

Abstract

The aim of this thesis is to outline how the British web media portray key women of the British Royal Family in their coverage, namely Catherine Middleton and Meghan Markle. I have focused on the themes of gender stereotyping and racism in relation to the media representation of both women. My aim was to find out if the aforementioned celebrities have been subjected to discrimination based on their gender and race, how this affects their image and the media's treatment of women as such if they do not conform to traditional notions of femininity. In the theoretical part, I examine the process of celebritisation in the royal family, the position of women in the British monarchy and their representation in the media throughout history. I also focus on the theme of gender within feminist theory and the position of women in British society. Furthermore, I focused on how the royal family exploited their position through gatekeeping. In the methodological section I will examine 4 media outlets and 5 different time periods which offered the opportunity to compare the media portrayal of Middleton and Markle. I will use qualitative research method and grounded theory. I will focus on the themes of career, women's roles in society, evaluation of physical appearance, background and race and assess the extent to which gender stereotypes and racism were present and how the media studied used these to reinforce social stereotypes.