

CONTENTS

1	A Different Voice?	1
	<i>Introduction</i>	1
	<i>Gender and Speech Style: Ideology and Practice</i>	5
	<i>Gender and Linguistic Practice in Institutional Settings</i>	11
	<i>Difference, Inequality, and the Paradox of Female Leadership</i>	15
	<i>The 2015 UK General Election Campaign</i>	17
	<i>The Case Study</i>	21
	<i>References</i>	24
2	Gender and Speech Styles in the 2015	
	General Election Debates	27
	<i>Introduction</i>	27
	<i>Televised Political Debates</i>	28
	<i>Managing the Debate Floor</i>	34
	<i>'Free-flowing' Debate: Gaining and Using the Floor</i>	45
	<i>Adversarial and Supportive Speech</i>	56
	<i>A Different Voice?</i>	74
	<i>References</i>	77
3	Reception and Representation	79
	<i>Introduction</i>	79
	<i>Sample</i>	84
	<i>Themes</i>	85

<i>The Women as Individuals: Similarities and Differences</i>	86
<i>Views and Shoes: The Personalization of Politics</i>	89
<i>'The Women' Versus 'The Men': Gender as a Theme</i>	92
<i>Women as Public Speakers</i>	97
<i>Figuring Female Politicians: Archetypes and Metaphors</i>	100
<i>Iron Maidens: The Representation of Female Authority</i>	101
<i>The Seductress: Politics as Sex</i>	103
<i>Voice and Power: Figuring Women's Speech</i>	105
<i>Gender, Power, and Representation</i>	106
<i>References</i>	110
 4 Conclusions	 113
<i>Introduction</i>	113
<i>Gender and Speech Style: Is There a 'Different Voice'?</i>	114
<i>Addressing the Audience: Articulacy and Authenticity</i>	120
<i>The Performance of Nicola Sturgeon</i>	125
<i>Conclusion</i>	132
<i>References</i>	135
 Index	 137