in 1918. In 2024, in the United Kingdom, the general election saw an "alarming rise" in candidate abuse according to a report by the country's Electoral Commission, disproportionately affecting women (IPU Report, 2025). Thus, gender factor and gender issues remain crucial and sensitive in the UK politics.

## Results

650 MPs were elected in 2024 to the House of Commons, 335 of them were new to Parliament. Labour Party with 403 seats formed the government, the Conservatives managed to win just 121 seats, Liberal Democrats – 72. Other political parties and independent candidates have 1–9 seats share

([https://en.wikipedia.org/wiki/List\\_of\\_MPs\\_elected\\_in\\_the\\_2024\\_United\\_Kingdom\\_general\\_election](https://en.wikipedia.org/wiki/List_of_MPs_elected_in_the_2024_United_Kingdom_general_election)). Some MPs, members of Labour Party, have become government ministers with specific responsibilities in certain fields (for instance, Health and Social Care, Energy Security and Net Zero, Housing, Communication and Local Government etc.) but go on working for the constituencies.

Under-representation of women in politics and political life is the pivotal issue of numerous debates and persistent criticism. The number of women in the House of Commons had been increasing over the 20th century. Nevertheless, in February 2018 the Electoral Reform Society reported that hundreds of seats were being effectively 'reserved' by men, holding back women's representation (Hundreds ...2018). As of July 2024 there are 263 women in the House of Commons, the highest ever. Thus, the gender gap narrowed marginally as in 2024 general election returned the highest number and proportion of female MPs ever recorded: 263 (40 %) of 650 MPs are women, up from 220 in 2019 (Fig. 1). Of the 330 MPs elected for the first time in 2024, 129 were women (Allen 2024). In 2024 190 female MPs represented Labour (46 %), 32 – Liberal Democrats, 29 – the Conservatives, 12 – other parties. State of Parties in the House of Commons in April 2025 remained almost the same (<https://members.parliament.uk/parties/commons>, <https://www.parallelparliament.co.uk/MPs>).



**Fig. 1. Women MPs elected to the Parliament. 8 March 2025**  
(<https://x.com/YvetteCooperMP>)

Multiple surveys, articles, resources contain diverse data about the achievements of women in the UK Parliament (Women in the House .... n.a). One of the achievements is gender parity in the Cabinet of Ministers (2025): 11 out of 22 members are women, including such important posts as Deputy Prime Minister and Chancellor of the Exchequer (<https://www.gov.uk/government/ministers>, <https://members.parliament.uk/government/cabinet>). His Majesty Official Opposition, The Shadow Cabinet, with 8 female members might seem nearly gender-balanced as well (<https://members.parliament.uk/opposition/cabinet>).

The UK Parliament website has lots of tools (Fig. 2) to assess the MPs' performance in the parliament, participation in debating the issues of the day, in checking and approving Government spending (budget, taxes), making laws. Looking through the list of MPs one can find diverse information about their parliamentary activity and online communication.

The analysis of Cabinet Ministers' performance in the UK Parliament shows that male Cabinet ministers are much more active than their female counterparts: male Ministers have 7594 spoken contributions while their female colleagues only 4643; male Ministers submitted 14675 written questions while their female counterparts – 9898 (Table 1).

Contact information

Parliamentary career

Voting record

Early Day Motions

Spoken contributions

Written questions

Registered interests

APPG officer roles

Last election result

Official portrait

### Contact Stephen Kinnock

When contacting this Member, they should be addressed as **Stephen Kinnock**.

For information about when you should contact MPs, Lords, or other organisations/individuals, review the [who to contact with my issue page](#).

Parliament takes the safety and wellbeing of its Members very seriously. Any contact which is threatening or offensive may be passed to the police for action.

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**Fig. 2. Information about MP's activity**  
 (https://members.parliament.uk/member/4359/contact)

**Table 1**

**Speaking Contributions and Written questions of The Cabinet. Retrieved 25 April 2025**  
 (https://members.parliament.uk/government/cabinet, https://members.parliament.uk/member/4735/writtenquestions)

|     | His Majesty's Government,<br>The Cabinet, Labour                                                                  | Gender | Speaking<br>Contributions | Written<br>questions |
|-----|-------------------------------------------------------------------------------------------------------------------|--------|---------------------------|----------------------|
| 1.  | <b>Sir Keir Starmer</b> ,<br>Prime Minister and First Lord of the Treasury                                        | M      | 420                       | 73                   |
| 2.  | <b>Angela Rayner</b> , Deputy Prime Minister, Secretary of State for<br>Housing, Communities and Local Government | F      | 297                       | 1575                 |
| 3.  | <b>Rachel Reeves</b> , Chancellor of the Exchequer                                                                | F      | 400                       | 753                  |
| 4.  | <b>Yvette Cooper</b> , Home Secretary                                                                             | F      | 916                       | 189                  |
| 5.  | <b>Ed Miliband</b> ,<br>Secretary of State for Energy Security and Net Zero                                       | M      | 502                       | 40                   |
| 6.  | <b>Mr David Lammy</b> , Foreign Secretary                                                                         | M      | 634                       | 1054                 |
| 7.  | Pat McFadden, Chancellor of the Duchy of Lancaster                                                                | M      | 651                       | 196                  |
| 8.  | <b>Shabana Mahmood</b> ,<br>Lord Chancellor and Secretary of State for Justice                                    | F      | 229                       | 621                  |
| 9.  | <b>Wes Streeting</b> ,<br>Secretary of State for Health and Social Care                                           | M      | 585                       | 1124                 |
| 10. | <b>Jonathan Reynolds</b> , Secretary of State for Business and Trade,<br>President of the Board of Trade          | M      | 596                       | 528                  |
| 11. | <b>Liz Kendall</b> , Secretary of State for Work and Pensions                                                     | F      | 360                       | 230                  |
| 12. | <b>John Heeley</b> , Secretary of State for Defence                                                               | M      | 577                       | 5135                 |
| 13. | Heidi Alexander, Secretary of State for Transport                                                                 | F      | 408                       | 168                  |
| 14. | <b>Peter Kyle</b> ,<br>Secretary of State for Science, Innovation and Technology                                  | M      | 395                       | 963                  |
| 15. | <b>Hilary Ben</b> , Secretary of State for Northern Ireland                                                       | M      | 907                       | 1470                 |
| 16. | <b>Ian Murray</b> , Secretary of State for Scotland                                                               | M      | 644                       | 743                  |
| 17. | <b>Bridget Phillipson</b> , Secretary of State for Education                                                      | M      | 381                       | 2061                 |
| 18. | <b>Liza Nandy</b> ,<br>Secretary of State for Culture, Media and Sport                                            | F      | 352                       | 977                  |
| 19. | <b>Sir Alan Campbell</b> ,<br>Parliamentary Secretary to the Treasury (Chief Whip)                                | M      | 174                       | 237                  |
| 20. | <b>Darrem Jones</b> , Chief Secretary to the Treasury                                                             | M      | 235                       | 593                  |

Ending table 1

|     | <b>His Majesty's Government,<br/>The Cabinet, Labour</b>                                            | <b>Gender</b> | <b>Speaking<br/>Contributions</b> | <b>Written<br/>questions</b> |
|-----|-----------------------------------------------------------------------------------------------------|---------------|-----------------------------------|------------------------------|
| 21. | <b>Lucy Powell</b> , Lord President of the Council and Leader of the House of Commons               | F             | 441                               | 993                          |
| 22. | <b>Jo Stevens</b> , Secretary of State for Wales                                                    | F             | 331                               | 1447                         |
| 23. | <b>Steeve Reed</b> ,<br>Secretary of State for Environment, Food and Rural Affairs                  | M             | 288                               | 2337                         |
| 24. | <b>Ellie Reeves</b> , Minister without Portfolio (Cabinet Office)                                   | F             | 376                               | 702                          |
| 25. | <b>Baroness Smith of Malvern</b> , Minister of State (Minister for Women and Equalities), Life Peer | F             | 152                               |                              |
| 26. | <b>Baroness Smith of Basildon</b> , Leader of the House of Lords and Lord Privy Seal, Life Peer     | M             | 977                               | 182                          |
| 27. | <b>Lord Hermer</b> , Attorney General                                                               | M             | 9                                 |                              |

The analysis of The Shadow Cabinet members' performance reveals the same trend: male MPs in The Shadow Cabinet are more active than their female counterparts, they have 6929 spoken contributions and submitted 5577 written questions while their female colleagues just 3159 and 1670 respectively (Table 2).

**Table 2**  
**Speaking Contributions and Written questions of the The Shadow Cabinet. Retrieved 25 April 2025**  
 (<https://members.parliament.uk/opposition/cabinet>)

|     | <b>His Majesty's Official Opposition:<br/>The Shadow Cabinet, Conservative</b>                                           | <b>Gender</b> | <b>Speaking<br/>Contributions</b> | <b>Written<br/>questions</b> |
|-----|--------------------------------------------------------------------------------------------------------------------------|---------------|-----------------------------------|------------------------------|
| 1.  | <b>Mrs.Kemi Badenoch</b> ,<br>Leader of HM Official Opposition                                                           | F             | 340                               | 260                          |
| 2.  | <b>Sir Mel Stride</b> ,<br>Shadow Chancellor of the Exchequer                                                            | M             | 509                               | 61                           |
| 3.  | <b>Richard Fuller</b> ,<br>Shadow Chief Secretary to the Treasury                                                        | M             | 696                               | 374                          |
| 4.  | <b>Priti Pate</b> , Shadow Secretary of State for Foreign,<br>Commonwealth and Development Affairs                       | F             | 697                               | 796                          |
| 5.  | <b>Chris Philp</b> , Shadow Home Secretary                                                                               | M             | 565                               | 60                           |
| 6.  | <b>Laura Trott</b> , Shadow Secretary of State for Education                                                             | F             | 213                               | 105                          |
| 7.  | <b>Alex Burghart</b> ,<br>Shadow Chancellor of the Duchy of Lancaster,<br>Shadow Secretary of State for Northern Ireland | M             | 327                               | 163                          |
| 8.  | <b>James Cartlidge</b> ,<br>Shadow Secretary of State for Defence                                                        | M             | 560                               | 1601                         |
| 9.  | <b>Kevin Hollinrake</b> , Shadow Secretary of State for Levelling Up,<br>Housing and Communities                         | M             | 941                               | 1693                         |
| 10. | <b>Helen Whately</b> ,<br>Shadow Secretary of State for Work and Pensions                                                | F             | 542                               | 272                          |
| 11. | <b>Andrew Grittith</b> ,<br>Shadow Secretary of State for Business and Trade                                             | M             | 283                               | 409                          |
| 12. | <b>Claire Coutinho</b> , Shadow Secretary of State for Energy Security<br>and Net Zero                                   | F             | 169                               | 53                           |
| 13. | <b>Robert Jenrick</b> ,<br>Shadow Secretary of State for Justice                                                         | M             | 604                               | 94                           |
| 14. | <b>Edward Argar</b> , Shadow Secretary of State for Health<br>and Social Care                                            | M             | 450                               | 143                          |
| 15. | <b>Stewart Andrew</b> , Shadow Secretary of State for Culture,<br>Media and Sport                                        | M             | 522                               | 155                          |
| 16. | <b>Victoria Atkins</b> , Shadow Secretary of State for Environment,<br>Food and Rural Affairs                            | F             | 527                               | 46                           |
| 17. | <b>Gareth Bacon</b> , Shadow Secretary of State for Transport                                                            | M             | 144                               | 177                          |
| 18. | <b>Alan Mak</b> , Shadow Secretary of State for Science, Innovation<br>and Technology                                    | M             | 289                               | 36                           |

Ending table 2

|     | <b>His Majesty's Official Opposition:<br/>The Shadow Cabinet, Conservative</b> | <b>Gender</b> | <b>Speaking<br/>Contributions</b> | <b>Written<br/>questions</b> |
|-----|--------------------------------------------------------------------------------|---------------|-----------------------------------|------------------------------|
| 19. | <b>Mims Davies</b> , Shadow Secretary of State for Wales                       | F             | 569                               | 126                          |
| 20. | <b>Andrew Bowie</b> , Shadow Secretary of State for Scotland                   | M             | 447                               | 544                          |
| 21. | <b>Jesse Norman</b> , Shadow Leader of the House of Commons                    | M             | 592                               | 67                           |
| 22. | <b>Rebecca Harris</b> , Opposition Chief Whip (Commons)                        | F             | 102                               | 12                           |
| 23. | <b>Lord True</b> , Life Peer,<br>Shadow Leader of the House of Lords           | M             |                                   |                              |
| 24. | <b>Baroness Williams of Trafford</b> , Life Peer,<br>Shadow Chief Whip (Lords) | F             |                                   |                              |

In 2025 the activity of Cabinet Ministers in the Parliament is more intense than of the Opposition counterparts. Some Cabinet Ministers have submitted enormous number of written questions, for example, John Heeley (5135), Steeve Reed (2337), Bridget Phillipson (2061), Angela Rayner (1575), Hilary Ben (1470), Jo Stevens (1447) though their length of service is to be taken into account. Some female Cabinet members turned out to be champions in spoken contributions: Baroness Smith of Basildon (977), Yvette Cooper (916). Only Hilary Ben (907) can rival with his female colleagues. In 2025 parliamentary activity of The Shadow Cabinet members is less impressive: Kevin Hollinrake has 941 spoken contributions and 1693 written questions, James Cartlidge – 560 and 1601, Priti Pate – 697 and 796 respectively. These raw numbers are incomparable with the Labour MPs activity. Generally, male Shadow Cabinet members look more active than their female counterparts but their length of service in the UK Parliament matters.

Comparative analysis (random choice) of parliamentary activity of Labour and Conservative MPs first elected in 2024, without any specific role in the Parliament, does not reveal any impact of gender factor (Table 3).

**Table 3**  
**Speaking Contributions and Written questions of MPs continually since 4 July 2024 (Labour and Conservative ).**  
**Retrieved 27 April 2025**

|     | <b>Labour</b>         | <b>Gender</b> | <b>Speaking Contributions</b> | <b>Written questions</b> |
|-----|-----------------------|---------------|-------------------------------|--------------------------|
| 1.  | Dan Aldridge          | M             | 41                            | 21                       |
| 2.  | Dr Scott Arthur       | M             | 73                            | 109                      |
| 3.  | Sadik Al-Hassan       | M             | 21                            | 15                       |
| 4.  | Alex Ballinger        | M             | 48                            | 47                       |
| 5.  | Al Carns              | M             | 266                           | -                        |
| 6.  | Sarah Coombes         | F             | 42                            | 48                       |
| 7.  | Deirdre Costigan      | F             | 72                            | 104                      |
| 8.  | Lizzi Collinge        | F             | 38                            | 7                        |
| 9.  | Dr Beccy Cooper       | F             | 36                            | 85                       |
| 10. | Particia Ferguson     | F             | 46                            | 16                       |
|     | <b>Conservative</b>   |               |                               |                          |
| 1.  | Lewis Cocking         | M             | 61                            | 60                       |
| 2.  | Mr Peter Badford      | M             | 53                            | 253                      |
| 3.  | Lincoln Jopp          | M             | 72                            | 23                       |
| 4.  | Joe Robertson         | M             | 59                            | 418                      |
| 5.  | Dr Neil Shastri-Hurst | M             | 65                            | 134                      |
| 6.  | Aphra Brandreth       | F             | 31                            | 34                       |
| 7.  | Alison Griffiths      | F             | 33                            | 73                       |
| 8.  | Sarah Bool            | F             | 55                            | 38                       |
| 9.  | Rebecca Smith         | F             | 73                            | 61                       |
| 10. | Harriet Cross         | F             | 84                            | 123                      |

In general, MPs with specific responsibilities in the Parliament look more efficient, business-like and enthusiastic. For example, The Leader of Liberal Democrats and Chief Whip are more energetic in the Parliament than other Party members. Thus, the specific responsibilities in the Parliament may neutralize gender factor (Table 4). In 2024 Scottish National Party won 9 seats in the parliament but MPs' parliamentary performance differs a lot: Andrew Gwynne with his impressive length of service is leading in

the number of spoken contributions and written questions but Kirsty Blackman, the only woman from this party, successfully keeps up with her male colleagues, making gender factor impact insignificant. Currently, only 3 out of 14 Independent MPs are women, and female MPs (serving continually since 2017 and 2019) do not fall behind their male counterparts (Table 4).

Table 4

**Speaking Contributions and Written questions**  
(random choice of Liberal Democrats, Scottish National Party, Independent). Retrieved 27 April 2025

|     | <b>Liberal Democrat</b>                         | <b>Gender</b> | <b>Speaking Contributions</b> | <b>Written questions</b> |
|-----|-------------------------------------------------|---------------|-------------------------------|--------------------------|
| 1.  | Ed Davey (Leader of Liberal Democrats)          | M             | 715                           | 604                      |
| 2.  | Josh Babarinde                                  | M             | 82                            | 80                       |
| 3.  | Davis Chadwick                                  | M             | 54                            | 110                      |
| 4.  | Dr Danny Chambers                               | M             | 71                            | 52                       |
| 5.  | Adam Dance                                      | M             | 16                            | 117                      |
| 6.  | Alex Brewer                                     | F             | 17                            | 45                       |
| 7.  | Charlotte Cane                                  | F             | 22                            | 99                       |
| 8.  | Victoria Collins                                | F             | 56                            | 215                      |
| 9.  | Jess Brown-Fuller                               | F             | 85                            | 76                       |
| 10. | Wendy Chamberlain (Liberal Democrat Chief Whip) | F             | 484                           | 777                      |
|     | <b>Scottish National Party</b>                  |               |                               |                          |
| 1.  | Stephen Flynn (SNP Westminster Leader)          | M             | 300                           | 63                       |
| 2.  | Chris Law                                       | M             | 378                           | 794                      |
| 3.  | Seamus Logan (since 4 July 2024)                | M             | 79                            | 53                       |
| 4.  | Pete Wishart (Deputy SNP Westminster Leader)    | M             | 1132                          | 112                      |
| 5.  | Brendan O'Hara                                  | M             | 529                           | 535                      |
| 6.  | Graham Leadbitter (since 4 July 2024)           | M             | 60                            | 67                       |
| 7.  | Dave Doogan                                     | M             | 366                           | 481                      |
| 8.  | Stephen Gethins (since 4 July 2024)             | M             | 313                           | 788                      |
| 9.  | Kirsty Blackman                                 | F             | 569                           | 454                      |
|     | <b>Independent</b>                              |               |                               |                          |
| 1.  | Shokat Adam                                     | M             | 78                            | 25                       |
| 2.  | Jeremy Corbyn (since 9 June 1983)               | M             | 1365                          | 181                      |
| 3.  | Alex Easton                                     | M             | 26                            | 120                      |
| 4.  | Mr Adnan Hussain                                | M             | 26                            | 3                        |
| 5.  | Iqbal Mohamed                                   | M             | 62                            | 13                       |
| 6.  | Andrew Gwynne (since 5 May 2005)                | M             | 1476                          | 2890                     |
| 7.  | Dan Norris                                      | M             | 59                            | 56                       |
| 8.  | Ayoub Khan                                      | M             | 37                            | 133                      |
| 9.  | John McDonnell (since 1 May 1997)               | M             | 960                           | 816                      |
| 10. | Oliver Ryan (since 4 July 2024)                 | M             | 42                            | 13                       |
| 11. | Rupert Lowe (since 4 July 2024)                 | M             | 38                            | 1100                     |
| 12. | Apsana Begum                                    | F             | 144                           | 731                      |
| 13. | Rosie Duffield                                  | F             | 146                           | 376                      |
| 14. | Zarah Sultana                                   | F             | 244                           | 588                      |

The impact of gender factor in MPs' e-representation is negligible. All Cabinet Ministers (Labour) follow party culture and party behaviour standards. Almost all of them have the same e-representation model – individual websites and X (formerly Twitter) accounts though Ellie Reeves, Party Chair, Minister without Portfolio, and Ed Miliband have just X accounts. On the contrary, Reidi Alexander and Lucy Powell have their websites, X, Facebook and Instagram accounts. Some websites (for example, of Rachel Reeves, Yvette Cooper, Wes Streeting, Alan Campbell) just redirect visitors to the MPs' X accounts via transmedia links.

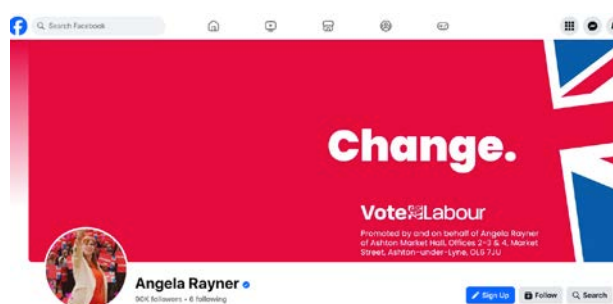
Noteworthy, Keir Starmer' website (<https://keirstarmer.com/>) has a video kaleidoscope on homepage – different episodes of his meetings with world leaders, his meetings with voters, different categories of people across the country – young and old, adults and teenagers, people playing football and confined to wheelchairs, representatives of different races and ethnic groups at diverse locations across the country. Undoubtedly, videos look trendy and preferable in the 2020s, thus PM's website meets new requirements.

This component of the content makes the Keir Starmer's website exceptional, as on all other homepages visitors can see photos only. Videos are followed by the PM's address to the nation – *The work of change begins now*. The Labour slogan – *Let's get Britain's future back, together* – is easily noticeable in the address. Red, the colour of the Labour Party, the dominant element of the photo, is used for the initial and final sentences, and subsections of the PM's biography (*About me, My Childhood, Standing up for working people*), brief news headlines about the events in his constituency – Holborn and St Pancras (<https://keirstarmer.com/holborn-and-st-pancras/>). Keir Starmer does not run accounts on social media platforms but his photos appear quite often on other Labour MPs' X and Facebook accounts.

Angela Rayne, Deputy PM, has a slide show on homepage of her website that is followed by another Labour slogan – *STANDING UP, SPEAKING OUT*. The dominance of red, the Labour Party colour, on the website, X and Facebook, on multiple photos is overwhelming (Fig. 3–4). Correlation of video and photos on Angela Rayne's X posts and reposts is 50/50 while Facebook account offers photos only.



**Fig. 3. Angela Rayne's X account**  
(<https://x.com/angelarayner>)



**Fig. 4. Angela Rayne's Facebook account**  
(<https://www.facebook.com/AngelaRaynerMP/>)

Cabinet Ministers' websites, for example, of Shabana Mahmood, Jonathan Reynolds, Hilary Benn, Bridget Phillipson and others, are well-structured and have the same design. Ian Murray's website (<https://www.ianmurraymp.com/westminster/>) has a section WESTMINSTER with numerous videos of Q&A sessions. John Healey's website successfully utilizes red for links, dates, headlines (<https://www.johnhealeymc.co.uk/>). Bright red is in abundance on Heidi Alexander's website (<https://www.heidialexander.org.uk/>) including multiple links. Red as the Labour colour is abundant on social media (Fig.5–6). The impact of corporate culture is easily noticeable on X accounts of Ed Miliband, Rachel Reeves ([https://x.com/Ed\\_Miliband](https://x.com/Ed_Miliband), <https://x.com/RachelReevesMP>), and other ministers (<https://www.facebook.com/patmcfaddenwolverhampton>, <https://x.com/wesstreeting>, <https://x.com/leicesterliz>). Ministers post many photos and videos of their official meetings. For instance, Yvette Cooper's Facebook account offers videos of Q&A sessions in the House of Commons, meetings in the constituency, interviews but photos as a mode remain preferable. Thus, comparative analysis of MPs' communication on social media platforms shows that corporate culture and party culture nullify the impact of gender factor on online communication.

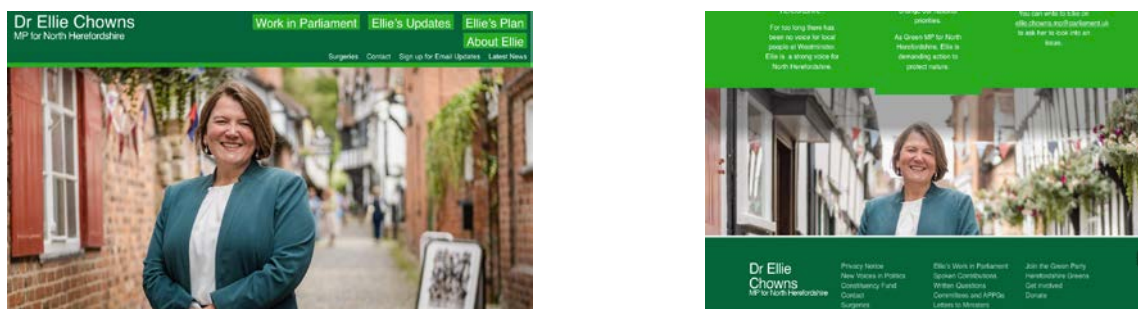


**Fig. 5. John Healey's X account**  
([https://x.com/JohnHealey\\_MP](https://x.com/JohnHealey_MP))



**Fig. 6. Peter Kyle's X account**  
(<https://x.com/peterkyle>)

Neither corporate culture, nor gender factor are evident in online communication of other parties. The Conservatives do not utilize colour symbolism on their individual websites and social media platforms. Moreover, some MPs, for example, Rebecca Harris, Opposition Chief Whip, and Claire Coutinho have just e-mail addresses, and Mrs Kemi Badenoch, Leader of HM Official Opposition, Leader of the Conservative Party, has an X account only. Chris Philp stands out among male Shadow Ministers as he runs his website, and a range of social media accounts – Facebook, X, Instagram, TikTok, YouTube (<https://members.parliament.uk/member/4503/contact>). Logically, green used by the Green Party MPs, for instance, on Siân Berry's Facebook and X accounts (<https://www.facebook.com/sianberrygreen>), on Dr Ellie Chouwns' website (Fig.7-8). Other MPs from the Green Party have neither websites, nor social media accounts. MPs from Reform UK, another minority party, do not have e-representation. Thus, neither gender factor, nor corporate culture principles are relevant.



**Fig. 7–8. Dr Ellie Chouwns' website**  
(<https://elliechouwns.org.uk/>)

Independent MPs have different e-representation and diverse design of their individual websites and social media accounts (Fig.9). Jeremy Corbyn's website (<https://jeremycorbyn.org.uk/>) just echoes the content of his Facebook and X accounts. Other Independent MPs run mostly X accounts. Some female Independent MPs can be contacted via their parliament and constituency offices only.



**Fig. 9. Shockat Adam's Facebook account**  
(<https://www.facebook.com/shockatadam>)

In line with Global Gender Gap Report (2024) of the World Economic Forum it will take the world 134 years, five generations, to reach gender parity. Nevertheless, gender parity slowly inches forward and positive changes are visible in many fields including UK Parliament: Deputy Prime Minister (Labour) and Leader of HM Official Opposition (The Conservative) are women; nearly 50% of the Cabinet Ministers are women; female MPs make 40 % of the UK Parliament. Female MPs are active inside and outside the Parliament, running their X accounts, informing their voters about the events in the constituencies, in the Parliament and in the Government.

Further research of gender factor impact in political and parliamentary discourse might include the analysis of emotional speech, communication strategies during Q&A sessions, argumentation strategies in debates.

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Отримано редакцією журналу / Received: 28.05.25

Прорецензовано / Revised: 25.06.25

Схвалено до друку / Accepted: 26.06.25

Опубліковано / Published: 07.05.26

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## ГЕНДЕРНИЙ ФАКТОР В КОМУНІКАЦІЇ ЧЛЕНІВ ПАЛАТИ ГРОМАД У ПАРЛАМЕНТІ СПОЛУЧЕНОГО КОРОЛІВСТВА ТА ОНЛАЙН (2024–2025)

**Вступ.** Гендерні питання, гендерні моделі спілкування у політиці, у парламенті, кроки до гендерного паритету досліджуються спеціальними комітетами, аналізуються науковцями в межах гендерних студій, дискурсивного аналізу. Недостатнє представництво жінок у Парламенті Сполученого Королівства,

гендерно-марковані моделі спілкування залишалися чутливими проблемами у британській політиці з часів, коли жінки отримали право голосувати та балотуватися на виборах у парламент у 1918 році. У статті вплив гендерного фактору був проаналізований на основі парламентського дискурсу Великої Британії, зокрема даних вебсайту про участь членів Палати Громад в обговоренні та дискусіях, письмових запитань лейбористів, консерваторів, ліберальних демократів і незалежних членів парламенту у 2024–2025 роках, а також на матеріалі вебсайтів членів парламенту та їхніх акаунтів у соцмережах X та Facebook.

**Методи.** Парламентський дискурс досліджено з використанням критичного аналізу дискурсу, порівняльний аналіз онлайн комунікації членів парламенту здійснено на основі мультимодального аналізу дискурсу.

**Результати.** Аналіз парламентського дискурсу за допомогою чисельних інструментів вебсайту Парламенту Сполученого Королівства дозволяють стверджувати, що чоловіки-члени Кабінету Міністрів та Тіньового Кабінету є більш активними, ніж їхні колеги-жінки як під час дискусій у Парламенті, так і з письмовими запитаннями. Гендерна різниця в комунікативній активності та ефективності парламентарів, уперше обраних у 2024 році, не спостерігається. Ролі та обов'язки, які депутати виконують у Кабінеті міністрів або у Парламенті, позитивно впливають на їх ефективність. Усі міністри мають вебсайти однакового дизайну та X-акаунти, з домінуючим червоним кольором, символом Лейбористської партії, таким чином очевидним є вплив корпоративної культури та політики партії.

**Висновки.** Гендерний розрив у парламентському дискурсі поступово зменшується. Парламентарі-жінки все ще поступаються чоловікам в усній та письмовій комунікації, однак в онлайн комунікації, яка у XXI ст. стала невід'ємною частиною політичного дискурсу, гендерні розбіжності не спостерігаються.

**Ключові слова:** гендер, критичний дискурс аналіз, мультимодальний аналіз, парламентський дискурс, політичний дискурс.

Автор заявляє про відсутність конфлікту інтересів. Спонсори не брали участі в розробленні дослідження; у зборі, аналізі чи інтерпретації даних; у написанні рукопису; в рішенні про публікацію результатів.

The author declares no conflicts of interest. The funders had no role in the design of the study; in the collection, analyses or interpretation of data; in the writing of the manuscript; or in the decision to publish the results.