

PERFORMATIVITY AND GENDERING ROLES: A CRITICAL DISCOURSE ANALYSIS OF MARIAM NAWAZ'S SPEECHES AS THE FIRST FEMALE CHIEF MINISTER OF PUNJAB

Khadija Gulam Hussain¹, Dr. Mudasar Jahan^{*2}, Mahnoor Ghani Sheikh³

¹Associate Lecturer, University of Gujrat, Pakistan.

^{*2}Associate Lecturer, Centre for Languages and Translation Studies, University of Gujrat, Pakistan.

³Department of English, University of Gujrat. Pakistan

¹khadija.ghulam@uog.edu.pk, ^{*2}mudasar.jehan@uog.edu.pk, ³mahnoor.sheikh@uog.edu.pk

Corresponding Author: *

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ABSTRACT

This study examines the performativity of Mariam Nawaz Sharif's roles as the first female Chief Minister of Punjab, exploring how she navigates standard gender roles and challenges patriarchal norms. Aiming to analyze the linguistic and discursive strategies employed by Mariam Nawaz to perform power and gender, this research addresses the problem statement of how female leaders negotiate complex power dynamics in patriarchal societies. Guided by the research questions of how Mariam Nawaz performs gender, challenges traditional gender norms, and navigates power dynamics, this study draws on Judith Butler's performativity theory and employs a qualitative method with thematic analysis, situated within a constructivist paradigm. Building on existing literature, this research identifies gaps in understanding the performativity of female leaders in patriarchal societies. Analyzing 15 selected themes from Mariam Nawaz's speeches and public statements, the findings reveal how she employs linguistic and discursive strategies to perform gender, challenge traditional norms, and navigate power dynamics. The results provide insights into the complex dynamics of gender, power, and performativity, highlighting the significance of language and discourse in shaping our understanding of female leadership. Future recommendations include exploring the impact of Mariam Nawaz's performativity on her audience and the broader sociopolitical context.

Keywords: *performativity, gender roles, female leadership, patriarchal societies, linguistic and discursive strategies.*

INTRODUCTION

Mariam Nawaz, as the first female Chief Minister of Punjab, broke the glass ceiling in Pakistani politics, paving the way for future generations of women leaders. Her rise to this position marked a significant milestone in the country's history, raising important questions about gender, power,

and performativity. This study undertook a critical discourse analysis of Mariam Nawaz's speeches, employing Judith Butler's theory of performativity as a theoretical framework. Butler's concept of performativity suggests that gender is not an inherent trait, but rather a performance that is repeated and reinforced

through social and cultural norms (Butler, 1990). The analysis focused on linguistic and discursive strategies used to negotiate and subvert traditional gender expectations. Mariam Nawaz's speeches were examined to identify how she performed gender and challenged traditional gender norms, shedding light on her use of language, rhetorical strategies, and performative gestures. For instance, in her message on National Minorities Day, Mariam Nawaz emphasized the importance of equality, tolerance, and patience, highlighting the Punjab government's efforts to promote minority rights. This research is contributed in understanding of how women in positions of power negotiate and subvert traditional gender expectations. Mariam Nawaz's leadership style shaped Pakistani politics' cultural and social context, and this study explored how she challenged traditional gender norms and paved the way for future generations of women leaders. Studies have shown that critical discourse analysis provides valuable insights into how political leaders use language to shape public opinion and promote their agendas (Fairclough, 2010; Rao Muhammad Aqeel, Abida Kanwal, & Salleh Ud Din, 2015).

Context of the Study

Pakistan's patriarchal society has long posed significant challenges to women's participation in politics, perpetuating gender-based discrimination

and inequality. In spite of some progress, women continue to face substantial barriers, including cultural and structural constraints, that hinder their active engagement in politics. Mariam Nawaz's ascension to the position of Chief Minister of Punjab marks a crucial milestone, highlighting the need to examine how women in positions of power navigate and challenge traditional gender norms. Her leadership has brought attention to the complex interplay between Pakistan's patriarchal system and women's limited participation in politics. The patriarchal attitudes and societal norms in Pakistan have resulted in women's limited access to education, employment, and politics. Furthermore, the relationship between the women's movement and the Pakistani state has undergone significant shifts, influencing women's participation in politics. The data analysis revealed that Mariam Nawaz's speeches as the Chief Minister of Punjab reflect her ability to navigate and challenge traditional gender norms. Her use of language, rhetorical strategies, and performative gestures demonstrate her ability to perform gender and challenge patriarchal attitudes. Mariam Nawaz's leadership has created a critical opportunity to examine how women in power navigate and challenge traditional gender norms, ultimately contributing to a deeper understanding of the complex dynamics of gender, power, and politics in Pakistan.

Standard Roles of an Ideal Leader

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| 1 | Visionary (Bass, 1985; Yukl, 2010) | Providing direction and setting goals for the organization. |
| 2 | Strategist (Porter, 1980; Thompson & Strickland, 1998) | Developing and implementing plans to achieve goals. |
| 3 | Communicator (Hersey & Blanchard, 1988; Gudykunst & Ting-Toomey, 1988) | Effectively conveying vision, goals, and expectations to stakeholders. |
| 4 | Motivator (Maslow, 1943; Herzberg, 1966) | Inspiring and motivating team members to achieve their best. |
| 5 | Decision-Maker (Simon, 1977; Harrison, 1995) | Making informed, timely, and decisive decisions. |
| 6 | Problem-Solver (Dewey, 1910; Argyris, 1993) | Analyzing problems and developing solutions. |
| 7 | Collaborator (Tjosvold, 1988; Druskat & Wheeler, 2003) | Building and maintaining relationships with stakeholders. |
| 8 | Coach/Mentor (Hunt & Michael, 1983; Kram, 1985) | Developing and guiding team members. |
| 9 | Change Agent (Kotter, 1995; Cummings & Worley, 2009) | Embracing and leading change initiatives. |
| 10 | Role Model (Bandura, 1977; Bass, 1985) | Demonstrating values, ethics, and behavior |

Background of the Study

Research has consistently shown that women's underrepresentation in politics is a pervasive issue in Pakistan, with studies highlighting the significant barriers women face in entering and succeeding in politics (Shaheed, 2010). Regardless of some progress, women continue to encounter substantial challenges, including cultural and structural constraints, that hinder their active engagement in politics (Jaffrelot, 2015). Critical discourse analysis has proven to be a valuable tool in examining how political leaders use language to shape public opinion and promote their agendas (Fairclough, 2010). This framework provides insight into how women in positions of power navigate and challenge traditional gender norms. Mariam Nawaz's ascension to the position of Chief Minister of Punjab marks a significant milestone in this context, highlighting the need to investigate how she performs gender and challenges traditional gender norms through her speeches. This study aims to contribute in understanding the complex dynamics of gender, power, and politics in Pakistan, with a particular focus on the challenges and gaps faced by women in power. The analysis of Mariam Nawaz's speeches through critical discourse analysis seeks to provide a clear understanding of how women in positions of power navigate and challenge traditional gender norms, ultimately shedding light on the ways in which gender shapes political leadership in Pakistan.

Statement of the Problem

Traditional gender roles and expectations in Pakistan's patriarchal society have long hindered women's participation in politics, perpetuating gender-based discrimination and inequality (Shaheed, 2010). This issue is particularly relevant in the context of Mariam Nawaz's ascension to the position of Chief Minister of Punjab, making her the first female to hold this office. As a woman in a position of power, Mariam Nawaz must navigate the entrenched expectations and patriarchal attitudes that have historically limited women's participation in politics (Jaffrelot, 2015). Mariam Nawaz's speeches provide valuable insights into how she addresses this challenge, asserting her leadership

expected of team members.

and authority while navigating societal expectations and norms. The study examines how Mariam Nawaz performs gender and challenges traditional gender norms through her discourse, analyzing her use of language, rhetorical strategies, and performative gestures. This research has important implications for understanding gender, power, and politics in Pakistan, informing strategies for promoting greater gender equality and women's empowerment in the country. The analysis of Mariam Nawaz's speeches sheds light on the ways in which women in positions of power navigate and subvert patriarchal attitudes and societal norms. This study contributes to a deeper understanding of the complex dynamics of gender, power, and politics in Pakistan.

Research Objectives

- To examine the linguistic and discursive strategies used by Mariam Nawaz to perform gender and challenge traditional norms in her speeches.
- To identify the linguistic and discursive strategies employed by Mariam Nawaz to challenge traditional gender roles and assert her leadership and authority.
- To explore the implications of Mariam Nawaz's speeches for understanding the complex dynamics of gender, power, and politics in Pakistan.

Research Questions

RQ1: How does Mariam Nawaz perform gender through performativity in her speeches as the first female Chief Minister of Punjab?

RQ2: What linguistic and discursive strategies does she employ to challenge traditional gender roles?

RQ3: How do her speeches reflect and shape the cultural and social context of Pakistani politics?

Significance of the Study

The significance of this study lies in its potential to enrich in understanding of how women in positions of power, like Mariam Nawaz, navigate and challenge traditional gender norms through their discourse, particularly in a patriarchal society where men have traditionally held

authority (Khan, 2017). Through analyzing her speeches through the lens of performativity (Butler, 1990), we can uncover the linguistic and discursive strategies she employs to perform gender, challenge traditional gender roles, and assert her leadership.

This research contributes to a deeper understanding of gender and politics in Pakistan, providing valuable insights for future researchers, policymakers, and women leaders. Moreover, it demonstrates how Mariam Nawaz's leadership style shapes Pakistani politics' cultural and social context, paving the way for future generations of women leaders.

The findings of this study will enhance our knowledge of the complex dynamics of gender, power, and politics in Pakistan, highlighting the significance of performativity in understanding how women in positions of power navigate and challenge traditional gender norms.

Literature Review

The concept of performativity, introduced by Judith Butler (1990), has been widely employed in various fields to examine how individuals perform and negotiate their identities, particularly in relation to power dynamics. In the context of gender and politics, performativity offers a valuable framework for analyzing how women in positions of power, like Mariam Nawaz, navigate and challenge traditional gender norms (Butler, 1990; Lloyd, 2007). Butler's theory of performativity suggests that gender is not an inherent trait, but rather a performance that is repeated and reinforced through social and cultural norms (Butler, 1990). This perspective highlights the ways in which individuals, including women in positions of power, negotiate and challenge these norms through their discourse and actions. In the context of Pakistani politics, performativity provides a useful lens for examining how women like Mariam Nawaz navigate the complex web of gender norms and power dynamics (Khan, 2017). Through analyzing Mariam Nawaz's speeches and discourse, this study aims to shed light on the ways in which she performs gender and challenges traditional norms.

Performativity and Gender

Butler's (1990) theory of performativity posits that gender is not an inherent trait, but rather a performance that is repeated and reinforced through social and cultural norms. This perspective highlights the ways in which individuals perform gender through their actions, language, and behaviors (Butler, 1993; Lloyd, 1999). Scholars have further developed this concept, arguing that performativity is a key mechanism through which gender norms are constructed and maintained (West & Zimmerman, 1987; Fenstermaker & West, 2002). In the context of Pakistani politics, where traditional gender roles and expectations are deeply entrenched (Khan, 2017; Shaheed, 2010), Mariam Nawaz's performances of gender are particularly significant. Research has shown that women in politics often employ strategies such as rhetorical devices, emotional appeals, and performative gestures to assert their authority and challenge dominant gender norms (Muir & Seitz, 2004; Parry-Giles & Parry-Giles, 2002).

Critical Discourse Analysis and Performativity

Critical discourse analysis (CDA) provides a valuable methodology for examining how language is used to shape public opinion, promote particular agendas, and exercise power (Fairclough, 1995; van Dijk, 1993). Through employing CDA, this study aims to analyze Mariam Nawaz's speeches and identify the linguistic and discursive strategies she uses to perform gender and challenge traditional gender norms. Research has demonstrated the effectiveness of CDA in examining the performative aspects of language, particularly in relation to power dynamics (Butler, 1990; Parker, 2002). Scholars have used CDA to analyze how language is used to construct and reinforce social identities, including gender (Lazar, 2005; Sunderland, 2004). Additionally, CDA has been employed to examine the language used by women in politics, highlighting the ways in which they navigate and challenge traditional gender norms (Muir & Seitz, 2004; Parry-Giles & Parry-Giles, 2002). This study draws on the work of critical discourse analysts, such as Fairclough (1995) and van Dijk (1993), to examine the linguistic and discursive strategies used by Mariam Nawaz to perform gender and challenge

traditional gender norms. Through employing CDA, this study aims to contribute to our understanding of how language is used to shape public opinion and promote particular agendas, particularly in the context of Pakistani politics.

Women in Politics and Performativity

Women in politics, like Mariam Nawaz, face complex gender dynamics, employing various strategies to assert authority and challenge traditional norms. Judith Butler's concept of performativity is crucial in understanding these dynamics, as it highlights how individuals perform gender through repeated acts and social norms. Research has shown that women in politics use rhetorical devices, emotional appeals, and performative gestures to assert their authority and challenge traditional gender norms (Muir & Seitz, 2004; Parry-Giles & Parry-Giles, 2002). For instance, Hillary Clinton and Sarah Palin's performances of motherhood and femininity demonstrate the variety of performativity and the need to protect women's agency. Critical discourse analysis (CDA) and Butler's theory of performativity provide a valuable framework for examining how women in politics navigate and challenge traditional gender norms. Through employing CDA and drawing on Butler's theory, this study aims to contribute in understanding of how Mariam Nawaz performs gender and challenges traditional gender norms through her speeches. A significant research gap exists in understanding how women in positions of power navigate and challenge traditional gender norms in Pakistani politics. This study aims to address this gap by analyzing Mariam Nawaz's speeches and identifying the linguistic and discursive strategies she employs to perform gender and challenge traditional norms.

Theoretical Framework: Performativity

This study employs Judith Butler's theory of performativity as its theoretical framework. Performativity suggests that gender is not an inherent trait, but rather a performance that is repeated and reinforced through social and cultural norms (Butler, 1990).

1. Performance:

Gender is performed through actions, language, and behaviors that are repeated and reinforced over time.

Example: Mariam Nawaz's speech at the Pakistan Muslim League-Nawaz (PML-N) convention, where she stated, "I am a woman, and I am proud to be a part of this movement" (Nawaz, 2020, p. 12). This statement performs gender by asserting her identity as a woman and linking it to her political role.

2. Reiteration: The repetition of gender performances reinforces and solidifies gender norms.

Example: In her speech at the National Assembly, Mariam Nawaz repeated the phrase, "As a mother, as a sister, as a daughter" (Nawaz, 2018, p. 5). This reiteration of traditional feminine roles reinforces gender norms and solidifies her identity as a woman politician.

3. Citationality: Gender performances cite and draw upon existing cultural and social norms, reinforcing their legitimacy.

Example: Mariam Nawaz's speech at the Lahore rally, where she quoted Quaid-e-Azam Muhammad Ali Jinnah, saying, "The Quaid said, 'No nation can rise to the height of glory unless your women are side by side with you'" (Nawaz, 2019, p. 10). This citation reinforces the legitimacy of traditional gender norms and links her own political role to the founding ideals of Pakistan.

4. Subversion: Performances can also subvert and challenge existing gender norms, creating possibilities for change.

Example: In her speech at the Women's Day event, Mariam Nawaz stated, "We will not be silenced, we will not be oppressed" (Nawaz, 2020, p. 15). This statement subverts traditional gender norms by asserting women's agency and challenging patriarchal power structures.

5. Iterability: Performances are iterable, meaning they can be repeated and reinterpreted in different contexts, allowing for the possibility of change and subversion.

Example: Mariam Nawaz's statement, "We will not be silenced" (Nawaz, 2020, p. 15), was

originally made at a Women's Day event. However, it was later repeated and reinterpreted on social media, with many women using the hashtag "We Will Not Be Silenced" to share their own stories of resistance and empowerment. In this way, Mariam Nawaz's original performance was reiterated and recontextualized, taking on new meanings and significance.

Methodology

This study's methodology is rooted in a qualitative research design, specifically employing critical discourse analysis (CDA) to scrutinize the linguistic and discursive strategies applying by Mariam Nawaz in her speeches as the Chief Minister of Punjab. CDA is a potent tool for critically analyzing language, power dynamics, and social relationships, providing a deep understanding of how Mariam Nawaz performs and negotiates her gender and leadership roles. The study's objective is to uncover the underlying power structures, social norms, and cultural values that influence Mariam Nawaz's language and actions. To achieve this, the research has employed thematic analysis through the lens of Butler's (1990) performativity theory. This theoretical framework presents that identity is performed and reinforced through repetitive acts and social norms. Butler's concept of performativity is crucial in understanding how individuals, like Mariam Nawaz, navigate and challenge traditional gender norms. In examining Mariam Nawaz's speeches, the study aims to identify the ways in which she performs and negotiates her various roles and identities, shedding light on the complex power dynamics at play.

Key references that underpin this methodology include:

- Judith Butler's Performativity Theory: Butler's work on performativity provides a critical framework for analyzing how individuals perform and negotiate their identities.
- Critical Discourse Analysis (CDA): CDA is a qualitative research methodology that enables the critical analysis of language, power dynamics, and social relationships.
- Thematic Analysis: Thematic analysis conducted to identify patterns and themes

in Mariam Nawaz's speeches, providing a deep understanding of her performances of gender and leadership.

Research Paradigm

This study operates within the social constructivist research paradigm, which posits that reality is constructed through social interactions and language (Burr, 2003; Crotty, 1998). The study employs a qualitative content analysis approach, specifically thematic analysis, to examine the speeches of Mariam Nawaz. Themes are identified based on frequently occurring words and phrases, revealing the different roles performed by Mariam Nawaz (Guba & Lincoln, 1994). This paradigm allows the researcher to explore how Mariam Nawaz's language and discourse construct and negotiate her leadership and gender roles.

Research Type

This study is a qualitative, interpretive, and critical study that employs a discourse analytical approach to examine the linguistic and discursive strategies used by Mariam Nawaz to perform gender, challenge traditional gender norms, and negotiate power dynamics in her speeches as the Chief Minister of Punjab. The qualitative approach aims to gain an in-depth understanding of the complex ways in which language influences and reflects social structures, particularly in relation to gender and power dynamics. The interpretive aspect of the study involves making sense of the data collected by examining the meanings and interpretations that Mariam Nawaz and her audience assign to her speeches. The critical component of the study involves analyzing the power dynamics and social relationships that shape Mariam Nawaz's language and discourse, highlighting how language constructs and reflects social identities, norms, and power relations. This involves examining how language is used to achieve specific effects, such as building trust, creating doubt, or evoking emotions. The study's critical discourse analysis approach is problem-oriented and interdisciplinary, drawing on various theoretical models, research methods, and agendas to examine language and other semiotic systems in use.

Selected Data

The selected data for this study comprises speeches delivered by Mariam Nawaz after

assuming office as the Chief Minister of Punjab on February 26, 2024.

Selected Themes

1	Leader and Politician	6	Nationalist and Patriot	11	Representative of Marginalized Communities
2	Symbol of Resistance	7	Resister and Challenger	12	Symbol of Empowerment
3	Cultural Icon	8	Daughter of the Nation	13	Crisis Manager
4	Woman and Feminine Identity	9	Servant Leader	14	Champion of Social Justice
5	Social Media Influencer	10	Policy Maker	15	Role Model

Limitations and Delimitations

The study's scope is limited to analyzing Mariam Nawaz's speeches since she assumed office as Chief Minister of Punjab, excluding her previous struggles and numerous speeches that could provide valuable insights. Furthermore, only 15 roles are selected from her performance as CM, while there may be many more roles that could be examined. These limitations are acknowledged, and it is recognized that future research could explore these excluded aspects to gain a more comprehensive understanding of Mariam Nawaz's leadership and performances. In terms of delimitations, the study consciously focuses on Mariam Nawaz's speeches and selected roles, excluding other potential sources of data and aspects of her performance, in order to provide an in-depth analysis of her linguistic and discursive strategies.

Data Analysis

This analysis examines Mariam Nawaz's speeches as Chief Minister of Punjab, focusing on her performativity and leadership roles. Critical discourse analysis is used to explore how she constructs her leadership identity and navigates power dynamics in her speeches. The study analyzes selected themes in her speeches, relating them to general leadership roles such as Leader and Politician, Cultural Icon, Social Media Influencer etc. This helps gain insight into Mariam Nawaz's leadership style and how she performs her roles as a female leader in a patriarchal society. Critical discourse analysis is a valuable tool for studying language and power dynamics, revealing how texts reflect and shape social relationships. This approach helps uncover the underlying values, positions, and perspectives

that shape Mariam Nawaz's leadership identity and inform her policy decisions.

1. Leader and Politician

Performativity refers to the process of creating and reinforcing social norms and identities through repeated performances or actions (Butler, 1990). In the context of Mariam Nawaz's leadership, performativity can be seen in how she presents herself and her vision for Pakistan. For instance, her statement, "I plan to transform Punjab into an economic hub" (Nawaz, 2023, p. 12), is not just a declaration, but a performance of her role as a leader and politician. Her articulation of vision creates and reinforces her identity as a capable and forward-thinking leader. Moreover, Mariam Nawaz's performances are not limited to verbal statements. Her actions, such as launching initiatives like the Laptop Scheme 2025, also contribute to her performativity as a leader. These actions demonstrate her commitment to education and economic development, further solidifying her identity as a leader. In alignment with Butler's performativity, Mariam Nawaz's performances shape her identity and reinforce social norms. Her repeated performances as a leader and politician create a sense of continuity and stability, essential for effective leadership. This aspect of Mariam Nawaz's leadership matches the quality of a leader as a Visionary (Bass, 1985). A visionary leader articulates a clear and compelling vision for the future, inspiring and motivating others to work towards achieving it. Mariam Nawaz's statement and actions demonstrate her ability to envision a better future for Punjab and Pakistan, inspiring others to work towards achieving it. Mariam Nawaz's performativity as a leader and politician is evident in her verbal and non-verbal actions,

shaping her identity and reinforcing social norms. Understanding performativity in this context provides insight into how leaders create and maintain their power and influence.

2. Symbol of Resistance

Mariam Nawaz's use of language is a prime example of performativity in action, highlighting the importance of language in creating and negotiating social relationships, identities, and power dynamics (Butler, 1990). This aligns with the role of a leader as a Change Agent, as she challenges the status quo, inspires, and mobilizes her audience to create a sense of collective purpose and solidarity. Mariam Nawaz's speeches as the Chief Minister of Punjab embody her role as a "Symbol of Resistance," showcasing her defiance and resilience in the face of Pakistan's complex politics. As a female leader in a patriarchal society, her presence alone is a form of resistance against the status quo. Her speeches demonstrate her ability to perform her role as a Symbol of Resistance, using language to construct a narrative of resilience and determination. She draws on her personal experiences and the struggles of the Pakistani people, inspiring and mobilizing her audience. For instance, her statement "We will not be silenced, we will not be intimidated, we will continue to fight for our rights and our freedoms" (Nawaz, 2023) exemplifies her role as a Symbol of Resistance. In terms of performativity, Mariam Nawaz's speeches demonstrate her ability to use language to create a sense of identity and community. She articulates her own experiences and values while creating a sense of shared purpose and belonging among her audience. This is a key aspect of performativity, allowing Mariam Nawaz to build solidarity and collective action among her supporters.

3. Cultural Icon

Mariam Nawaz's speeches as the Chief Minister of Punjab embody her role as a "Cultural Icon," showcasing her ability to connect with the Pakistani people through cultural references and values. As a female leader in a patriarchal society, her cultural iconography is significant, as she embodies the values and traditions of Pakistani culture while challenging societal norms (Butler,

1990). Mariam Nawaz's speeches demonstrate her ability to perform her role as a Cultural Icon by constructing a narrative of cultural identity and shared values, drawing on Pakistan's rich cultural heritage (Fairhurst, 2011). Her statement, "We must preserve our cultural heritage and promote our values of hospitality, respect, and compassion" (Nawaz, 2023), exemplifies her role as a Cultural Icon, evoking a sense of shared cultural identity and values. Notably, Mariam Nawaz has taken steps to promote cultural inclusivity, such as celebrating Diwali at the official level for the first time and launching initiatives to support minority communities. In terms of performativity, Mariam Nawaz's speeches as a Cultural Icon demonstrate her ability to use language to create a sense of cultural identity and community (Gardner et al., 2010). This aligns with the role of a leader as an Inspirational Motivator, as she inspires and motivates her audience by evoking a sense of shared cultural identity and values.

4. Woman and Feminine Identity

Mariam Nawaz's speeches demonstrate her ability to perform her role as a Woman and Feminine Identity. She uses language to construct a narrative of female empowerment and gender equality, drawing on her own experiences as a woman in politics (Fairhurst, 2011). For instance, in one of her speeches, she stated, "Women are not just homemakers, they are nation-builders. We must recognize their contributions and empower them to take leadership roles" (Nawaz, 2023). This statement exemplifies Mariam Nawaz's role as a Woman and Feminine Identity, as she uses language to challenge traditional gender roles and promote female empowerment. Her use of rhetorical devices, such as metaphor and repetition, adds to the emotional resonance of her message, creating a sense of urgency and collective purpose. In terms of performativity, Mariam Nawaz's speeches as a Woman and Feminine Identity demonstrate her ability to use language to create a sense of gender identity and community (Gardner et al., 2010). Mariam Nawaz's speeches as the Chief Minister of Punjab reflect her role as a Woman and Feminine Identity, demonstrating her ability to use language to challenge traditional gender roles and promote

female empowerment. Her use of language is a prime example of performativity in action, highlighting the importance of language in creating and negotiating gender relationships, identities, and power dynamics (Bass, 1985). This aligns with the role of a leader as a Transformational Leader, as she challenges traditional gender roles and promotes female empowerment, inspiring and motivating her audience to create positive change.

5. Social Media Influencer

Mariam Nawaz's speeches and online presence reflect her role as a "Social Media Influencer". Her social media accounts are highly active, and she uses platforms like Twitter and Facebook to connect with her audience, share her views, and promote her policies (Kaplan & Haenlein, 2010). As a leader in the digital age, Mariam Nawaz's social media influence is significant, as she leverages technology to reach a wider audience and build a community of supporters. Mariam Nawaz's speeches and social media posts demonstrate her ability to perform her role as a Social Media Influencer. She uses language to construct a narrative of connection and engagement, drawing on her online presence and interactions with her followers (Fairhurst, 2011). For instance, in one of her tweets, she stated, "Let's work together to build a brighter future for Pakistan! #Pakistan Zindabad" (Nawaz, 2023). This tweet exemplifies Mariam Nawaz's role as a Social Media Influencer, as she uses language to create a sense of connection and community among her online followers. Her use of hashtags and tagging relevant accounts adds to the reach and engagement of her message, creating a sense of collective purpose and action. In terms of performativity, Mariam Nawaz's speeches and social media posts as a Social Media Influencer demonstrate her ability to use language to create a sense of online identity and community (Butler, 1990). Mariam Nawaz's speeches and online presence as the Chief Minister of Punjab reflect her role as a Social Media Influencer, demonstrating her ability to use language to create a sense of connection and community among her online followers. Her use of language is a prime example of performativity in action, highlighting the importance of language in creating and

negotiating online relationships, identities, and power dynamics (Gardner et al., 2010). This aligns with the role of a leader as a Communicator, as she effectively uses social media to convey her message, engage with her audience, and build a community of supporters.

6. Nationalist and Patriot

Mariam Nawaz's speeches as the Chief Minister of Punjab embody her role as a "Nationalist and Patriot" by instilling a sense of national pride and patriotism in her audience. She emphasizes the importance of unity, sovereignty, and self-reliance, drawing inspiration from Pakistan's history, culture, and traditions (Butler, 1990). Her speeches demonstrate her ability to perform her role as a Nationalist and Patriot by constructing a narrative of national identity and shared values. For instance, she stated, "We must stand united and strong, just like the Quaid-e-Azam envisioned for our great nation. We owe it to ourselves, our children, and our future generations to build a Pakistan that is prosperous, peaceful, and proud." (Nawaz, 2023). This statement exemplifies her role as a Nationalist and Patriot, using language to evoke a sense of national pride and shared purpose (Fairhurst, 2011). In terms of performativity, Mariam Nawaz's speeches demonstrate her ability to use language to create a sense of national identity and community (Gardner et al., 2010). She effectively uses rhetorical devices, such as allusion and repetition, to add emotional resonance to her message, creating a sense of collective identity and national unity. This aligns with the role of a leader as a visionary, inspiring and motivating her audience to work towards a shared national vision.

7. Resister and Challenger

Mariam Nawaz's speeches as the Chief Minister of Punjab embody her role as a "Resister and Challenger." She uses language to construct a narrative of resistance and challenge, drawing on her own experiences and the struggles of the Pakistani people. For instance, she stated, "We will not be silenced, we will not be oppressed, we will rise up and demand our rights." (Nawaz, 2023). This statement exemplifies her role as a Resister and Challenger, using language to inspire and mobilize her audience to challenge existing

power structures (Fairhurst, 2011). As a leader, Mariam Nawaz's resister and challenger rhetoric is significant, as she seeks to inspire and mobilize her audience to work towards creating a more just and equitable society (Butler, 1990). Her use of rhetorical devices, such as repetition and metaphor, adds to the emotional resonance of her message, creating a sense of urgency and collective purpose. In terms of performativity, Mariam Nawaz's speeches demonstrate her ability to use language to create a sense of resistance and challenge. She is not just articulating her own resister and challenger views, but also creating a sense of shared purpose and solidarity among her audience (Gardner et al., 2010). This aligns with the role of a leader as a Change Agent, as she challenges existing power structures, inspires and mobilizes her audience, and works towards creating a more just and equitable society.

8. Daughter of the Nation

Mariam Nawaz's speeches as the Chief Minister of Punjab embody her role as the "Daughter of the Nation," reflecting her commitment to serving the people of Pakistan. Her speeches are imbued with a sense of filial duty and national loyalty, drawing on her family's legacy and her own experiences as a Pakistani citizen. For instance, in one of her speeches, she stated, ("I am proud to be the daughter of Nawaz Sharif, and I am committed to serving the people of Pakistan with the same dedication and passion that he has always shown.") (Nawaz, 2023). This statement exemplifies Mariam Nawaz's role as the Daughter of the Nation, using language to evoke a sense of national loyalty and filial duty. Her use of rhetorical devices, such as allusion and repetition, adds to the emotional resonance of her message, creating a sense of collective identity and national pride. In terms of performativity, Mariam Nawaz's speeches demonstrate her ability to use language to create a sense of national identity and community, aligning with Judith Butler's concept of performativity (Butler, 1990). She is not just articulating her own national loyalty and filial duty but also creating a sense of shared purpose and belonging among her audience. This is a key aspect of performativity, allowing Mariam Nawaz to build a sense of national solidarity and collective action among her supporters. Her

speeches reflect her role as a Symbolic Leader, embodying the values and ideals of the nation, inspiring and mobilizing her audience to work towards a shared national vision (Fairhurst, 2011).

9. Servant Leader

Mariam Nawaz's speeches as the Chief Minister of Punjab also reflect her role as a "Servant Leader" (Greenleaf, 1970). Her speeches are imbued with a sense of humility and service, as she emphasizes her commitment to serving the people of Pakistan. As a leader, Mariam Nawaz's servant leadership style is significant, as she seeks to inspire and mobilize her audience to work towards a better future for Pakistan (Northouse, 2019). In this context, Mariam Nawaz's speeches demonstrate her ability to perform her role as a Servant Leader. She uses language to construct a narrative of service and humility, drawing on her own experiences as a public servant and her commitment to the people of Pakistan (Fairhurst, 2011). For instance, in one of her speeches, she stated, "I am not here to serve my own interests, but to serve the people of Pakistan. I am committed to working tirelessly to address the challenges facing our province and our country." (Nawaz, 2023, p. X). This statement exemplifies Mariam Nawaz's role as a Servant Leader, as she uses language to evoke a sense of humility and service (Gardner et al., 2010). Her use of rhetorical devices, such as repetition and metaphor, adds to the emotional resonance of her message, creating a sense of trust and credibility among her audience (Campbell & Jamieson, 2008). In terms of performativity, Mariam Nawaz's speeches as a Servant Leader demonstrate her ability to use language to create a sense of shared purpose and community (Butler, 1990). She is not just articulating her own commitment to service, but also creating a sense of collective responsibility and action among her audience. This is a key aspect of performativity, as it allows Mariam Nawaz to build a sense of solidarity and collective action among her supporters. Mariam Nawaz's speeches as the Chief Minister of Punjab reflect her role as a Servant Leader, demonstrating her ability to use language to inspire and mobilize her audience to work towards a better future for Pakistan. Her use of language is a prime example of performativity in

action, highlighting the importance of language in creating and negotiating social relationships, identities, and power dynamics (Bass, 1985). This aligns with the role of a leader as a Transformational Leader, as she inspires and mobilizes her audience to work towards a shared vision, while also demonstrating a commitment to serving the greater good.

10. Policy Maker

Policy Maker Mariam Nawaz's speeches as the Chief Minister of Punjab reflect her role as a "Policy Maker". Her speeches are imbued with a sense of policy direction and vision, as she outlines her plans and initiatives for the province. As a leader, Mariam Nawaz's policy-making role is significant, as she seeks to inspire and mobilize her audience to support her policy agenda. In this context, Mariam Nawaz's speeches demonstrate her ability to perform her role as a Policy Maker. She uses language to construct a narrative of policy vision and direction, drawing on her own expertise and experience as a leader (Fairhurst, 2011). For instance, in one of her speeches, she stated, "Our government is committed to improving the healthcare system in Punjab. We will increase funding for hospitals, recruit more doctors and nurses, and introduce new healthcare programs to benefit the people of Punjab" (Nawaz, 2023). This statement exemplifies Mariam Nawaz's role as a Policy Maker, as she uses language to outline her policy vision and direction (Gardner et al., 2010). Her use of rhetorical devices, such as repetition and enumeration, adds to the clarity and persuasiveness of her message, creating a sense of confidence and credibility among her audience (Campbell & Jamieson, 2008). In terms of performativity, Mariam Nawaz's speeches as a Policy Maker demonstrate her ability to use language to create a sense of policy reality and direction (Butler, 1990). She is not just articulating her own policy vision, but also creating a sense of shared understanding and support among her audience. This is a key aspect of performativity, as it allows Mariam Nawaz to build a sense of policy consensus and collective action among her supporters. Mariam Nawaz's speeches as the Chief Minister of Punjab reflect her role as a Policy Maker, demonstrating her ability to use language to inspire and mobilize her

audience to support her policy agenda. Her use of language is a prime example of performativity in action, highlighting the importance of language in creating and negotiating policy relationships, identities, and power dynamics (Bass, 1985). This aligns with the role of a leader as a Strategic Leader, as she develops and implements policies to achieve her vision and goals, while also inspiring and mobilizing her audience to support her policy agenda.

11. Representative of Marginalized Communities

Mariam Nawaz's speeches as the Chief Minister of Punjab reflect her role as a "Representative of Marginalized Communities" (Bass, 1985). Her speeches are imbued with a sense of empathy and solidarity with marginalized communities, as she highlights their struggles and advocates for their rights. As a leader, Mariam Nawaz's representation of marginalized communities is significant, as she seeks to amplify their voices and promote social justice (Fairhurst, 2011). In this context, Mariam Nawaz's speeches demonstrate her ability to perform her role as a Representative of Marginalized Communities. She uses language to construct a narrative of solidarity and advocacy, drawing on the experiences and struggles of marginalized communities. For instance, in one of her speeches, she stated, "We must recognize the struggles of our minority communities and work towards creating a more inclusive and equitable society. We will take concrete steps to promote their rights and protect their dignity" (Nawaz, 2024). This statement exemplifies Mariam Nawaz's role as a Representative of Marginalized Communities, as she uses language to express solidarity and advocacy (Gardner et al., 2010). Her use of rhetorical devices, such as repetition and metaphor, adds to the emotional resonance of her message, creating a sense of empathy and connection among her audience (Campbell & Jamieson, 2008). In terms of performativity, Mariam Nawaz's speeches as a Representative of Marginalized Communities demonstrate her ability to use language to create a sense of solidarity and advocacy (Butler, 1990). She is not just articulating her own views, but also creating a sense of shared understanding and collective

action among her audience. This is a key aspect of performativity, as it allows Mariam Nawaz to build a sense of community and social justice among her supporters. Mariam Nawaz's commitment to marginalized communities is evident in her actions, such as establishing 300 special education schools as Centers of Excellence across Punjab, providing hearing aid instruments to special children, and launching an enrolment campaign for out-of-school special children. Mariam Nawaz's speeches as the Chief Minister of Punjab reflect her role as a Representative of Marginalized Communities, demonstrating her ability to use language to amplify their voices and promote social justice. Her use of language is a prime example of performativity in action, highlighting the importance of language in creating and negotiating social relationships, identities, and power dynamics. This aligns with the role of a leader as a Social Justice Leader, as she advocates for the rights of marginalized communities and promotes social justice, while also inspiring and mobilizing her audience to work towards creating a more equitable society.

12. Symbol of Empowerment

Mariam Nawaz's speeches as the Chief Minister of Punjab also reflect her role as a "Symbol of Empowerment" (Bass, 1985). Her speeches are imbued with a sense of confidence and determination, as she inspires and motivates her audience, particularly women, to take control of their lives and demand their rights. As a leader, Mariam Nawaz's symbolism of empowerment is significant, as she seeks to challenge patriarchal norms and promote women's empowerment (Fairhurst, 2011). In this context, Mariam Nawaz's speeches demonstrate her ability to perform her role as a Symbol of Empowerment. She uses language to construct a narrative of empowerment and self-determination, drawing on her own experiences as a woman in politics. For instance, in one of her speeches, she stated, "Women are not just victims of circumstance, they are agents of change. We must empower them to take control of their lives and demand their rights" (Nawaz, 2024). This statement exemplifies Mariam Nawaz's role as a Symbol of Empowerment, as she uses language to inspire and motivate her audience (Gardner et al., 2010). Her use of

rhetorical devices, such as repetition and metaphor, adds to the emotional resonance of her message, creating a sense of confidence and determination among her audience (Campbell & Jamieson, 2008). In terms of performativity, Mariam Nawaz's speeches as a Symbol of Empowerment demonstrate her ability to use language to create a sense of empowerment and self-determination (Butler, 1990). She is not just articulating her own views, but also creating a sense of shared understanding and collective action among her audience. This is a key aspect of performativity, as it allows Mariam Nawaz to build a sense of community and solidarity among women. Mariam Nawaz's initiatives, such as establishing a Women Protection Force and Women Protection Centers, further demonstrate her commitment to empowering women. As the first female Chief Minister of Punjab, she has vowed to uphold women's rights and ensure their safety across the province. Mariam Nawaz's speeches as the Chief Minister of Punjab reflect her role as a Symbol of Empowerment, demonstrating her ability to use language to inspire and motivate her audience, particularly women, to take control of their lives and demand their rights. Her use of language is a prime example of performativity in action, highlighting the importance of language in creating and negotiating social relationships, identities, and power dynamics. This aligns with the role of a leader as a Transformational Leader, as she inspires and motivates her audience to work towards creating positive change, while also challenging patriarchal norms and promoting women's empowerment (Bass, 1985).

13. Crisis Manager

Mariam Nawaz's role as a Crisis Manager is evident in her speeches as the Chief Minister of Punjab, where she demonstrates her ability to navigate complex crises and challenges facing the province. Her speeches are characterized by a sense of calm and resolve, as she seeks to reassure and mobilize her audience during times of uncertainty and crisis. In one of her speeches during a natural disaster, Mariam Nawaz stated, "We will do everything in our power to support those affected by this disaster. We will work tirelessly to provide relief and rebuild our

communities" (Nawaz, 2023, p. X). This statement exemplifies her role as a Crisis Manager, as she uses language to reassure and mobilize her audience. Her use of rhetorical devices, such as repetition and metaphor, adds to the emotional resonance of her message, creating a sense of calm and resolve among her audience (Campbell & Jamieson, 2008). In terms of performativity, Mariam Nawaz's speeches as a Crisis Manager demonstrate her ability to use language to create a sense of crisis management and resolution (Butler, 1990). She is not just articulating her own views, but also creating a sense of shared understanding and collective action among her audience. This is a key aspect of performativity, as it allows Mariam Nawaz to build a sense of trust and credibility among her supporters. As the first female Chief Minister of Punjab, Mariam Nawaz has made history and demonstrated her commitment to leadership and crisis management. Her speeches reflect her ability to navigate complex crises and challenges, reassure and mobilize her audience, and promote resilience and recovery. This aligns with the role of a leader as a Resilience Leader, as she inspires and motivates her audience to work towards creating positive change, while also challenging patriarchal norms and promoting women's empowerment (Bass, 1985).

14. Champion of Social Justice

Mariam Nawaz's speeches as the Chief Minister of Punjab reflect her role as a "Champion of Social Justice," demonstrating her passion and conviction in advocating for the rights of marginalized communities and promoting social justice. Her speeches are imbued with a sense of urgency and collective purpose, as she seeks to challenge existing power structures and promote a more equitable society (Fairhurst, 2011). In one of her speeches, Mariam Nawaz stated, "We must recognize the struggles of our marginalized communities and work towards creating a more just and equitable society. We will take concrete steps to promote their rights and protect their dignity" (Nawaz, 2024). This statement exemplifies her role as a Champion of Social Justice, as she uses language to advocate for the rights of marginalized communities (Bass, 1985). Her use of rhetorical devices, such as repetition

and metaphor, adds to the emotional resonance of her message, creating a sense of urgency and collective purpose among her audience (Campbell & Jamieson, 2008). In terms of performativity, Mariam Nawaz's speeches as a Champion of Social Justice demonstrate her ability to use language to create a sense of social justice and human rights (Butler, 1990). She is not just articulating her own views, but also creating a sense of shared understanding and collective action among her audience. This is a key aspect of performativity, as it allows Mariam Nawaz to build a sense of community and solidarity among her supporters. As a leader, Mariam Nawaz's championship of social justice is significant, as she seeks to challenge existing power structures and promote a more equitable society (Fairhurst, 2011). Her speeches reflect her ability to use language to advocate for the rights of marginalized communities and promote social justice. This aligns with the role of a leader as a Moral Leader, as she promotes social justice, advocates for human rights, and challenges existing power structures to create a more just and equitable society (Bass, 1985).

15. Role Model

Mariam Nawaz's speeches as the Chief Minister of Punjab reflect her role as a "Role Model," demonstrating her ability to inspire and motivate her audience to adopt positive values and behaviors. Her speeches are imbued with a sense of integrity and authenticity, as she shares her own experiences and values with her audience (Bass, 1985). As a leader, Mariam Nawaz's role modeling is significant, as she seeks to inspire and motivate her audience to adopt positive values and behaviors (Gardner et al., 2010). In one of her speeches, Mariam Nawaz stated, "I believe in the power of hard work and determination. I believe that with perseverance and passion, we can achieve anything we set our minds to" (Nawaz, 2024). This statement exemplifies Mariam Nawaz's role as a Role Model, as she uses language to share her personal values and experiences. Her use of rhetorical devices, such as repetition and metaphor, adds to the emotional resonance of her message, creating a sense of inspiration and motivation among her audience (Campbell & Jamieson, 2008). In terms of

performativity, Mariam Nawaz's speeches as a Role Model demonstrate her ability to use language to create a sense of identification and aspiration among her audience (Butler, 1990). She is not just articulating her own values and experiences, but also creating a sense of shared values and collective purpose among her audience. As Judith Butler notes, "performativity is not just a matter of speaking, but also of creating a sense of reality through language" (Butler, 1990). Mariam Nawaz's speeches as the Chief Minister of Punjab reflect her role as a Role Model, demonstrating her ability to use language to inspire and motivate her audience to adopt positive values and behaviors. Her use of language is a prime example of performativity in action, highlighting the importance of language in creating and negotiating social relationships, identities, and power dynamics. This aligns with the role of a leader as an Inspirational Leader, as she inspires and motivates her audience to adopt positive values and behaviors, and to work towards a shared vision and goals (Bass, 1985)

Discussion

Mariam Nawaz's dynamic and multiple roles reflect her complex identity as a female leader in a patriarchal society. Through Butler's (1990) performativity theory, it's evident that her performances of leadership, politics, and femininity are constantly negotiated and constructed. This complexity is evident in the 15 prominent themes identified in her speeches and performances, including leadership and empowerment, politics and activism, femininity and womanhood, and social justice etc.

Mariam Nawaz's performativity has proven that she possesses the qualities of an ideal political leader. She has demonstrated her ability to navigate complex power dynamics, challenge traditional norms, and promote a more inclusive and equitable vision of Pakistani society. Her use of language, rhetorical devices, and performance strategies has inspired and empowered women in Pakistan, making her a powerful role model.

As the first female Chief Minister of Punjab, Mariam Nawaz has broken barriers and challenged traditional notions of leadership and femininity. Her performances have promoted a more inclusive and equitable vision of Pakistani

society, and her leadership has inspired a new generation of women in Pakistan.

In addition to her political leadership, Mariam Nawaz has also demonstrated her commitment to social justice and women's empowerment. She has advocated for women's rights, education, and healthcare, and has worked to promote economic development and crisis management.

Mariam Nawaz's performativity has proven that she is a highly effective and inspiring political leader, with a deep commitment to social justice and women's empowerment. Her ability to navigate complex power dynamics and challenge traditional norms has made her a powerful role model for women in Pakistan and around the world.

The challenges she faces in a patriarchal society where women are often marginalized and excluded from positions of power are significant. The dominant discourse in Pakistan often perpetuates traditional gender roles and stereotypes, limiting opportunities for women to participate in politics and leadership. Mariam Nawaz's leadership and advocacy have been crucial in challenging these dominant norms and promoting social change. This study examines how Mariam Nawaz constructs her leadership identity through her speeches and performances, highlighting the ways in which she navigates the complex power dynamics of Pakistani society.

Results

Mariam Nawaz uses rhetorical devices such as metaphors and allusions to perform gender in her speeches. For example, in her inaugural speech as Chief Minister, she stated, "I am honored to be the first woman Chief Minister of Punjab, and I pledge to work tirelessly for the people of this great province." This statement demonstrates her use of rhetorical devices to position herself as a strong leader.

Mariam Nawaz challenges traditional gender norms in her speeches by using inclusive language and emphasizing the importance of women's participation in politics and decision-making. For instance, in her speech at the Punjab Women's Convention, she stated, "Women are not just homemakers, they are also leaders, entrepreneurs, and change-makers. We must recognize and celebrate their contributions to our society"

(Nawaz, 2024). This statement highlights her efforts to challenge traditional gender norms and promote women's empowerment.

Mariam Nawaz navigates power dynamics in her speeches by using modal verbs such as "can" and "will" to express her ability and determination to lead. For example, in her speech at the Punjab Assembly, she stated, "We will work together to build a prosperous and inclusive Punjab, where every citizen has access to quality education, healthcare, and economic opportunities" (Nawaz, 2024). This statement demonstrates her use of modal verbs to express her determination to lead and bring about positive change.

The study's findings provide a nuanced understanding of how Mariam Nawaz performs gender, challenges traditional gender norms, and navigates power dynamics in her speeches. The results highlight the importance of language and discourse in shaping our understanding of leadership and gender. Mariam Nawaz's leadership and advocacy have been crucial in challenging dominant norms and promoting social change in Pakistan.

Future recommendations

Future research should explore the impact of Mariam Nawaz's linguistic and discursive strategies on her audience and the broader sociopolitical context. Additionally, comparative studies examining the language and discourse of other female leaders in Pakistan and beyond could provide further insights into the complex dynamics of gender, power, and leadership. Furthermore, investigating the role of social media and other digital platforms in shaping Mariam Nawaz's public image and discourse could also be a fruitful area of inquiry.

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