

ABSTRACT

REPRESENTATIONS OF GENDER: NEWS COVERAGE OF HILLARY CLINTON'S 2008 PRESIDENTIAL PRIMARY CAMPAIGN

This study examines the representation of gender in news coverage of Senator Hillary Clinton's 2008 presidential primary campaign. A qualitative and quantitative content analysis of newspaper coverage was completed from when Senator Clinton announced her candidacy through the time she suspended her campaign. The results suggests that there were indeed normative judgments made in regards to how a woman fits into societal norms, including her appearance, behavior and relationships.

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