

# Charismatic Authority: Gender and the Architecture of Social Power Across Cultures

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## ABSTRACT

Charisma is the aptitude to project a vision and an attitude through a calibrated interplay of language, bearing and public presence such that a distinctive connection arises between a person and those who perceive and acknowledge that person as charismatic. It is neither innate nor private, but a relational dynamic in which verbal choices, posture, warmth, power and the broader framing of presence converge to generate recognition, legitimacy and a willingness to follow. Conventionally associated with high power, high warmth and the interplay of ethos, pathos and logos, charismatic authority is still interpreted through gender-coded and culturally narrow assumptions. Popular beliefs often align charismatic conduct with masculine traits and occidental models of leadership, obscuring the structural biases and cultural templates that shape its attribution. This study treats charisma as an acquired, context-specific construct, tracing how its signals are expressed, perceived and validated across distinct cultural settings. By examining the verbal cues, delivery patterns and culturally anchored modes of presence that guide this reciprocal process, the research identifies the mechanisms through which charismatic legitimacy is extended or withheld, particularly for women negotiating pre-inscribed social roles. The project ultimately demonstrates how charisma is produced at the intersection of gender norms, cultural expectations and social structure, and how these intersections shape its recognition across societies.

**Keywords:** cross-cultural analysis, discourse, leadership, legitimacy, social structure