



REVISTA

CÁTEDRA

Análisis lingüístico femenino en el siglo XXI a través del discurso de Cynthia Viteri

Female linguistic analysis in the 21st Century: the speech of Cynthia Viteri

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Resumen

El propósito de este artículo es presentar de una manera general, mediante ejemplos prácticos, un análisis discursivo. Como sujeto de análisis se consideró a la Dra. Cynthia Viteri, por ser actualmente una de las mujeres más destacadas en la política ecuatoriana y la máxima autoridad de la ciudad de Guayaquil, Ecuador. La antropología lingüística, la sociolingüística, la nueva dialectología y lo que en el ámbito anglosajón se denomina la "lingüística feminista" llevan varias décadas aportando datos que muestran cómo hombres y mujeres se construyen y se manifiestan de forma diferente en cuanto a la manera de utilizar las lenguas. El presente trabajo de investigación tiene un enfoque descriptivo, y se desarrolló mediante la observación continua de videos y conferencias emitidos por la actual alcaldesa de Guayaquil, Dra. Cynthia Viteri Jiménez, mismos que se reproducen en el canal de Youtube y corresponden a los meses entre enero y noviembre del 2019. El análisis lingüístico demuestra la combinación y conexión de expresiones que exteriorizan los actos comunicativos. Se hace mayor hincapié en formas lingüísticas como el léxico, la referencia, la coherencia (argumentación), la interacción de semántica y sintaxis (modalidad, aspectos, tiempo, negación, modificación adverbial, etc.), así como también en las manifestaciones del



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lenguaje corporal del actor del discurso y además se puede observar que las diferencias de género son un hecho fundamental de la vida humana y no es sorprendente encontrarlas reflejadas en el lenguaje; por lo tanto, la atención al uso del lenguaje en el contexto social es muy importante.

Palabras clave

Análisis, habla, lenguaje corporal, lenguaje femenino, lingüística.

Abstract

The aim of this article is to present through practical examples a discourse analysis of Dr. Cynthia Viteri, who was considered as the subject of this analysis because she is actually one of the most prominent women in Ecuadorian politics and the highest authority of the city of Guayaquil, Ecuador. Linguistic anthropology, sociolinguistics, the new dialectology and what in the Anglo-Saxon field is called "feminist linguistics" have been providing data for decades to show, in terms of how to use the languages, the way men and women construct and manifest themselves differently. This research work has a descriptive approach, and it was developed through the continuous observation of videos and conferences issued by the current mayor of Guayaquil, Dr. Cynthia Viteri Jiménez, which are reproduced through the YouTube channel and correspond to the months between January and November 2019. The linguistic analysis shows the combination and connection of expressions that externalize the communicative acts. Greater emphasis is placed on linguistic forms such as lexicon, reference, coherence (argumentation), the interaction of semantics and syntax (modality, aspects, time, negation, modification adverbial, etc.), as well as the speaker's body language manifestations. Although, it is possible to observe that the gender differences are a fundamental fact of human life and it is not surprising to find them reflected in language; therefore, attention to the use of language in the social context is very important.

Keywords

Analysis, speech, body language, female language, linguistics.

1. Introduction

There are more and more studies that address the relationships between linguistic uses and sexual differences. Linguistic anthropology, sociolinguistics, the new dialectology and what in the Anglo-Saxon field is called "feminist linguistics" have been providing data for decades that show how men and women are constructed and manifest themselves differently in terms of how to use the languages. Likewise, "the sexist uses of languages are being revealed and ways of use are proposed that allow women to be named" (Tusón, 2016, p. 138).

This research work has a descriptive approach and was developed through the continuous observation of videos and conferences issued by the current mayor of Guayaquil Dr. Cynthia Viteri Jiménez, which are reproduced on the Youtube channel and from January and November 2019. The main axes that have promoted research around linguistic diversity linked to sexual differences have been differences in linguistic acquisition according to sex; forms of cultural transmission and, in particular, the acquisition and development of communicative competence in children, boys, and girls. From a linguistic-discursive perspective, the first works on linguistic diversity and the sexual difference that have had a great impact and become a must-see are those of Lakoff (1975) and Tannen (1994). In the same way, to know the opinion of linguists and grammarians regarding the speech of women, see the third chapter of the work of Lozano Domingo (1995), as well as the book by



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Yaguello (1978). Also, from the perspective of critical discourse analysis, see the works that appear in Wodak's work (1997).

This research consists of four parts: the first corresponds to the compilation of the videos of Cynthia Viteri, from January to November 2019; as a second part, the video observation focused on the verbal and non-verbal aspects was made; as a third part, the linguistic aspects of the discourse were analysed in detail and finally, the examples corresponding to the topics related to the particular discursive analysis were recorded within the female linguistic aspects.

2. Female language in the 21st century

Much is said about the advances in the female posture that broke through the 1970s and was strengthened in the 1980s, however, as far as women are concerned, "since ancient times and as a consequence of their biological and natural characteristics and possibilities, she was prepared to care for and educate children lovingly, teaching them the possibility of being expressive and showing emotions in different life situations" (Moreno, 2016, p. 1). This means that the woman was educated only to stay at home, to form a good home, to be a good housewife and an exemplary wife. Learning for women was only in the area of domestic work, care, and care for her husband and children. That is, the role of the wife was considered to be the most important to perform in a social environment.

Besides, certain authors point out that "the twentieth century has been that of the discovery of women, of their revolution and now in the twenty-first century will be the century of women" (Arnedo, et al., 2006, p. 2). Although it is very true that women still have a long way to go to move from entitlements to facts, it is worth acknowledging that in recent productivity studies they recommend the promotion of women for business leadership. It seems that female skills are more profitable for open modern systems of networking, group work, and solidarity.

As examples of women's advances in 21st-century politics, we can cite the following:

The current Norwegian government requires that there be at least two women in all the boards of directors, this century seems to be giving way to women in the world, so closed and traditionally male, especially in the world of politics, so by Example to the to end the first period of this century, there were in the world five women presidents in different countries: Ireland, Latvia, Finland, the Philippines, and Sri Lanka; and four prime ministers: Angela Merkel, the newly elected Chancellor of Germany, Helen Elizabeth Clark in New Zealand, Khaleda Zia in Bangladesh, and Luisa Diogo in Mozambique. Europe, Oceania, Asia and Africa, America was missing and, at the beginning of 2006, Michelle Bachelet was elected president of Chile. Within days, Ellen Johnson Sirleaf was acclaimed president of Liberia. Besides, it should be emphasized that four women have reached the highest levels of political power in Europe, three in Asia, two in Africa, one in America and one in Oceania (Arnedo, et al., 2006, p. 3).

As can be seen, the female figure has gained prestige in the 21st century, especially in the political domain and this can be verified in his body expression, which is not so different from the men's body language. Most of them use the same facial expressions and, for the most part, the same body language to express how they feel, how they attract each other, how they seek attention, and what their signs of anxiety are.



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The female linguistic characteristics such as body expression, facial expression, morphosyntax, lexicon, proxemic, prosodic have allowed women to gain ground in all spaces and more recognized in the political domain.

3. Materiales y métodos

The present research work has a descriptive approach and was developed through the continuous observation of videos and conferences issued by the current mayor of Guayaquil Dr. Cynthia Viteri Jiménez, which are transmitted by the Youtube channel and months between January and November 2019. Currently, Cynthia Viteri Jiménez has a very diverse audience, which makes her an interesting character for the elaboration of a scientific article.

The procedure for conducting this research work consisted of following a series of steps, which are the following:

1. Compilation of the videos of Cynthia Viteri, which involved downloading the videos of the Youtube channel, corresponding to the months from January to November 2019 to be able to separate them for months;
2. The observation of all the videos collected, focused on verbal and non-verbal aspects from the perspective of the pragmatic, was then made;
3. The linguistic aspects of discourses were then analysed in detail and carefully: body language, implications, assumptions, acts of speech, interaction, cooperation, rapport, and female linguistic characteristics;
4. Finally, after an observation process and analysis of the collected videos, we proceeded to record the examples corresponding to the topics related to the particular discursive analysis within the female linguistic aspects.

To carry out this research process, the following videos were used:

<https://www.youtube.com/watch?v=LrpIEnRs7NY>; Theme: Dra. Cynthia Viteri – Radio Élite. <https://www.youtube.com/watch?v=RXUL05XIj6s>; Theme: Entrevista a la Alcaldesa – RTS. <https://www.youtube.com/watch?v=Z7e4mA8XUdg>; Theme: La propuesta de Cynthia Viteri para la Alcaldía de Guayaquil. <https://www.youtube.com/watch?v=3DUNxbzi-oU>; Theme: Cynthia Viteri critica medidas económicas del Gobierno. <https://www.youtube.com/watch?v=vPJQKA5rJMg>, Theme: Cynthia Viteri – enlace Radio Centro. <https://www.youtube.com/watch?v=nCKEesewxfk>, Context: ¡Con Guayaquil no se juega!

4. Speech Analysis

After the observation process, different examples taken from the videos of Cynthia Viteri Jiménez published on Youtube were chosen, as she says in her lectures, without any alteration; taking into account their female stance in the political domain. The examples listed below are classified according to the topics discussed and explained above.

4.1 Deixis

4.1.1 Personal

Example 01	... esto es una tarea de nunca acabar Luisa, mi compromiso no sé no solamente será continuar en la desintoxicación y seguir firmando los convenios que nos permitan salvar vidas ...
Example 02	... recién llegamos al acuerdo de la semana pasada les diré el nombre del médico cabe destacar que los médicos en algunas de estas operaciones no cobran nada nosotros ponemos hospital



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	anestesista recuperación ponemos todos nosotros ponemos hospital anestesia recuperación ponemos todo ... Context: Interview to the Major -RTS ¹
4.1.2 Espacial	
Example 03	Guayaquil traerá los mejores equipos para este nuevo centro de rehabilitación física que además podrá atender a los niños con parálisis cerebral para este nuevo centro de rehabilitación física Context: Entrevista a la alcaldesa -RTS ²
Example 04	... ahora podemos ver con claridad cuál es el verdadero impacto de las medidas económicas adoptadas por este gobierno... Context: Cynthia Viteri criticizes the economic measures ³
4.1.3 Temporal	
Example 05	Ayer acabamos de dar a nuestros niños de la Escuela “4 de enero”, niños no videntes, un aparatito hecho por Walt ... Context: Cynthia Viteri – enlace radio centro ⁴
Example 06	... el gobierno no acaba de subir los pasajes del transporte público y de carga en todo el país esa es la verdadera medida que tomó el gobierno hace pocos días en materia económica ... Context: Interview to the Major -RTS ⁵

Table 1. Deixis

4.2 References and Inferences

4.2.1 References

Example 07	... es un placer estar con ustedes ahora en esta ... Analysis: Refers to journalists from Radio Élite. Context: Cynthia Viteri – enlace radio centro ⁶
Example 08	... esta nueva modalidad en exteriores que ... Analysis: It refers to the exteriors of the mayor of Guayaquil. Context: Dra. Cynthia Viteri – Radio Élite; <small>Error! Marcador no definido.</small>

4.2.2 Inferences

Example 09	... qué bien de aquí mire un tema que realmente me resalta el presupuesto del 40 por ciento del presupuesto será destinado para la obra social esto se decidió en la última sesión esto va a ser replicado todos los años permanente me he puesto del municipio 40 por ciento para la obra social permanentemente ... Analysis: The percentage of earmarked is sufficient for this activity. Analysis: The budget has already been approved.
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¹ <https://www.youtube.com/watch?v=RXUL05XIj6s>

² <https://www.youtube.com/watch?v=RXUL05XIj6s>

³ <https://www.youtube.com/watch?v=3DUNxbzi-oU>

⁴ <https://www.youtube.com/watch?v=vPJQKA5rJMg>

⁵ <https://www.youtube.com/watch?v=RXUL05XIj6s>

⁶ <https://www.youtube.com/watch?v=vPJQKA5rJMg>



	Analysis: A statistical study has been done before the adoption of the budget.
	Context: Dra. Cynthia Viteri – Radio Élite ^{Error! Marcador no definido.}

4.2.3 Names and references

Example 10	... la doctora Cynthia Viteri , un gusto ...
	Analysis: In reference to the Mayor of Guayaquil.
	Context: Dra. Cynthia Viteri – Radio Élite ^{Error! Marcador no definido.}
Example 11	... haciendo matriz desde Radio Élite nos ...
	Analysis: Radio Elite interviews Cynthia Viteri
	Context: Dra. Cynthia Viteri – Radio Élite ^{Error! Marcador no definido.}

4.2.4 Co-texto

Example 12	... está más en la mira de convenciones de eventos internacionales que dejan, desde el taxista desde el transporte urbano económico, desde la gastronomía hoteles y todo dinero en el bolsillo de los guayaquileños de la gente que trabaja aquí, es un evento importantísimo que lo va a tener Guayaquil ...
	Analysis: “guayaquileños” refers to the citizens of the city of Guayaquil directly or indirectly favoured by this event.
	Context: Dra. Cynthia Viteri – Radio Élite ^{Error! Marcador no definido.}

4.2.5 Anaphoric reference

Example 13	... su sueño y coincidió con su cumpleaños ...
	Analysis: she refers to Sergio
	Context: Cynthia Viteri – Radio Élite ^{Error! Marcador no definido.}
Example 14	... así es que los concejales todos los quince le dieron una bicicleta por su cumpleaños ...
	Analysis: she refers to Sergio
	Context: Dra. Cynthia Viteri – Radio Élite ^{Error! Marcador no definido.}

Table 2. References and Inferences

4.3 Presuppositions and declarations

4.3.1 Potential

Example 15	... este yo quiero que sea un programa permanente, poder ir realizando sueños a niños que tengan algún tipo de enfermedad catastrófica y que puedan realizar su sueño ...
	Context: Dra. Cynthia Viteri – Radio Élite ^{Error! Marcador no definido.}

4.3.2 Existential

Example 16	... pero que le he propuesto al gobierno central es su responsabilidad el tema de las drogas su sueño y coincidió con su cumpleaños ...
	Context: Dra. Cynthia Viteri – Radio Élite ^{Error! Marcador no definido.}
Example 17	... y un mensaje final a las mamás que tenemos o que tienen yo tengo nietos pequeños a las mamás que tienen sus hijos pequeños nosotros tenemos que llegar antes ...



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Context: Dra. Cynthia Viteri – Radio *Élite*^{Error! Marcador no definido.}

4.3.3 Factive

Example 18 ... también **hay otra posibilidad** vamos a tomar la que mayor gente cubra mayor necesidad allá también **hay una que sale ...**

Context: Dra. Cynthia Viteri – Radio *Élite*^{Error! Marcador no definido.}

4.3.4 Lexical

Example 19 ... ciertamente ya estamos, como dice la canción no hay cama para tanta gente, y es cada vez que estamos un poquito más apretados ...

Context: Dra. Cynthia Viteri – Radio *Élite*^{Error! Marcador no definido.}

4.3.5 Structural

Example 20 ... lo que sí, personalmente sigo insistiendo, es la renovación de la metrovía siguen muchos ...

Context: Dra. Cynthia Viteri – Radio *Élite*^{Error! Marcador no definido.}

4.3.6 No-Factive

Example 21 ... este yo quiero que sea un programa permanente, poder ir realizando **sueños** a niños que tengan algún tipo de enfermedad catastrófica y que puedan realizar su **sueño** ...

Context: Dra. Cynthia Viteri – Radio *Élite*^{Error! Marcador no definido.}

4.3.7 Factual

Example 22 ... la gente **está** pagando 35 centavos por rodar en estos buses que **son** eléctricos y que tienen aire acondicionado por ir más cómodos sin ningún problema ...

Context: Dra. Cynthia Viteri – Radio *Élite*^{Error! Marcador no definido.}

Table 3. Presuppositions and declarations

4.4 Cooperation

4.4.1 Maximum quantity

Example 23 **Gabriela Uquillas:** ¿Cuáles son las alternativas que ha propuesto el municipio y qué tienen en mente en relación con la vialidad la vialidad del transporte pesado?

Cynthia Viteri: “esa vía no aguanta más tránsito la vía la costa no aguanta más tránsito y recuerda que también por la misma vía está proyectado el aeropuerto cuyos estudios ya estoy retomando y la nueva terminal satélite terrestre también vía la costa es un polo de desarrollo y el único sitio para dónde va a crecer ...”

Analysis: Cynthia in answering the reporter's question gives information with many details.

Context: Cynthia Viteri talked to 5 citizens about the future of Guayaquil⁷

⁷ <https://www.youtube.com/watch?v=SuGVMJ0JI6k>



Example 24	<p>Luisa - Entrevistadora RTS: ¿Cuál va a ser específicamente el aporte que nosotros sumaremos como ciudad con usted como la primera autoridad de Guayaquil a la cabeza para contribuir a la seguridad del puerto principal?</p> <p>Cynthia Viteri: “apoyar a la policía nacional tanto con recursos con tecnología y con infraestructura si podemos resumir cuál es la propuesta y la acción desde el municipio de Guayaquil que como tú sabes luisa no le compete la seguridad competencia exclusiva del estado hemos llegado a un convenio con el ministerio del interior- y también con el consejo de la judicatura y la fiscalía general del estado...”</p>
	<p>Analysis: Cynthia in answering the question gives many details about which institutions take part in the security and about the conventions made to solve the problem of insecurity.</p>
	<p>Context: Interview to the Major -RTS⁸</p>

4.4.2 Relationship maxims

Example 25	<p>Gabriela Uquillas: ¿Cuáles son las alternativas que ha propuesto el municipio y qué tienen en mente en relación con la vialidad la vialidad del transporte pesado?</p> <p>Cynthia Viteri: “esa vía no aguanta más tránsito la vía la costa no aguanta más tránsito y recuerda que también por la misma vía está proyectado el aeropuerto cuyos estudios ya estoy retomando y la nueva terminal satélite terrestre también vía la costa es un polo de desarrollo y el único sitio para dónde va a crecer ...”</p>
	<p>Analysis: Cynthia Viteri does not respond directly the question that the reporter asked her.</p>
	<p>Context: Cynthia Viteri Cynthia Viteri talked to 5 citizens about the future of Guayaquil⁹</p>
Example 26	<p>Entrevistadora RTS: ¿Cuál va a ser específicamente el aporte que nosotros sumaremos como ciudad con usted como la primera autoridad de Guayaquil a la cabeza para contribuir a la seguridad del puerto principal?</p> <p>Cynthia Viteri: “apoyar a la Policía Nacional tanto con recursos con tecnología y con infraestructura si podemos resumir cuáles propuestas y la acción desde el Municipio de Guayaquil que como tú sabes Luisa no le compete la seguridad competencia exclusiva del Estado hemos llegado a un convenio con el Ministerio del Interior- y también con el Consejo de la Judicatura y la Fiscalía General del Estado...”</p>
	<p>Analysis: Cynthia Viteri answers the question, but indirectly by providing a lot of information.</p>
	<p>Context: Interview to the Major -RTS¹⁰</p>

⁸ <https://www.youtube.com/watch?v=RXUL05XIj6s>

⁹ <https://www.youtube.com/watch?v=SuGVMJ0JI6k>

¹⁰ <https://www.youtube.com/watch?v=RXUL05XIj6s>



Cuadro 4. Cooperación

4.5 Implicatures

4.5.1 Escalar

Example 27	... un gusto un, placer estar con ustedes ahora en esta nueva modalidad en exteriores ... Context: Dra. Cynthia Viteri – Radio Élite ¹¹
Example 28	... haciendo matriz desde radio Élite nos represa en varias emisoras un abrazo a todos pues sí a la orden yo quería tomar un tema de la semana ... Context: Dra. Cynthia Viteri – Radio Élite ¹²

4.5.2 Conversational

Example 29	... pero su sueño era ser alcalde por un día y hemos establecido un programa en la dirección de acción social , Boris para hacer realidad los sueños de los niños sobre todo los niños que padecen enfermedades muy duras como cáncer hay otros niños también que tienen otro tipo de enfermedades catastróficas muy muy duras y queremos hacer este programa se llama fin consiste en que si en este caso Sergio había tenido el sueño es ser alcalde pueda estar presente en una sesión dio inicio a la sesión ... Context: Dra. Cynthia Viteri – Radio Élite ¹³ <small>!Error! Marcador no definido.</small>
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4.5.3 Conventional

Example 30	... presenció todo lo trataban como alcalde desde el principio , desde que llegó al municipio los policías municipales que se le cuadraban cuando él pasaba ... Context: Dra. Cynthia Viteri – Radio Élite ¹³ <small>!Error! Marcador no definido.</small>
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Table 5. Implicatures

4.6 Speech Acts

4.6.1 Locutionary Acts

Example 31	... gracias a esas mil cien cámaras, nosotros podemos ver dónde hay accidentes de tránsito incendio y situaciones de riesgo y también vemos asaltos vemos agresiones vemos bandas y qué hemos hecho nosotros, hasta ahora la policía si tienen algún representante voluntariamente porque va siempre van hay que decirlo claro ellos van en la corporación Analysis: The purpose of this speech is to “inform” Context: Dra. Cynthia Viteri - Enlace Radio Águila ¹³
Example 32	... otra buena noticia John y para todos los que me escuchan es que hicimos juntos con el Banco del Pacífico con su con quien lo dirige Efraín Vieira el convenio del banco de oportunidades de manera

¹¹ <https://www.youtube.com/watch?v=LrpIEnRs7NY>

¹² <https://www.youtube.com/watch?v=LrpIEnRs7NY>

¹³ <https://www.youtube.com/watch?v=A8gZRwVIDuU>



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distinta que hicimos ahora los créditos no van no son hasta 500 dólares van de 500 dólares hasta 1500 dólares eso lo logramos en estos 60 días ...

Analysis: The purpose of this context is to “inform

Context: Dra. Cynthia Viteri - Enlace Radio Águila^{|Error! Marcador no definido.}

4.6.2 Illocutionary Acts

Example 33

... gracias a esas mil cien cámaras nosotros podemos ver dónde hay accidentes de tránsito incendio y situaciones de riesgo y también vemos asaltos vemos agresiones vemos bandas y que hemos hecho nosotros hasta ahora la policía si tienen algún representante voluntariamente porque va siempre van hay que decirlo claro ellos van en la corporación ...

Analysis: The purpose of this speech is to inform the public that the security issue is one of the priorities for the mayor.

Context: Dra. Cynthia Viteri - Enlace Radio Águila^{|Error! Marcador no definido.}

Example 34

... otra buena noticia John y para todos los que me escuchan es que hicimos juntos con el Banco del Pacífico con su con quien lo dirige Efraín Vieira el convenio del banco de oportunidades de manera distinta que hicimos ahora los créditos no van no son hasta 500 dólares van de 500 dólares hasta 1500 dólares eso lo logramos en estos 60 días ...

Analysis: The purpose of this context is to communicate to the Guayaquil residents about the new possibilities of credits, which they can access at the Pacific Bank.

Context: Dra. Cynthia Viteri - Enlace Radio Águila^{|Error! Marcador no definido.}

4.6.3 Perlocutionary Acts

Example 35

... gracias a esas mil cien cámaras nosotros podemos ver dónde hay accidentes de tránsito incendio y situaciones de riesgo y también vemos asaltos vemos agresiones vemos bandas y que hemos hecho nosotros hasta ahora la policía si tienen algún representante voluntariamente porque va siempre van hay que decirlo claro ellos van en la corporación ...

Analysis: The effect of this speech is to reassure citizens about the issue of crime, telling them that more security options for citizens have been incorporated.

Context: Dra. Cynthia Viteri - Enlace Radio Águila^{|Error! Marcador no definido.}

Example 36

... otra buena noticia John y para todos los que me escuchan es que hicimos juntos con el Banco del Pacífico con su con quien lo dirige Efraín Vieira el convenio del banco de oportunidades de manera distinta que hicimos ahora los créditos no van no son hasta 500 dólares van de 500 dólares hasta 1500 dólares eso lo logramos en estos 60 días ...

Analysis: The effect that causes this information is to encourage Guayaquil residents to apply to new bank credit opportunities.

Context: Dra. Cynthia Viteri - Enlace Radio Águila^{|Error! Marcador no definido.}



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Table 6. Speech acts

4.7 Speech Classification

4.7.1 Representatives

Example 37	<p>... yo creo que el embarazo y lo digo solo de manera particular en mi caso específico me salvó de otro destino me salvó y otro destino porque a esa edad a mí no me importaba nada ...</p> <p>Analysis: Cynthia Viteri, from her point of view, indicates that in one way or another pregnancy marked her life in a very positive way for her professional life.</p> <p>Context: CatolicaTV - Perfil Cynthia Viteri¹⁴</p>
Example 38	<p>... yo creo que por eso Dios nos guía y podemos o tratamos como nos esforzamos por hacer las cosas bien cuesta mucho trabajo ... hasta 500 dólares van de 500 dólares hasta 1500 dólares eso lo logramos en estos 60 días ...</p> <p>Analysis: In this part of the video Viteri shares her faith in God, who for her is a very important pillar in her entire life</p> <p>Context: Cynthia Viteri, la alcaldesa: "Guayaquil es mi corazón" - MarielaTV¹⁵</p>

4.7.2 Expressive

Example 39	<p>... el trabajo más emocionante lo que más me gusta de todo esto es la calle me encanta poder regresar a la calle me asfixia en los escritorios ...</p> <p>Analysis: Cynthia Viteri expresses that she loves being in the streets, instead of being in an office.</p> <p>Context: Cynthia Viteri, la alcaldesa: "Guayaquil es mi corazón" - MarielaTV¹⁵</p>
Example 40	<p>... no me gustaba la locución fui muy poco tiempo locutora porque era muy tenso tener que estar arreglada, pintada, maquillada vestida a una hora determinada ...</p> <p>Analysis: The Mayor of Guayaquil shares that she worked as an announcer for a while, but it was an activity she did not like.</p> <p>Context: Cynthia Viteri, la alcaldesa: "Guayaquil es mi corazón" - MarielaTV¹⁵</p>

4.7.3 Directives

Example 41	<p>... la democracia la democracia no caerá en las calles de Guayaquil y menos un 9 de octubre que viva Guayaquil ...</p> <p>Analysis: With this speech, Cynthia Viteri tries to persuade the people of Guayaquil to do not allow people outside the city to destroy what they have built for years.</p> <p>Context: said this in her speech at the march for peace in Guayaquil - Teleamazonas¹⁶</p>
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¹⁴ <https://www.youtube.com/watch?v=FpGT43wQOXI>

¹⁵ <https://www.youtube.com/watch?v=sUW2MDNTD7c>

¹⁶ <https://www.youtube.com/watch?v=lKe9TkSfM7E>



Example 42	... somos la policía que aguantó humillación y golpe para no caer en la provocación somos los agentes de la gn, de los metropolitanos, de justicia y vigilancia del mercado del municipio de Guayaquil que terminaron ...
	Analysis: In this video, Cynthia Viteri, through the speech in the march for peace motivates its citizens to take care of their city and do not allow themselves to fall into the provocation that can cause an irreparable damage in Guayaquil.
	Context: Cynthia Viteri said this in her speech at the march for peace in Guayaquil – Teleamazonas ¹⁶
4.7.4 Commissives	
Example 43	... llegamos a un acuerdo que beneficia a los guayaquileños porque eso es lo que me compete por un lado nosotros haremos la desintoxicación con medicamentos aprobados por el ministerio psiquiátrico y en personal psicólogos y psiquiatras también nuestra primera clínica de rehabilitación móvil ...
	Analysis: Cynthia Viteri indicates that she has a plan for the future, such as the detoxification of young drug addicts, which will be accomplished in a not too distant future.
	Context: Dra. Cynthia Viteri - Enlace radial Radio Centro ¹⁷
Example 44	... ese es nuestro nuevo plan y llegaré a un acuerdo porque sé que lo haremos con el ministerio de educación para poder ir a las escuelas fiscales y prevenir en nuestros niños que sean los próximos que caigan en este desastre ...
	Analysis: In this interview, Mayor Cynthia Viteri announces to her audience the plan she has to improve the quality of Education.
	Context: Interview Mayor Cynthia Viteri – RTS ¹⁸

Table 7. Speech Classification

4.8 Politeness and Interaction

4.8.1 Politeness Amabilidad

Example 45	... llegar nosotras y nosotros antes que ellos al corazón a la mente y a la inteligencia en nuestro sitio en un abrazo para ustedes ...
	Analysis: ustedes , she refers to the Radio Élite's audience
	Context: Dra. Cynthia Viteri – Radio Élite ¹⁹

Table 8. Politeness and Interaction

After an in-depth analysis from each of the examples described above and with the observation of Dr. Cynthia Viteri's videos, it has been possible to observe some of her own linguistic feminine characteristics, the same ones that can be evidenced in the following examples taken from his videos.

4.9 Prosody and paralinguistics elements

¹⁷ <https://www.youtube.com/watch?v=vPJQKA5rJMg>

¹⁸ <https://www.youtube.com/watch?v=RXUL05Xlj6s>

¹⁹ <https://www.youtube.com/watch?v=LrpIEnRs7NY>



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Example 01	<p>... de esta alianza en donde el Municipio de Guayaquil iba a colaborar para ser puntual (finales ascendentes) eficientemente en la comunicación inmediata (cambio de entonación más enfática) de un hecho delincencial para que la policía actúe de manera efectiva y reduzca sus tiempos para llegar (finales ascendentes) inmediatamente al sitio del hecho (cambio de entonación más enfática) nuestra colaboración era tecnológica y vamos a tener un solo sistema (finales ascendentes) el 911 se iba a integrar al nuestro y de esa manera cuando alguien era víctima y un hecho delictivo el patrullero más cercano con gps que también les íbamos a dar (cambio de tonos de voz con tendencias a tonos más agudos) nosotros a los patrulleros o nuestro personal iba a ir inmediatamente en auxilio el ciudadano ese era nuestro claro qué pasó después de las conversaciones siguieron (cambio de tonos de voz con tendencias a tonos más agudos) dándose semanas en donde se reunieron delegados de cada una de estas funciones y ...</p>
Context: ¡Con Guayaquil no se juega Contexto! ²⁰	
Example 02	<p>... y queriendo que Guayaquil caiga en una trampa (alargamientos vocálicos), un mensaje escrito de la ministra del interior nos decía como guayaquileños, que estaba lista para firmar para que Guayaquil, el municipio (alargamientos vocálicos), que ella sabe porque es abogada, para que el municipio, se haga cargo de la seguridad integral (cambios de entonación más enfáticos y alargamientos vocálicos) de la ciudad ...</p>
Context: ¡Con Guayaquil no se juega! ²⁰	

4.9.1 Morphosyntax

Example 03	<p>... de firmar el convenio señores luego de que ya todos se habían puesto de acuerdo en una mesa con representantes del ministerio del interior- aceptando este engranaje de fuerzas y nosotros poniendo toda nuestra colaboración (haciendo referencia a los miembros del Consejo Municipal de Guayaquil) al día anterior de la firma es decir al día anterior del 25 de julio el ministerio del interior- mandó un nuevo convenio desconociendo todos los acordados por todas las autoridades en esa mesa jugando con Guayaquil ...</p>
Context: ¡Con Guayaquil no se juega! ²⁰	
Example 04	<p>... nos mandaron a decir (haciendo referencia a los miembros del Consejo Municipal de Guayaquil) que estaban de acuerdo en el convenio inicial, dio sorpresa de mala fe con absoluta mala fe y queriendo que Guayaquil caiga en una trampa, un mensaje escrito de la ministra del interior nos decía como guayaquileños (haciendo referencia a los miembros del Consejo Municipal de Guayaquil), que estaba lista para firmar para que Guayaquil, el</p>

²⁰ <https://www.youtube.com/watch?v=nCKEesewxflk>



municipio, que ella sabe porque es abogada, para que el municipio se haga cargo de la seguridad integral de la ciudad ...

Context: ¡Con Guayaquil no se juega!²⁰

4.9.2 Lexicon

Example 05

... así es que no hay tiempo, la vida tan **pequeñita** cambia Mariela **tan pequeñita** hace poco éramos veinteañeras ahora yo soy más de 50, 53 tú no ...

Analysis: In this context, a diminutive is used to refer to the great affection and emotion that reminds her of the time she was young.

Context: Cynthia Viteri, la alcaldesa: "Guayaquil es mi corazón" - MarielaTV²¹

Example 06

... me incorporé y cuando ya me incorporé ya tenía tres hijos Johana Julie y Juliana y ahora a ellos ya tienen la 36 el otro 30 la otra 28 y mis bebés que son mis gemelos de 18 años varón y mujer que ya se gradúa en este año ingresar a la universidad y que ahora son desde que nacieron son como mis niños **pequeñitos** y no termino de verlos crecer nunca creo ...

Analysis: This video specifically talks about her family, her life; therefore, you can see the affection and emotion when expressing her family, as well as she uses diminutives to emphasize the great love for her children.

Context: CatólicaTV - Perfil Cynthia Viteri²²

4.9.3 Textual theme organization

Example 07

... lo único que no puedes hacer es quedarte sentado esperando a ver qué haces no para esparcir estar estudiando ya el pre de una carrera y sé pero que sigue en el camino vas a saber pero **y en el análisis que pasa en la retrospectiva que pasa en pensar y hacer una yo no soy de eso, yo tengo como tu, camino, camino, camino, camino, si hay una y decidido por qué camino ir exacto, exacto pero todo rápido todo el vuelo así es que no hay tiempo la vida tan pequeñita cambia bailar tan pequeñita** hace poco éramos ingeniera ahora yo soy más de 50 ...

Analysis: In this part you can clearly see the interruptions by the two people (Cynthia and Mariela), feminine linguistic characteristics, which indicate cooperation and indicate understanding of the subject as well.

Context: Cynthia Viteri, la alcaldesa: "Guayaquil es mi corazón" - MarielaTV²³

Example 08

... respondiendo a tu pregunta **ningún acto de violencia venga de donde venga y si se da pues va a ser sancionado no**

²¹ <https://www.youtube.com/watch?v=sUW2MDNTD7c>

²² <https://www.youtube.com/watch?v=FpGT43wQOXI>

²³ <https://www.youtube.com/watch?v=sUW2MDNTD7c>



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	solamente administrativamente sino que si el caso lo amerita vaso tras día hasta entonces en general los agentes de la policía metropolitana o sea lo que se analiza van a ir destinados a término seguridad en general es un programa piloto y vamos a seguir cuidando el orden de la ciudad y protegiendo a la gente de la delincuencia pero de manera cómo lo deben hacer cada funcionario del Municipio ...
	Analysis: In this video, you can clearly see the interruptions in the interview questions, without losing the thread of the topic, which indicates cooperation and understanding of these questions.
	Context: The proposals of Cynthia Viteri for the Mayor's Office of Guayaquil - Teleamazonas ²⁴

4.9.4 Non verbals elements (Kinesics y proxemics)

Example 09	Analysis: In this video, you can show the cross-legged posture and the use of the hands to express and answer the questions. Context: Mayor Cynthia Viteri's interview - RTS ²⁵
Example 10	Analysis: It is very clear the proximity between Mariela and Cynthia at the time of speaking, as well as the crossed legs throughout the interview, hand movement and facial gestures. Context: Cynthia Viteri, la alcaldesa: "Guayaquil es mi corazón" - MarielaTV ²⁶

Table 9. Prosody and paralinguistics elements

4.10 Analysis characteristics

Other aspects of meaning depend more on the context and the communicative intentions of the speakers, and that it should be considered that "communication depends not only on recognizing the meanings of the words but also on what the speakers mean at that specific time" (Álvarez, 2019, p. 15). The discipline that helps to understand these meanings is Pragmatics, i.e., the interpretation of the meanings in the context of extra linguistic elements and communicative situations.

The invisible meaning must be taken into account, "recognize what is meant even when it is not said" (Yule, 2006, p. 112). The two main types of context are studied: the linguistic (context) and the physical. Quite related to the latter is the concept of deixis, as can be seen in Table 1; concerning the concept of reference as in Table 2, thus, it is not the words that refer by themselves, but the people. It should not be confused with inference, which refers to the process by which conclusions are derived from propositions.

The anaphora, consists in the repetition of one or several words at the beginning of two or more lines of a verse of a stanza or a sentence, it corresponds to the second time a reference is used, the first is the antecedent; on the other hand, the presuppositions are what a speaker assumes is true or known to as a listener, as can be seen in Table 3. It continues with speech acts and studies how their use both direct and indirect is related to courtesy or

²⁴ <https://www.youtube.com/watch?v=Z7e4mA8XUdg>

²⁵ <https://www.youtube.com/watch?v=RXUL05Xlj6s>

²⁶ <https://www.youtube.com/watch?v=sUW2MDNTD7c>



image, either negative or positive. Speech analysis deals with the study of language in texts and conversations. Table 4 shows the analysis of conversations and how the participants can act when they take turns and manage endpoints. The principle of cooperation with Grice's four maxims is also analyzed:

- a) Maxims of quantity, when information necessary for the purpose of the conversation is provided.
- b) Maxims of quality, the information provided must be truthful.
- c) Maxims of relation, if the contribution of information is relevant to the topic of the conversation.
- d) Maxims of manner, the information should be clear and brief to avoid ambiguities.

Unlike syntactic and semantic rules, pragmatic principles and conventions work both when they are apparently violated, "when speaker S has listener H to recognize the apparent violation and to make the appropriate contextual adjustment, such as when they are observed or they violate with ostentation" (Horn & Ward, 2006, p. 8). Therefore, neither the principle of cooperation nor the corresponding maxims are designed as prescriptions for ethical actions or as ethnographic observations, a more precise approach is to see them as predetermined configurations whose mutual awareness is shared by the speech of the participants.

4.11 Female language's characteristics

Through both, observation and interviewing, it is possible to gather information on how speech acts are performed in a given speech community, such as for example, in the workplace where requests are made to colleagues, they reject requests from older people status and thank people on duty, such as cafeteria workers or custodians, example in Table 5. The way to point it out must be related to "what they say / how they say it, speed of delivery and tone of voice / and their nonverbal behavior as facial expressions, body posture and gestures say" (Ishihara & Cohen, 2010, p. 230). Depending on the language and culture, it may be strategic for the speaker to adjust the performance of the speech act according to the age, relative status or gender of the listener, as it can be seen in Table 6. He or she would also need to know what it means to ask something, for example a car, in this particular context, that is, how large is the obligation that is considered in that culture, if a car is a daily necessity or a luxury and in that specific context, borrow a new car and relatively valuable compared to an old "spare" car.

Therefore, "the natural discourse recovered through the corpus data reveals that it could take several turns for the interaction to resolve itself, in one way or another" (Ishihara and Cohen, 2010, p. 238). The realization of effective speech acts is related not only based on the knowledge of what is appropriate or not in certain cultures, but also of the knowledge of the language to do them appropriately, as example is Table 7.

Some of the main female language characteristics are mentioned:

The desire to include other participants as equals in the speech, emphasizing the relationship with them; extreme attention to outside words and external messages - verbal or nonverbal; the express indication of their listening and involvement in the conversation; a search for privacy; the development of issues in a cooperative way. While for the masculine style, he mentions the desire to affirm himself in front of the other participants; their participation is measured more by the type of intervention than by the demonstration of attention; a search for objectivity and distancing; the development of themes individually and



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frequently competitively; a seemingly hostile expression of male solidarity (Bengoechea, 1996, p. 3).

Women's body language is not so different from men's body language. Everyone uses the same facial expressions and, for the most part, the same body language to express how they feel, how they attract each other, how they seek attention, and what their signs of anxiety are.

It is estimated that “women can effortlessly pronounce an average of 6,000 to 8,000 words a day” (Pease & Pease, 2001, p. 98). In addition to that you can additionally use between 2,000 and 3,000 sounds to communicate, and about 10,000 gestures and facial expressions. More than 20,000 communication units to transmit a certain message. While man, on the other hand, uses only between 2,000 and 4,000 words, between 1,000 and 2,000 sounds and emits at most 3,000 body language signals. In other words, its daily average amounts to about 7,000 communication units. A third of what women emit.

Besides, it is added that, at the time of communicating, “women think out loud and consider this type of behaviour as a gesture of friendship because speaking they allow others to share their thoughts” (Pease & Pease, 2001, p. 99). Moreover, they release their feelings to face them better. However, men do not usually understand this attitude and understand it as the woman is passing them a list of problems to solve as soon as possible. However, they do not expect answers, but to have someone who listens to them carefully or confirms what they say, as example is Table 8.

It can be noted that, for men, “conversation is the way to negotiate their status in the group and prevent people from pushing around them. Man uses the talk to preserve his independence” (Tannen, 1991, p. 21). Women, on the other hand, use conversation to negotiate closeness and intimacy; In fact, talking is the essence of intimacy, so being best friends means sitting and talking. For boys, on the other hand, activities, doing things together, are central. Simply sitting and talking is not an essential part of friendship. Besides, for women, talking about problems is the essence of the connection, see Table 9. Men, however, when they hear the problems, interpret it as a request for advice, so they respond with a solution.

If an explanation for the above is sought, it could be mentioned anthropologically that “men evolved as food hunters, not as communicators” (Pease & Pease, 2001, p. 89). Instead, women used to spend their days in the company of other women and children in the group and therefore developed the ability to communicate successfully in order to maintain relationships.

The evolution from the fundamentally individualistic subsistence activities of the higher primates to the complex cooperative enterprise of hunting and gathering surely required efficient communication. A popular hypothesis of language development includes the idea that in a first stage it would have been a gesture language - gesturing, remember, it is something that human beings do frequently, especially when they do not find the right words.

5. Conclusions

The feminine language is manifested in Dra. Cynthia Viteri in a very clear and evident way, such as the use of prosody, paralinguistic elements, body language, and a more emphatic intonation, vocal lengthening, also makes a change in tone of voice when you need to emphasize something very important. As well as frequent use of vocalizations such as (mmm, aha or similar) to indicate that you are following the dialogue or an interview.



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Another important element about feminine language is morphosyntax where it makes use of the second person of the singular and the first person of the plural, to include the person or persons with whom she is interacting. Besides, the frequent use of interrogative and exclamative sentences is observed (nooo ?, truee ?, eeeh ?, what if yess ?, do not you thinnk?).

In the dialogues presented by Dra. Viteri, the vocabulary refers to private areas such as family and home; while the affections are manifested in the use of diminutives and words that belong to the lexical part of the feminine language. The thematic textual organization is an aspect that is highlighted in Viteri's videos, and that is useful for the construction of a shared speech; In addition to contributing ideas based on their own experience.

Nonverbal elements such as kinesics and proxemics are present in Viteri's dialogues and interviews, through kisses in greetings and greater proximity to the interviewer when they are speaking; on the other hand, the gestural movements of both the hands and arms are performed in a space closer to the body itself, with the forearm almost attached to the thorax, which is very common in it, as well as the crossing legs by the knees or together or crossed, as part of the representation of the characteristics of female language.

Finally, gender differences are a fundamental fact of human life and it is not surprising to find them reflected in language. That should be noted that the distinction between the language of men and women is a symptom of a problem in our culture, not the problem itself. It reflects the fact that men and women are expected to have different interests and roles, hold different types of conversations and react differently to other people. Therefore, more attention should be given to the use of language in the social context.

Legal equality between men and women and the massive incorporation of women into all public and private spheres have modified the way they speak, have feminized many terms referring to trades, positions, and professions and forced expressive changes in the formal language and politically correct. However, it is enough to listen with the intent to any everyday conversation - no matter how banal or professional - to discover that the usual language is full of expressions and structures that help identify the speaker and the intention of his speech



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