

EXAMINATION OF UK'S DOMESTIC POLICY IN PUBLIC OPINION USING FOREIGN POLICY FROM 1975 TO 2017 MARGARET THATCHER AND THERESA MAY COMPARISON

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ABSTRACT

In this study, it is discussed that domestic policy issues are handled by using foreign policy issues through the media and the creation of the public agenda from domestic issues. At the same time, whether there is a relationship between domestic and foreign policy in changing the agenda and creating the agenda, and the extent of the influence of public opinion on the leader are examined.

In this context, two conservative female prime ministers of United Kingdom, Margaret Thatcher and Theresa May were chosen as the sample. Both the same gender, the similarity of the political perspectives of the two leaders and the relatively similar problems of United Kingdom in their political lives were effective in the selection of the sample for comparison.

At the same time, similarities between both the domestic policy problems of the prime ministers and the efforts of foreign policy to change the public agenda can be seen in the foreign policy approaches and discourses of the prime ministers and in the news. Theresa May claims in her rhetoric that she is politically unlike Thatcher. However, similarities in political practices are accepted as actions, not discourses. Using the personality analyzes of two female prime ministers, Hermann's Leadership Trait Analysis has been tried to prove that there is not much difference in personality structures and that the perception of similar policies in the British public is related to personality traits.

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Introduction

This article is about domestic policy issues being addressed through the media using foreign policy issues and the removal of the public agenda from internal problems. However, it does include whether there is a correlation between domestic and foreign policy in changing the agenda, and the extent of the impact on the public leader.

In this context, Britain's two female prime ministers, Margaret Thatcher and Theresa May, were selected as sample. The motivation in this choice is to find the gender, the political point of view, and the politics of both. At the same time, there are similarities between the domestic policy problems of both prime ministers and the efforts of foreign policy to change the public's agenda are seen in prime minister's foreign policy approaches and discourses and media reports.

In the Theresa May rhetoric, she claims that she is not politically similar to Thatcher. However, the similarities in political practices are recognized as action, not discourse. In this context, the two women's prime minister's personality analyses were conducted through Hermann's theory of Leadership Trait Analysis and tried to prove that there was not much difference in personality structures. At the same time, the British public is trying to prove the correctness of their perception of similar policies. Though it claims to be unlike May Thatcher, the definition of "Thatcherite"¹, which was added to the Oxford dictionary in May 2018, may be regarded as an expression of May's similarity to Thatcher in British public opinion. May's image is expressed by the approach expressed as "Thatcherism". In short, Thatcherism; "Refers to the economic, social and political style of Thatcher. Economy privatization, low inflation, contraction of the state's economic market, free market economy and similarity with the neo-liberal economic approach. In the social sense, nationalism, populism, such as values in the foreground. For this, strict controls over money supply, privatization and restrictions on workers' rights are used as tools (BBC NEWS, 2013).

This approach was also used by other prime ministers elected in the same time period (1980-1990). For example; Turkey (Özal, Çiller), USA (Reagan), Australia (Fraser, Hawke) and Canada (Pierre Trudeau) governments.

¹ Thatcherite: (NOUN) A supporter of the political and economic policies of the former British Conservative Prime Minister Margaret Thatcher, particularly those involving the privatization of nationalized industries and trade union legislation. 'he was a Thatcherite on economic issues'

(ADJECTIVE) Advocating, denoting, or characterized by the political and economic policies of the former British Conservative Prime Minister Margaret Thatcher, particularly those involving the privatization of nationalized industries and trade union legislation. (Oxford Dictionaries, 2018)

Erişen (Erişen, 2012) emphasizes that while analyzing the leaders, their attitudes, judgments, decisions and behaviors should be tried to be understood first and the way they solved a problem should be analyzed. He mentioned the importance of determining the personal characteristics of individuals for decision-making mechanism. Erişen emphasized that the personal characteristics of leaders are important in key decisions; He states that Leadership Traits Analysis management is used as a powerful analysis method in the literature by researchers to explain the leader's behavior. The personality analysis of the leaders will also be based on Hermann's "Leadership Traits Analysis". This method will be used to reveal the leader's personality structure and to understand the practices he has made. In addition, it allows the leaders to compare. These analytical outputs are used to explain how the leaders go about understanding their behaviour in foreign politics and resolving internal politics' risks with foreign policy use. As a reference point, both prime ministers are acting on public opinion of the economic and terrorist incidents.

Economic comparison data will be made through six subheadings. These will be examined in terms of currency, inflation, growth rate, unemployment, investment and GNP. The objective of this study is to determine the public perception of the economy, which is one of the domestic policy problems of the two periods.

In the case of terrorism, the issue of the IRA in the Thatcher period, in the May period, the pressures of the perception of the public as a terrorist and the terrorist incidents that the ISIS sympathizers have created in London over the last few months in Theresa May's administration.

Secondly, both prime ministers are criticized over changes in the agenda by using foreign policy as an instrument to reduce domestic policy problems from the agenda. For this purpose, it is used with the aim of proving that the leaders direct the people by using "No / Minimal Effect Theory". Since Britain is a leader-minded country by its political structure, it is thought that this theory can explain the power of the leader to influence the people. In May, the Partial Effect Approach is used to explain the influence of the people on the leader.

Thirdly, both prime ministers that use the media to create an agenda and publicize their policies. For this reason, Agenda Setting applications, Priming uses will be added to the media by searching the news on the media. For example, in the Thatcher era, during the Falklands war, the number of soldiers killed in the fighting is not reflected in the media, either to wake an echo or to create public opinion against the war, except that the Royal Navy loses a war ship. In the May period, as the addition of social media in addition to the conventional media and the relatively clear communication with the public led to May, this period will only be announced through the Agenda Setting.

As a result, the personality structures between Thatcher and May are examined and tried to reveal similarities in political practice and decision making. In doing so, the British public and media have shown that May appears to be a leader who actually acts with a Thatcherism approach, but has not been as rigid as Thatcher for the time being. However, although May said that Thatcher had different political approaches, it was aimed at reaching the conclusion that the similarities of what he did were more than the differences. In doing so, May/Thatcher comparisons, political decision reports, statements and British public opinion research details reflected in the British press.

Literature review:

Theoretical Framework

Personality traits in the politics and political attitudes of the leaders have recently become more important. The attitudes and discourses of leaders in international policy processes and on the public perception are shaped by the character characteristics of the leaders how they control this situation, how they control their environment, their activities and the tasks they delegate. In this context, Hermann's "Leadership Trait Analysis" method provides an opportunity to analyze leaders' styles and evaluate leaders.

Hermann's method analysis the discourse of politics and allows them to reveal their leadership styles. When analysing leaders, they use the discourse analysis technique to understand the behaviours that leaders exhibit in public about their styles. Interviews, statements, manifestations of the leaders are used when analysis is made. It emerges with the most effective discourses and spontaneous statements given by the leader to the public uncontrollably. This method is an effective method when leaders are trying to understand how they behave when they are constrained by policy making or when there is a doubling. While trying to understand the characteristics of LTA leaders, three important questions are important:

- How do the political constraints of their leaders react to the leaders? Do they respect this situation or are they challenging it?
 - How clear are the leaders from the information they receive?
 - What is the motivation for leadership's search for authority and influence?
- (Hermann, 1999)

There are no unplanned statements for the two leaders discussed in the article. This is because it is contrary to the traditional political structure of Britain that the British prime ministers or politicians give unplanned statements. For this reason, the analysis is based on Thatcher and May's manifestos, newspaper interviews and press releases reflected in journalism.

There are two main agenda for the minimal effect theory. One of them, Diversion Effect; a problem or crisis experienced by the leader or the government in domestic politics is resolved by an artificial problem to be created in foreign policy. This type of approach is understood by analysing the links between events. A real or public problem created in foreign policy is being served to the media by using it to create the perception that the integrity of the country is under threat.

In this context, the "Rally Round the Flag Effect" method, which is another component of the minimal effect theory, is used. This method is mainly used in the foreign policy problem and agenda while it is used in the past of any problem in the country or any application that the government wants. Although this method is simple, the domain is a strong approach. The Minimal Effect theory is a method that is guided by public opinion leaders.

When using the information coming to the media, mirroring is done for everyone. When standardization is being done, it is changed by the media to create standards-level perceptions that it would like to rule to impose events on the public or to create an agenda. With this method called priming, some events are edited to attract attention on the agenda, while some problems are ignored and the front panel does not take place in the media.

Agenda setting is a moderate media influence on social cognition - how individuals learn about important problems of the day. The scope of the media gives the media consumers' clues about the relative importance of the issues. This theory is based on the fact that a small number of media users are directly related to news outside the country. As the only source of information about the events in the world is the press, many people accept the facts reflected in the press. In this context, the way in which international news takes place in the media is used as an effective tool on the agenda-setting function. Agenda setting is the focal point of systematic work; the vast majority of these studies have an idea about the importance of subjects from the scope or amount given to the subjects of the media and they are convinced by learning the facts as they perceive them.

In framing researches, "second level" agenda-setting studies reveal that the features associated with news-makers affect the quality of the public's membership in news bulletins. Thus, the "agenda of qualities" in the media determines the "agenda of qualities" for the public. According to Ghanem (Ghanem, 1997), the most typical characteristic of relative objects is that they involve problems. For this reason, the scope of the media of an event increases the importance of the news content and the public. Thus, the public learns the importance of issues based on the coverage of these issues.

Studies conducted by McCombs and Shaw have examined the media on the public. The vast majority say that issues in the media have a significant impact on perceptions. The scope of an object in the media has an impact on the perception of these objects. However, the second level means a thinner form of media influence. The focus has shifted from the

scope of the objects to the scope of the attributes of these objects. While the scope of the object continues to influence the perceived significance of that object, when the first level of the agenda is established, the creation of the second level agenda implies that the main features of the news media are directly mental perception of the traits (McCombs, 1972).

For this reason, the public suggests that the media influences what we think in the first level agenda setting, while the second level agenda suggests how the media coverage affects how we think (Wayne Wanta, 2004).

Historical Description of the Persons

Thatcher, the conservative party leader, became Britain's first female prime minister in 1979. Thatcher, who served as prime minister for three terms, cut social welfare programs, reduced trade union power, and privatized certain industries. It is referred to as "Iron Lady" in the history of England and the World with the reason of economic measures. The Iron Lady's political life began with the entrance into the state circle two years after her graduation from college. In the 1950 elections, she became a conservative party candidate from Dartford city, where the party was strong, but the next election that failed to succeed was lost in this election, even though it was a re-entry. In 1952 he started working in the field of law, which was a break in politics. Returning to his political life in 1961, she was Assistant Secretary General of Pension and Social Insurances. She was Secretary General of Education and Science in the month of June 1970. In 1974, when the conservative party began to lose power, Thatcher became a prominent figure, and a year later she became the head of the conservative party. It is the most complicated period of economic and politics in Britain after World War II. During this period, the government was almost bankrupt, unemployment increased, and trade union problems increased. It is a period of trying to preserve the prestige of England. This period of instability caused the Conservatives to come to power in 1979.

During the Prime Minister's period, she tried to cope with the economic stagnation by raising interest rates in order to control inflation. In doing so, the Britain's destruction of traditional industries, the attacks on workers 'organizations such as the miners' unions, and the economic and social changes that large-scale privatization of social housing and mass transit.

In the first period of her as a prime minister, Thatcher faced problems that destroy the image of Britain in the international arena, both within the country. One of these is the problem of Argentina occupying the islands of Falkland in April 1982. This area, which is one of the British colonial territories because the islands are close to the Argentine coast, has long been a potential area of conflict between the two countries. In response to this problem, Thatcher and her government moved quickly to send the British troops to the region, which was called the Falkland War and intended to restore the islands. At the end

of this war, Argentina left the Falkland Island to the British in June 1982. This is Thatcher's first success on the international scene.

In the second period of her as a prime minister, Thatcher addressed many problems. The Irish Liberation Army (IRA) issue, which she regarded as the most important of these problems, has been the subject of intense debate until 1983-1987. Thatcher, who survived the attack on the Conservative Party Conference in Brighton in 1984, spoke to the conference the next day and made a speech and wanted to show that she would go into trouble and that terror did not affect her.

Thatcher, who was elected prime minister in 1987, tried to implement a standardized curriculum at national level and to make changes in the country's socialized health system. However, it has lost a lot of public support because of its efforts to apply fixed rate local taxation. Signature campaigns were organized among the people, especially when they tried to terminate the rights of those who did not pay, and so many signatures were collected as Thatcher had expected. The campaign showed that this policy was not endorsed by the people and provided this opposition advantage within the party, which led to popular protests. Subsequently, John Thorpe was elected to replace Thatcher who resigned (Biography.com, n.d.).

Following David Cameron's resignation, Theresa May is the Britain's second female prime minister since Margaret Thatcher. It is the first person to lead the country to the European Union after the historic Brexit referendum held in England in June 2016. May is a member of the Conservative Party, and Britain originally decided to stay in the EU, despite the decision to leave the EU by referendum. Prior to receiving her top office, she served as interior minister since 2010 and was elected deputy to Maidenhead in 1997.

At Oxford University Hugh's College spent 20 years after geography education. She was in the finance business in the mid-80s and 90s without training or political life. In 1997 she was elected Maidenhead's Conservative MP (Member of the Parliament) and described herself as "the One Nationwide Conservative". Her political career began in May 2002, when she was appointed as the First Women's President of the Conservative Party. In 2010, he served in a number of Shadow Cabinets before becoming the Minister of the Interior, and at the same time became Minister of Women and Equality in 2012. For six years, she served in the Ministry of Interior for a long time. During this period, she was known for his work on police reform and the implementation of strict drug and immigration policies.

Britain is called the "Brexit" referendum in June 2016, when it has decided to leave the European Union and is shocked by the world and nearly half of its citizens. However, May has decided to stay in the EU despite this decision. However, the EU presidency has asked for referendum decisions.

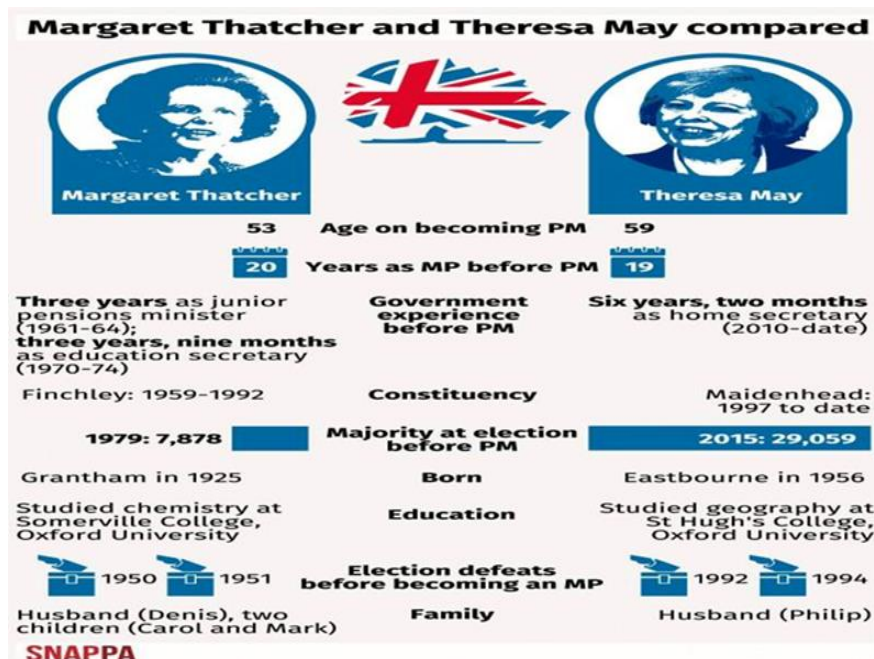
Then, on May 29, 2017, Prime Minister May officially announced to the Parliament that she has enacted Article 50 of the Lisbon Treaty, the law that triggered legal process to mobilize Brexit.

"This is a historic moment without irreversibility. Britain is leaving the European Union," She adds: "We will make our own decisions and our own laws. We will use what is important to us and this opportunity to build a stronger and fairer Britain - it will be a country where our children and our grandparents are suddenly proud of their homes".

Soon after, on 8 June, the early general election led to the loss of the majority of the Parliamentarian of the Conservative Party. In November, the Prime Minister resigned in seven days with the resignation of the two ministers - Foreign Development Priti Patel Foreign Minister and Defence Minister Sir Michael Fallon - Foreign Minister. There has been a time when the shaking was concerned that the Conservative Party would lead to further turmoil, including a possible change in leadership. In early December, MI5 reported that would be a terrorist act for the assassination to May. Two suspects were arrested at the end of November.

On December 13, Theresa May had another setback in the ongoing Brexit process. The parliamentary leaders on the demand for maximum work for negotiations with the EU have rejected the request for a vote on how to finalize any final agreement on the conditions for secession. As a result, the prime minister has failed in parliament on the EU (Biography.com, tarih yok).

Figure 1 Thatcher and May Comparison (British Global Services, 2016)



When Thatcher and May are compared in terms of career histories, they both seem to have begun and continue to be part of the same political life. Both prime ministers appear to have served in a period when Britain had more problems than in other European countries. Thatcher served as prime minister for three terms during which she struggled with the problems of economy, terror and the Falklands War. In the economy, she took harsh measures and the IRA problem was aggressive and a rigorous measure to solve the problem with the reason that the conservative party changed the point of view of this problem after Thatcher was selected. As an example of this, after the assassination of Lord Mountbatten, it led to military measures taken with the IRA, causing the problem to escalate. The Falkland problem has arisen as the IRA problem continues. In this regard, the Thatcher government applied hard power measures without losing time and entered the war. As in the Thatcher period, the May period also finds a turning point in Britain's economic problems. The economic problems that may arise after the Brexit can be gathered under the headings of unemployment, inflation and the burden created by refugees in the economy as in Thatcher period. There is also a terrorist problem in the May period, which is emerging as an extension of the global terrorist problem. The two leaders' approaches to these problems will be included in the next section by conducting personality analysis using the "Leadership Trait Analysis" method.

Historical Description of the Events

Thatcher Era Economy

Thatcher became prime minister during the period when the British Pound was the most depreciated after World War II. This period is devaluation, a period when unemployment is rising and economic problems that strikes multiply are high. In this environment, Thatcher, who took strict economic measures during the prime minister's office, is the first person to talk about privatization in the history of Britain and to implement it. Privatization has customized steel industry, oil, water, electricity services, health services, postal services and telephone services within one year (Seymour, 2012). However, despite the unemployment problem following privatization, the government has not taken any measures in this regard. With privatization, it has not solved the economic problems and has caused the public to change their attitudes towards responsibility and private ownership (Moore, 1992). With the privatization, the problem of inflation and unemployment continued until the improvement of the country's economy began. Thatcher is the first minister to receive credit from the IMF. The Thatcher government has planned measures to address the union problem after privatization. According to this plan; the coal industry will be in the center of these sectors, coal stocks will be made in power plants, coal imports will be made from foreign companies without the union, transport companies will employ union truck driver, two coal-fuel firing generators will be set up and training will be given and authorization will be given to a large and mobile police team ready to use the tactics of rebellion against workers' uprisings, where money demands of greed workers will be met unions (Ridley, 1977).

Thatcher Era Terror Problem

One of the major problems of the Thatcher era is that the IRA is reactivating. The Catholic-Protestant conflict is at the root of this long-standing problem. Ireland is divided into free Ireland and Northern Ireland. The aim of the IRA is that Ireland is the sole state, however, because of religious and political reasons the British are forced to stay within the British borders of Northern Ireland. The event, also called "Bloody Sunday" in 1972, is the first breaking point. The first bombing in Londonderry in the aftermath of the death of 14 British soldiers. (CNN Türk, 2010).

For the first time in the Britain, the IRA bombed a pub in Birmingham in 1974, resulting in deaths. From 1975 to 1976 a truce was concluded. After Thatcher became prime minister, she was decided to give a military response to the IRA's actions. In 1979, one of the British royal family was assassinated and Lord Mountbatten lost his life. Following this incident, the IRA's terrorist activities in the Britain began to gain momentum. Before the Britain entered the Falkland War, IRA actions turned into less-active actions. IRA's sounding action after the Falklands War. In 1984 the Brighton Hotel bombing took place (Hugnes, 2014). This bombing action is the biggest action after Mountbatten incident. After this incident, the Thatcher government issued Terrorism Prevention Act. This law; more stringent military measures, censorship of media outlets, and the control of terrorist financing (Legislation.gov.uk, 1974).

Falklands War

On April 2, 1982, Argentina was a war that lasted for ten weeks as it occupied the islands of Falkland and southern Georgia. The sovereignty issue between England and Argentina over the Falkland Islands first came to light in the United Nations Commission on Colonial Issues in 1964. The reason for this is that in 1833, Britain raised the region from the region to settlement and colonization (Akıncı, 2017). According to the Britain, Falkland's removal from the colonies would actually make it colonial. In addition, the region was both logistic and important for England in terms of oil and underground wealth. When diplomatic negotiations failed, and the island was occupied by Argentina, she sent the British navy to the island and the war began. At the end of the war, which lasted for ten weeks, Argentina retreated from the lands it occupied as surrender. Leopoldo, the ruling power in Argentina, was overthrown as a result of this war, while Thatcher in Britain won overwhelmingly in general elections.

May Period Economy

May was known for her campaign against Brexit during the election. However, she admits that after the election, it is what the British want. However, British authorities can not immediately abandon their austerity policy, since there is no clear forecast of how the

UK economy will be after Brexit (Anadolu ajansı, 2018). The economy that has been trying to recover since the 2008 crisis. The economy is growing in 2017 and in the first quarter of 2018 despite the growth of GNP and the decrease in unemployment rate. Although the economy is better than the Thatcher period, commercial agreements have not yet been completed. The reason for this is the imposition of the EU presidency in the direction of the UK to complete the exit procedures. It is perceived as a sign that the consequences of this will be to enter into a difficult process for British and world economists to bring about an economic conjuncture. Because when Brexit takes place, there is compensation that the United Kingdom must pay (aimsaddegi.com, 2018). It is also possible that the Irish, Scottish and Welsh issues will come to an end. In this sense, May is in a difficult period in the economic field. The post-Brexit estimates of the UK Statistical Institute are given in the figure below:

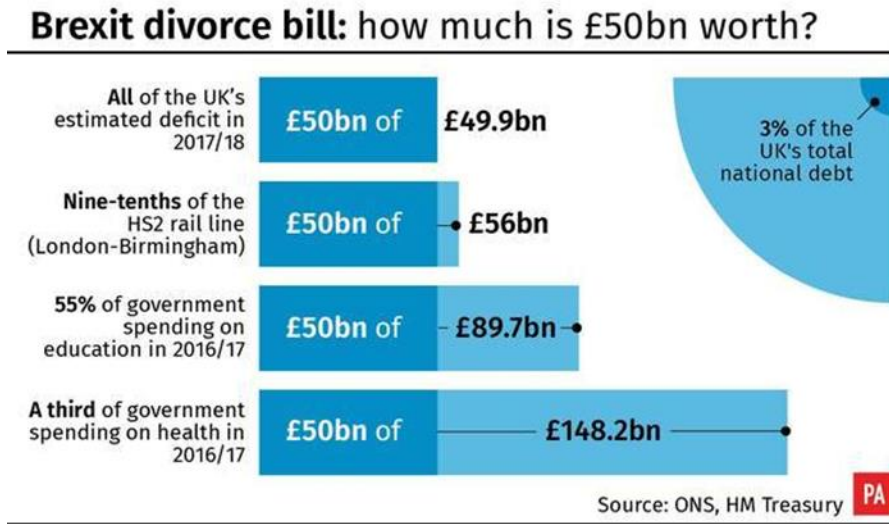


Figure 2. (Belfast Telegraph Digital , 2017)

According to this table, UK borrowing is expected to increase by 3% along with the costs added after Brexit. In addition, the possible unemployment problem will come to an end with the end of the right to free movement.

May Period of Terror Problem

Terrorism has become globalized in 21st century. The national terror problem of the past has begun to spread globally after the September 11 attacks. Following the attack in London in June 2017, Teresa May made clear that strong measures against terrorism will be taken and that terrorist financing resources will be restricted, the social media will be restricted for radical groups and perhaps the Britain's toughest sanctions should be taken according to the changing threat (BBC News, 2017). In this context, the House of

Commons issued a report on terrorism on October 06, 2017 with the title "Terrorism in Great Britain: the statistics". This report includes statistical data and ethnic distinctions of all events from the previous terrorist incidents to the period of the UK until 2017, and the participation rates of British citizens in terrorist incidents (Grahame Allen, 2017). The fact that the Britain had three major attacks in London alone in 2017 with the cause of terrorism and that these attacks continued in 2018.

May follow a different approach to Syria policy from the USA. While Thatcher was in joint action with the United States and all territories, it appears that May did not send troops to the coalition troops in Syria, only to have counselling assistance and to avoid actual clashes. The main reason for this approach is that Brexit and terrorism problems are seen as a priority in the country.

Model and Analysis

The Leadership Trait Analysis (LTA) was conducted by two Britain women's leaders to reveal leadership qualities and styles. Qualitative Data Miner program was used for analysis. In England, the traditionally improvised press or media organizations are not told, and the deviation in the data taken as LTA sample is big. However, the resemblance between May and Thatcher came close, despite the departure. Thatcher and May in the British public are also revealed by the analysis of the similarity perception. According to the analysis data, both leaders' approaches to the events will be evaluated.

How leaders respond to constraints (belief, control of events and power needs) are assessed through their results. The extent to which information is clear is based on self-confidence and conceptual complexity. Thirdly, the motivation of leaders to seek authority and population is assessed on the basis of task orientation and trusting others. In this context, although Thatcher and May compare temporal differences, there are three main problems that the Britain is experiencing. These are the economies. Economically, during the Thatcher period, the high depreciation of the British pound, unemployment, devaluation and strikes seem to be a problem. In the May period, Britain's decision to withdraw from the European Union by making Brexit has problems for the UK. As in the Thatcher era, the unemployment problem is being reduced for the May period, as economic experts say that the burden of leaving the EU to the UK budget will have a negative impact on growth rate and unemployment. Thatcher has resorted to harsh measures to solve economic problems. In the May period, cabin explanations were made to maintain the tight economic measures implemented after the 2008 crisis. In this context, when we look at the leadership qualities of both prime ministers, both leaders are acting in closed-minded and self-evident ways. Leading the events, both leaders are always focused on evaluating the opportunities, as they tend to compromise the world and are prone to conflict.

It is the case that May accepts the decision of the people as a result of the decision of the people to leave the EU despite the fact that it was not before the EU membership

before Brexit. Likewise, Thatcher considered the Falkland War as an opportunity to reduce the impact of the economic and IRA problem on the domestic politics. Both leaders are aimed at assessing opportunities in the face of power understanding issues. Below is the Leadership Trait Analysis table:

Table 1. Thatcher - May comparison of Leadership Trait Analysis Results

Category	Code	Description	Leadership Trait	
			Thatcher	May
Belief Can Control Events	Evangelist	Control or dominance over other nation and resources	0.31	0.36
Conceptual Complexity	Openess understanding	Capability of discerning different dimension of the environment when describing actors places ideas and situation	0.31	0.36
Distrust Other	Irrespectful	Doubt about and wariness of others	0.31	0.36
In-group bias	Cooperation	Perception of one's group as holding a central role accompanied with strong feeling of national identity and honor	0.31	0.36
Need for Power	Power	Control or dominance over other nation and resources	0.31	0.36
Self-Confidence	Proactive	Personal image of self importance in terms of the deal with the environment	0.27	0.36
Task Focus	Flexibility	Relative focus on problem solving versus maintenance of relationship to others. Higher score indicates greater problem focus	0.31	0.36

In both prime minister's terms, it is the question of changing the agenda by using foreign policy as a tool to reduce domestic policy problems from the agenda. When Thatcher's heavy economic measures began to cause problems among the people and the Falklands problem emerged after the IRA's major actions, it seemed that these issues fell on the agenda in the British press. In particular, the agenda has brought the Falkland issue to the agenda for ten weeks, news about the success of the Britain's new weapons, and the Falklands problem that the power and image of the country is protected. While there is no information about the dead soldiers, the British supremacy in the battle is emphasized. In this way, the economy was not spoken on the agenda and the IRA did not carry out any activities during this period. In this sense, the media has broadcast on Thatcher's agenda. The other effect of this is that both the British question both with the IRA and after the war Thatcher's supremacy shows that the British have managed to accumulate under the flag in accordance with the Minimal Effect Theory.

The most important issue of May's over a year's prime ministerial period was the terrorist attacks in London and Brexit issue, the process of separation from the EU. The British press seems to have been important to Brexit. It is not true, however, to say that the impact on the public is high. May has allowed the British people to direct themselves in the Syrian question and Brexit's decision. Though it is similar to Thatcher in the economic sense, it is not said that May has succeeded in determining the agenda compared to the Thatcher period due to the fact that it is not the only news tool in the time of the written and visual media coverage and the ability to receive instant news in new media. Concerns about the post-Brexit situation remain on both the conventional media and the social media agenda. However, it is observed that only radical groups are following a stern attitude towards the social media activities because of the global terrorist attacks on London in four attacks in one month.

Looking at May's policy for Syria, it appears that she did not fully cooperate with the USA as in the Thatcher era, but only advised the coalition forces in Syria. This is part of the politics that followed the loss of the British soldier in the First and Second Gulf War and the economy's desire not to send troops to Syria, taking into account the uncertainties and the problems arising from unemployment. Thus, the Partial Effect approach is seen in this example.

Conclusion

Thatcher and May were the two leaders who made the Britain's prime minister at different times compared to their leadership qualities, the power to influence the public and the public perception. The problems in the country are gathered under three main headings as economics, terrorism and foreign policy problems. It is desirable to show the similarities and differences of the approaches of both leaders to these issues.

Firstly, the situations of Margaret Thatcher and Theresa May are explained. The similarities of the personality traits of the leaders were determined with LTA. The two leaders are following similar policies in the field of terrorism. However, there are differences in foreign policy decisions. They are interested in the time they are in.

The Thatcher era tried to solve the economic problems of the Britain from the Second World War and the Cold War through privatization. In this sense, she produced very strict policies. However, if the conditions of the May period are not as severe as those of the other leader, it seems that hard times are waiting for the complete implementation of the economic area Brexit in the next year. The LTA analysis of the two leaders is very close. In this context, the policies that May will undertake in the future are likely to be as stiff as Thatcher's measures. It is seen that the rhetoric of the British press exhibits the same political attitude similar to Thatcher, or even almost exclusively.

May's approach to terrorism is similar to Thatcher's. Maybe even more likely to make a tougher policy than Thatcher is likely to be the ethnic and religious separation of the House of Commons. She voiced a strong discourse about his determination to fight with terror after the attacks in London; the restriction of social media accounts for radical groups, and the tight tracking and destruction of terrorist finances are likely to increase the likelihood of military measures such as Thatcher in later periods. After the London assaults, the May administration granted the British police the right to use weapons.

In international politics Thatcher and May's politics view are different. Thatcher has decided immediately on Falkland and collects the people around him. At the same time, the internal terrorist incidents stopped during this period. In addition, since Thatcher was the prime minister only for a period when the conventional media was, she succeeded in mediating the agenda and leading the media.

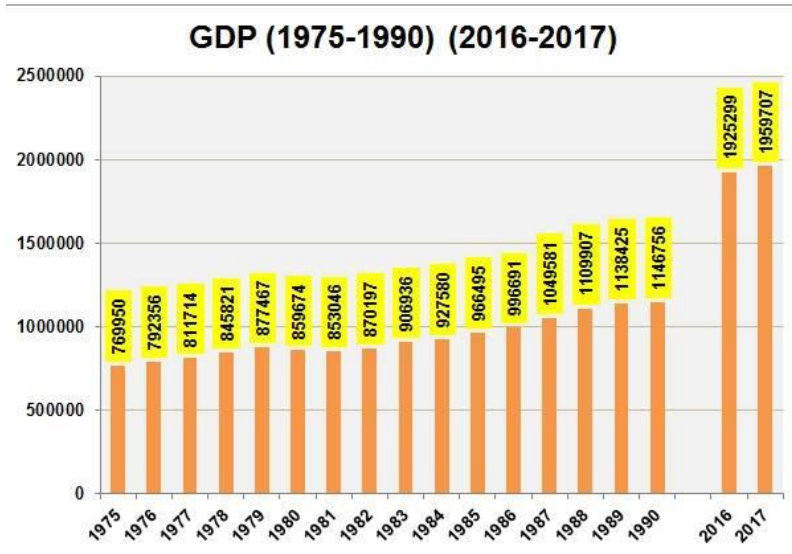
However, although the May 21st century social media can be restricted for terrorism, it is not enough to form an agenda. At the same time, the coalition in Syria has not sent troops to their forces. The main reason for this is the loss of people in the First and Second Gulf Wars.

During the Thatcher era, the Falklands war did not only save Britain's prestige, but Thatcher's clear third-term election. However, public and media pressures on how May will solve post-Brexit problems in the early days. When the second referendum was held in Britain, the EU term president demanded the start of the exit process. May also initiated by the people as a request to reflect the media. After the departure of the UK from the EU, May's unemployment, the future financial burden of the ruling and the 10% increase in inflation in a year, as well as the ongoing terrorist incidents, will be challenging.

As a result, although May says it is different from Thatcher, adding the definition of "Thatcherate" to the LTA data and the Oxford dictionary, the British public and media in the future will be able to produce more Thatcher-like politics it is likely to start.

As a result; the economical stats comparison tables (includes GDP, inflation, interest rate and unemployment) about Thatcher and May periods can be seen below.

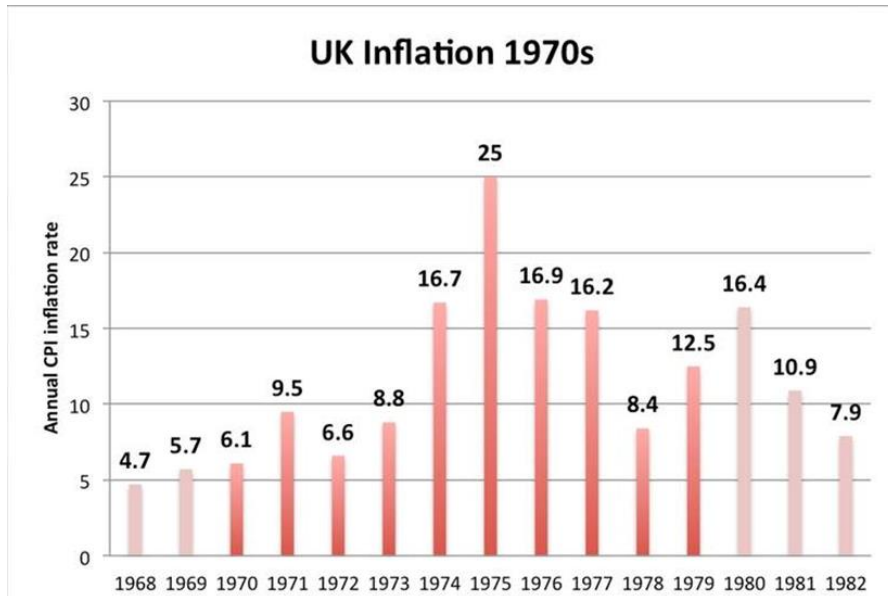
Table 2. UK Economic Data (May and Thatcher Comparison)



Made from the data at <http://www.bbc.com/news/uk-politics-22070491>

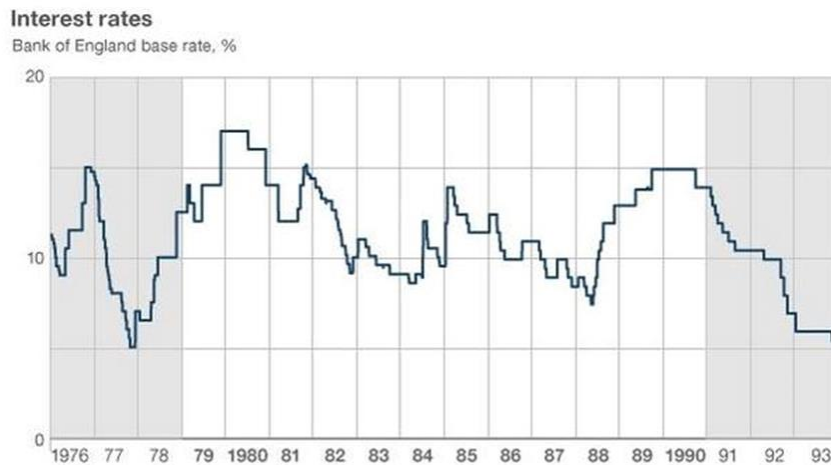
(BBC News)

Table 3. UK Inflation in 1970's (Thatcher Period)



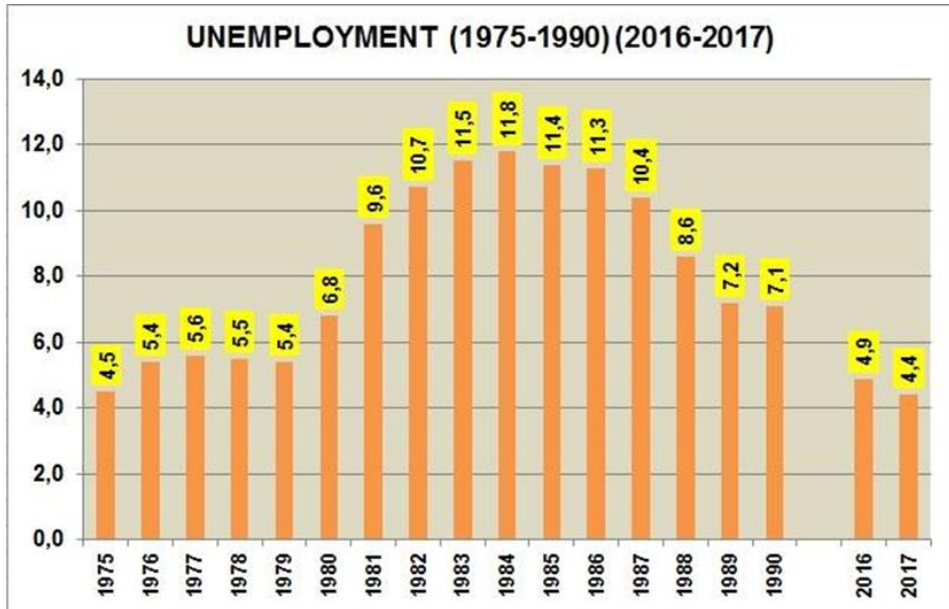
Made from the data at <http://www.bbc.com/news/uk-politics-22079683>
(BBC NEWS, 2013)

Table 4. Interest Rate (Thatcher Period)



Source Bank of England

(BBC News, tarih yok)

Table 5. Unemployment Comparison (Thatcher and May)

Made from the data at <http://www.bbc.com/news/uk-politics-22070491>

(Prepared with the data)

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