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a populist messageDeployment of key characteristics of CMC as identified in the literature; Emoticons; Abbreviations; "G-dropping"; Eye-dialect; Vernacular forms associated with spoken language; Intertextual devices; Conclusion; References; References from journalism and popular culture; Chapter 5: Gender and political discourse in Tunisia; Introduction; Women's role and participation in politics; Politics, power and CDA; Gender equality and issues; Pragmatic devices in the religious context
Political discourse and religious ideologyIntertextuality and interdiscursivity; Other faith-based controversial issues; Women's political discourse/Men's political discourse in Tunisia; Gender-identified political discourse and CofP; Female MPs' discursive practices; Data analysis; Women's competence and proficiency in politics; Women's political style and gender stereotypes; Women's discourse in politics and ideology; Interpretation of data; Conclusion; References; Chapter 6: Julia Gillard; Introduction; Analytical approach; The ascension to leadership and the "double bind"
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