

عنوان البحث باللغة الإنجليزية

Was it Really Present?

Feminism in Journalism Coverage of Egyptian Parliamentary Election Campaign

أسماء الباحثين باللغة الإنجليزية

Dr. Mohamed Ahmed Fadl Elhadidi

(Department of Mass Communication, Faculty of arts, Damietta University, Egypt)

Mohamed_elhadidi@yahoo.com

Abstract

The content analysis of Egyptian journalism coverage of 2010 parliamentary election campaign concluded that the coverage was biased in favor of male candidates who received more attention on male issues than female candidates, whereas female candidates received more attention on female issues than male candidates. Also male and female candidates received different coverage concerning their personal traits, frames and background, but both candidate electability and the slant of coverage were equitable to men and women candidates. Furthermore there were some differences in how male and female journalists covered men and women candidates.

Keywords: *women candidate; journalism; election campaign; political communication; framing;*

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