

VOICES OF CHANGE



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INTRODUCTION



INTRODUCTION

“Human rights are women's rights, and women's rights are human rights, once and for all.”
— Hillary Clinton, 1995, Fourth World Conference on Women in Beijing.

The relationship between media, gender, discrimination, and politics is both complex and intriguing. As we step into 2025, one might assume we've made significant progress and entered a more enlightened era. However, the reality reveals that many old habits persist, highlighting the enduring challenges we face in these interconnected realms.

The intersection of gender and politics is a critical area of study, particularly in how the press and news media portray political figures. This intersection becomes even more significant when considering the impact of such portrayals on public perception.

By choosing what to highlight, what to downplay, and how to frame stories, the media becomes a powerful force in shaping political discourse and, by extension, societal norms (Baum & Potter, 2008).

When reporting on male and female leaders, the media tends to emphasize different traits that align with societal expectations of gender roles.

INTRODUCTION



In our project we seek to contribute to ongoing discussions about the role of the media in shaping political realities and addressing gender inequality.

In addition, by examining these portrayals we hope to uncover the extent to which media coverage perpetuates or challenges gender disparities in politics and contribute to a broader understanding of the media's role in shaping public opinion and political discourse.

AIMS

The primary aim of this research is to uncover the gender discrimination embedded in media portrayals, revealing how media framing is shaped by gender-based biases. By examining the representation of figures such as Kamala Harris and Donald Trump in the press, this study seeks to highlight how stereotypes and societal norms influence public narratives. The focus on the interplay between gender and media aims to expose how these portrayals perpetuate inequality and hinder progress toward equitable and inclusive representations of leadership.

By exposing these patterns, we hope to encourage critical awareness and advocate for more balanced and inclusive media representations.

METHODOLOGY

The background of the slide is a dark blue overlay with a faint American flag pattern. In the center, there are two semi-transparent images: Kamala Harris on the left, looking upwards with her right hand raised, and Donald Trump on the right, looking upwards with his hand near his face.

FIRST

Representation in news -

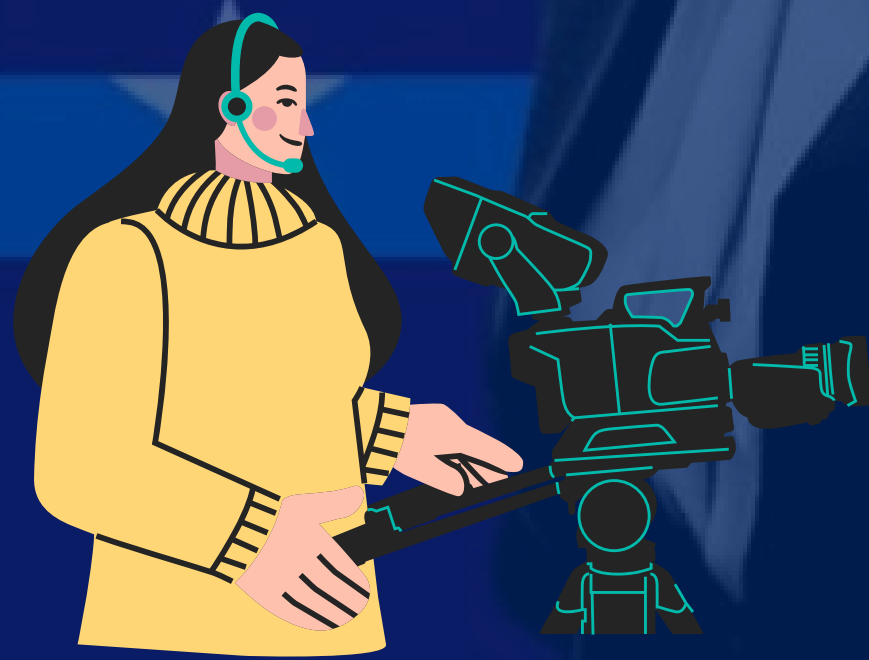
Investigate and examine the difference between the headlines in different news, explore how and what is written on Kamala and Trump.

SECOND

Behaviour in interviews -

To investigate differences in conduct during an interview. That is, differences in the questions and the interviewers' own behavior, including facial expressions and body movements.

REPRESENTATION **IN NEWS**



HEADLINES

Kamala Harris Is Dressing to Be President

With very little time to prepare for the campaign trail, the vice president is sticking to her suits — a political move of its own.

Listen to this article · 7:55 min [Learn more](#)

Share full article



By [Kevin Liptak](#), [Pamela Brown](#) and [Sarah Westwood](#), CNN

15 minute read · Updated 4:47 AM EDT, Tue July 7, 2020



Pantsuits and power: A runway review of Kamala Harris' campaign wardrobe



The New York Times

Kamala Harris in a White Suit, Dressing for History

This wasn't about fashion, it was about politics, past and future.

Share full article



Video Ad Feedback

Why does it matter what Kamala Harris wears?

HEADLINES

Donald Trump: Unchained and unapologetic

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GETTY IMAGES

By Anthony Zurcher >

North America reporter

@awzurcher >

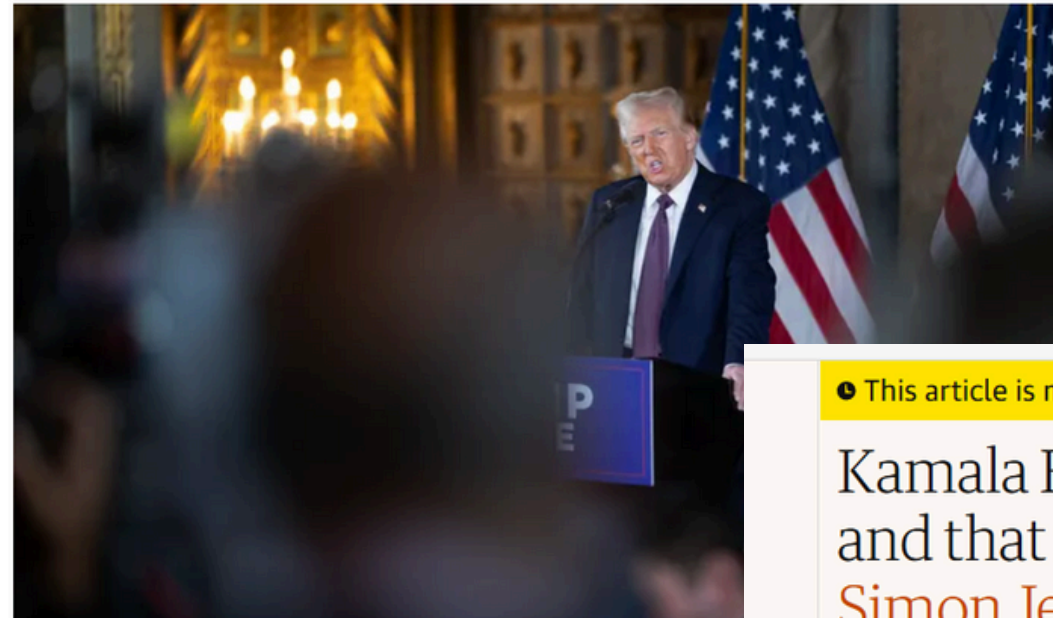


Intelligencer

Trump Wants to Remind the World He's Still a 'Madman'



By Ed Kilgore, political columnist for Intelligencer since 2015



COLUMN | ON POLITICS

By Targeting Hegseth, Democrats Open a Path for Gabbard

GOP insiders view Trump's nominee for intelligence director as far more vulnerable than his choice for Pentagon chief.

BY JONATHAN MARTIN



This article is more than 5 months old

Kamala Harris is no dominating leader - and that may be her biggest strength

Simon Jenkins



A shortage of accomplishments as vice-president does not matter: her real job is to weld together a shattered Democratic party

909



Trump's legal battles: How six cases may play out

16 November 2020

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Joshua Nevett
BBC News



Getty Images

HEADLINES RELATING TO TYPE OF QUESTIONS



POSED QUESTIONS TO KAMALA HARRIS

Policy and Legislative Questions


Personal and Professional Background Questions


Leadership and Vision Questions

ALCINDOR: We have to go, but you talk about your mother, and what would you – what do you think your mother would be telling you in these final days before this election against Donald Trump?

HARRIS: Just go beat him. That’s probably what she’d say. Yeah, that’s my mother.


ALCINDOR: OK, well, I know she gave you a lot of lessons. So thank you so much.

HARRIS: Thank you. I appreciate it. Thank you. Good to talk with you. 

 **NBC NEWS**

Full transcript: Vice President Kamala Harris interviewed by NBC News' Yamiche Alcindor

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 **DECISION 2024**

State results ▾ President Senate House Gov. Exit polls Ballot measures Sec. of state Attorney general

ALCINDOR: Former President Donald Trump has said that he would be a protector of women, whether they like it or not. What do you make of that, and how does that contrast with your views on women and their rights and needs?

HARRIS: Well, I'll just speak on behalf of myself, but also the Americans that I speak with every day around our country, regardless of their gender, which is the majority of Americans, believe that women are intelligent enough and should have and be respected for their agency to make decisions for themselves about what is in their best interest and not have their government, and certainly not Donald Trump, telling them what to do.

And his latest comment is just the most recent in a series of examples that we have seen from him, in his words and deeds, about he – how he devalues the ability of women to have the choice and the freedom to make decisions about their own body.

Sure. Well, I'm obviously not Joe Biden.

Stephen Colbert (14:34):

I noticed. [inaudible 00:14:35].

Kamala Harris (14:35):

So that would be one change in terms of... But also, I think it's important to say with 28 days to go, I'm not Donald Trump.

Bret Baier (14:44):


So you're not Joe Biden, you're not Donald Trump, but nothing comes to mind that you would do differently?

Kamala Harris (14:50):


Let me be very clear. My presidency will not be a continuation of Joe Biden's presidency. And like every new president that comes into office, I will bring my life experiences, my professional experiences, and fresh and new ideas. I represent a new generation of leadership.

(15:09)

I, for example, am someone who has not spent the majority of my career in Washington D.C. I invite ideas, whether it be from the Republicans who are supporting me, who were just on stage with me

 **NBC NEWS**

Full transcript: Vice President Kamala Harris interviewed by NBC News' Hallie Jackson

 **DECISION 2024**

State results ▾ President Senate House Gov. Exit polls Ballot measures Sec. of state

HARRIS: Of course. Of course.

JACKSON: And right now, there is a big gender gap in this race. Fewer men support you right now than they did President Biden. Some of your allies have suggested there's sexism at play. I wonder, do you think there is sexism at play here?

HARRIS: Let me just tell you something, you've come to my events, and you will see there are men and women at those events, whether it be small events or events with 10,000 people. So, the experience that I am having is one in which it is clear that regardless of someone's gender, they want to know that their president has a plan to lower costs, that their president has a plan to secure America in the context of our position around the world.


They want a president of the United States who honors our military, who understands the importance of America's leadership around international rules and norms, and that is regardless of gender. [xtalk]

JACKSON: On the question of your beliefs, what you believe in, let me ask you this question, very broadly speaking here: do you believe that transgender Americans should have access to gender-affirming care in this country?


HARRIS: I think we should follow the law. I mean, I think you're probably pointing to the fact that Donald Trump's campaign has spent tens of millions of dollars... [xtalk]

JACKSON: They're trying to define you on this, I'm asking you to define yourself, though, just broadly speaking, what is your value? Do you believe they should have that access?

HARRIS: I believe that people, as the law states, even on this issue about federal law, that that is a decision that doctors will make in terms of what is medically necessary. I'm not going to put myself in a position of a doctor. But let's also understand that Donald Trump is running tens of millions of dollars in ads to talk about two cases to distract from the fact that his policy and plan is also to take away the, the Affordable Care Act, which provides healthcare for tens of millions of people in our country.

 **NBC NEWS**

Full transcript: Vice President Kamala Harris interviewed by NBC News' Yamiche Alcindor

 **DECISION 2024**

State results ▾ President Senate House Gov. Exit polls Ballot measures Sec. of state Attorney general

actually weaken our economy.

ALCINDOR: I've talked to Americans from all across this country in all walks of life who are inspired by your story. What's your message to them as they are looking at your journey, especially the history that you are making and might make as the first Black woman and Indian woman to break down this, this glass ceiling? And even now, of course, making the history that you're making now?

HARRIS: Well, you know, you've probably heard me say many times my mother said to me, 'Kamala, you may be the first to do many things; make sure you're not the last.' And what I see in the people who are coming to rallies such as this are, you know, young men, young women, people of every age, every background, every race, who are excited about the possibility of a new generation of leadership and excited about the fact that they have a choice to have a president of the United States who actually sees them, gets them and wants to do the hard work that is about improving their life.

ALCINDOR: Day One, what's your first executive action?

POSED QUESTIONS TO DONALD TRUMP

KEY DIFFERENCES: FOCUS ON IDENTITY AND EXPERIENCE TONE AND APPROACH

Rachel Campos-Duffy (18:52):

Mr. President, you’ve been through a lot in your presidency what they’ve done to you, you’ve got the verdict that just came through. A lot of Democrats have expressed concern that if you’re elected, you’re going to want revenge. And some of your supporters have said, “Well, mutually...” We were just talking about the weaponization of the justice system against political opponents. Some of your supporters have said, “Well, the only way to stop this is mutually assured destruction. If you do a test, we’re going to do it to you.” You’ve said, “No, my revenge is going to be success for America.” You’ve just had this verdict. Do you still feel the same? What’s your thoughts on that?

Donald Trump (19:30):

It’s a really tough question in one way, because these are bad people. These people are sick and they do things that are so destructive. I mean, look what they did from the day I got there, and I don’t know, a lot of people said, “We have no choice but to elect Trump Republicans because he’s the only one that can withstand this.” Don’t forget, if it weren’t me, they’d be going after somebody else, and I know a lot of the competition. They wouldn’t do so well. They wouldn’t be doing so well right now. They’d be saying, “Mommy,

Donald Trump (20:00):

Confrontational and Accountability Questions

Policy and Governance Questions

Personal and Behavioral Questions

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And if you look at the inspector general report, he says they turned it down. They made a terrible mistake.

COLLINS: Well, Chris Miller was your acting defense secretary. He says you never gave that order.

But back to what happened on that day, he said you weren’t...

TRUMP: He did not say that.

COLLINS: You - he has testified that, Mr. President.

TRUMP: He did not say that.

COLLINS: But you said you weren’t very involved that day.

You did tell your supporters to come to Washington. You tweeted about it, about that speech...

TRUMP: That’s true, of course.

COLLINS: ... that happened on the rally. So, when they...

TRUMP: Am I allowed to say that?

COLLINS: When they went to the Capitol and they were breaking into the Capitol, smashing windows, injuring police officers, why did you - why did it take you three hours to tell them to go home?

NBC NEWS

Full transcript: Read Kristen Welker's interview with Trump

KRISTEN WELKER:

Well, Mr. President, we’re going to delve into that a little bit later on, but I want to stay on this idea of what you mean by retribution. Are you looking to appoint an attorney general who will prosecute the people you tell them to prosecute?

FMR. PRES. DONALD TRUMP:

I’m looking to appoint an attorney general who’s going to be tough on crime and fair. Very simple.

KRISTEN WELKER:

And go after your political enemies?

FMR. PRES. DONALD TRUMP:

No, no. I would never do that. But Biden has done that. Look, Biden – these aren’t indictments against me. These are Biden indictments. This isn’t God coming down and very fairly said, “Oh, you spoke badly about an election.” The election was rigged. There’s no question about that. There’s so much proof on it. Even if you go to

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the hell she is. I don’t know who this woman is.

COLLINS: But, Mr. President, can I – can I ask you given your recounting and your version –

TRUMP: I don’t know who – and I tell you this. Are you ready?

COLLINS: But, Mr. President, can I – can I ask you because –

TRUMP: And I swear on my children, which I never do. I have no idea who this woman. This is a fake story, made up story.

We had a horrible Clinton-appointed judge. He was horrible. He allowed her to put everything in. He allowed us to put nothing in. This is a fake story.

COLLINS: Mr. President, you’re recounting your version of events here right now to the audience. You reference the trial. You did not go to the trial and actually testify.

TRUMP: That’s right.

COLLINS: Do you wish that you had testified?

TRUMP: No, it wouldn’t have made a difference. This is rigged deal. This was a – my lawyer said, sir, you don’t have to do it.

I actually said, I think I should, it would be disrespectful. They said, sir, don’t do it. This is fake story and you don’t want to give it credibility.

COLLINS: One thing you –

TIME

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You would use the military inland as well as at the border?

Trump: I don’t think I’d have to do that. I think the National Guard would be able to do that. If they weren’t able to, then I’d use the military. You know, we have a different situation. We have millions of people now that we didn’t have two years ago.

Sir, the Posse Comitatus Act says that you can’t deploy the U.S. military against civilians. Would you override that?

Trump: Well, these aren’t civilians. These are people that aren’t legally in our country. This is an invasion of our country. An invasion like probably no country has ever seen before. They’re coming in by the millions. I believe we have 15 million now. And I think you’ll have 20 million by the time this ends. And that’s bigger than almost every state.

So you can see yourself using the military to address this?

Trump: I can see myself using the National Guard and, if necessary, I’d have to go a step further. We have to do whatever we have to do to stop the problem we have. Again, we have a major force that’s forming in our country, when you that over the last three weeks, 29,000 people came in from China, and they’ve

KRISTEN WELKER:

Just to go back to a couple of the points you said, the ballot stuffing. That’s something that’s been debunked.

FMR. PRES. DONALD TRUMP:

It hasn’t been debunked. It’s on camera.

KRISTEN WELKER:

As you know, let’s – But I do want to keep moving forward.

FMR. PRES. DONALD TRUMP:

Yeah, but, Kristen, it’s on camera. Hundreds – even thousands and thousands of people. You take a look. True the Vote. Take a look. It’s on camera. They have thousands of –

KRISTEN WELKER:

But Mr. President, you know Republican officials and top law enforcement officials, they have told you that that’s debunked.

BEHAVIORS

GREETINGS



- Kamala Harris walked directly over to President Donald Trump's side of the stage for a handshake

BEHAVIORS

POSTURES & GESTURES



- Spreading his arms or leaning forward, which are often associated with dominance and control



- Placing hands on the podium and using deliberate movements to highlight her points

BEHAVIORS

FACIAL EXPRESSIONS



- Smirks and dismissive expressions such as Joker-like smile, eyes-rolling or looking away



- Smirks and raised eyebrows that subtly conveyed her disapproval or skepticism

OTHER BEHAVIORS



- Trump interrupted Harris multiple times and used her lines during the debate, and the interviewers let him do it
- Harris frequently maintained direct eye contact with Trump, signaling strength and willingness to engage on equal footing

CONCLUSION

Media framing plays a critical role in shaping public perceptions of political leaders, **particularly through the lens of gender.** The portrayal of Kamala Harris often emphasizes symbolic aspects of her identity, such as her attire and demeanor, overshadowing her policy achievements. Conversely, Donald Trump is framed through a lens of strength and authority, reinforcing traditional masculine leadership norms

 **The urgent need to address media biases that perpetuate gender inequality.**

APPLICATION TO THE BEIJING PLATFORM

Our results highlight **the persistence of gender bias in media portrayals**, aligning with the Beijing Platform for Action's Section J, which **calls for balanced and non-stereotypical representations of women.**

Thank you!

