



AMERICAN SEXISM: A CRITICAL PRAGMATIC PERSPECTIVE

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Abstract:

Sexism is an act of discrimination against women as being different in a hierarchical level of superiority. It is a product of the dominant patriarchal ideologies. Such an act may appear in behaviours or practices the best illustration of which is by means of language. Under the umbrella of critical studies, critical pragmatics can unravel aspects of language abuse rather than language use. In this approach, the pragmatic theories are put under scrutiny to lay bare the hidden relations of power, ideology or dominance. In fact, the eclecticism between pragmatics and criticality has been first suggested by Mey (2001) who emphasizes the critical potential of pragmatics in linguistic analysis to unveil the social functioning of language. This study sets for itself the task of investigating sexism as a critical phenomenon in the political domain owing to the fact that it has not received its due attention within this approach. Precisely, it concerns itself with the manifestations of the subtle aspects of sexism in the American political contexts. Thus, it aims at finding out an answer to the following question: What are the pragmatic phenomena that are highly utilized to manifest the sexist ideology in the political discourse? In association with this aim, it is hypothesized that sexism is presented by utilizing certain speech acts, impoliteness strategies and referential expressions. To achieve the aim of the study and test its hypothesis, an analytical model is developed for conducting the critical pragmatic analysis of the data. Upon the critical pragmatic and statistical analyses, it appears that sexist people utilize the above mentioned pragmatic strategies that impart their sexism against women rivals.

Keywords: American politics, critical pragmatics, linguistic studies, sexism

1. Introduction

Human beings are usually categorized on the basis of aspects such as race, sex, religion, age, nationality and the like. The tendency is to define, label and evaluate others. This may yield a hierarchical leveling where issues like power and dominance emerge. Being a male or a female is two categories which are not merely regarded as distinct and opposed; they are put into a hierarchy in which the first is typically cast as positive and the second is negative.

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Sexism is a product of the dominant patriarchal ideologies where implicit or explicit messages are conveyed against women. The implicit hints to covert forms of sexism whereas the explicit to the overt ones. Linguistic practices of sexism appear in the way women are addressed in politics, media, everyday speech, literature, to name a few. Language mediates ideology in social interaction, as Wodak (2009: 312) avers. Research shows that language itself is not sexist, but society is. It is no more than a mirror that reflects the sexist ideology in social reality. To show how sexism is practiced in the American political context, one can argue that despite the fact that women make up 20.1% of the current 115th congress in America, they are still underrepresented in politics due to stereotypical images associated with the masculinity of men across the lifespan (Bock et al., 2017: 189). Women face discrimination especially when nominated for positions of power (ibid.). To uncover this sexist behavior, language of sexism in the 2016 presidential elections in the American context is the main concern of scrutiny in this paper. It assumes that men use sexist language in terms of sensitive issues in women's life like physical appearance or abilities making use of the pragmatic theories of impoliteness, speech acts or reference. To attain this goal, the critical pragmatic approach is adopted as the methodological means of analysis. Additionally, a statistical analysis is conducted to quantitatively verify the findings of the pragmatic analysis.

2. Gender-Based Discrimination

To summarize how the language of the authoritative affects others and directs certain results in their lives, one can appeal to Michael Bronski's quotation, a Harvard University professor who specializes in media and gender studies, which reads as follows: *"It is a common sense that the way people speak and the language they use affects people's lives, particularly when it is being used by people in authority"* (Bahadur, 2017). This view is endorsed by the fact that the impact of sexist ideology in the 2016 elections was immense. It has even been claimed that sexism exceeds other elements in that elections (Bock et al., 2017:189).

To discriminate means to make a difference in treatment on a categorical basis (Graumann and Wintermantel, 1989: 183). Discrimination is a phenomenon of exclusion and bias. It is the assumption that a person or group is perceived as inferior or less powerful due to some factors like color, religion, nationality or sex. House (2017: 18) maintains that policies, executive orders, and practices of the White male elite seek to marginalize Black folks and other minority groups, including women, Muslims and immigrants. This means that women are marginalized and segregated against. Wodak (2009: 315) stipulates that gender-differentiation is one form of discrimination where one dominant group (usually males) discriminates against the other oppressed sex (usually women and girls).

Work in sexism alludes to the issue of sex and gender. *Sex* refers to the *"biological or anatomical differences between men and women"*; *gender*, on the other hand, *"concerns the psychological, social and cultural differences between males and females"*, as cited in Wodak and Benke (2007: 89). Similarly, it is suggested that gender refers to *"the social process of dividing up people and social practices along the lines of sexed identities"* in the sense that the two are distinct and opposed categories with polar hierarchy (Beasley, 2005: 12). To be a man or woman is a matter of social reality which has its effects on the different opportunities, rights and constraints gained in

society. Thus, *gender* is a social term while *sex* is a biological one. Some scholars, however, may use the two terms interchangeably (Wodak and Benke, 2007: 89).

The roots of the term 'sexism' is argued to have emerged from the "second-wave" feminism of the 1960s through the 1980s. Encyclopædia Britannica (2019) states that sexism is "*prejudice or discrimination based on sex or gender against women and girls*". One definition of sexism is the "*practices whereby someone foregrounds gender when it is not most salient feature*" (Mills, 2008: 1). The striking truism is that "*all men, irrespective of class or race, benefit, though in different ways, form a system of domination where women are economically, politically, legally and culturally subordinated to men*" (Guillaumin, 1995: 8). This is the essence of sexism. It is worthy to mention, however, that Scruton (2007: 646) maintains that "*either sex may be the object of sexist attitudes*". Women, however, have always been the target victims in almost all societies since ancient times.

The basic criteria for specifying a sexist utterance is that it is an utterance that is directed against a woman. It is basically uttered by a man and it causes uncomfortableness and unpleasantness to a specific woman or to all women in general. It is usually directed to women's peculiarities. For the context of this study, a sexist utterance is released by an authoritative or powerful entity (a presidential candidate of either sex, a party member, a program presenter or moderatorⁱⁱ). It is set against women or related to them or to their personal affairs and it never maintains harmony or courtesy. It is argued that some men inherently believe they have power over women simply due to their being men regardless of the status they have or their fortune and the like. Moreover, this utterance should be within the context of the presidential elections of (2016) in the United States of America.

3. Kinds of Sexism

In her work in feminism, Sarah Mills (2008: 4) tries to develop a model with two interrelated levels of analysis concerning sexism. The first is social which aims to "*describe discriminatory attitudes which develop within institutionalized contexts where there are conflicts about access and power*". The second is a more localized model of sexism which explains "*how this particular word or phrase is or is not interpreted as sexist within this particular context by particular readers or hearers*" (ibid.). The latter level concerns the linguistic discipline. Accordingly, two kinds of sexism in language may appear. The overt direct sexism is "*the type of usage which can be straightforwardly identified through the use of linguistic markers*", while the covert one is embedded in language and it is unraveled by implicature, presupposition and so on (ibid.: 11). These aspects fall within the domain of pragmatics. This means that other pragmatic aspects can be operationalized to detect sexism in language. The use of the generic 'he', for example, to point out to both sexes or word-endings as in 'actress' are instances of overt or explicit sexism. Visualizing implicit sexism may resort to pragmatics to unravel it which is the task of this paper. Thus, the first kind of explicit sexism is out of the realm of this study. It is worthy to notice that sexist discrimination can be non-verbal as well. Acts like interrupting a woman, ignoring her, sexually assaulting or hitting her and shouting at her are some instances. Such aspects have been explained in Culpeper's work on impoliteness (1996: 358).

ⁱⁱ A program moderator has authority in the sense that s/he has access to the media which is called the fourth authority.

4. Critical Pragmatics

As a result of linguistic reforms and political correctness movements, overt sexism has to be changed in the West in an excessive concern to replace problematic words with 'correct' terms (Mill, 2008, 77). To use 'chairperson' instead of 'chairman' is an example of a proposed reform against sexism (ibid.: 100). Since the concern of this study relates to a critical paradigm, political correctness hints to a similar approach in this regard. One meaning of 'political correctness' is that language should be monitored in order to minimize offense to others (Reyes, 2011: 464). This is a core concern in critical pragmatics.

Verschueren (1999: 896) explains that pragmatics is a loaded discipline. The idea is that language may veil some realities whether legitimate or not. Thus, a focus needs to be directed to the critical potential of pragmatics. This critical reflection is based on a dissatisfaction with a certain state of affairs (ibid.: 870). Moreover, pragmatics easily lends itself to critical investigations as it studies language use with an interest in language users and the related contextual factors (ibid.: 871). These are the seeds to the first attempt to bring the critical orientation of pragmatics into a brighter light. These are Mey's (2001) insights. Critical issues like racism or sexism are potential areas of interest in this respect.

In the critical pragmatic approach, it is important to critically examine the social functioning of language and try to understand it to pay attention to its various uses and manifestations (ibid.: 320). Language use is inherently a combination of linguistic variation and sociological parameters. As a social science, pragmatics can help us recognize social injustice or discrimination so that we work to end it. As a matter of fact, pragmatics is the study of language from the point of view of usage. One way of solving a problem is to bring it into the open to be aware of it (ibid.: 313). For thousands of years, males have dominated the social formations and oppressed women. Language may have a pivotal role in changing that state of affairs. By reflecting on an outer circle, we can affect an inner attitude. This is the interrelated nature between sexism as a critical ideology and critical pragmatics.

In (2011), Korta and Perry published their book: *Critical Pragmatics: An Inquiry into Reference and Communication* to maintain that a critical view on pragmatic issues is essential. The main objective of critical pragmatics is to portray a picture of how parts of language are used to materialize human thoughts and actions because it critically tries to probe into how human beings use language so as to shape and influence the realities of the community to which they belong. As such, critical pragmatics, as an analytical methodology, looks for critical issues as racism or sexism and the like to activate the pragmatic theories so as to understand how power relations and ideologies are manipulated in language abuse. The word 'critical' here alludes to a reproduction process to replace the initial form which also goes in line with the political correction movement. Korta and Perry's (2011) work emphasizes such an approach. The reproduction may allude to the mere commentary on the critical phenomenon as well because dismantling a problem, explaining and unraveling it is an endeavor to end it. This hints to the work of Mey (2001).

It is worthy to mention that the basic contribution of Korta and Perry (2011: 3) is the three ideas they adhere to in their approach:

First: language is action.

Second: communicative intentions “*connect language as action to language as possessor of content*” used to describe desires, beliefs, suspicions or ideologies (ibid.:4).

Third: utterances have different levels of meanings.

Incorporating these three points into this work, one can argue that sexist utterances convey actions (as hatred, disharmony, and so on); sexism is the intentional content in the utterances under scrutiny; one layer of the different levels of meaning in Korta and Perry’s (2011) work is to show sexism. To put it conspicuously, their work helps us recognize sexist ideologies as one level of meaning in the communicative intention even if covert. This is how the discipline of pragmatics come to work in a critical viewpoint.

5. Relevant Pragmatic Issues

Language in politics (utilizing power, demonstrating authority and aiming to fight to win) advocates any perspective to achieve the desired goals. It is argued that political discourse is an exchange of pricks of verbal aggression (Tukhina, 2011: 98). To underpin sexism in political discourse, certain pragmatic issues can be utilized. These are, in turn, pragmatic strategies that reveal the speaker’s ideology. A strategy is a plan of practices adopted to achieve a particular social, political, psychological or linguistic goal (Wodak, 2009: 319). Sexism can be manifested by impoliteness, speech acts, and reference. This study assumes that such pragmatic phenomena can be effective instruments to unravel sexism in language.

5.1 Impoliteness

The basic claim of Culpeper (2011) concerning impoliteness is that it “*breaches the social norms and conventions*” to cause offence, even if it is not really intentional (ibid.: 31). It offends others (ibid.: 98), undermines one’s sense of identity (ibid.: 246), or it may “*rupture ideologically embedded social norms*” (ibid.: 153). The claim is that it is not determined by the linguistic expression or the context alone, but the interaction between both counts (ibid.: 125). Previously, Culpeper (2005: 38) states that impoliteness is realized when a speaker attacks the face of an interlocutor intentionally or/and the latter perceives it as such or by the combination of both cases. Thus, impoliteness refers to the intention of speakers and/or reception of hearers.

Politeness theories concentrate on harmonious communication and the strategies that promote or maintain it (Culpeper, 1996: 349). Impolite communication is characterized by the use of strategies that attack other interlocutors’ face and results in disharmony and conflict (ibid.). The role of context is immense in this respect.

Culpeper (1996: 350) distinguishes two kinds of impoliteness: mock and inherent or genuine. The first is superficial untrue kind of impoliteness which remains on the surface and reflects social intimacy and reinforces solidarity (ibid.: 353). For example, when a friend comes late to a party and he is received by a sentence like “*you silly bugger*” by his friends, the first knows that it is not true (ibid.: 352). Depending on contextual factors such as power, social distance and rank of imposition of the act involved between interlocutors and who is addressing whom and in which context, one may decide if this utterance is a mocking kind of impoliteness or not (Brown and Levinson, 1987: 69). With regard to the data of this work, such type is not

included in the analysis simply because of the fact that the interlocutors are not friends or allies. They are not having a familiar relationship. They are strangers, rivals or opponents in a fight of winning. Each one aims to drop others down. Because some speakers bear an ideology of sexism where one group is seen as dominant and differentiated from the other, they may make use of it to achieve a purpose. The mere bearing of such an ideology is inherently impolite because people have been created alike regardless of gender, race, etc.

Genuine impoliteness, on the other hand, lies within the interest of this study. One factor for impoliteness to occur is in imbalanced power relations (Culpeper, 1996: 354). The other case is when it is not in participants' interest to maintain the face of the other (ibid.). Hinck and Hinck (2002: 235) argue that candidates are assumed to be equal in power in political encounters. If critical ideologies like racism or sexism are hidden in speakers' mind, this will not be the case. A man candidate may reveal his sexism to a rival woman candidate because he holds such a view. He may utilize the sexist aspect to win votes in a debate or a speech.

In terms of Culpeper's (1996: 356) work for elucidating impoliteness, only three super-strategies are of relevance to this work due to the nature of data:

1. Bold on record impoliteness: the face threatening act is performed in a direct, clear, unambiguous and concise way
2. Positive impoliteness: the "use of strategies designed to damage the addressee's positive face wants".
3. Negative impoliteness: "the use of strategies designed to damage the addressee's negative face wants".

It is worthy to mention that positive face is the desire to be admired whereas the negative one is not to be imposed upon (Brown and Levinson, 1987: 65). Each of such super strategy has its own strategies. The positive impoliteness strategies like ignoring, failing to acknowledge other's presence or excluding one from an activity which relate to non-verbal communication are out of the scope of this study whereas the following strategies are relevant (Culpeper, 1996: 357):

1. Seek disagreement by selecting a sensitive topic.
2. Use taboo words like using abusive or profane language.
3. Call the other names or use derogatory nominations.

As far as the negative impoliteness strategies are concerned, the following ones are of interest to this study (ibid.: 358):

1. Scorn or ridicule.
2. Belittle the other (as in using diminutives).

Culpeper (2005: 44) then adds the indirect 'off-record-category' to his impoliteness model where the face threat is performed by means of an implicature or implied impoliteness. It is worthy to mention that some impoliteness strategies utilize certain speech acts. This does not conflict with the entry of Speech Acts that is made use of in this research paper.

5.2 Speech Acts (SAs)

Any communicative encounter makes use of various speech acts. The study of speech acts investigates the functional perspective of utterances in communication. To Wales (2011: 389), different speech events and discourses comprise a variety of speech acts: interlocutors may

threaten, insult, belittle, evade and so on. The essence of this theory of Austin (1962: 101) is that saying is doing. Modifications of and elaborations on this theory are given by Searle (1969, 1971, 1979). Four felicity conditions for the successful execution of an illocution are proposed by Searle (1969: 54): propositional, preparatory, sincerity and essential conditions. The classification of basic kinds of meaningful utterances is based on the notion of illocutionary point (Searle, 1979: 3). A classification of five macro categories of SAs is introduced where each constitutes a host of other sub-acts distinguished from each other by their specified felicity conditions (ibid.: 12-17):

1. Commissives: when the speaker is committed to do something (e.g. promise).
2. Declaratives: when the speaker's utterance causes an external change (e.g. declare a war).
3. Directives: when the speaker gets people to do something (e.g. request).
4. Expressives: when the speaker expresses his feelings and attitudes (e.g. criticize).
5. Representatives/Assertives: when the speaker informs others about the truth (e.g. affirm).

Negative acts threaten the face or cause discomfort or offence to interlocutors, as Brown and Levinson (1987: 65) confirm. To ridicule, pose a threat, accuse, disparage, or belittle a person due to racial origin, sex, religious practice, political beliefs is to issue a negative SA. To be indulged in illocutionary acts is to talk about a functional approach to language (Leech, 1983: 48). Halliday (1973) sets three basic functions of language: ideational, interpersonal and textual. The second lies within the realm of pragmatics (Leech 1983: 56). It is concerned with the expression of one's attitudes. A sexist person reflects his interpersonal attitude of sexism in language.

5.3 Reference

Reference is a wide research topic with fuzzy borders where the meaning is relative to a specific situation (Crystal, 2003: 231). It occurs when a speaker intends to impart a piece of information about a particular object with a certain property or relation, as contemporary philosophy claims (Korta and Perry, 2011: 12). It houses proper names, definite descriptions, demonstratives, all sorts of pronouns (ibid.). Deixis and definite descriptions are of relevance to this study. In its philosophical sense, the term deixis refers to features of language associated with the characteristics of situation where an utterance takes place. Thus, it is a subjective, intentional and context-dependent phenomenon in the pragmatic research (Levinson, 2007: 97)

Deixis falls into distinct semantic fields: personal (you, me), spatial (here, there), temporal (now, then), social (Mr., his highness), etc. (ibid.:111). The latter is best interpreted in terms of familiarity and respect. In social contexts where the status of interlocutors, their age and their power are recognized, such uses have specific denotations (Yule, 1996: 11). Addressing a person with the third person form in terms of personal deixis in cases where the second person form is possible means communicating remoteness as well as impoliteness. In portraying the positive self-representation and the negative other representation, referential strategies have an enormous role (Wodak, 2009: 319). To call someone by his first name or to refer to someone by a specific attribute is to show ideology in terms of one's projective angle. This can be best clarified by pragmatic investigation.

In fact, the interest in deixis as far as pragmatic study is concerned lies in its psychological reference. Physically close objects are projected as psychologically close and the opposite is true. A speaker, however, may wish to represent a physically close object as psychologically distant due to ideological motivation such as sexism. One may say 'that person' to denote remoteness

pointing to a person who is standing in front of his eyes and present in time and space. Thus, we may manipulate location to mentally represent distance. This applies to the psychological basis of temporal deixis. The use of the past tense instead of the present, for example, indicates remoteness.

5.4 The Analytical Framework

The model of analysis developed by this study is based on the pragmatic issues discussed in the previous sections. It is basically divided into three basic components: impoliteness, SAs and reference. Impoliteness houses bald-on-record impoliteness with its positive and negative substrategies and the off-record impoliteness with its impolite implicature. SAs invite expressive acts, out of the macro categories of Searle (1979), into the scene because representatives, commissives, assertives and declaratives have no presence in the data under analysis. Reference is concerned with the deictic expressions: personal, spatial and temporal and with definite descriptions. Specifying a sexist ideology in an utterance is counted as a kind of critique. The reproduction mechanism calls for changing the sexist utterance into another form so that it is not considered as sexist. Thus, the eclectic model of analysis is engineered in Figure (1) as follows:

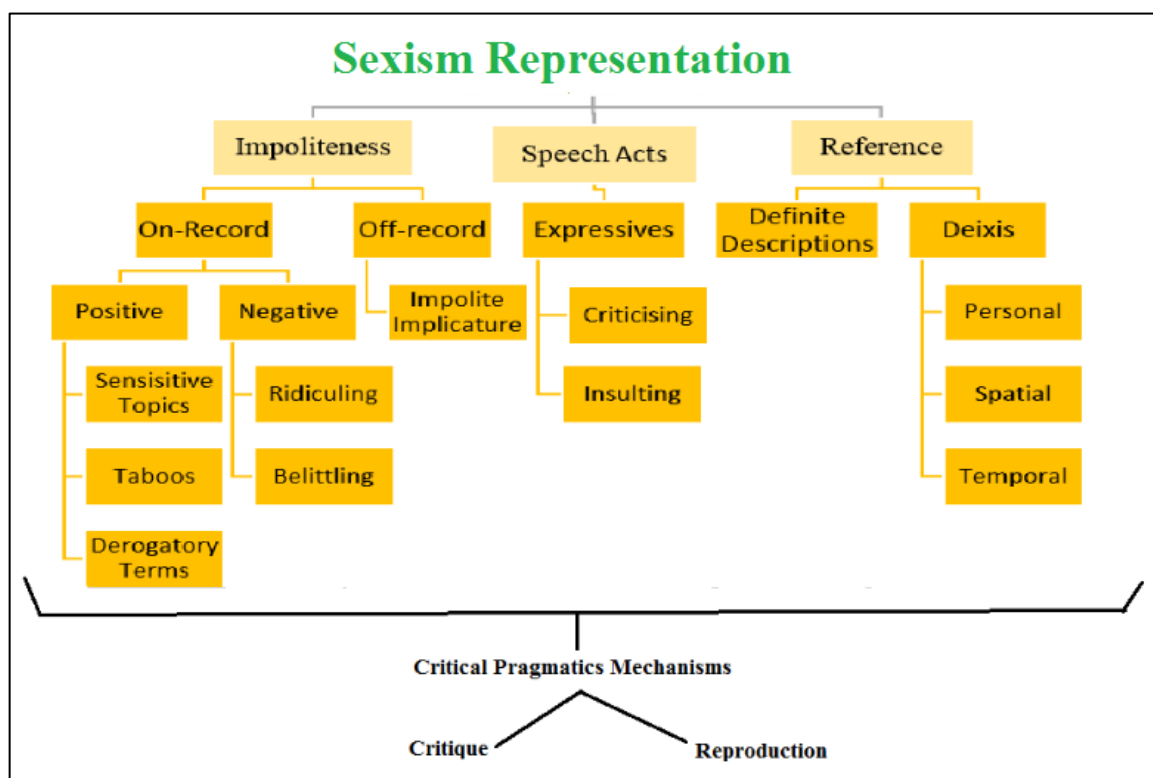


Figure 1: The Analytical Framework

6. Data and Analysis

A. Data Collection and Description

The data of this work are collected from the internet sites in the political context of 2016 elections. Originally, they are utterances taken from debates, interviews, reports or tweets (Appendix 1 and 2). For the sake of the pragmatic analysis, they are represented by eight examples which are

given the symbols of U1, U2, and so on. The other instances are included in the statistical analysis represented with the symbols of X1, X2, etc. The unit of analysis is the utterance. The examples are characterized by certain features. They are illustrated as follows:

1. Number: The data consists of sixteen utterances which represent instances of sexism taken from the internet concerning the 2016 presidential elections. Only eight are put in the pragmatic analysis section due to space restrictions (See Appendix 1). The overall number, however, is included in the statistical analysis (See Appendix 2).
2. Speakers: They are men or women involved in the American political context of 2016 presidential elections.
3. Addressees: The utterances are directed towards a female character or they concern one whether a candidate or simply because she is a woman involved in the context of the 2016 elections.
4. Topic: The utterances are related to the 2016 elections or of reference to them.
5. Time: The data extends from the launch of the elections until November/2016, with the nomination of the American president.
6. Length: the data under scrutiny has been chosen as utterances ranging from one to three each. They are extracted from debates, interviews or tweets irrespective of their specific genres.
7. Mode: The data are transcribed versions for spoken forms taken as such from the internet sites.

B. Data Analysis

The eclectic model which has been developed by this study and represented by Figure (1) is the basic apparatus for analyzing the data of this work. Besides, a statistical means represented by the percentage equation is used for calculating the findings of analysis to quantitatively validate the findings of the pragmatic analysis which has the following representative examples:

U1: Trump to Hillary Clinton in the third presidential debate (2016):

"She was very, very angry when upheld. And Justice Scalia was so involved, and it was a well-crafted decision, but Hillary was extremely upset, extremely angry."

This utterance is an expressive SA of criticizing. It meets the following conditions to be successfully performed (Nguyen, 2005: 111):

1. Propositional content condition: an act performed by the hearer is considered inappropriate according to a set of evaluative criteria that speaker holds or a number of values and norms that the speaker assumes to be shared with interlocutors.
2. Preparatory condition: speaker holds that this inappropriate action might bring unfavorable consequences to the hearer or the general public rather than to the speaker himself.
3. Sincerity condition: speaker feels dissatisfied with the hearer's inappropriate action and feels an urge to make his or her opinion known verbally.

4. Essential condition: speaker thinks that his/her criticism will potentially lead to a change in the hearer's future action or behaviour and believes that hearer would not otherwise change or offer a remedy for the situation without his/her criticism.

Criticizing includes speaker's disapproval. So, it is an evaluative attitude. The hint is that women in general and women as politicians in particular are inherently more emotional or at least less capable of controlling their emotions than their male colleagues. It is a sexist trope. It imparts the idea that while men can be passionate or compassionate, women are hysterical. Their lack of emotional control disqualifies them when it comes to political office. Moreover, the utterance has an intensifier repeated twice giving emphasis to the idea. To issue an act of criticism entails involving the idea of power. Trump is acting as if he enjoys more power than he really has when addressing Hillary Clinton. It is worthy to mention that Trump is not criticizing Clinton for her own sake notifying her to change herself but rather to give an unpleasant image about her to the public in addition to the fact that he is reflecting his sexist idea about her as a woman. In terms of critical pragmatics, this act would be less effective if it was phrased as a question or if it is hedged or even said without the intensifier.

U2: Trump to Clinton in the third debate:

"We're in very serious trouble, because we have a country with tremendous numbers of nuclear warheads — 1, 800, by the way — where they expanded and we didn't, 1,800 nuclear warheads. And she's playing chicken. Look.

Clinton: Wait.

Trump: Putin from everything I see has no respect for this person."

In this example, Trump addresses Clinton as 'this person' and refuses to refer to her by her own name or any other sort of identifying pronouns. In terms of deictic analysis, he manipulates the personal deixis. He erases her identity as a woman. He did not even say 'this woman'. It is impolite to address a woman as such. This act shows disrespect and belittles her negative face. He undermines her with his assumed power as a man. In terms of critical pragmatics, he has to name her or say this lady/woman/candidate or the Democratic Party representative and the like.

U3: In the third presidential debate, Trump addresses Clinton and calls her a "nasty woman".

Calling a woman as 'nasty' is a pejorative act as this word means evilness and wickedness. Thus, it has a negative meaning. The utterance counts as an expressive SA of insult. Following Meibauer (2016: 157), this act has the following felicity conditions:

1. Propositional content condition: what is to be expressed is any proposition or expressive meaning functioning as insult.
2. Preparatory conditions: speaker does not need to have a particular motive for insulting hearer. Speaker may have one, however.
3. Sincerity condition: speaker wants hearer to feel insulted.
4. Essential condition: counts as an undertaking to the effect that hearer feels insulted.

In terms of impoliteness, it is a derogatory name which is a positive impoliteness strategy that damages the positive face of the hearer and the desire to be respected. Trump insults her seeing himself as more powerful than her. In terms of critical pragmatics, direct insults might be mitigated by a less offensive attribute or hedged. Ironically, this remark came moments after Trump told viewers: *"nobody respects women more than me"*. This adds another level of impoliteness to this utterance as it hints to the idea that he claims to respect women, but Clinton is not included as she does not deserve his respect. This act laid bare Trump's deep-rooted sexism. The idea that he views women, especially those that would dare to challenge him, as inherently nasty and vindictive. It is worthy to mention that such an adjective is more effective if attributed to a woman rather than a man.

U4: In April 2015, Sean Hannity says to Clinton:

"What, are we going to call the president of the United States 'Grandma'?" he asked, adding, "It's nice she can change diapers, feed the baby ... it doesn't exactly qualify someone to have her finger on the nuclear button."

This utterance is an expressive SA of belittling. To belittle someone is to put him or one of his affairs down as unimportant by saying things about that person which literally makes him feel 'little'. It is a cruel way that portrays someone or something as less impressive or important than reality. As such, the following felicity conditions can be proposed for this act:

1. Propositional content condition: a negative picture of hearer results.
2. Preparatory conditions:
 - a. speaker holds that hearer is (or anything referring to him or any of his characteristics) not important in terms of previous premises in speaker's mind or aim.
 - b. speaker has power to impart such an unimportance about hearer to surface or speaker believes he can do so.
3. Sincerity conditions:
 - a. speaker wants to show that hearer is not important due to personal desire or belief in speaker.
 - b. It is beneficial for speaker to communicate that.
4. Essential condition: speaker wants to communicate hearer's unimportance to others for a purpose or aim.

In the example above, the speaker is belittling the role of women in life as birth-giver for other generations or a care-taker of young children until they grow up. Women are not suitable for a presidency office because they are supposed to take care of children. This sexist ideology aspires to keep the position of presidency for men only. Moreover, the word "Grandma" is a definite description and a reference to ageism which is another critical issue in women's lives. The speaker hints to the fact that his interlocutor is old in age; old women are useless and ugly. Their role in life is restricted to domestic affairs. What is more, the word 'grandma' has been used rather than the word 'grandmother'. This informality may indicate disrespect. All the words in the example above belittle women and their importance in life and society. This utterance has negative impoliteness realized by the belittling speech act. Furthermore, it is

impolite to mention private aspects to the public alluding to sensitive topics (changing diapers). He considers such aspects in women's life (getting old and losing beauty or changing diapers and feeding or taking care of babies) as weak points the thing that bestows on him power to address her in such a way. In terms of critical pragmatics, being old is not a flaw in women's character. If a woman spends her life in bringing up the children, she deserves respect and thanking. As such, a word of acknowledgment would have minimized the effect of this utterance, if added after the word "grandmother" if the sexist ideology is not at surface.

U5: In an interview with CNN's Don Lemon, Trump gives this comment about Megyn Kelly:

"She's a lightweight and, you know, she came out there reading her little script and trying to be tough and be sharp. And when you meet her, you realize she's not very tough and she's not very sharp....She gets out there and she starts asking me all sorts of ridiculous questions, and you could see there was blood coming out of her eyes, blood coming out of her....Kelly was a bimbo"

This utterance by Trump given a day after the first Republican debate when Megyn Kelly was hard with him as with other candidates asking many questions. This is a reference to a sensitive topic in women's natural biology. In terms of impoliteness, this is a positive strategy of selecting a sensitive topic to mention publically. Addressing sensitive aspects peculiar to women hints to the idea of power since the addresser can manipulate it against her while she cannot raise such an issue about him. The image of the 'blood' is seen as a defect that reduces women's capabilities leaving them weaker and powerless. As far as critical pragmatics is concerned, such a topic might be alluded at, if it is crucially necessary to be mentioned in certain contexts.

U6: Unhappy with Nevada state Democratic convention rules, Sanders supporters posted state Democratic Chairwoman Roberta Lange's phone number online and attacked her with messages including,

"You fucking stupid bitch! What the hell are you doing?"

This utterance is a direct SA of insulting. Roberta Lange has been named as stupid, bitch and other taboo words to insult her and her deeds. Using taboo words, calling names and using derogatory nominations are all impoliteness strategies to threaten the positive face of interlocutors. It is a purely sexist act because the word 'bitch' is usually used to name a woman but not a man. As such, she is addressed as less powerful and weak by virtue of such a scandalous disgraceful attribute that can be only assigned to a woman. Such an impolite act cannot be amended unless by not being uttered from the very start, as critical pragmatists may adhere.

U7: During a Rolling Stone interview, Trump insulted Fiorina's looks, saying:

"Look at that face! Would anyone vote for that? Can you imagine that, the face of our next president?!"

This utterance counts as a ridicule. Trump makes use of the observation that Fiorina is not having a noticeable beautiful face and tries to manipulate that to ridicule her in an offensive remark that he has brought to surface. The reference is to a very sensitive issue regarding women which is physical beauty. This is impolite.

Ridicule is a speech act or action intended to cause contemptuous laughter at a person or thing. Dictionaries define ridicule as deserving or inviting derision or mockery. The aim of ridiculing somebody is to highlight some moral, ethical or physical flaws in him which might even be built on a false judgment in reality. The irony in issuing such an act is that when the ridiculous comment conveys a serious future effect on the hearer. To Koch (2015: 331), ridicule is an offensive act which is highly utilized in political contexts. It can be humorous. The felicity conditions for such an expressive act are proposed as follows:

1. Propositional content condition relates to the illocutionary force of the act which is an offense to the hearer.
2. Preparatory conditions:
 - a. speaker specifies a moral, ethical or physical flaw in hearer, even if not real to some others.
 - b. speaker has authority to issue such an act concerning hearer.
3. Sincerity conditions: speaker wants to present a negative picture of hearer to others.
4. Essential conditions: producing the act counts as an attempt to offend hearer.

The motivation for the issuance of such an act is power since women rather men can be ridiculed in terms of beauty. The absence of this feature in women leaves her less powerful and weaker. Moreover, the power perspective is inherently part of the felicity conditions of this act. From a critical pragmatic point of view, such a sexist remark can be mitigated by a form of questioning as (e.g. what do think of that face) leaving things open for the audience to imagine rather than using the imperative form in "Look at that face" directing their attention to her unbeautiful face with the hint to its ugliness.

U8: In April 2016, Trump said:

"I think the only card she has is the woman's card. She's got nothing else going, if Hillary Clinton were a man I don't think she'd get 5% of the vote."

This is an impolite implicature that the position of Clinton and her nomination for the presidency comes only from her being a woman. No other appeals are there. It has a sexual assault that Clinton does not deserve such a position and she would not come to this election if it were not for the fact that she is a woman. Trump erases the achievements and works of Clinton. Playing on the string that she has been nominated to elections just because she is a woman is the impolite implicature. As far as critical pragmatics is concerned, this implicature should not be alluded at if the speaker was not sexist.

6. Statistical Analysis and Discussion

The aim of this section is to statistically analyze the data under scrutiny and thus, as mentioned before, quantitatively support the findings of the pragmatic analysis. The results which are achieved by means of this analysis are introduced in Figures 2, 3 and 4 to represent the percentages of the impoliteness strategies, speech act analysis, and reference respectively as shown below:

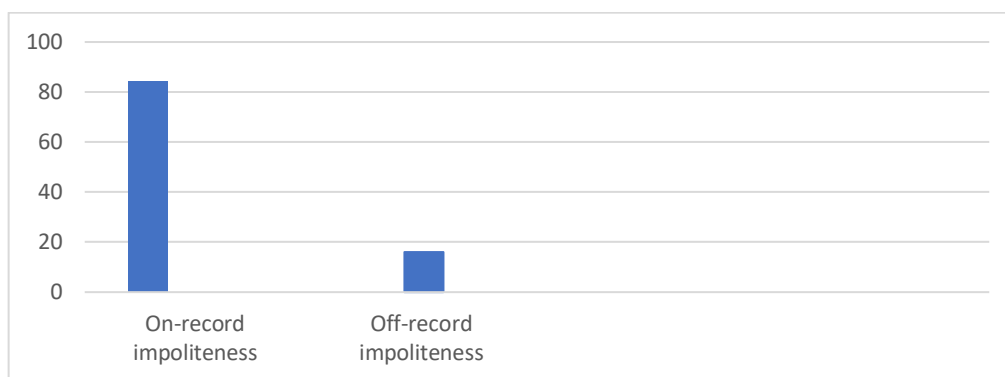


Figure 2: Impoliteness Strategies

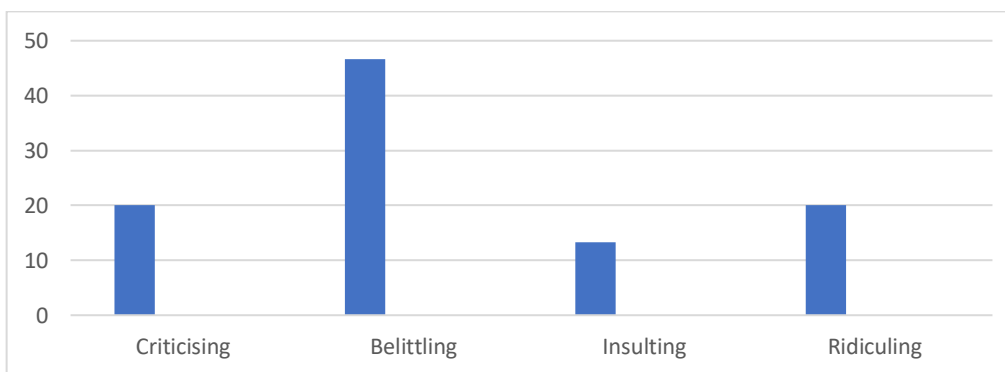


Figure 3: Speech Acts Analysis

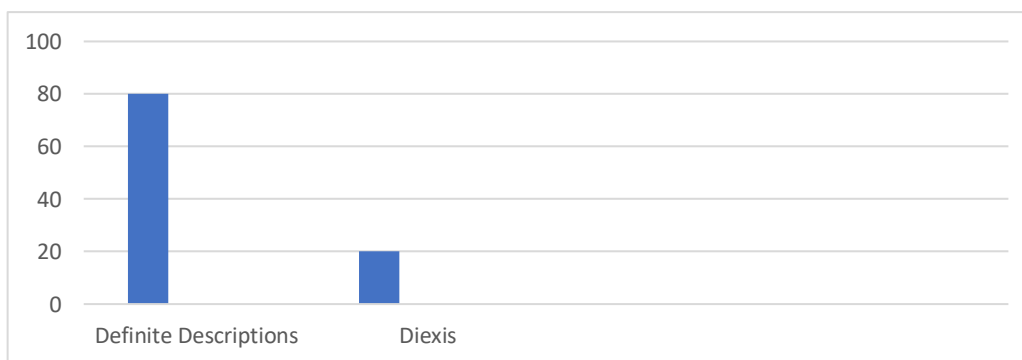


Figure 4: Reference Analysis

Figure 2 illustrates that the on-record impoliteness strategies are higher in percentage (84%) whereas off-record impoliteness is (16%). Sexist persons resort to directness in showing their impoliteness rather than indirectness. They feel and practise the power of manhood publicly. Figure 3 demonstrates the analysis of the expressive speech acts used which are

criticizing (20 %), belittling (46.6 %), insulting (13.3 %) and ridiculing (20 %) respectively. The highest rank of belittling speech act indicates that sexist people see women as lesser in status and position in terms of physical beauty and qualification. As for reference, Figure (4) shows that definite descriptions are higher in percentage (80%) which hints to the idea that those sexist people are direct in addressing their interlocutors without caring about them using severe descriptions to hurt them and break them.

7. Conclusions

On the basis of the two types of analysis, the following conclusions elucidate:

1. Sexism is an ideology that has played a critical role in the 2016 elections. It succeeded in putting Trump in office rather than Clinton.
2. The use of impoliteness hints to the fact that the sexists prefer the direct way of showing sexism. This represents a considerable degree of ignorance to women's feelings. Women are supposed to be treated nicely and politely as delicate creature. The society does not show that.
3. The appearance of expressive speech acts in the data hints to the fact that sexism is an ideology instilled in the sexists' mind that is manifested via language. Men express their ideas that women are weak, nasty or unqualified whereas men, by implication, are strong and qualified. This is due to their sexist views and dominance.
4. The use of belittling refers to the idea that men are aware of the fact that women are highly concerned about their positive picture in society and their desire to be portrayed as intelligent, strong in character and morally good as well as beautiful. This verifies the hypothesis of the research. It seems that the sexists can resort to address women oppositely to destroy their self- image. The issue of beauty in particular is of special importance in women's identity.
5. Sensitive topics, derogatory forms, taboos have been utilized in the 2016 elections. This is not suitable for the context of a highly prestigious situation like presidential-election contexts. Moreover, it is never suitable for a society which claims its superiority on others in every respect of life like technological advancement, scientific achievements, cultural development and so on.
6. Sexist people may unravel their ideology in language by resorting to any possible vent in front of them like sexual harassment, derogation and all other forms of gender discrimination.

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Appendix 1: The data that appeared in the illustrative pragmatic analysis

U1: <https://www.politico.com/story/2016/10/full-transcript-third-2016-presidential-debate-230063>

U2: <https://www.politico.com/story/2016/10/full-transcript-third-2016-presidential-debate-230063>

U3: <https://www.politico.com/story/2016/10/full-transcript-third-2016-presidential-debate-230063>

U4: <http://www.businessinsider.com/heres-sexist-moment-from-the-2016-presidential-election-2016-11>

U5: <https://youtu.be/M28z9y4yT6Y>

U6: https://www.salon.com/2016/05/17/bernie_bros_out_of_control_explosion_of_misogynist_rage_at_nevadas_dem_chairwoman_reflects_terribly_on_sanders_dwindling_campaign/

U7: <https://twitter.com/realDonaldTrump>

U8: <http://www.businessinsider.com/heres-every-wildly-sexist-moment-from-the-2016-presidential-election-2016-11>

Appendix 2: The data that was included in the statistical analysis

X1: In April 2015, conservative pundits argued Clinton's entire career could be credited to marrying Bill Clinton. "If she hadn't married the guy, you wouldn't know who she is today," said Rush Limbaugh. <http://www.businessinsider.com/heres-every-wildly-sexist-moment-from-the-2016-presidential-election-2016-11>

X2: Trump: "Hillary has experience, but it is bad experience"
<https://www.youtube.com/watch?v=MH9E5447VjQ>

X3: A man said in a voicemail for Lange. "You cowardless bitch, running off the stage! I hope people find you."
https://www.salon.com/2016/05/17/bernie_bros_out_of_control_explosion_of_misogynist_rage_at_nevadas_dem_chairwoman_reflects_terribly_on_sanders_dwindling_campaign/

X4: In November 2015, View co-host Michelle Collins said Fiorina's face "looked demented whenever she smiled". Joy Behar added, "I wish it was a Halloween mask, I'd love that." To which Collins responded, "Smiling Fiorina? Can you imagine? It'd give me nightmares"
<http://www.businessinsider.com/heres-every-wildly-sexist-moment-from-the-2016-presidential-election-2016-11>

X5: On MSNBC's Morning Joe, journalist Bob Woodward and host Joe Scarborough used an entire segment to discuss their distaste for Hillary Clinton's voice. "She shouts" said Woodward.

“There’s something unrelaxed about the way she has communicated.” Scarborough added, “Has nobody told her the microphone works?”

<http://www.businessinsider.com/heres-every-wildly-sexist-moment-from-the-2016-presidential-election-2016-11>

X6: Trump claimed Clinton “doesn’t have the stamina” to be president. “To be president of this country, you need tremendous stamina” (The free dictionary explains that ‘stamina’ refers to physical or moral strength to resist or withstand illness, fatigue, or hardship; endurance (web source: <https://www.thefreedictionary.com/stamina>)

<https://www.nytimes.com/2016/10/10/us/politics/transcript-second-debate.html>

X7: During a campaign rally in mid-October 2016, Trump described a scene in which Clinton walked in front of his podium during the debate “When she walked in front of me, believe me I was not impressed.”

<http://www.businessinsider.com/heres-every-wildly-sexist-moment-from-the-2016-presidential-election-2016-11>

X8: In September 2016, Fox News’ Hume said Clinton looked “smug” and “not very attractive” during the first presidential debate.

<http://www.businessinsider.com/heres-every-wildly-sexist-moment-from-the-2016-presidential-election-2016-11>

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