Trump, Twitter, and Women: Sexism and Political Correctness in the President and His Supporters' Tweets

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ABSTRACT

The rhetoric President Trump utilizes when discussing women contains ideology opposed to political correctness, and through mediums of influence like Twitter, it impacts others' ideologies and has the potential to manifest in action. This report addresses the question, "What ideologies and rhetoric do President Trump represent in his discourse surrounding women and political correctness and to what extent do his supporters parallel his ideologies and rhetoric?" Thematic analysis of the President's comments on Twitter and in the media regarding women, as well as tweets from his supporters, demonstrated recurring themes of neoliberalism and neosexism in both data sets. Supporters paralleled the President's ideologies and to a lesser extent his rhetoric. Such ideologies may result in policies that are not beneficial for women.

Literature Review

The term "politically correct" is most present today in campaign rallies, television news, and in casual political discussion. However, it first emerged in academic discussion on university campuses in the late 20th century. Professor Dan Moller of the University of Maryland defines political correctness (PC) as "the attempt to establish norms of speech…[to] protect … historically victimized groups" and "avoid insult and outrage" by "shaping public discourse, often by inhibiting speech" (Moller, 2019, p. 1). Politicians, historically those who lean right in particular, repudiate PC for its perceived regulation of free speech (Fairclough, 2003); one such critic is President Trump, who has said PC "takes too much time" and is "boring" (Trump, 2016a). Analysis of literature illuminates the effect of PC discourse on ideologies and women, Trump's connection with such ideologies, and that Twitter is a medium of influence for ideology. President Trump's ideologies concerning women has current impacts, as he continues to publish tweets that provide new material of his unfolding ideologies.

Norman Fairclough, professor of linguistics at Lancaster University, illustrates that PC language exercises power in his article "'Political correctness': the politics of culture and language." Considering questions such as how changing language initiates and coincides with evolving social practices, Fairclough (2003) asserts that "changes of discourse," like increasing PC, evidence "shifts to different spheres of values" (pp. 22-23). For instance, should sexist language phase out of common usage, then sexist ideologies might also become outdated. Fairclough maintains that use of language can represent a societal ideal that "may come to be enacted as actual webs of activities… values, etc.--they can become actual ways of acting and interacting" (p. 23). Thus, concerning sexism specifically, utilizing more mindful language surrounding women could materialize in reformed behavior that represents a societal ideal of equality.

Scholars debate whether PC is beneficial or detrimental. Business professors Robin Ely, Debra Meyerson, Martin Davidson, argue in their article "Rethinking Political Correctness" that PC harms minorities because it generates an oversensitivity in which they fear "feeding into negative stereotypes" and "tiptoe around the issues," such as

discrimination (Ely, Meyerson, & Davidson, 2006, p. 3). Contributing to the argument against PC, Jan Narveson (1998), Professor of Philosophy at the University of Waterloo, contends that it "enables the powerful to exert their powers with impunity" by utilizing PC as a veneer to conceal ulterior motivations (p. 27). In contrast to the ideas that PC harms minorities and restricts free speech, Angela McRobbie, a professor of communications at the University of London, maintains that such arguments against PC "[distort] acceptable ideas like gender equality… into something [authoritarian]" (McRobbie, 2009, p. 37). The question of PC's validity and its impact on minority groups is thus a point of debate in academic discussion, a field of questioning that extends to President Trump's political discourse.

Concerning gender specifically, some scholars argue that modifications to speech, such as PC, may benefit efforts to combat sexism. Swim and Hyers (2007) define sexism as "individuals' attitudes, beliefs, and behaviors, and… practices that either reflect negative evaluations of individuals based on their gender or support unequal status of women and men" (p. 407). Deborah Cameron, a gender linguist and a professor at Oxford, argues that "non-sexist language is not prescriptive," but rather an attempt to "pay attention to the implications of all the words [one uses] in an effort to avoid recycling disrespectful and oppressive propositions" (Cameron, 2005, p. 159). Thus, PC language surrounding women may encourage societal norms of respect. Author Ruth King and linguist Susan Ehrlich write that "gender based language reform will be determined by the extent to which high-status subgroups within a speech community adopt non-sexist values" (Cameron, 2005, p. 167). In his position of power, President Trump may be an example of such a "high-status subgroup"; the discussion then implies, in that case, that Trump must adopt non-sexist values to reform sexist language in society.

However, studies report that sexism played an active role in Trump's victory in 2016 and is also present is his rhetoric. Nicholas Winter (2020), a professor of political science at the University of Virginia, conducted a study called "Two Faces of Sexism: Hostility, Benevolence, and American Elections," in which he analyzed survey data from a national database to analyze the presence of sexism in respondent's answers.. He found that "hostile and benevolent sexism both led voters to favor Donald Trump over Hillary Clinton" (p. 1), indicating that sexist ideologies influenced the election, and proving that such ideologies can arise in tangible action. Other studies also reaffirmed that sexism contributed to Trump's victory (Knuckey, 2019; Bracic, Israel-Trummel & Shortle, 2019). Furthermore, Abbas Darweesh and Nesaem Abdullah (2016), English professors at the University of Babylon, analyzed quotes from Trump in their study "A Critical Discourse Analysis of Donald Trump's Sexist Ideology." They investigated the "negative lexicalization, insults, and metaphors" (p. 95) that Trump utilized to "negatively represent and underestimate women" (p. 87). Their study validated the presence of sexist ideology in President Trump's rhetoric, that perhaps acted in conjunction with voters' ideologies to contribute to his election. Thus, despite his power to reform sexist ideology, the President may conform to such ideologies himself.

Such ideologies in the President's rhetoric are apparent in nationwide discourse and action. Maureen Costello, Director of the Southern Poverty Law Center, surveyed 2000 teachers regarding the effect of Trump's rhetoric on classrooms in her study, "The Trump Effect: The Impact of the Presidential Campaign on our Nation's Schools" and found that "More than half [of respondents] have seen an increase in uncivil political discourse" and "More than one-third have observed an increase in anti-Muslim or anti-immigrant sentiment" (p. 4). The change in communication among younger populations illustrates the extent of Trump's impact, as this demographic will continue to exhibit their impacted ideologies for years. Ideologies may also manifest in action; another study, "The Effect of President Trump's Election on Hate Crimes," found that Trump's rhetoric during the campaign likely contributed to a surge of reported hate crimes after his election (Edwards and Rushin, 2018, p. 1). Additionally, an analysis by the Southern Poverty Law Center suggested that Trump's rhetoric contributed to the 14% surge in the number of hate groups in 2015 (Potok, 2016). Therefore, President Trump's language reflects in public discourse, ideologies, and action.

Twitter can be a gauge of changing public ideology. Information system researchers from various universities found that keywords in twitter discussion "are correlated with real world events" and "public opinions of the citizens regarding the elections" (Atluri, Chun, Yaqub, and Vaidya, 2017, p. 615). Therefore, Twitter exhibits the public ideologies that form real-world debates. In a survey, Tulane sociology professor David Morris (2017) also found that election communications sent through Twitter "resonate just as strongly with potential voters as those sent via the

traditional media" (p. 456); thus, Twitter has significant potential for influence on public ideology. Trump's Twitter account specifically is a medium of influence on public ideology. Sociolinguists, using a multivariate analysis in their report, "Stylistic variation on the Donald Trump Twitter account: A linguistic analysis of tweets posted between 2009 and 2018," found the use of "conversational, campaigning, engaged, and advisory discourse" (Clarke and Grieve, 2019, p. 1) in Trump's tweets. Their research demonstrates that President Trump's verbiage on Twitter has potential for political impact.

Jessica Shafer, a communications professor at Colorado Mountain College, conducted a thematic analysis of Trump's tweets in her research paper, "Donald Trump's "Political Incorrectness": Neoliberalism as Frontstage Racism on Social Media." She examined the President and his supporters' language relating to race and opposing PC on twitter; her analyses demonstrate a solidification of "Trump's version of 'politically incorrect' ideology," including overt racism, on Twitter (Shafer, 2017, p. 1). Her research reiterates themes in previous literature: discourse displays ideologies, and President Trump's Twitter exemplifies as much. However, previous research, discussed in this literature review, focused exclusively on the public or the President's ideology and only up to the election, excluding Trump's rhetoric as President; furthermore, studies did not consider the intersection of PC and sexism. Shafer explicitly identifies the latter as a gap in the field, writing, "Future research of these phenomena could extend into the sexist and openly misogynistic aspects... embodied in Trump's 'political incorrectness'" (p. 8). This study will attempt to bridge that gap by collecting a new body of tweets that encapsulate Trump and his supporters' ideologies concerning women, and will answer the question,"What ideologies and rhetoric do President Trump represent in his discourse surrounding women and political correctness and to what extent do his supporters parallel his ideologies and rhetoric?" Trump and his supporters' language represent their "spheres of values," which could emerge in "ways of acting and interacting" (Fairclough, 2003, p. 23), perhaps through policy decisions. Understanding Trump's language and ideologies is thus valuable knowledge for the electorate. This study seeks to further define the President's values and ideologies and how they manifest on a wider scale in supporters.

Method

To identify sexism in tweets and comments in this study, I utilized three identifiers: animal imagery tropes, objectification, and claims of ineptitude. Previous research established animal imagery as a method of discrimination against minority groups (19, 20). Roberts and Fredrickson define objectification as "the experience of being treated as a body… valued predominantly for its use to (or consumption by) others," which can lead "to the trivialization of women's work and accomplishments" (21, p. 174). Nussbaum writes that objectification is present when one treats a subject as a tool for "his or her purposes" and "as lacking in autonomy" (22, p. 257). Moreover, the trivialization of women's accomplishments leads to a demeaning of women for perceived unintelligence or incompetency in their professions (22). The concept of women's intellectual lacking as compared to men is long rooted in history as a method to reinforce gender stereotypes and oppression (23).

Before the former President's Twitter account was suspended, his tweets were highly distributed and available, and provided the content of my analysis. Studying Trump's tweets was appropriate to study his ideology because it provided an unfiltered, "front stage" of his rhetoric. Referenced frequently within the field, Goffman's 1959 theory of social interaction contends that people express a "front stage" public presence that differs from their "backstage" or private self, a theory that extends to political ideologies, as people tend to be more overt in their views privately (24). Politicians utilize social media, in particular, to present an "authentic self" to voters (25), the equivalent of their "backstage" presence; President Trump especially used Twitter to display authenticity (26). Twitter is therefore a "front stage" platform for "backstage" views, making supporters' underlying political ideologies available for research; also, other platforms like the news media do not individually and publicly represent regular constituents. Thus, Twitter served as an ideal platform for research.

It should be noted that data collection occurred before the suspension of Trump's Twitter account in January 2021. There were over 50,000 tweets on Trump's account, according to his Twitter page, so I utilized restricting

factors to gather my data set. I chose eight tweets that met the following criteria: First, I restricted tweets from the date Trump announced his run for the presidency, June 16th, 2015 to March 6th, 2020, as the start of the period roughly represents the beginning of Trump's political influence in his role in the Presidency. Second, I qualitatively selected tweets that evidenced his sexist and concurrently anti-PC beliefs; I determined a comment was anti-PC if President Trump overtly exhibited sexism with language which women may arguably consider offensive (or if he explicitly denounced PC). Qualitative selection in this study also entailed identifying expressions already highly disseminated on television and the internet. In addition to the President's tweets, I collected five popular media examples of his discourse from written and television interviews and speeches, which demonstrated similar rhetoric and ideology. Using both tweets and public comments ensured that I had the most representative sample of Trump's ideologies, especially as his statements are highly publicized on all platforms.

After collecting the data set, I conducted a thematic analysis, a method for "identifying, analyzing, and reporting patterns (themes) within data" (27, p. 6). I recognized a theme if an idea presented "some level of patterned response or meaning" in the data (27, p.10). To effectively conduct the analysis, I engaged in open coding to sort recurring ideas into labeled groups of similar patterns, facilitating an organized data set (as opposed to skimming over data without organizing themes). "Open" entails exploring data in a neutral search for themes, which is useful to produce code grounded in data rather than personal presumption.

After an analysis of Trump's language, I obtained seventy-five tweets from Trump supporters to find potential examples of the President's prevailing ideology. In contrast with the first data set, I restricted all comments to Twitter to feasibly handle the larger body of comments. In this study, I did not seek to find causation when comparing Trump's tweets and those of his supporters', but rather a correlation between their uses of rhetoric and expression of ideologies. Using Twitter's search query function, I searched for tweets consisting of an arrangement of the terms Trump, POTUS, politically correct, political correctness, PC, sexist, sexism, misogyny, misogynistic, misogynist, gender, women, and woman. Concerning the term "gender," I chose tweets relevant to Trump's views toward women, as opposed to LGBTQ+. All searches included some iteration of Trump, sexism, and political correctness, and were restricted from June 16th, 2015, to March 6th, 2020, for the same reason stated above. To identify themes and their relation to Trump's tweets, I conducted another qualitative analysis of this data set.

Though this study is patterned after Shafer's (18) research, it did not repeat some nuances of her method. Parts of her method that I recreated include her use of thematic analysis; the restriction on the time period of tweets; her use of both tweets and popular media examples for Trump; and use of the keywords function on Twitter (with three of the keywords, "Trump, politically correct, political correctness," replicated from her study, due to the similar focus on Trump's use of PC). Differences include the use of coding in my research, as Shafer noted her general observations of tweets rather than sort them into specific groups. Furthermore, I gathered thirteen of Trump's comments, as compared to Shafer's seven, and seventy-five of supporters' tweets to her fifty. I did not choose every fifth tweet that resulted from the search for the second data set, as Shafer did, because the number of responses pertaining to sexism and political correctness was not as prolific as those for racism. Finally, some of Shafer's data comprised tweets that referred exclusively to Trump's views of PC. I only collected comments that encompassed the President's views on both women and PC, so that my analysis focused on the intersection of the two rather than their discrete implications.

Findings

In tables 1 and 2, I list themes identified in the data sets, define their use, and provide an example of the theme. In Tables A, B, and C, the first column numbers the tweet or comment, the second column identifies the quote, and the third labels its theme. I include a fourth column in Tables A and B to label the identifier, discussed in the previous section, used to determine if a comment was sexist. I will not analyze the use of the identifiers, but I note them to clarify my process of gathering data. While analyzing the President's comments, I developed a fourth identifier, "disregard," to label his trivialization of efforts to consider women in rhetoric, a form of sexism under Nussbaum's (2000)

description in which women's "experiences and feelings… need not be taken into account" (p. 257). Trump appeared to hyperbolize wider attempts to utilize inclusive language by focusing on minute verbal changes to specifically target PC.

When referring to a tweet or comment, I reference the table letter and then the tweet/comment number (e.g., B-4). Those interested in finding the tweets in this study can use the search function on Twitter to do so, assuming users do not later delete or make their tweets private. The presentation of tweets in this study replicates that of Shafer (2017) and Cisneros and Nakayama (2015), two studies that also used tweets for data, with tweets enumerated and listed in a table; I also include the date of the tweets' dissemination for further specification. Trump's comments from other media platforms have citations in the bibliography.

I stored all data on a Microsoft Excel Sheet. While perusing data set 2 (supporters' tweets) I created an initial set of coded themes (i.e., "offense on values," "restriction of free speech," and "denial of sexism"); I later compiled the initial code to produce the five more comprehensive themes in this set, facilitating the understanding of the wider impacts and connections to existing ideologies. After composing a final list, I coded the data for a second time. Due to the larger volume of 75 tweets in data set 2, I utilized a bar graph to properly demonstrate the themes' frequencies.

Data Set 1:

Table 1: Definitions of themes in Tables A and B

Theme	Definition	Example
Personal Conflict	The President's use of sexism had no identifiable basis in policy initiative or political strategy, rather personal conflict.	"..to Mar-a-Lago 3 nights in a row around New Year's Eve, and insisted on joining me. She was bleeding badly from a face-lift. I said no!" (A-1).
Corruption	The President uses sexism to expose the subject's corruption.	"Lightweight Senator Kirsten Gillibrand, a total flunky for Chuck Schumer and someone who would come to my office "begging" for campaign contributions not so long ago (and would do anything for them), is now in the ring fighting against Trump. Very disloyal to Bill & Crooked-USED!" (A-8).
Electability	The President uses sexism to point out that a subject is unfit for public office.	"Without the woman's card Hillary would not even be a viable person to run for city council positions...I think the only thing she has got going is she's a woman...She's playing that card like I have never seen anybody play it before" (Gass).
Overfastidious	The President demonstrates with sarcastic use of or reference to PC that efforts to be politically correct in the context of women are excessively scrupulous and moralistic.	"You're not allowed to use the word 'beautiful' anymore when you talk about women. It's politically incorrect" (Sonmez).

Table A: The President's Tweets and Their Themes

No.	Tweet	Date	Theme	Type of Sexism
1	..to Mar-a-Lago 3 nights in a row around New Year's Eve, and insisted on joining me. She was bleeding badly from a face-lift. I said no!	06/29/17	Personal Conflict	Objectification
2	"Federal Judge throws out Stormy Danials lawsuit versus Trump. Trump is entitled to full legal fees."@FoxNews. Great, now I can go after Horseface and her 3rd rate lawyer in the Great State of Texas. She will confirm the letter she signed! She knows nothing about me, a total con!	10/16/18	Personal Conflict	Animal Imagery
3	When you give a crazed, crying lowlife a break, and give her a job at the White House, I guess it just didn't work out. Good work by General Kelly for quickly firing that dog!	08/14/18	Personal Conflict	Animal Imagery
4	I refuse to call Megyn Kelly a bimbo, because that would not be politically correct. Instead I will only call her a lightweight reporter!	01/27/16	Personal Conflict	Objectification, Ineptitude
5	Congresswoman Maxine Waters, an extraordinarily low IQ person, has become, together with Nancy Pelosi, the Face of the Democrat Party. She has just called for harm to supporters, of which there are many, of the Make America Great Again movement. Be careful what you wish for Max!	06/25/18	Personal Conflict	Ineptitude
6	@Don_Vito_08 : A picture is worth a thousand words" @realDonaldTrump #LyingTed #NeverCruz @MELANIATRUMP "	03/23/16	Electability	Objectification

| 7 | Wacky @NYTimesDowd , who hardly knows me, makes up things that I never said for her boring interviews and column. A neurotic dope! | 09/17/16 | Personal Conflict | Ineptitude |
| 8 | Lightweight Senator Kirsten Gillibrand, a total flunky for Chuck Schumer and someone who would come to my office "begging" for campaign contributions not so long ago (and would do anything for them), is now in the ring fighting against Trump. Very disloyal to Bill & Crooked-USED! | 12/12/17 | Corruption | Ineptitude, Objectification |

Table B: The President's Media Comments and Their Themes

No.	Comment	Theme	Sexism
1	"There was blood coming out of her eyes, blood coming out of her wherever" (Beckwith).	Personal Conflict	Objectification
2	"Look at that face!...Would anyone vote for that? Can you imagine that, the face of our next president?!" (Uchimiya).	Electability	Objectification
3	"I don't say mankind anymore, I say humankind. Do the women understand that? They want me to be politically correct" (Folley).	Overfastidious	Disregard
4	"You're not allowed to use the word 'beautiful' anymore when you talk about women. It's politically incorrect" (Sonmez).	Overfastidious	Disregard
5	"Without the woman's card Hillary would not even be a viable person to run for city council positions...I think the only thing she has got going is she's a woman...She's playing that card like I have never seen anybody play it before" (Gass).	Electability	Ineptitude

Data Set 2:
Table 2: Definitions of themes in Table C

Theme	Definition	Example:
Hypocrisy	Supporters counter suggestions that they, their party, or the President are sexist by inculpating the President's opponents as themselves sexist.	"Don't think that's totally PC. If POTUS said that, you wld say he is a sexist. Just the way the Left is... totally double standards" (C-20).
Invectives	"Sexist" as well as other accusations such as "racist" and "homophobic" are left wing invectives, used excessively and in place of actual strategy to slander	"Dem playbook= Racism, homophobia, bigotry, transphobia, misogyny, xenophobia! Sorry Twitter Mob, I know I forgot a few! Free stuff or pandering to voters won't beat @realDonaldTrump, and neither will woke policies or

	right wing candidates with ad hominem attacks.	political correctness! Dems have nothing else in the toolkit" (C-63).
Persistence	The President is successful in office, not in spite of his lack of PC, but because of it; he persists against PC and its damaging effects on the nation, evidence that he is fighting on the American people's behalf.	"Trump doing great service for US - a buster of PC mind control that crept into the modern consciousness. Trump red hot winner for US Don't fall for liberal trick of redirecting real issue to gender/race/Invironment, nudge to walk on eggshells into a no-win situation #Trump" (C-44).
Authenticity	The President is not sexist. He is authentic and honest, unlike other politicians who conceal themselves using PC. Those offended by the President's authenticity are hypersensitive.	"Laurie, Trump is blunt. That is it in a nutshell. But he backs up what he says. He's not racist or sexist...if he was, so many women and ppl of color wouldn't be backing him. He's not PC. He loves this country. He's a fighter. He tells us the truth. It's actually refreshing" (C-32).
Policy	Discussing sexism and other "PC issues" is against the interests of, and distract from, more important policy initiatives such as improving the economy.	"All they can attack is Trump's demeanor and try to portray him as a racist, bigoted, homophobic, misogynistic, xenophobic bully. They cannot attack his nationalism or his economics. I don't care about all that politically correct baloney just what the feds take out of my pay" (C-67).

Table C: The President's Supporters' Tweets and Their Themes

No.	Tweet	Date	Theme
1	Replying to @realDonaldTrump: Any time Democrats encounter a conservative women, they insult her in any way they can. And God forbid they talk to a black female who isn't a Liberal- they call her a traitor, never seeing they themselves are ones causing sexism & racism with their insane political correctness.	03/08/19	Hypocrisy
2	0 idea where U're coming up with this CRAP little joe but Trump's willing 2 take on deep state politicians who've lied, used race baiting , sexism, political correctness, 2 divided America. I'll suoport Republican ticket @realDonaldTrump @VP over complicate #MSM #techjockeys	08/27/19	Persistence
3	Replying to @realDonaldTrump: Political correctness, intolerant tolerance, exclusive inclusion, racist anti-racism, sexist anti-sexism, fascist anti-fascism, regressive progressivism, anti-liberal liberalism,etc. The left is crazy, D leaders r corrupt, D underlings r controlled & presstitutes lie 4 them. SICK	02/13/20	Invectives
4	Trump girls are retarded?is that politically correct?sexism is a real problem with Hillary and Bernie supporters #TrumpGirlsBreakTheInternet	06/26/16	Hypocrisy
5	And when U as a taxpayer complain, they call U heartless, bigoted, racist, misogynist other PC Garbage to shut you up #MAGA #Trump	06/24/16	Invectives

6	Trump isn't racist, sexist, or religiously intolerant. He just doesn't put up with all the political correctness bs. #MakeAmericaGreatAgain	05/04/16	Persistence, Authenticity
7	Americans are sick & tired of identity politics, political correctness, antifa, woke fascists & overall progressive bullshit. Trump wins another 4 yrs until Dems figure out they need to ditch that ball & chain progressive/socialist sexist, racist cabal & focus on all Americans!	03/01/20	Policy, Invectives
8	@realDonaldTrump goes against political correctness and gets called a "sexist" or "bully" for it by people not even old enough to vote.	10/13/15	Invectives
9	They protest trump calling him misogynist, rapist, xenophobe, homophobe, fascist. Why are they protesting Sharia Islam? Cuz, its not PC	01/17/17	Invectives, Hypocrisy
10	The media is over using the concept of misogynistic attacks; true @POTUS isn't PC, he says it as he sees it. BAD?	07/01/17	Authenticity, Invectives
11	You have bought into the MSM lies hook line and sinker.In the meantime interesting how you called the POTUS a boy yet if one called a woman a girl u would be a misogynist. Maybe u should brush up on your PC ethnic	09/27/19	Hypocrisy, Invectives
12	He is not a racist or misogynist. Black or white, male or female, he calls it like it is. How long have other Potus talked about the border, NK, Embassy etc & done nothing? Obama was weak. Trump just does it. No PC crap from Trump.	07/19/19	Authenticity, Persistence, Policy
13	With everyone conflating #Trump statements as being misogynist, they must forget the insane PC world we are forced to live in! #GOPDebate	08/08/15	Invectives
14	AMAZING how the media can attack @KellyannePolls on Thursday & today are screaming how dare @realDonaldTrump talk bad of a woman today? Do I have this correct?... (Because I know I want to be politically correct) It's okay to attack Republican women but not Democrat women?	11/15/19	Hypocrisy
15	If you tell the truth you're labeled as "racist" "islamophobic" "sexist" Political correctness kills. It's time for Trump. #NeverHillary	06/12/16	Invectives
16	Trump is not a misogynist, its just that he is not a pc soy boy. Its funny how they seem to think they can dictate how men should act, but let trump try to do the same and watch them get triggered.	11/14/18	Authenticity, Hypocrisy
17	this is why Trump is president, we're sick of lefty feminists calling everything sexist and having to be politically correct	11/14/16	Invectives

18	@megynkelly your premise that it was "more wrong" for Trump to attack women was inherently sexist. More politically correct BS.	08/04/16	Hypocrisy
19	@pir8gold Hey that's sexist. That's not politically correct. :-) I stand with Trump because of Illegal Immigration & political correctness	08/08/15	Invectives, Policy
20	Don't think that's totally PC. If POTUS said that, you wld say he is a sexist. Just the way the Left is... totally double standards.	07/05/19	Hypocrisy
21	Playing their sick little political games and have the audacity to call President @realDonaldTrump a racist! President Trump is not a racist, bigot or misogynist or any of these PC terms they dish out. Telling someone if they don't like America, go back to their Country is fine!	*tweet has been since deleted	Invectives
22	People who claim @realDonaldTrump is a misogynist just because of the leaked tape from over a decade ago have not just taken his remarks out of context they are also trying to change history because the language used in those days was completely different to these PC Puritan days	04/26/19	Invectives
23	WOW, if I was concerned w/ PC comments on twitter, OR easily OFFENDED. I'd say this comment is SEXIST But, since I think PC is stupid & am not easily offended I could care less My question is. if @POTUS said this EXACT same thing, MSM would have something 2 talk about 4 weeks	01/01/18	Hypocrisy
24	Replying to @FoxNews and @POTUS: Love that he is NOT politically correct! SICK of liberal double standards. Not sexist to give back what she was dishing out!=	06/29/17	Authenticity, Hypocrisy
25	The left is firmly committed to censorship at all levels whether it's criticising POTUS, protesting free (read: conservative) speech on college campuses, or using the worn-out PC labels like racist, sexist, misogynist, homophobe, islamaphobe. The 1A rejects PC.	01/03/18	Invectives
26	I'll take #Trump being honest & rude over liar PC nonsense politics that masks biased #racism #sexism & #homophobia by segregating people & awarding them #privilegepoints. Ask yourself why democrats like @morningmika automatically attack & condemn all conservative #gay people.	12/30/18	Authenticity, Hypocrisy
27	The Dems have to always be demonizing someone. If it's not Trump, it's racism,sexism,climate,PC ect. Without an enemy the have no followers	04/01/17	Invectives
28	If Trump says X against a Hispanic judge, he's racist. If he says Y against a woman, he's sexist. Hey, PC police, you're overreacting.	06/06/16	Invectives
29	Dems have been bullying their opposition for years with the help of the PC police. They have the uncanny ability to paint every conservative as a racist, sexist	05/26/19	Invectives, Persistence

	or homophobe. They hate Trump because he fights back, doesn't care what they say and is coming for their lunch money!!!		
30	There are evil ppl everywhere but the Trump movement isn't sexist OR racist.. True diversity isn't served by lockstep beliefs but by ppl from many different beliefs coming together to save our country from ppl who would have us all the same-no freedom of thought- just PC bullshit	03/04/19	Persis-tence
31	This was Little #DickyDurbin's & @TheDemocrats #DACA plan all along, & Why Not? This Guerrilla Tactic of crying #Racist, #Bigot or #Sexist Republican has worked against the impotent cowardice *@GOP FOREVER until @POTUS @realDonaldTrump crushed this #PC brainwashing nonsense.	01/15/18	Invec-tives, Per-sistence
32	Laurie, Trump is blunt. That is it in a nutshell. But he backs up what he says. He's not racist or sexist...if he was, so many women and ppl of color wouldn't be backing him. He's not PC. He loves this country. He's a fighter. He tells us the truth. It's actually refreshing.	09/12/18	Authen-ticity
33	I tell them that identity politics and SJWs are an example of perpetual victims. People who are themselves racist or sexist for expecting EXTRA special treat-ment for the tint of their skin or what junk they do or do not possess. As for Trump- BRAVO for refusing PC pigeonholing.	02/06/20	Hypoc-risy, Per-sistence
34	That #PC beeotch on right sounds PATHETIC! What @POTUS said was kind and innocuous--not sexist sexual demeaning nor condescending! GROW UP!	06/29/17	Authen-ticity
35	Ya, most Americans were sick of being labeled bigots sexist rapist et al simply for not supporting Democrat policies. Trump was a response to the awful PC culture that was emerged in the last couple decades.	10/13/18	Invectives
36	Megan what does mean when U say Trump is a sexist?It means U R sexist It means that we don't care what #Trump says we love him cause NOT PC	09/10/15	Hypoc-risy, Au-thenticity
37	@TeamTrumpAZ @realDonaldTrump @rushlimbaugh Trump is honest.Trump knows no race or gender, & no political correctness!!	08/02/16	Authen-ticity
38	LOL you must be an academic with no children. @Potus is never a raving misogynist. He's just not politically correct and the truth hurts you whimpy types. Raise a child and toughen up. It will help your disposition :)	10/08/18	Authen-ticity
39	Every day the DemoRATS engage in nothing but criticism & negativity of America & President Trump. They make false accusations & stoke division by race, gender, religion & politics. We didn't elect our @POTUS to be PC, he's just correct. KEEP AMERICA GREAT! #MAGA #KAG2020	07/16/19	Invectives

40	Replying to @POTUS: Unfortunately the far left is doing exactly what they accuse the right of doing. They want us to all think the same way and if you don't it makes you racist, sexist or whatever. I'm tired of political correctness!	07/07/19	Hypocrisy, Invectives
41	President Trump calls out everyone. He doesn't discriminate race, religion,gender, political party! He just tells the truth with no PC or filters	07/28/19	Authenticity
42	Trump arrives late to the worthless PC "Gender Equality" waste of time "virtue signaling" breakfast in Canada! Trump is wonderful! #G7Summit @ilneigesurliege @pink_lady56 @Eyechatpolitics	06/09/18	Persistence
43	#horseface But a Woman can write a book of insults and if a man insults her back that is wrong? Screw you @CNN @MSNBC Insults have no gender you morons .. Trump insults Both sexes equally #NationalBossDay That's why he is The President.. he fights back against PC Hacks	10/16/18	Hypocrisy, Persistence
44	Trump doing great service for US - a buster of PC mind control that crept into the modern consciousness. Trump red hot winner for US Don't fall for liberal trick of redirecting real issue to gender/race/Invironment, nudge to walk on eggshells into a no-win situation #Trump	08/03/19	Persistence, Policy
45	LOL in America we dont fall for your Pc diversity garbage , we vote for who is best for job not your gender or race. Trump will be reelected because kept his promises and this nation is booming and jobs for everyone and you all want illegals to get free healthcare and socialism	03/04/20	Policy
46	We don't hate we love all Americans Trump's policies are raising all American wages what we're sick of is the PC racist divisive identity politics that divides us by race gender religion sexual identity and demonizes hard-working Americans we're fighting for our rights & Liberty	03/03/20	Policy, Invectives
47	Enough of this racial & gender PC. Trump is our duly elected president. Too many terms being thrown around without understanding US History or our Constitutional Republic. Get over it.	12/02/18	Hypocrisy, Invectives
48	Trump has bigger problems to deal with than a table full of liberals and progressives that want to blather on about the PC gender issues over eggs and yogurt. Trump sent a signal to the other G7 members - don't overestimate your importance to world power and economics..	06/09/18	Policy
49	Government's first duty is to protect the people, offer ways to make lives better - not offer catchy gender slogans & PC snark. #Trump #MAGA	11/02/16	Policy
50	We didn't vote him in for Sunday School Superintendent. We need a POTUS who only cares about RESULTS, not race/gender/PC, that's Trump.	01/16/17	Authenticity, Policy

51	@nodems16 Trump wants to MAGA. That is for all AMERICANS without regard to race, religion, gender, etc. Jobs + no PC, yip.	05/20/16	Policy
52	I am a STRONG WOMAN. I knew EXACTLY what #TRUMP meant by #womancard & don't get "offended" & butthurt over him not being PC.	04/27/16	Authenticity
53	Trump made sexual comments about a woman? What straight man hasn't around his friends? All this PC nonsense has to go.	10/08/16	Authenticity
54	@FoxNews @realDonaldTrump Political correctness is killing this country. I'm a woman. I don't care what he says about women. #GOPdebate	08/07/15	Persistence
55	Color has nothing to do with it or that she is a woman. America needs Trump, he's not a politician, he's not politically correct, he gets things done instead of lips service. We don't want or need career politician. We need term limits to remove people like Schumer & Pelosi	11/16/19	Policy
56	The first black President followed by the first woman President followed by the first gay President followed by the first trans President. NO! President Trump put an end to that politically correct bull**** in 2016 and he will again in 2020. In 2024 maybe Ivanka or Nikki Haley?	05/01/19	Persistence
57	I keep seeing Trump should name a woman VP. As a woman, I already like TRUMP and don't need a woman on the ticket to be politically correct.	05/02/16	Authenticity
58	@Norsu2 @megynkelly She played the "woman" card. Trump is not politically correct and he is an EQUAL opportunity name caller	08/07/15	Authenticity
59	So far #TRUMP put a stake through the heart of political correctness, has the left & right going crazy & took the woman card from Hillary !	12/31/15	Persistence
60	As an independent minority I watched the race card in politics for years in the Dem left side. As Trump got into the race the race card, woman card. Political correctness card etc were destroyed! Now it's about merit. Obama pushed socialism w race card instead of prosperity.	04/03/18	Invectives, Policy
61	The Left wing finds the path to truth as very painful as it is stripped of its politically correct varnish. This is what Trump does with zero eloquence and complete bluntness. They're go-to response is to always respond with accusations of racism, misogyny, bigotry and the like.	07/29/19	Authenticity, Invectives
62	Trump supporters should not play the race & misogyny card like liberals do. The politically correct bullshit needs to end . Trump can beat any of them without resorting to their tactics	02/16/20	Invectives, Persistence
63	Dem playbook= Racism, homophobia, bigotry, transphobia, misogyny, xenophobia! Sorry Twitter Mob, I know I forgot a few! Free stuff or pandering to voters won't beat @realDonaldTrump, and neither will woke policies or political correctness! Dems have nothing else in the toolkit!	02/01/20	Invectives

64	Naw he calls people out for their hypocrisy. Dems call our Potus false names such as racist/misogyny. Tell outright lies. Potus Trump just tells the truth about people, non PC, & the liberals can't handle the truth. Oops I left out crybaby & I have lots of proof. Here John	01/13/19	Invectives
65	What picked up in 2016 is a Republican who fights back. Trump has neutralized the democrat arsenal. Try to shame him for his wealth, he tells you he's richer than you think. Attack him on misogyny, he responds only Rosie Odonnel. He is anti PC and funny as hell.	02/25/20	Persistence, Authenticity, Invectives
66	@CNN @CarolCNN What does calling @megynkelly a bimbo have to do w #PoliticalCorrectness ? @realDonaldTrump opposite of PC is NOT #misogyny	01/27/16	Invectives, Authenticity
67	All they can attack is Trump's demeanor and try to portray him as a racist, bigoted, homophobic, misogynistic, xenophobic bully. They cannot attack his nationalism or his economics. I don't care about all that politically correct baloney just what the feds take out of my pay	11/06/18	Invectives, Policy
68	Nichole and her Trump hating cohorts are grasping at straws. They love political correctness, and if one isn't politically correct, He is labeled evil, misogynistic, racist, blah blah blah. They are obsessed with destroying Trump, even if they hurt the USA In the process.	03/27/18	Invectives, Policy
69	His word, not mine. The left continues to try and label anybody who disagrees with them as bigots, homophobic, misogynistic, racist, deplorable etc etc. Like I said, the PC is so yesterday and we don't care what you libel us. We stand with . @POTUS . @realDonaldTrump 100%.	02/29/20	Invectives
70	You elite bubble dwellers can call President Trump racist, misogynist, bigoted, any other slur you can think of, it doesn't make it true. He refuses to play your politically correct games and is loved because of it.	11/28/17	Invectives, Persistence
71	POLITICALLY CORRECT MISANDRY? Criminals like to play the race or misogynist card to hide their criminality! #Trump	11/03/15	Invectives
72	one he's not a racist misogynist islamophobe ya'll are just too political correct to protect this country but i support your free speech so i'm saying to love trump you can hate trump and some political correctness is good just not too much of it	02/19/19	Invectives, Policy
73	@selahsynergy @did_way @MissyBash @realDonaldTrump Misogynist is over used like the word racist. Political correctness gone amok.	08/08/15	Invectives

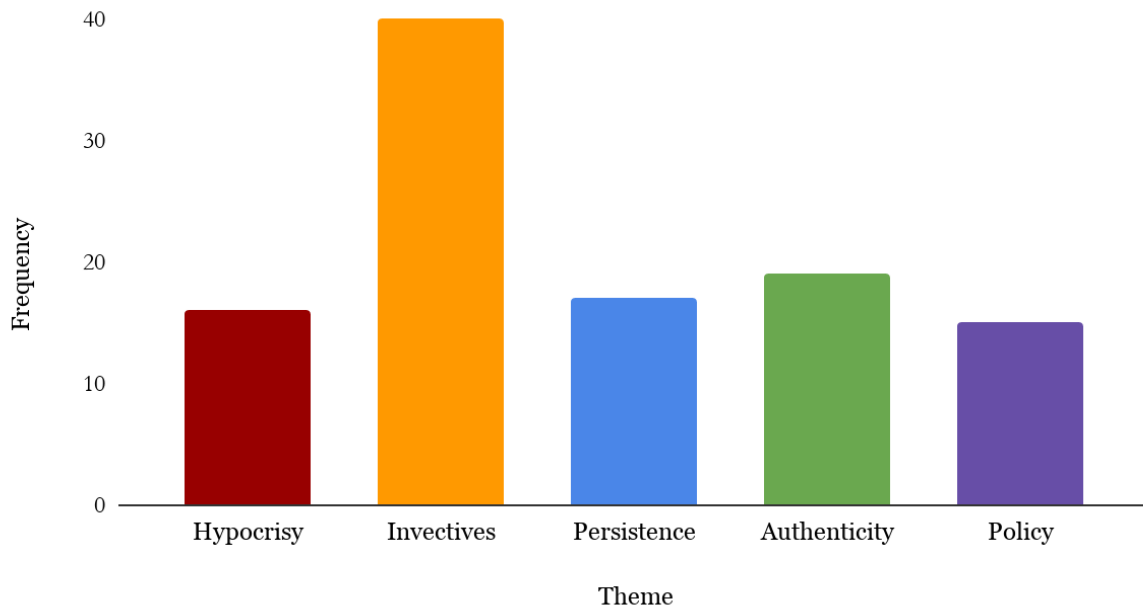| 74 | So let me be clear, the American ppl voted for Trump b/c we r sick of political correctness, name calling us racist, misogynist, low lies, losers, killers, all these words come out of the mouths of democrats, so stop asking me to condemn Trump for he is only sticking up for us | 09/22/18 | Invectives, Persistence |
| 75 | Voting for Trump doesn't make me racist, a homophobe, a bully, or a misogynist. It makes me tired of a PC liberal party. #NotWithHer | 11/09/16 | Invectives |

Figure 1: *Frequency of Themes in Data Set 2*
Note. Some tweets met the criteria for multiple themes, so there are more than 75 tweets accounted for in the above graph.

Discussion of Results

Analysis of Data Set 1

The theme that recurred most within the first data set was the personal conflict. Although Trump expressed "post-racial" anti-PC ideology in the context of specific policy objectives such as Mexican immigration (Shafer 5), his dismissal of PC (exemplified by overt sexism) and sexism manifested in personal disputes rather than policy conflicts. President Trump has said that "Being politically correct takes too much time. We have too much to get done" (Trump, 2016b), and attributed on other occasions his lack of PC to a lack of time (Trump, 2016a). However, the volume of tweets in this study that concern Trump's personal disputes may suggest that his lack of PC in the context of women is unrelated to policy measures or time efficiency, but rather a personal dislike of PC. Furthermore, in tweets labeled "overfastidious" (B-3, B-4), in which Trump explicitly connects PC and discourse surrounding women, he downplays PC rather than directing attention to women's social status; thus, in these examples, Trump does not appear to consider sexism a distinct concern, but a function of the excesses of PC.

Such verbalizations could embody the neoliberal frame; studies establish that the President's immigration and economic policies also reveal aspects of neoliberalism (Shafer, 2017; Cozzolino, 2018). Susan J. Douglas (2014), a professor of communication studies at the University of Michigan at Ann Arbor notes that neoliberalism is distinguished by attempts to "dismantle state intervention in the economy" and "a reduced emphasis on… collective responsibility and common good. (p. 35). Furthermore, in deemphasizing "common good," neoliberalism considers social issues such as sexism a private matter rather than a policy concern (Hamman, 2009, p. 40). For example, B-5 appears to downplay gender representation as a political maneuver, in order to point out a lack of electability in a female candidate, by designating it as a "woman's card," suggesting that it should not be a policy concern. Such ideologies reflect those represented in Trump's rhetoric, though not necessarily the action of his entire administration, which employs hundreds of women (Layton, 2019).

Moreover, Susan Braedley, a gender identity researcher, and Meg Luxton (2010), a women's studies professor at York University, posit that neoliberalism consists of an embedded "masculinity politics" with a "treasured figure, 'the entrepreneur,'" notably resembling President Trump, and "an attack on 'political correctness'" (pp. 33-34). Thus, Trump's deemphasis of sexism and concurrent disregard for PC are in further accordance with the neoliberal frame. Anti-PC is a facet of neoliberalism and a function of it, in that the President perhaps rejects PC in order to more fully embrace neoliberal ideologies. Trump's adoption of ideologies unfavorable toward women may result in a lack of "gender based language reform," as he is among the "high-status subgroups" who can institute such change (Cameron, 2005, p. 167).

Analysis of Data Set 2

Supporters in data set 2 indicated the same disregard for sexism and PC as the President. As evidenced by the frequency of tweets that considered sexism a left-wing invective perpetuated by PC (see figure 1) and appreciated Trump's "authenticity" or efforts on the behalf of American people, supporters did not conceptually recognize sexism in Trump's rhetoric. Especially found in the tweets that considered sexism a PC invective, the majority, supporters' tweets rarely mentioned sexism as a discrete subject, but in the context of other attacks such as "homophobic" and "racist," demonstrating that "sexism" is not a singular concern. "Policy" tweets acknowledged sexism but maintained there are more pressing issues. Supporters, therefore, reflected the neoliberal frame by not considering sexism a real policy concern, as opposed to the economy. Thus, in parallel to the President, discussion of sexism was not policy based, contrasting with the discussion over immigration and Mexico (Shafer 2017). "Hypocrisy" tweets acknowledged sexism to reveal flaws in liberal accusations, but nonetheless considered sexism an individual attack as opposed to a systemic issue.

Supporters, while sharing some of Trump's ideologies, did not defend his rhetoric, but rather dismissed or deflected it. Furthermore, supporters did not utilize or parallel Trump's use of sexism (such as objectification and animal imagery) in the way they paralleled his rhetoric concerning immigration and race. One possibility for such behavior is that supporters did not view Trump's sexism or inequality in general as a policy issue that personally affected them, as did immigration, perhaps because of existing acceptance of sexism. The issue at hand, rather, appeared to center on the President and the suggestion that his sexism or lack of PC made him unfit for office, which supporters refuted without having to use sexist rhetoric. However, there was mention of the "woman-card" (C-52, C-59, C-60), evincing that there was some overt sexism paralleled in some of the supporter's language from Trump (B-5). Also like President Trump, supporters explicitly rejected PC.

Sexism in supporters' ideologies took the form of neosexism. Tougas, Brown, Beaton, and Joly (1995) first introduced neosexism, or modern sexism to describe the "manifestation of a conflict between egalitarian values and residual negative feelings toward women" (p. 843). Psychology professors Janet Swim and Lauri Hyers (2007) state that neosexism is characterized by the following:

> (a) denial of discrimination, (b) negative reactions to complaints of inequality, and (c) lack of support for efforts to reduce inequality…less endorsement of egalitarian values… more negative reaction to feminism… more positive reactions to sexist language… men's greater likelihood of engaging in… verbal aggression during interpersonal conflicts; men's greater perception of men's experiences with discrimination. (414)

President Trump, in dismissing efforts to utilize PC and support equality (B-3 and B-4), and engaging in adversarial verbalizations during his interpersonal conflicts (especially demonstrated in personal conflicts, A-1 through A-4 and A-5) evidences neosexism. His supporters evidence the ideology more prevalently; the two themes that displayed neosexism to the highest degree, "authenticity" and "hypocrisy," were also the most frequent in data set 2 (see Figure 1). Tweets labeled "authenticity" denied that Trump was sexist in his rhetoric (C-24, C-32, C-34, C-38, C-55, etc.). In general, there was a negative reaction to complaints that Trump was sexist, such as deflecting to others' examples of sexism (all tweets labeled hypocrisy). One tweet specifically denounced feminists (C-17), and multiple tweets, labeled "authenticity," brushed aside suggestions that Trump engaged in sexual harassment (C-34, C-53). Positive reactions to sexist language took the form of appreciation for the President's honesty, labeled "authenticity" (C-24, C-26, C-66). Some users denounced, in tweets labeled "hypocrisy," what they believed to be the threat of sexism or discrimination toward men, evidence of their greater perception with discrimination (C-11, C-16, C-18, C-43, C-56). While the latter tweet and others may be singular examples, and thus are individually unrepresentative of the entire data set or demographic, the presence of each aspect of neosexism may verify the overall presence of it in much of the group.

Neosexism emerged because, as Tougas et al. (1995) note, "there have been normative arid legislative changes in many industrialized societies, which make it less acceptable to express sexist ideas openly" (p. 842). In the case of Trump's supporters, the expression of neosexism is coupled with an attack on PC, perhaps to reaffirm previously held beliefs which they may believe have been suppressed. Thus, supporters' expression of neosexism fits within the neoliberal frame which includes, according to Schafer (2017), "aspects of masculinity, heteronormativity, wealth, and a white US Christian hegemony" (p. 8).

Limitations

One limitation is the subjectivity of "sexism." The identifiers used in this study may differ in others, and it is possible that some of Trump's verbal conflicts were general affronts rather than targets on the subject's gender. President Trump may inadvertently express sexism; for example, the White House defended the tweet in A-8, claiming that the President used similar wording when referring to male politicians (Berenson, 2017). In addition, data set 1 was limited to fifteen of Trump's comments, a reason that a frequency graph was not pertinent for this data set. There are likely more comments that Trump has made about women, though they may be more obscure, that could have resulted in different code. Furthermore, Twitter may not produce the most generally representative sample of Trump's supporters; a Pew Research Center survey found that Twitter users "are younger, more likely to identify as Democrats, more highly educated and have higher incomes than U.S. adults overall" (Wojcik and Hughes, 2019, p. 2). The tweets I used also met the criteria for specific tags, but there are likely different variations and tags that I did not utilize that may have resulted in different data. In general, conclusions in this study only represented the data and not Trump and supporters in general. Another concern is the possible misunderstanding of a tweet or omitting of a theme, creating less accurate coding and analysis. Finally, my analysis was influenced by arguments in literature concerning Trump, PC, sexism, and specific ideologies; such arguments may contain personal bias, in consideration of the somewhat controversial nature of the topic. I sought to prevent the altering of my conclusions and research by choosing sources according to their adherence to academic standards, pertinence to my research, and relevance in the field, rather than the content of the arguments; nonetheless, room for bias is present.

Implications

The initial question was "What ideologies and rhetoric do President Trump represent in his discourse surrounding women and political correctness and to what extent do his supporters parallel his ideologies and rhetoric?" Results evince that supporters parallel Trump's ideologies, but less of his rhetoric. In addition, their ideologies are rooted in

other political developments like the rise of neoliberalism and the expression of neosexism. In the case of racism, the President "might embolden people in espousing thoughts they call 'politically incorrect,' rather than racist" (Shafer, 2017, p. 8). Similarly, by reflecting views that may be detrimental for women, President Trump may enhance the extent of such ideologies in supporters, as this study demonstrates there is already an amount of intersection between the ideas the President espouses and those of his supporters.

Academics speculate that government-initiated social development policies led to harmful rhetoric being less acceptable, and that neosexism was a retaliation against that trend (Tougas et al., 1995, p. 842); supporters' rejection of PC, a separate attribute that couples their espousal of neosexim, further signals that a retaliation against changing language norms is taking place, and extends beyond sexism but with a larger trend against verbal inclusivity.

President Trump's direct verbalizations against the ideals that resulted from the social development policies could bring about legislation that directly goes against such policies. Concerning neoliberalism specifically, Shafer (2017) states that the President and his supporters' normalization of neoliberal rhetoric makes it "reasonable for politicians like Trump to… tout and create neoliberal policy" (p. 8). Trump's administration has cited promising employment and economic numbers for women, a result of economic strategy (Stankiewicz, 2020). Concurrently, other targeted efforts, such as the administration's repeal the Fair Pay and Safe Workplaces Executive Order, have not necessarily been beneficial for women (Burns, 2017). Neoliberalism similarly is an ideology that prioritizes economic outcomes while placing less emphasis on social programs. President Trump's rhetoric is, therefore, greater than words or personal conflict-- as Fairclough (2003) contends, his words "can become actual ways of acting and interacting" (p. 23), and they have in his administration's neoliberal policies. If Trump's rhetoric and ideologies already have and continue to manifest various pieces of legislation, then by gaining further insight into the ideologies toward women that he holds, voters gain a clearer picture of his values and goals, and what future legislation concerning women may entail when casting their ballot.

Conclusion

With extended time for research, I would determine causality between Trump's rhetoric and that of his supporters, perhaps through a quantitative analysis of tweets over a specified period of time. To ensure more accurate results and that personal biases do not interfere with data, I could obtain the assistance of other individuals to independently code the data. If I conducted this study again, I would utilize more and varying tags. While I selected Trump's tweets to evidence his views of women and PC, they were mostly targeted toward specific women, an inevitable result of the quality of discussion surrounding women (the quality of discussion surrounding immigration, in contrast, happened to be more politically oriented). Supporters' tweets, however, were connected to sexism and rhetoric toward women in general. Thus, to better understand the connection between the data sets, I would utilize the names of the women in the President's tweets as tags for supporter's tweets, to observe if rhetoric surrounding these women was similarly inflamed. In addition, I would extend my analysis of supporters' rhetoric beyond Twitter, perhaps holding in person interviews or using a Likert scale questionnaire to gather more comprehensive data.

Future studies could extend to platforms other than Twitter, such as Facebook, Instagram, and Snapchat. Researchers could study supporters in media and news commentary, rather than in the populace, and consider other politicians' ideologies. Studies could explore topics other than sexism or racism, such as wealth and sexuality, and compare ideologies of previous administrations. A research study could also solely examine the potential causality in this study's topic.

The results of this study provide further insight as to the extent of neoliberal ideology present in Trump's rhetoric and reveal the deeper political meaning behind Trump's rhetoric, which could result in more meaningful consideration of his language, especially as society may be currently undergoing a normalization of such language. There has not been considerable academic discussion concerning the specific model of sexism discussed in this study, neosexism, in Trump's expressed ideologies, as with neoliberalism; much of the discussion also concerns Trump's

rhetoric before his presidency. This study thus contributes to the discussion and could affect further questioning of how neosexism or other forms of sexism give rise to policies the administration enacts.

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