

Abstract

The quantitative and qualitative analysis of the media representation of political leaders in the articles published on the Facebook pages and of the form of discussion under the articles creates fairly comprehensive picture of the discourse on the issue of women at the top political positions in the online environment. Although gender does not appear to be one of the most important factors influencing the tone of the analyzed texts, it is possible to identify several tendencies that are related to gender in both articles and comments.

Except for positive tone when evaluating political actions and opinions of female politician, which highlighted the stereotypical characteristics of women (patience, compromise, etc.), articles and comments are negative. Other identified forms of media representation of female politicians were usage of images of power and weaknesses (female too strong is associated with negative tone); associating women with emotions (both extremes - absence of emotions and over-emotionality – are associated with negative tone); and using privacy-related topics such as family, fashion, hobbies (a woman who is not interested in these areas, and thus does not fall into the stereotypical image of a woman, is again depicted negatively). Analysis of the comments in the online discussion found that women show a higher rate of negative tone in their comments towards female politicians, which can be interpreted as lack of solidarity among women. Vulgar expressions and negative comments related to appearance and childlessness have been identified as frequent causes of negative tone. In conclusion, the non-fulfillment of stereotypical ideas about women is reflected in the negative tone of user's comments.