ABSTRACT

This critical discourse analysis looked at newsmagazine coverage of Hillary Clinton’s 2008 campaign for the Democratic nomination. The research sought to understand if there was any difference in the language used to write about Clinton and Barack Obama, and if the content focus of the articles differed between the two candidates. Using framing and feminist theory, the research showed that much of the reporting on Clinton was sexist, but uses coded sexism rather than overt showings.

This is important to understand because coded sexism is much more likely to survive without being identified as sexist. Journalists should understand the power of their words and how they can inadvertently cast subjects in a certain light. Coded words used to describe Clinton were certainly present in the reporting and could ultimately affect readers’ perception of Clinton and other female politicians.