

## **Abstract**

The study examined how Chinese newspaper *Southern Weekly* has portrayed women in the past 25 years by looking into the front-page articles of six sample years with an interval of five years. The researcher used content analysis and found out how the coverage shifted during the 25 years. The gender-biased tone and language became neutral in the late-90s, and pictures showed less of women's attractive features and focused more on newsworthiness. The number of women as important figures on the front pages generally decreased from the late 80s to recent years, but women seem to lose the impression that they could only work in professions that rely largely on their appearances.