

AUTORREFERENCIA SINGULAR EN EL DISCURSO DE CRISTINA FERNÁNDEZ DE KIRCHNER: LA MARCA FEMENINA

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Studi Italiani di Linguistica Teorica e Applicata, anno XLIX, 2020, numero 1

ABSTRACT

In this article, we offer an analysis of intra-speaker morphosyntactic variation 1s vs 3s as forms of self-reference in a corpus made up of political speeches and journalistic interviews done to Argentine President Cristina Fernández de Kirchner. The approach to the research problem was made from the perspective of linguistic variation and based on the theoretical-methodological postulates of the theory of the Columbia Linguistic School. We analyze two parameters that we have tested in the corpus: the referential distance (female vs. male / neutral context) and thematic distance (public vs private). The results indicate that both factors influence the relative frequency of use of the forms in variation. We conclude that the alternation in the use of the forms of 1s vs 3s is not due to chance, but responds to the communicative needs of the speaker in order to explain different modes of self-presentation, as a political woman, in her speech.