

GENDER AND MEDIA REPRESENTATION: A CASE STUDY OF TAIWAN FEMALE POLITICAL LEADER

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Media is the dissemination of information. When it comes to women, blacks, and vulnerable groups, stereotypes and discriminations can often be seen; the media tend to present women as the subordinate role. The Moscow media criticized the late British Prime Minister Margaret Thatcher as “the Iron lady” to describe her tough leadership style in the 1980s. This process of media reproduction could be regarded as a gender stereotype, as well as the conflict between the tough leadership style and the female gender role. Nowadays, more and more women are becoming decision makers in the political sphere. In 2016, Tsai Ing-wen won the presidential election and became the 14th president of Republic of China (Taiwan). This research uses a case study of Tsai to explore how media representation presents female political head leader in Taiwan.

The research methodology is textual analysis with the newspapers. The researcher collected the news related to Tsai, from January 16, 2016 to January 31, 2017. The United Daily Newspaper and the Liberty Times as the domestic news data. Due to the small amount of related news reports, foreign newspapers have been used as a supplement to this research. The findings in the research shows the media representation of the female political leader remarks positive. This regards role congruity theory between political leader role and female gender role as positive evaluation.

Keywords: media representation, role congruity theory, Tsai, Ing-wen, president of Republic of China (Taiwan)