

Critical discourse analysis and treatment of a woman in Estonian media

The article analyses the linguistic categories used for men and women in the Estonian media, in order to demonstrate the influence of the cultural normalizing processes pertaining to the dominant discourse of the society on the subconscious linguistic choice making.

Key information on trends and challenges on women and the media:

The author studied the daily Postimees and found out that when describing the men, attention is paid foremostly to their work and success, they are referred to as professionals. For women, on the other hand, the term professional is used much less than for men, and they portrayed mostly in the context of care, entertainment and socializing. Men are established in the language as the norm, while women deviated from the norm.

Key stakeholders mentioned:

Daily Postimees

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