Abstract

The aim of this diploma thesis was to find out, what role gender played in the media coverage of Danuše Nerudová's campaign for the presidential election in 2023. In the theoretical part, the concept of gender is explained as well as its connection to politics and how gendered language influences the political environment. Attention is paid to gender stereotypes, the historical development of women's representation in politics, and to specific obstacles that prevent women from being as active in public life as men. Specific impacts of stereotypes are shown through the examples of two well-known foreign female politicians, Hillary Clinton and Zuzana Čaputová. The context of the Czech presidential election in 2023, the campaign of Danuše Nerudová and the ways in which she herself has related to the issues of feminism and gender are then described. The methodological part presents the chosen research methods, qualitative and quantitative content analysis, and the media examined: Aktuálně, Deník Referendum, iDnes, iRozhlas, Echo24, Heroine, HN, Novinky, Reflex, and Seznam Zprávy.

The qualitative research describes what the media most often focused on in relation to gender and the female candidate; the position of women in politics, criticism of Nerudová due to her lack of authenticity overconfidence, and the implications of her candidacy for the future. The quantitative part then shows that gender was a relatively marginal topic in the media coverage of the election, gender stereotypes did not appear in the commentaries and Nerudová received as much attention as the other candidates. However, the analysis also showed that in some cases, Nerudová was portrayed as less competent to hold office than men, she received more coverage from female writers, and was more often criticized in the right-wing than in left-wing media. Therefore, the thesis showed that although there has been a shift in media coverage of female politicians in terms of gender stereotyping, some issues still remain.