

“LADIES AND GENTLEMEN, MY MOTHER...OUR NEXT PRESIDENT”: EXPLORING THE DOUBLE BIND

Yvette Lynne Bonaparte, North Carolina Central University

ABSTRACT

At times, women of influence and power encourage audiences to focus on the notion that women leaders employ both traditionally, masculine and feminine characteristics (Jamieson, 1995). In 2016, the first women presidential nominee of a major party in the United States, Hillary Clinton, was challenged by gender-bias in the same way that numerous other women political candidates have been (Adams, 2011). A summative content analysis of the introduction speech made by Chelsea Clinton introducing her mother Hillary Clinton at the 2016 Democratic National Convention reveals the presence of gender-based stereotypes. This study also reports the results of comparative analysis in which Chelsea Clinton’s introduction speech of her mother is compared with Ivanka Trump’s introduction speech of her father as the Republican presidential nominee

INTRODCUTION

The United States 2016 presidential election was unique in many ways. “The rise of Donald Trump as a political outsider has shattered a lot of preconceived notions of what it takes to be a successful political contender for the United States Presidency” (Dodo, 2016, p. 593). For example, “he is the first President in American history without prior government experience” (Fuchsman, 2017, p. 293). In contrast, the emergence of Hillary Clinton as the first woman presidential nominee of a major party is remarkable as well. Clinton’s 25 year presence in national politics resulted in “a profile unlike any woman before her in history” (Claassen and Ryan, 2016, p. 735).

Numerous studies have analyzed presidential campaign speeches and candidates of various elections. The 2016 United States presidential election presents an interesting opportunity to analyze the introduction speeches for each of the major party nominees. An important element shared by both major party nominees is the introduction of each of them by their daughter (Ivanka Trump and Chelsea Clinton) at the republican and democratic national conventions respectively. The analysis of the introduction speech for Hillary Clinton highlights themes reflective of gender stereotypes and illustrates the gender based competence and femininity double bind.

PRESIDENTIAL CONVENTIONS AND CAMPAIGNS

Presidential nominating conventions provide a formal mechanism for political parties to nominate candidates for both president and vice president. Additionally these party conventions provide an opportunity to mobilize support for the party platform through pageantry, presentations and speeches (Fine, 2003). Conventions take place over a number of days during which the convening party receives substantial attention from voters (Cera and Weinschenk, 2012). “During a convention, the convening party captures nearly all conventional media coverage and monopolizes it for several days” (Cera and Weinschenk, 2012, p. 162). According to Fortune

Magazine the 2016 Republican National Convention was viewed by 34.9 million people and the Democratic National Convention was viewed by 32.4 million people. This level of viewership illustrates the importance and impact of such events as a communications and marketing channel that can be categorized as both a personal appearance as well as a media event.

Presidential campaigns provide an opportunity for scholars from a number of disciplines (e.g. political scientists, communication scholars among others) the opportunity to analyze data related to public persuasion (Lowry and Naser, 2010). During presidential campaigns, candidates employ messaging strategies through multiple channels as voices of the candidate, media and public converge in campaign dialogue (Tedesco, 2001). In 2010, Lowry and Naser analyzed over 1,000 presidential television commercials to determine the presence of particular rhetorical variables in the advertising of presidential winners and losers. Specifically, their findings indicate that commercials associated with presidential winners were significantly higher on the following variables: collectives, inspiration, accomplishment, temporal terms, centrality, rapport, and exclusion. Table 1 summarizes this list of rhetorical variable and the words used to describe each of the variables.

Table 1	
RHETORICAL VARILABLES ASSOCIATED WITH TELEVISION COMMERCIALS OF PRESIDENTIAL WINNERS	
Rhetorical Variable	Words used to describe the variable
Collectives	coalition, community, country, economy, family, group, housing, public, race and team
Inspiration	beauty, courage, dedication, faith, goodness, honor, hope, ideals, liberty, love, loyalty, pride, security, and trust
Accomplishment	achieve, campaign, change, deliver, develop, employee, establish, expand finish, generate improve, organize, produce, results, work and workers
Temporal Terms	decade, elderly, elders, history, immediate, lifetime, memory, memories, morning, present, senior, seniors, timeless, today, tomorrow and tradition
Centrality	conformity, core, custom, destiny, enduring foundation, humanity, mainstream, majority, primary, reliable, standard, steadfast, steady, unified and unify
Rapport	agree, comply, confirm, conform, consent, devote, embrace, empathy, endorse, pledge, pledges, tolerance, unison, and willing
Exclusion	alone, discard, displace, divisions, exclude, foreign, ignore, inequality, isolationism, opposed, prejudice, racism and reject

Adopted from: Lowry, Dennis T. and Md. A Naser (2010), "From Eisenhower to Obama: Lexical Characteristics of Winning Versus Losing Presidential Campaign Commercials," *Journalism & Mass Communication Quarterly*, 87, pp. 530-547.

It is plausible that these rhetorical variables have similar impact when communicated in alternate media channels such as personal appearances, and related speeches and presentations.

WOMEN PRESIDENTIAL CANDIDATES

Substantial progress has taken place relative to gender equality in the United States since 1848 and the historic Seneca Falls Convention; the convention that fueled the women's suffrage

movement (Adams, 2011). According to the Rutgers Eagleton Institute of Politics – Center for American Women and Politics, women have participated in presidential elections as candidates for the presidency since 1872. In that year, Victoria Claflin Woodhull became the first woman to run for president as a member of the Equal Rights Party. In 1964, Margaret Chase Smith, became the first women presidential candidate to seek a major party nomination. Eight years later, in 1972 Shirley Anita Chisholm became the first African American women to seek a major party nomination. In 2016, following attempts by other accomplished women (Patsy Takemoto Mink, Ellen McCormack, Patricia Schroeder, Elizabeth Hanford Dole, Carol Moseley Braun, Michele Bachmann and Carly Fiorina) Hillary Clinton, became the first women major party nominee for the office of president of the United States. The table 2 provides a list of women presidential candidates.

Name	Party Affiliation	Year	Comments
Victoria Claflin Woodhull	Equal Rights	1872	The first woman to run for president
Belva Ann Bennett Lockwood	Equal Rights	1884	The first woman to practice law before the US Supreme Court
Belva Ann Bennett Lockwood	Equal Rights	1888	The first woman to practice law before the US Supreme Court
Margaret Chase Smith	Republican	1964	The first woman presidential candidate seeking a major party nomination
Shirley Anita Chisholm	Democrat	1972	The first African American women to run for president seeking a major party nomination, the first African American woman to serve in the US Congress (US House of Representatives)
Patsy Takemoto Mink	Democrat	1972	The first women of color to serve in the US Congress (House of Representatives)
Ellen McCormack	Democrat	1976	The first women to qualify for secret service protection and federal campaign matching funds
Ellen McCormack	Right to Life	1980	
Patricia Schroeder	Democrat	1988	Withdrew from the presidential race due to lack of funding
Elizabeth Hanford Dole	Republican	2000	Worked in the Johnson and Reagan White House administrations, President Nixon appointee (Federal Trade Commission) and President Bush appointed (Secretary of Labor)
Carol Moseley Braun	Democrat	2004	The first African American woman to serve in the US Senate, President Clinton appointee (US Ambassador to New Zealand)
Hillary Rodham Clinton	Democrat	2008	US Senator, President Obama appointee (US Secretary of State), married to President Clinton/former first lady
Michele Bachmann	Republican	2012	Withdrew from the presidential race following the Iowa caucus
Carly Fiorina	Republican	2016	The first woman to lead a Fortune 50 business (Hewlett-Packard), the only woman republican presidential candidate for the Republican party in 2016
Hillary Rodham Clinton	Democrat	2016	The first woman major party presidential nominee

Adopted from Rutgers Eagleton Institute of Politics – Center for American Women and Politics, Women Presidential and Vice Presidential Candidates: A Selected List http://cawp.rutgers.edu/levels_of_office/women-presidential-and-vice-presidential-candidates-selected-list

While women have entered into national political campaigns, research related to female political candidates indicates there is reason to conclude that gender-based stereotypes still occur in political elections. (Ditonto, 2017). Women candidates in the United States

“are still held to a different standard than their male counterparts.....Female public figures and political candidates are still evaluated based on their appearances, parenting skills, and other gender specific qualities, rather than competency and leadership skills. Further, the use of gender frames that portray women public figures and political candidates purely in the stereotypical role as mothers, wives, and caretakers, undermine their political success.” (Adams, 2011, p. 20)

Women political candidates have attempted to balance gender stereotypes in numerous ways including “de-emphasizing their roles as mothers during campaigns” (Stalsburg and Kleinberg, 2015, p. 289). Interestingly voters do not exhibit the same level of scrutiny or concern regarding men and their ability to manage their role as fathers, as they do not face the same challenges with respect to their role as fathers and serving in political office (Stalsburg and Kleinberg, 2015).

GENDER STEREOTYPES AND THE DOUBLE BIND

A critical element in the candidate marketing process includes the development of a product concept that is saleable to voters. The concept should include the candidate’s stand on particular issues, the candidate’s style, and the candidate’s background and qualifications (Kotler, 1975).

The disconnect in America between women and political office is fed by the cultural premise that politics is a domain for masculinized behaviors, messages and professional experiences – creating a masculine stereotype for politicians. (Meeks, 2012, p. 176).

Lawless (2004) concludes that gender stereotyping in politics includes both general traits and issue expertise. “Such stereotypes based on gender may work to the detriment of women candidates for high-level political office” (Lawless, 2004, p. 487). Individuals consider a candidate’s gender as an indicator of policy expertise as well as an indicator of characteristics considered to be politically relevant. Masculine characteristics (such as self-confidence, assertiveness, toughness, and aggressiveness) are preferred in political leaders. For example, men in leadership are thought to be more competent than women in leadership in their ability to lead during war time and to address terrorism (Lawless, 2004). Additionally, because men are the norm in these leadership roles, a man’s competence is assumed and his capabilities are rarely questioned. A woman’s competence is not assumed, and when a woman passes the competence hurdle, she is likely to directly confront the competence and femininity double bind (Jamieson, 1995).

The double bind construct is derived from theology, biology and the law; and may be invariant in some cases and variant in other cases, based on an individual’s belief system. Regardless of the source of the derivation (theological, biological or legal) binds represent either/or constructs that include no-win scenarios and expectations that cannot be realized (Jamieson, 1995).

A double bind is a rhetorical construct that posits two and only two alternatives, one or both penalizing the person being offered them. In the history of humans, such choices have been constructed to deny women access to power and, where individuals manage to slip past their constraints, to undermine their exercise of whatever power they achieve. The strategy defines something “fundamental” to woman as incompatible with something the woman seeks - be it education, the ballot, or access to the workplace. (Jamieson, 1995, p. 14)

The competence and femininity double bind is of particular relevance when discussing women in or aspiring to obtain positions of power. Adam (2011) highlights this dilemma for women in politics. “As candidates, women are expected to appear tough, but yet feminine” (Adam, 2011, p. 8). Dolan, Deckman and Swers (as cited by Adam) conclude that in politics, women are called “bitchy” and criticized if they give an impression that is too serious, masculine or rigid. At the same time, women may be dismissed as not possessing the skills needed to compete if she creates an impression that is too feminine. Women may find that they are penalized for both appearing to be too masculine and for deviating from the masculine norm (Jamieson, 1995).

Implicitly, these women are also challenging one of the assumptions that lies at the crux of the bind: that a person must fall into one or the other of two invariant categories – masculine or feminine. The bind ignores the possibility that there is the possibility of a third category, labeled androgyny by some, that incorporates characteristics of both. (Jamieson, 1995, p. 130)

RESEARCH QUESTION

During the 2016 United States presidential election, both the nominee of the Republican Party and the nominee of the Democratic Party selected to have their daughters introduce them at their respective conventions. The research questions addressed by this study is did Chelsea Clinton’s introduction of her mother serve to reinforce gender based stereotypes and as a result, support the presence of the competency and femininity double bind?

METHOD

This study provides an analysis of the introduction speech delivered by Chelsea Clinton, when she introduced her mother as the 2016 Democratic National Convention as the party’s presidential nominee. An analysis of Ivanka Trump’s introduction speech of her father at the Republican National Convention as the republican nominee was also performed as a comparison.

NVivo 10 software was used to conduct a summative content analysis of the introduction speeches delivered by Chelsea Clinton and Ivanka Trump introducing their mother and father respectively, at the Democratic and Republican National Conventions. Summative content analysis begins with word counts and is expanded with the inclusion of themes (Hsieh and Shannon, 2005). Textual evidence is provided to demonstrate credibility and trustworthiness (Hsieh and Shannon, 2005). A minimum word length of 5 characters was set for words included in the analysis.

In addition to the summative content analysis, a directed content analysis was conducted using rhetorical variables associated with winning electoral candidates as determined by Lowry and Naser. In a directed content analysis, prior research will guide findings and can offer supportive or non-supportive evidence of a theory or framework (Hsieh and Shannon, 2005). In this study, words used to describe rhetorical variables provide insights into gender based differences.

FINDINGS

In both of the introduction speeches given by Chelsea Clinton and Ivanka Trump, their parental relationship with the respective nominee is dominant. In the case of Chelsea Clinton, the word “mother” is the most frequently mentioned word in her introduction speech. “Mother” is mentioned 13 times and represents a weighted percentage of 2.28% of the words in the speech. In the case of Ivanka Trump, the word “father” is mentioned most frequently, occurring 28 times in the speech. This translates to a weighted percentage of 3.33% of the words included in her introduction speech.

Differences can also be noted between the 2 speeches. For example, the lengths of the 2 speeches are notably different. The speech delivered by Ivanka Trump to introduce her father totals 1872 words, while the speech delivered by Chelsea Clinton to introduce her mother totals 1257 words. This represents 615 (or 33%) fewer words than the number used by Ivanka Trump.

Table 3 provides a summary of the 20 most frequently used words in each of the introduction speeches.

Results for Chelsea Clinton (1257 words total)			Results for Ivanka Trump (1872 words total)		
Word	Count	Weighted percentage (%)	Word	Count	Weighted percentage (%)
Mother	13	2.28	Father	28	3.22
Every	10	1.75	Trump	13	1.50
Always	9	1.58	People	13	1.50
Proud	8	1.40	Country	11	1.27
Loved	7	1.23	Fight	9	1.04
Never	7	1.23	Donald	8	0.92
Rights	6	1.05	Every	8	0.92
Thank	6	1.05	Great	8	0.92
Heart	5	0.88	Women	8	0.92
Parents	5	0.88	Family	6	0.69
Worry	5	0.88	America	5	0.58
Chugga	4	0.70	American	5	0.58
Daughter	4	0.70	Better	5	0.58
Dinosaurs	4	0.70	Entire	5	0.58
Fighting	4	0.70	President	5	0.58
Healthcare	4	0.70	Thinking	5	0.58
Together	4	0.70	Building	4	0.46
World	4	0.70	Children	4	0.46
Aiden	3	0.53	Company	4	0.46
Around	3	0.53	Equal	4	0.46

The word “president” appears among the top 20 words in Ivanka Trump’s introduction. In her introduction the word “president” is the 15th most frequently used word and it is used 5 times. In Chelsea Clinton’s introduction, the word “president” is used only twice and is listed as the 59th

most frequently mentioned word. A comparison of the frequency with which the nominee's name is mentioned also highlights differences in the speeches. The words "Hillary" and "Clinton" are not among the top 20 most frequently used words in Chelsea Clinton's introduction. The word "Clinton" is the 38th most frequently used word in the introduction and the word "Hillary" is the 48th most frequently used word. Each of these words are used only twice during the introduction. In comparison, the word "Trump" is used 13 times and "Donald" is used 8 times during Ivanka Trump's introduction. Both of these words are among the top 20 words most frequently used during the speech.

References to words representing sentiment are evident in the top 20 most frequently used words in Chelsea Clinton's introduction. Examples of these words include "proud", "loved", "heart" and "worry". Together these words are used 25 times (for a weighted percentage of 4.39% of all the words used in the speech). In comparison, Ivanka Trump's introduction included no sentiment words among the top 20 most frequently used words. However, words associated with patriotism, such as "country", "America", "American", are among the top 20 most frequently used. Together these patriotic words are mentioned 21 times (for a weighted percentage of 2.43% of all the words used). No patriotic words are among the the 20 most frequently used words in the introduction of Hillary Clinton.

Summary statements provided in each of the introduction speeches highlight different branding themes as well. For Hillary Clinton, emphasis is placed on personal characteristics and motivators (sense of justice and heart full of love), her role as a mother and an advocate (for families and children), and as a progressive. An excerpt from Chelsea Clinton's introduction speech is provided below.

She's a listener and a doer. She's a woman driven by compassion, by faith, by a fierce sense of justice and a heart full of love. So, this November, I'm voting for a woman who is my role model, as a mother, and as an advocate. A woman who has spent her entire life fighting for families and children. I'm voting for the progressive, who will protect our planet from climate change and our communities from gun violence.

(<http://time.com/4428940/dnc-chelsea-clinton-speech-transcript-video/>). [accessed 4 Mar. 2017].

For Donald Trump, summary statements place emphasis on qualifications, his plan for existing and future problems and, his role as a loyal champion of America. An excerpt from Ivanka Trump's introduction speech is provided below.

He is the single most qualified to serve as chief executive of an \$18 trillion economy. My father will call upon the best and brightest people from all spheres of industry and both side of the aisle. A new set of thinkers, to face our countries existing and future problems with fresh perspective and brave new solutions. Come January 17, all things will be possible again. We can hope and dream and think big again. No one has more faith in the American people than my father. He will be your greatest, your truest and your most loyal champion.

(<http://time.com/4417579/repulican-convention-ivanka-trump-transcript/>) [accessed 4 Mar. 2017].

Findings from the directed content analysis of the introduction speeches for both major party nominees include mentions for words that define the rhetorical variables associated with winning political candidates. These variables, identified by Lowry and Naser, include: collectives, inspiration, accomplishment, temporal terms, centrality, rapport and exclusion. The number of mentions of the descriptive words associated with each variable is summarized in Table 4.

Lowry & Naser Rhetorical Variable	Number of mentions by Chelsea Clinton	Number of mentions by Ivanka Trump	Total number of mentions by both
Collectives (defined by words such as: coalition, community, country, economy, family, group, housing, public, race and team)	3	18	21
Inspiration (defined by words such as: beauty, courage, dedication, faith, goodness, honor, hope, ideals, liberty, love, loyalty, pride, security, and trust)	12	7	19
Accomplishment (defined by words such as: achieve, campaign, change, deliver, develop, employee, establish, expand, finish, generate, improve, organize, produce, results, work and workers)	9	27	36
Temporal Terms (includes words such as: decade, elderly, elders, history, immediate, lifetime, memory, memories, morning, present, senior, seniors, timeless, today, tomorrow and tradition)	2	6	8
Centrality (includes words such as: conformity, core, custom, destiny, enduring foundation, humanity, mainstream, majority, primary, reliable, standard, steadfast, steady, unified and unify)	0	2	2
Rapport (includes words such as: affirm, agree, comply, confirm, conform, consent, devote, embrace, empathy, endorse, pledge, pledges, tolerance, unison, and willing)	0	1	1
Exclusion (includes words such as: alone, discard, displace, divisions, exclude, foreign, ignore inequality, isolationism, opposed, prejudice, racism and reject)	1	2	3

Overall, taking into account both introduction speeches, the accomplishment variable received the most number of mentions. The accomplishment variable is described by words such as achieve, deliver, develop, establish, expand, finish, generate, improve, organize and produce. This variable received 36 mentions. The next most mentioned variable when both speeches are considered is collectives. This variable is described by words such as coalition, community, country, economy, family, public, and team. This variable received 21 mentions. The inspiration variable is the third most mentioned variable when both speeches are considered. This variable is received 12 mentions. Words used to describe this variable include words such as beauty, courage, dedication, faith, goodness, honor, hope, ideals, liberty, love, loyalty, pride, security, and trust.

For 6 of the 7 rhetorical variables, Ivanka Trump's mention of the words associated with the variables associated with presidential winners exceed the number of mentions of these words made by Chelsea Clinton. For Ivanka Trump, the majority of mentions (27) of associated words is for the accomplishment variable. Chelsea Clinton's introduction includes 9 mentions of

associated words for this variable. Collectives is the rhetorical variable that received the second highest number of mention associated words. There are 18 mentions of associated words for this variable during Ivanka Trump's introduction and 3 mentions during Chelsea Clinton's introduction. Inspiration is the only variable for which the number of mentions of associated words in Chelsea Clinton's introduction exceeds the number of mentions made by Ivanka Trump during her introduction. There are 12 mentions of associated words for the inspiration variable in Chelsea Clinton's introduction versus 7 mentions during Ivanka Trump's introduction. It should be noted that many of the words associated with the inspiration variable can be described as feminine. Examples of these words include beauty, goodness, faith, trust and love.

CONCLUSIONS

During the 2016 presidential election there was clear excitement associated with Hillary Clinton as the first woman presidential nominee of a major party. Additionally, a unique and compelling opportunity presented itself for her daughter Chelsea Clinton to introduce her at the Democratic National Convention. This content analysis highlights interesting findings associated with the introduction speech and the presence of gender based messages and stereotypes.

On a comparative basis, not only was there less emphasis placed themes meant to reinforce and further promote name recognition and patriotism in the introduction of Hillary Clinton, the introduction placed more emphasis on sentiment. Hillary Clinton's qualifications and competence were clearly considered strong by many. Because of this, it is possible that the introduction of her as the first women presidential nominee of a major party at the party national convention was viewed as an opportunity to illustrate address the competence and femininity double bind by promoting her femininity. Highlighting her role as a mother and grandmother may have been viewed as an opportunity to illustrate femininity. However, reflecting on and emphasizing Hillary Clinton's role a grandmother, a mother, and even as an advocate for justice, rather than her abilities as a diplomat, a decision maker and a problem-solver, reinforced gender based stereotypes. Additionally, focusing on messages aligned with the rhetorical variable of inspiration, according to Lowry and Naser, while Donald Trump emphasized messages related to the rhetorical variables of accomplishment also served to reinforce gender stereotypes. Consequently, the message points delivered during the introduction of Hillary Clinton, the first women presidential nominee of a major party, at that the democratic national convention, by her daughter, Chelsea Clinton may have highlighted elements of gender bias and stereotypes, and prominently placed her mother in the midst of the competence and femininity double bind construct.

LIMITATIONS OF THE STUDY

This study provides a number of insights as to the potential role and impact of messages delivered during introduction speeches within presidential conventions. Due to its qualitative design, the results of this study are limited to the introduction speeches for the presidential nominees of the republican and democratic parties in 2016. Specifically, the challenges associated with the gender based messaging during the introduction speech of Hillary Clinton by her daughter Chelsea Clinton are highlighted. While limitations exist, this study does make a contribution to the body of knowledge regarding gender based stereotypes and political marketing for women candidates in particular.

IMPLICATIONS

While advances have been made, women seeking positions of power continue to face gender bias and stereotypes. Interestingly, this study highlights the on-going challenges for women in and/or seeking positions of power and influence in the context of the competency and femininity double bind. The study illustrates a case in which attempts to combat gender based stereotypes have highlighted the presence of the double bind. The results illustrate the potential importance of the acceptance of androgyny (the supposition that an individual can possess both components of the double-bind construct, as opposed only possessing one or the other).

With respect to women seeking positions of power and influence in which they will lead and represent others (such as the case of a political candidate), rather than viewing leadership characteristics as either masculine or feminine that are possessed by either men or women respectively; and as characteristics that are often viewed as mutually exclusive, there is the opportunity to recognize that there may be individuals that are competent in both types of leadership characteristics. Individuals illustrating dual competence in that they possess both types of leadership characteristics may be viewed as exceptional. However, the challenge for women remains for them to be viewed as both exceptional and effective. This supposition reinforces the potential importance of achieving acceptance of androgyny as an alternative to the double bind construct and associated gender based stereotypes. Additionally, this supposition extends not only to political leaders (and those that aspire to obtain such positions), but to other sectors of society as well.

Future research to determine the presence and prevalence of gender bias and stereotypes in the content of introductory speeches of Hillary Clinton in settings other than the Democratic National Convention during the 2016 election represents an opportunity to further explore the challenges she faced in the context of the competency and femininity double bind. Numerous campaign events were held during the 2016 presidential campaign. During many of these events a speech was made to introduce Hillary Clinton. The degree to which the messages and themes in those introductions aligned with the double bind construct alternatives of competency and femininity, as well as supported examples of androgyny, would provide valuable insights for both scholars and practitioners with an interest in gender bias and stereotypes in politics.

An analysis guided by the rhetorical variables identified by Lowry and Naser and the presence of these variables in speeches given about (and by) men and women political candidates that have gone on to win elections, represents a research opportunity. Extending the work of Lowry and Naser by quantifying genders differences in the use of rhetorical variables in messages delivered via alternate medial channels (such as convention speeches and other campaign related events) would provide relevant insights for future political candidates. Additionally, those that work to develop winning campaign messages and themes in the face of present day gender bias and stereotypes would benefit as well. In a broader context, both of these future research studies could help inform women in leadership, women that aspire to leadership positions and, individuals and organizations tasked with presenting and promoting women leaders.

REFERENCES

- Adams, K. (2011). The naked truth: the media's role in undermining female political candidates. *International Journal of Politics and Good Governance*, 2(2.4): ISSN: 976-1195.

- Cera, J., and A.C. Weinschenk. (2012). Polls and elections: the conditional effects of competing messages... *Presidential Studies Quarterly*, 42(1), pp. 161-175.
- Claassen, R.L., and J.B. Ryan. (2016). Social desirability, hidden biases, and support for Hillary Clinton. *Political Science & Politics*, 49, pp. 730-735.
- Ditonto, T. (2017). A high bar or a double standard? Gender, competence and information in political campaigns." *Political Behavior*, 39, pp. 301-325.
- Drabold, W. "Read Chelsea Clinton's speech introducing her mother at the democratic convention." <http://time.com/4428940/dnc-chelsea-clinton-speech-transcript-video/>. (accessed 4 Mar. 2017).
- Drabold, W. "Read Ivanka Trump's speech at the republican convention." <http://time.com/4417579/republican-convention-ivanka-trump-transcript/>. (accessed 4 Mar. 2017).
- Dodo, M.K. (2016). My theory on the Trump's phenomenon. why Donald Trump? And why now?" *Journal of Alternative Perspectives in the Social Sciences*, 7, pp. 593-611.
- Fine, T.S. (2003). Presidential nominating conventions in a democracy. *Perspectives on Political Science*, 32(1), pp. 32-39.
- Fuchsman, K. (2017). The presidential campaign that astounded the world: A psychohistory of Donald Trump and the 2016 American election. *The Journal of Psychohistory*, (44), pp. 292-309.
- Hsieh, H., and S.E.Shannon. (2005). Three approaches to qualitative content analysis. *Qualitative Health Research*, 15(9), pp. 1277-1288.
- Huddleston, T. More people watched Donald Trump's RNC speech than Hillary Clinton's. July 29, 2016 <http://fortune.com/2016/07/29/rnc-dnc-tv-ratings/> (accessed 10 Jul. 2017).
- Jamieson, K.H. (1995). *Beyond the Double Bind*. New York: Oxford University Press.
- Kotler, P. (1975). Overview of political candidate marketing. *Advances in Consumer Research*, 2, pp. 761-770.
- Lawless, J.L. (2004). Women, war and winning elections: gender stereotyping in the post-September 11th era. *Political Research Quarterly*, 57(3), pp. 479-490.
- Lowry, D.T., and M.A. Naser. (2010). From Eisenhower to Obama: lexical characteristics of winning versus losing presidential campaign commercials. *Journalism & Mass Communication Quarterly*, 87, pp. 530-547.
- Meeks, L. (2012). Is she "man enough"? Women candidates, executive political offices, and news coverage. *Journal of Communications*, 62, pp. 175-193.
- Stalsburg, B.L., and M.S. Kleinberg. (2016). "A mom first and a candidate second": gender differences in candidates' self presentation of family. *Journal of Political Marketing*, 15, pp. 285-310.
- Rutgers Eagleton Institute of Politics – Center for American Women and Politics, "Women presidential and vice presidential candidates: a selected list." http://cawp.rutgers.edu/levels_of_office/women-presidential-and-vice-presidential-candidates-selected-list (accessed 11 Jul. 2017).
- Tedesco, J.C. (2001). Issue and strategy agenda-setting in the 2000 presidential primaries. *The American Behavioral Scientist*, 44, pp. 2048-2067.