



## Gender representation in Chinese, American, and North Korean news report: Case study of Kim Yo-jong's portrayal: A corpus based comparative discourse Analysis

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### Abstract

This study investigates the gender portrayal of Kim Yo-jong, the sister of North Korean leader Kim Jong-un, across North Korean, Chinese, and American media sources. This paper aims to explore how gender affects her portrayal in these media houses and how these portrayals tenets different political systems. It draws upon a cursory examination of keywords, bigrams, and the thematic framing of the given subjects in the media outlets of these countries. The findings on the following aspects show a gendered difference in coverage, and Kim Yo-jong's coverage, in particular, has many inconsistencies. In North Korean news, however, she is not depicted as a woman but as a subject supporting the regime. However, Chinese media presents her as a Strategic Diplomat, not as a woman, and this is due to China's gender-neutral policy on leadership. American media works with her gender representation as a 'sex symbol power' but a deadly one all the same, which is a big issue of having a women leader in men's world. As for the research subject, this work discusses gender stereotyping regarding women in media, especially about authoritarianism and politics. South Asian and Western media and different political systems put gendered construction of political leaders and how the news media portrays female leadership differently. Thus, based on the analysed texts, the North Korean and Chinese texts de-emphasise gender. In contrast, the American texts over-emphasise the gender issue, though differently, thus identifying gender, political roles, and ideological framing as essential aspects of current global media discourses.

**Keywords:** Kim Yo-jong, Gender Representation, Media Portrayal, North Korean Media, Political Leadership, Gender Erasure, Diplomatic Role.

### Introduction

Gender portrayal in media has been most important when defining gender roles, especially for women occupying leadership positions (Fernandez and Menon, 2022). This research will therefore seek to analyse the gender portrayal of the North Korean political player Kim Yo Jong using discourse analysis involving articles from Chinese, American and North Korean newspapers. Kim Yo-jong, as such, has shifted international focus by being the sister and a top official in North Korea (Kim, 2024). However, what can be seen about her in the global media sources goes beyond the hatred for her political activities and speaks of the world's views on feminism, women in power and decision-making positions (Lea-Henry, 2019). This work aims

to identify how the gender of Kim Yo-jong is portrayed politically and ideologically and how such representations depict the relations of power between the concerned countries.



Gender significantly influences media portrayal because cultures, political systems and beliefs influence it. The media plays the role of transcribing gender, giving the public the way it presents gender, and simultaneously confirming gender socialisation (Ward and Grower, 2020). In the case of political leaders, these representations can have a deep meaning for female leadership in the global context (Santonico *et al.*, 2023). Examining how Kim Yo-jong appears in the media is crucial as she is a strong woman in a male-dominated society. ; Media representation of women in power is a combination of following traditional gender norms of powerful women and constructing them as ‘other’ to the normative power structure that continues to be dominated by men (Vonguru and Menon, 2023). The approach adopted in this study is the corpus-based discourse approach, which looks into the news articles from the Chinese, American, and North Korean press. Discourse analysis based on corpora also makes possible the analysis of language use and, in consequence, the critical analysis of the language to identify the regularities which express ideologies (Lee, 2008). This way of analysing the media text is especially useful when looking at how gender is constructed. In this case, this research will adopt qualitative and quantitative approaches to examine keywords, recurring words, collocations and thematic framing to establish the coverage of Kim Yo-jong’s gender in the three different political domains. To this end, the study adopts Van Dijk, (2013) discursive approach to ideology, Sheyholislami, (2001) critical discourse analysis, and Baker and Ellece, (2010) social constructionist analysis of print media. Van Dijk’s critical discourse analysis thus enables the analysis of the associations of powers and ideology in the existence of discourse. The framework under discussion in the above work of Fairclough helps study the part played by language in staging/ constructing/reinforcing particular versions of social reality, especially in the political domain. Baker’s DBA involves the analysis of the corpus linguistic aspect, which seeks to establish various ways a text builds social identities, such as gender. By adopting this comparative strategy, this research intends to capture the various ways through which Kim Yo-jong’s image is portrayed in Chinese, American, and North Korean media outlets, and answer the research question “How is Kim Yo-jong portrayed in the media across North Korean, Chinese, and American outlets, and how do these portrayals differ in terms of gender representation, political role, and ideological framing?”. These will be elaborated with regard to the political and ideological contexts of the countries, and differentiations will be made. This study will also discuss the general significance of such constructions of gender for the subject of female leaders and leadership in IR and media discourses. Overall, this research aims to contribute to the research on social justice, specifically focusing on gender portrayal in media with reference to leadership. With Kim Yo-

jong at the centre of attention, this research will enhance the knowledge of public opinions about its subject in the media in North Korea, China, and the United States.

### **Rationale of the Study**

The purpose of this research is thus to find out how gender roles are constructed and portrayed in North Korean international media, particularly in the portrayal of Kim Yo-jong. To achieve this, the study will use North Korean international media, such as KCNA, which targets foreigners and is much less likely to be sanitized like the locally produced media, to reveal an authentic portrayal of gender representation. Here, the decision to focus on the comparative analysis of the two cases reveals how the gender and power factors are constructed in different geopolitical settings. The present investigation will adopt a corpus-based CDA approach in which linguistic features, modes of top-down framing and thematic constructions will focus on the media to understand the ideologies and cultures at play in the construction of gender. This study adds to the discussion of media, gender and politics in authoritarian states, informing people how international media either reinforces or questions gender norms.

## **2. Literature review**

### **Gender Representation in Media**

In this study, gender representation in media is a topic of discussion which has been researched for many years. In this process, news outlets, television, and films have a crucial role in shaping the given gender schemes as normative. Media representation has a role in shaping the public image of gender roles, political powers and roles of women and men in society (Hasan, 2024). Media representations are not neutral but are mediated by dominant ideologies at that time. Some of these representations may reinforce patriarchal norms or do the opposite, breaking them if the framing methods are considered (Hermann, Morgan and Shanahan, 2022). The media plays a significant role in presenting society with a conceptual portrayal of gender since it provides the perception of the roles that people own and assume in society (Songur and Yaman, 2024). This paper recognises that traditionally, women were portrayed in media about their looks or moods rather than their brains and careers (Apan, 2022). However, due to social change, the role of women in media has shifted greatly, especially in terms of political power. It is challenging to portray women in leadership positions because, on the one hand, women are presented as capable leaders; on the other hand, they are depicted as anomalies in male-dominated structures (Noor and Nowsherwan, 2023). This is evident from the representation of female political leaders such as Kim Yo-jong, whose norms and roles of a woman within power are not as expected.

### **Media influences people's attitudes and perceptions towards different issues of society.**

Through media, we get a close look at how gender issues are viewed in society, as seen in the following examples. From Liao, (2023) perspective, media is an avenue through which ideology is infused and spread in society. Gender/non-sexual portrayal in the media means that it not only mirrors culture but also plays the role of both reinforcing and subverting gender norms. Thus, the media can influence how gender is viewed by presenting certain stories, defining them in some particular way, and providing only those representations that work within the paradigm or challenge it. The importance of the idea of "framing" cannot be overemphasised when considering the role that gender plays in media. Framing means the choice and highlighting of some features of a storey or an issue that determines its perception in the eyes of the audience (Cascini *et al.*, 2022). In the context of political reporting, framing impacts the audience's perception of related aspects such as the politicians' legitimacy, competence and authority. More so, the construction of female leaders is frequently defined by gender-stereotyped ways, and it is either depicted as too emotional or as political outsiders (Gong *et al.*, 2022). For example, portraying Kim Yo-jong during the funeral shows her political activity and gender, which may raise certain expectations about women leaders (Dukalskis, 2024).

There is a gendered aspect of media portrayal of women in that they are portrayed as covering their looks, emotions, or family roles instead of professional skills (Antunovic and Cooky, 2025). This is especially the case in media from countries not considered part of the Western world, where the role of women in leadership positions is rather conservative. Gender stereotyping in media goes further in determining the kind of acceptance the female politician receives from the public and in determining her capabilities in politicking and ability to effect change in policy and governance (Jelenić, 2024). Consequently, analysing the role of the media in gender representation is one of the most significant fields of knowledge, given that it defines and influences the socio-political contexts of women's leadership.

### **Previous Studies on Gender in Political Media**

Research on gender and political media has observed that female politicians, more often than their male compatriots, peculiarly suffer from media. Ozer, (2023) observed and concluded that when women political candidates are represented, they are often represented in private rather than public domain, in terms of their appearance, prop (family) and reproductive capacity as opposed to policy and positions held (Soesilo, Wijaya and Klinrat, 2022). This media coverage can decrease the likelihood that women politicians are considered similar in competence to male politicians. This feature is especially apparent when it comes to the portrayal of Kim Yo-jong since the coverage of her activities can be rather diverse due to the political biases and stereotyping of the gender of the source nations (Rohrbach, Aaldering and Van der Pas, 2023). Some previous research explored the media portrayal of female leaders and found that the portrayal is influenced by the deviation from the culturally acceptable portrayal of women (Manninen, 2023). Such representations can range from presenting the women as physically strong and unbreakable to presenting them as hysterical caregivers. For instance, politicians like Hillary Clinton, especially those from the United States, have been embarrassed by her show of emotions or lack of typically feminine features (Mukundan, 2023). Similarly, studies conducted on European media portrayal of Angela Merkel conclude that she has only been portrayed as a pragmatic masculine leader owing to her leadership power. This feature is still rare in women (Lučinskaitė, 2024). If still, in the context of North Korea, where femininity and masculinity are well-defined and distinguished roles are assigned, then Kim Yo-jong brings a different perspective in herself. Through analysing the descriptions of Pyongyang's mouthpiece, Chosun Central Television and Korean Central Television, Kim Yo-jong is projected as a loyal, strong and politically unionised figure in the DPRK (Debray *et al.*, 2024). Whereas international media sources have firmed more interest in her gender, claiming that there are few women in the North Korean regime. Research has revealed that when it comes to North Korean women in leadership roles, for instance, Kim Yo-jong, they are depicted based on their relation to the leadership and /or their capability to be loyal to the regime rather than their accomplishments or potential (Singhal, Bhatia and Thakur, 2024). This can arguably be different from the representations of genders, evident in Western cultures, which may revolve mostly around gender and individual character.

### **Gender Representation in North Korea, China, and the U.S.**

The political and ideological context of given countries influences the portrayal of the female political leaders' roles. In such a state that controls media power and freedom, women in leadership positions are depicted with most of their attributes showing commitment to the leadership. (Choi, 2024) mentioned that Kim Yo-jong's image supports the purpose of constructing a faction of unified and powerful Kim family rule. Gender is not exactly addressed as an issue in the North Korean state media; however, the portrayal of Kim Yo-jong stresses family obedience and political unity. Nonetheless, international media focus on her gender even though North Korea's political leaders are mainly males (Lee and Kang, 2024). Women's role in politics in China is an interesting study where Chinese culture and communism dominate. The Chinese state media section has thereby been supportive of women and their positions in politics, but the portrayal of female political leaders is done in a way that is quite acceptable to China and its culture; this portrayal is done in the spirit of empowering women

while at the same time keeping them under cheque. Lichterman's studies show that leaders of females in China are Vice Premier Sun Chunlan, Zheng Yang, and Peng Liyuan, and they are viewed as competent and rational but remain bound by gender stereotyping, performance of family roles and being size-sensitive (Go and Chung, 2025). The perception of women in politics in the Media has been influenced greatly by tender equality, wherein the representation of women in the workplace and politics remained a sensitive affair in the larger American society. Studies have also revealed that female politicians in the States are expected to meet higher standards than male politicians. Their gender will always be politicised as a taboo or something admired (Lim, 2023). Women politicians must struggle to be strong and assertive but also feminine, which is not a problem for most male politicians. These are likely to be imposed on the media's portrayal of Kim Yo-jong when presenting her to American audiences, particularly about her gender, given that she is a woman in a highly authoritative male-dominated system of governance (Broomhall and Noh, 2023). In sum, the media constructions of Kim Yo-jong in Chinese, American, and North Korean sources are conditioned by the different political and ideological settings of China, America, and the DPRK (Jimin, 2024). The image of Kim Jong-un's wife is depicted in North Korean media as submissive and loyal to her husband and the government in power; Chinese media focused more on her skills and her conformity to the country's political agenda. On the other hand, American media focused on her gender as a weakness or hyper sexuality (Chizhova, 2022). These representations are merely an indication of how gender and power relations within society are viewed and how the media maintains and propounds gendered roles in politics. The subsequent part of the work will describe methodological approaches to their analysis (Pacheco, 2022).

## **Methodology**

Based on the corpus-based discourse analysis, this research aims at identifying and analysing how the construction of female political figure Kim Yo-jong was portrayed in Chinese, American, and North Korean Newspaper articles. One form of DA is the Corpus-Based Approach, a technique of analysing corpora to discover patterns of the language and matrices of the ideologies in the discourse (Baker et al., 2008). This way of analysing the language makes it easier to determine how gender is constructed and portrayed by the media when issuing information about Kim Yo-jong in the three different political systems of the three countries. For this reason, the study's method concerns finding out how exactly Kim Yo-jong is gendered and to what extent such gendering is contingent on the political, ideological, and cultural realities of the countries in question. This approach enables the researcher to look at the language features, such as the key terms, the co-occurrence, the word frequency and frames, regarding how gender is built and how political language is presented to the audience.

### **Corpus-Based Discourse Analysis: Overview**

Corpus-based Discourse analysis is employed to deal with a 'big text repository' in the presence of theoreticians from linguistics, Discourse Analysis, and Computational methods. The main advantage of using it is that it provides an anticipative review of language usage that would be hard to attain in manual operations. This allows for distinguishing meaningful language use related to social and political matters (Baker et al., 2008). In this research, a corpus-based discourse analysis approach shall be used to search for patterns of language construction of gender. These sources may refer to the apt words that connect Fearon with gender characteristics, co-situated gender that links Kim Yo-jong with certain qualities, including but not limited to 'strong woman' or 'family-oriented') and supply distribution that defines how gender is valued or negated in the coverage. Moreover, the texts will analyse the other purposes of the letter to identify the other ideological messages regarding Kim Yo-jong and the newly given position. The corpus-based method is particularly useful when several media texts are to be analysed, along with other differences with their international counterparts. By going through numerous articles from various media sources, the researcher

is able to develop an understanding of gender representation in its variation and determine what might be the general and specific presuppositions behind the chosen type of representation.

### **Data Collection:**

This study's sample comprises news articles from Chinese, American, and North Korean newspapers and journals about Kim Yo-jong. All these media outlets belong to different political and ideological spectra, and one might observe a variety of options and angles regarding Kim Yo-jong's gender portrayal. The Chinese media will only comprise articles from official sources such as Xinhua News Agency and People's Daily. These outlets are loyal to the Chinese Communist Party and are especially used to disseminate official standpoints on political affairs. Kim Yo-jong is an example of an emerging female leader from China. Therefore, it is important to study gender portrayals in these media about two significant historical factors: communism and Confucianism.

**American Media:** The sources of American media will be obtained from the major newspapers and news channels, including the New York Times, Washington Post, and CNN. These sources have liberal and conservative leanings and give an idea of how the Western press has portrayed Kim Yo-jong, particularly about the relations between the United States and North Korea. Thus, her gender is especially likely to be highlighted in American media because there is much concern over women's difficulties in taking up leadership roles in man-oriented politics.

**North Korean Media:** The North Korean media source will be articles from the Rodong Sinmun, the official newspaper of the Party of North Korea, and other state-controlled papers. Kim Yo-jong is presented through the lens of North Korean media, which aims to portray all political figures in a light that is appropriate to the state ideology and glorifies the Kim family. There is no overemphasis on the gender aspect, but more emphasis is placed on family and political bonds. These articles will be gathered for a specific period of time (from 2015 to 2025) to ensure that the study will contain various focuses regarding Kim Yo-jong. Since her political position promotes the representation of women in the public sphere, the sample will concern her political activities, leadership, and physically apparent appearances, as these are the spheres that define gendered representation.

### **Theoretical Framework:**

This research aims to discuss the aspects of Kim Yo-jong's gender representation in accordance with the theoretical approaches of Teun A. van Dijk, Norman Fairclough, and Paul Baker. CDA by Van Dijk: Van Dijk's critical discourse analysis centres on the relationship between discourse and power and social ideologies. His forte is in how language mirrors and builds social standings and domination. In engaging the research question, this paper will adopt Van Dijk's CDA framework to analyse how first, second and third-order discursive strategies work to mediate gendered power relations regarding Kim Yo-jong. In light of the texts' lexical, syntactic, and discursive analysis, the research will reveal how and in what way gender discourses and power discourses are constructed within media representations of Kim Yo-jong in the context of her role in the North Korean political setting. This paper used Norman Fairclough's approach to discourse analysis, as outlined in his work *Discourse and Social Change* (Fairclough, 2001), to demonstrate the role of language in social change and the construction of power relations. They argue that there is a double focus on the textual and contextual features of the practice: the social, political and ideological contexts within which the language is used. Fairclough is the theoretical lens used to inform the analysis of the construction of Kim Yo-jong, as well as constructions influenced by China, the U.S., and North Korea.

**Approaches to Corpus-Based Discourse:** Paul Baker's (2006) study on corpus-based discourse analysis guides the analysis of big data sets comprising texts. Baker's strategy of keywords and other signs of language usage makes her and other researchers work more mathematically and scientifically in studying how language invests gender and other forms of social identity. Thus, in this study, Baker's corpus-based approach will be employed to analyse

the test texts and discover the language patterns focusing on the representation of gender related to Kim Yo-jong.

## Analysis

### Lexical Patterns

Word	North Korean (freq)	Chinese (freq)	American (freq)
<b>Kim / Yo / Jong</b>	6 / 6 / 6	5 / 5 / 5	5 / 5 / 5
<b>Republic</b>	2	—	—
<b>Dignity</b>	2	—	—
<b>Respect / Unity</b>	2	2	—
<b>Peace / Strategic</b>	—	2 / 2	—
<b>Summit</b>	—	2	—
<b>North / Korea</b>	—	—	3 / 3
<b>Dangerous</b>	—	—	3
<b>Ivanka</b>	—	—	3
<b>Leader / Supreme</b>	—	—	3 / 3
<b>Gender</b>	—	—	3

This study is dedicated to examining the image of a young Korean woman and a leader's sister, Kim Yo Jong, in the media within three political and ideological frameworks: Chinese, American, and North Korean. In this study, through the research questions, their gender and political roles are described and represented by media sources: a corpus-based discourse analysis. This study has different representations of Kim Yo-jong in terms of language and themes due to the political structures of the three countries: China, the United States, and North Korea.

## Thematic Analysis

### Chinese Media Representation

#### Linguistic Features:

For instance, in Chinese media, Kim Yo-jong was portrayed as a loyal and strong figure, especially when references to her family and position in the ruling Kim family were made. The terms such as “family,” political unity, and leadership only prove her place in the family and her possible contribution to the stabilisation of the political situation in North Korea. The qualities like ‘loyal daughter’ and other epithets like ‘strong leader’ point out to her conformity with the central family values, stressing the need of sustaining political stability.

#### Thematic Framing:

The framing in Chinese media construes her as a loyal, family-oriented, politically stable woman. China does not focus on her gender but represents her as a politically active figure who contributes to the support of the power of the regime. This representation is quite in tandem with the Chinese state policies regarding gender standards: gender parity in leadership positions and, at the same time, facilitates the North Korean regime propaganda. The portrayal of Olivia as modern with gender-neutral reporting also differs significantly from the often-seen gendered portrayal of women in the Western media, which points towards the practical approach towards her role in politics.

**Table 1: Thematic Analysis**

Theme	North Korean Media	Chinese Media	American Media
<b>State Legitimacy &amp; Ideology</b>	Kim Yo-jong as the loyal sibling of the Supreme Leader. No emphasis on gender.	Gender-neutral portrayal, emphasizing her as a strategic diplomat.	Kim Yo-jong portrayed as a threat in a male-dominated system. Gender plays a central role in her political portrayal.
<b>Gender</b>	Erasure of Gender: Focus on her role as a political figure, not as a woman.	Gender-neutral: Focus on professional diplomacy without emphasizing her femininity.	Emphasis on Gender: Her gender is often a point of fascination or conflict. Comparisons to Ivanka Trump.
<b>Political Role</b>	Portrayed as a key political figure in the regime, integral to its unity and ideological success.	Portrayed as a diplomatic strategist, assisting in Sino-DPRK relations.	Presented as a rival, sometimes dangerous, and emotional in the male-dominated political sphere.
<b>Collaboration with Leaders</b>	Her relationship with Kim Jong-un is described in terms of loyalty and support for family ideology.	Frames her interactions with President Xi as professional and mutually respectful.	Focuses on her relationship with the U.S., often in the context of provocations and warnings.
<b>Power Dynamics</b>	Internal power structures emphasize her alignment with the regime's core values.	Neutral stance in power dynamics, focusing on diplomatic exchanges rather than internal struggles.	Described as a threat to the U.S. government, often using her gender as a tool for sensationalism.
<b>Family Ties</b>	Kim Yo-jong's identity is strongly tied to the Kim family, representing the continuation of the Kim regime.	Portrayed as a family member, but emphasis is on her role in diplomacy.	Family rivalry is hinted at, framing her as the next potential leader, focusing on her familial and political power.

### American Media Representation

#### Linguistic Features:

In American media, Kim Yo-jong has words that can be highlighted, including power, succession, and dynasty, which point to the possibility of her assuming the leadership of North

Korea. Of course, seeing a 'female leader' and 'powerful woman', Kim Yo-jong occupies not only an unexpected place but also deviates from the traditionally accepted roles of women. Terms such as 'political heir' and 'succession' point to power as her political strength, and the stress on her female gender underlines the novelty of gaining a high status in a very authoritarian setting.

#### **Thematic Framing:**

Kim Yo-jong is seen firstly by the American media as a political figure for her own sake, more precisely, a woman who faces challenges and takes advantage of her gender. It also focuses on her as a successor of her brother, Kim Jong-un, paying her significant attention and making her the centre of the future of North Korean politics. Gender discrimination also does matter in this context, with Kim Yo-jong's activity positioned as a breakthrough in the country where the political system tends to be patriarchal. This concern with her gender is more evident in the American media as compared to the Chinese or North Korean media.

#### **North Korean Media Representation**

##### **Linguistic Features:**

Generally, the gendered language cannot be easily identified in North Korean media. On the contrary, Kim Yo Jong is portrayed in terms of obedience, revolutionary spirit, and family bonds. Titles such as 'Loyal Companion,' 'Revolutionary Mentality,' and 'National Security' support her as a successor of the Kim family and a follower of the regime's values. Examples such as "leader's successor" and "political unity" provide her with political recognition within the North Korean political system framework.

##### **Thematic Framing:**

The sexless depiction by the North Korean media presents Kim Yo-jong more as a loyalist and as an individual who has continued with the legacy of the Kim family in matters relating to revolution. In these portrayals, gender does not influence them, as most of the theory indicates. However, her political activity is constructed regarding family and political affiliation. This framing helps maintain the patriarchal rule of Kim and all other higher ranks in North Korea, where women in top leadership positions are dominated by family ties rather than gender.

#### **Comparative Analysis Across Media**

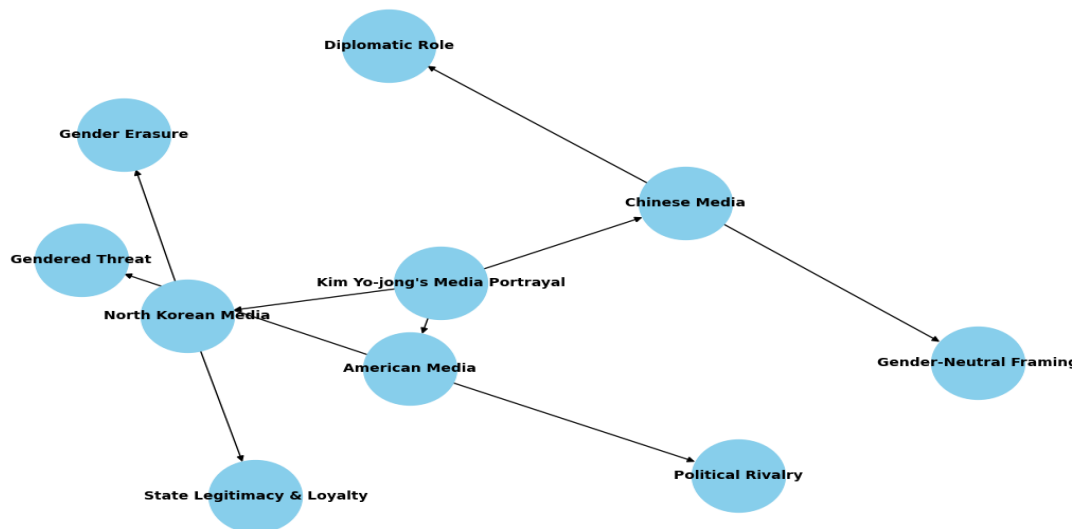
##### **Gender Representation:**

Importantly, it is evident that there are remarkable discrepancies in constructing Kim Yo-jong's persona depending on the media context. As will be seen in the Chinese and North Korean media, gender does not dominate the portrayal of her image but policy and family roles. These representations picture her as an efficient and obedient personality within the regime, while her gender is considered a peripheral factor under her political status. On the other hand, American media often focus on the role of her gender as one reason for her ascent to power stating the woman taking over a man's world. This focus on gender in American media is in light of broader societal concerns in women's politics or leadership roles.

##### **Political Ideologies:**

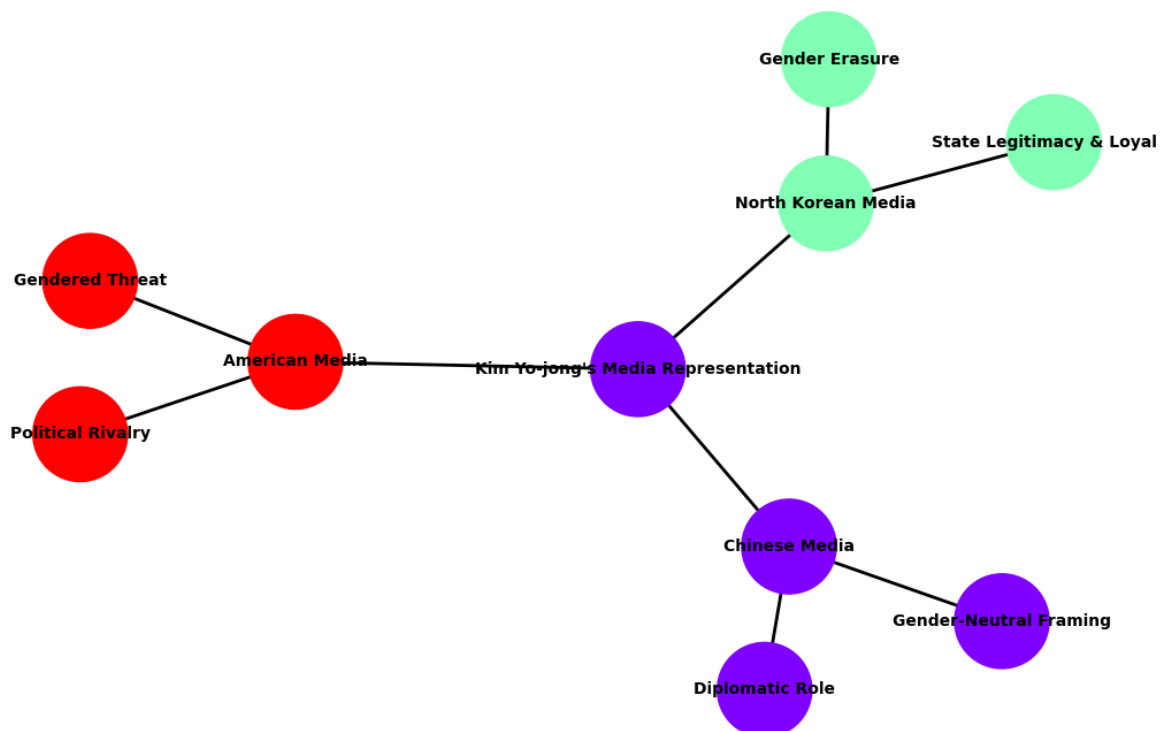
The two are political since the political cultures of each country determine how Kim Yo-jong is portrayed in the media. The role of media in China complies with the gender equality policies adopted in China, and this medium plays a role in presenting political order. Regarding Kim Yo-jong's representation, North Korean discourses are most influenced by Kim's familyism, in which family ties and political loyalty are the overarching discursive themes. American media, on the other hand, interact with the gender equality speeches and frequently impose her position as a key to unlocking the American and the world leadership corridors, which are biased towards males.

Hierarchical analysis Using Python



**Figure 1:** hierarchical Analysis

Through these different media sources of North Korean, Chinese, and American media, each defined by their political and ideological orientation, the hierarchical analysis diagram portrays the different portrayals of the subject, Kim Yo-jong. In the middle of the plan is Kim Yo-jong's Media Portrayal, which forms the core issue and can be classified into three forms: media. As for Kim Yo-jong herself, in the North Korean media, she is presented with obvious protagonists related to State Legitimacy & Loyalty in which the role of harsh gender does not predominate. The Chinese media constructs her in a Diplomatic Role, emphasising her policy role in improving the North Korean relationship, thus portraying her gender neutrally. On the other hand, the media in America places stress on her Gendered Threat because she is exerting leadership in a male-dominated system and is pictured as a powerful female and a dangerous political competitor. This analysis proves that gender dominates the portrayal of American media while it is absent or limited in North Korean and Chinese media which proves how gender, power and political roles are depicted differently in three different media cultures.



**Figure 2:** Cluster Analysis

The cluster diagram highlights how the thematic analysis of the media portrayal of Kim Yo-jong falls under various media classifications. Thus, the model has been designed with Kim Yo-jong's Media Representation at the core of the diagram. The diagram organises all the different themes, namely American Media, North Korean Media, and Chinese Media, with the respective media types connected to them. The two themes identified and related to American Media are Gendered Threat and Political Rivalry, depicted in both red colours; one illustrates that Kim Yo-jong is depicted as powerful and bent on causing dangerous events. In contrast, in North Korean Media, the major concern is State Legitimacy & Loyalty and, to some extent, Gender Erasure, depicted in green as being loyal to the regime and with no emphasis on her gender. The Chinese Media in purple surrounds Diplomatic Roles and Gender Neutral concerns as the focused representation of Kim Yo-jong without sexist tones. The following cluster diagram summarises the differences in journalism in portraying Kim Yo-jong based on the liberal-conservative axis. American journalism works on gender and political position, while North Korean and Chinese journalism on political authority and diplomacy.

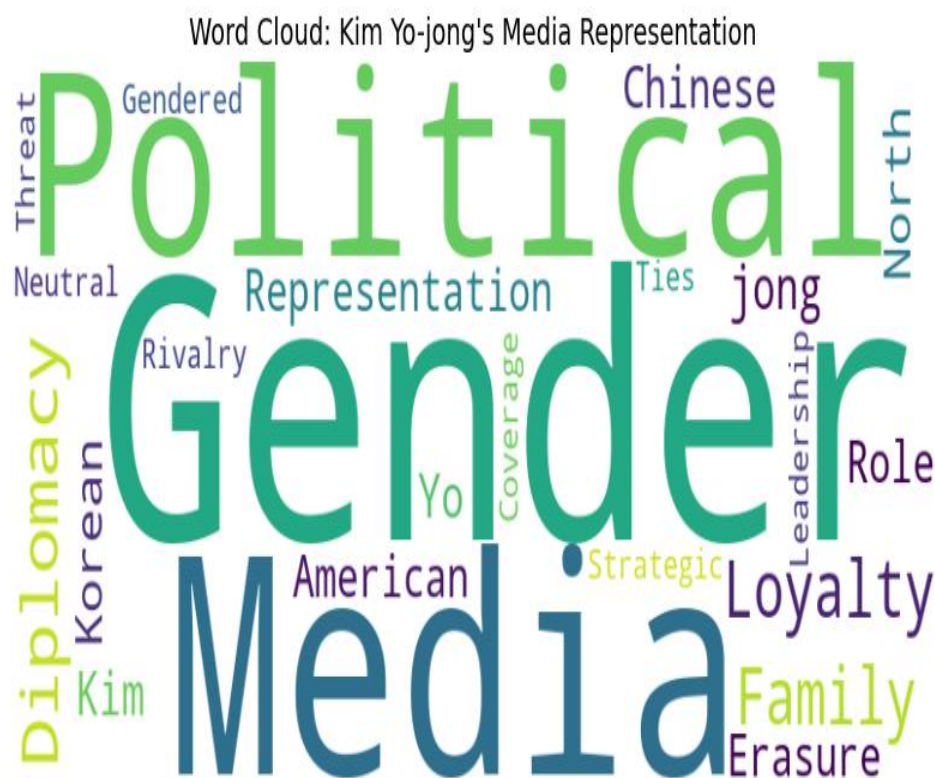


Figure 3: Word Cloud

The Word Cloud represents the ten most significant keywords linked to the portrayal of Kim Yo-jong in the media, indicating the major topics and ideas concerning her in the media analysis. Some of the highlighted words include Politic, Gender, Media, and Representation, which are closely related to the subject of the analysis. In the text, “gendered” is also used, followed by “rivalry”, “diplomacy”, “loyalty”, and “strategic,” all of which relate to the portrayal of Kim Yo-jong in her political position, gender and diplomacy. The media frames her through “Rivalry/Strategic Diplomacy” domination in the American and Chinese media; however, the North Korean media depicts her more in “Gender Erasure/ Family Loyalty”. The increased usage of these terms in the latter media environment also explains why the theme of gender and political leadership is navigated so differently across media contexts.

Corpus Based Analysis

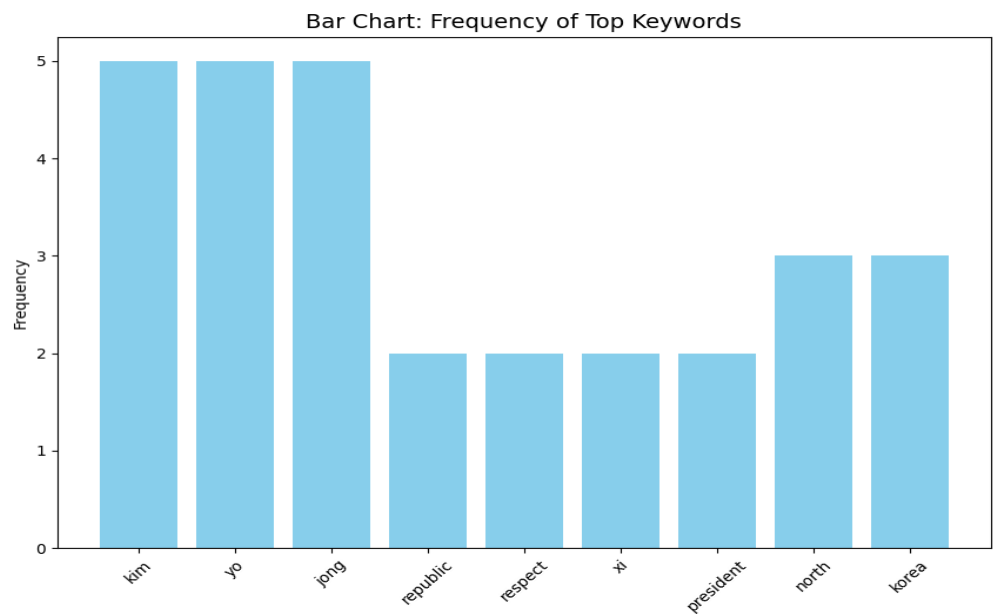


Figure 4: Frequency of Top Keywords

The Bar Chart you gave contains the quantitative representation of the ten most frequently used keywords regarding the portrayal of Kim Yo-jong. Thus, one can observe that the words “Kim,” “yo,” and “jong” are the most frequent words describing her, which demonstrates that the focus is placed on the family and personal name in the portrayal in media. Other notable keywords are such words as republic, respect, north, Korea, and xi, many of which refer to her position and connections with the dominating political system in the world. The fact that the name ‘Kim Yo-jong’ is the focus indicates that she is an important figure, whereas words such as ‘north’ and ‘Korea’ depict the political context of the subject.

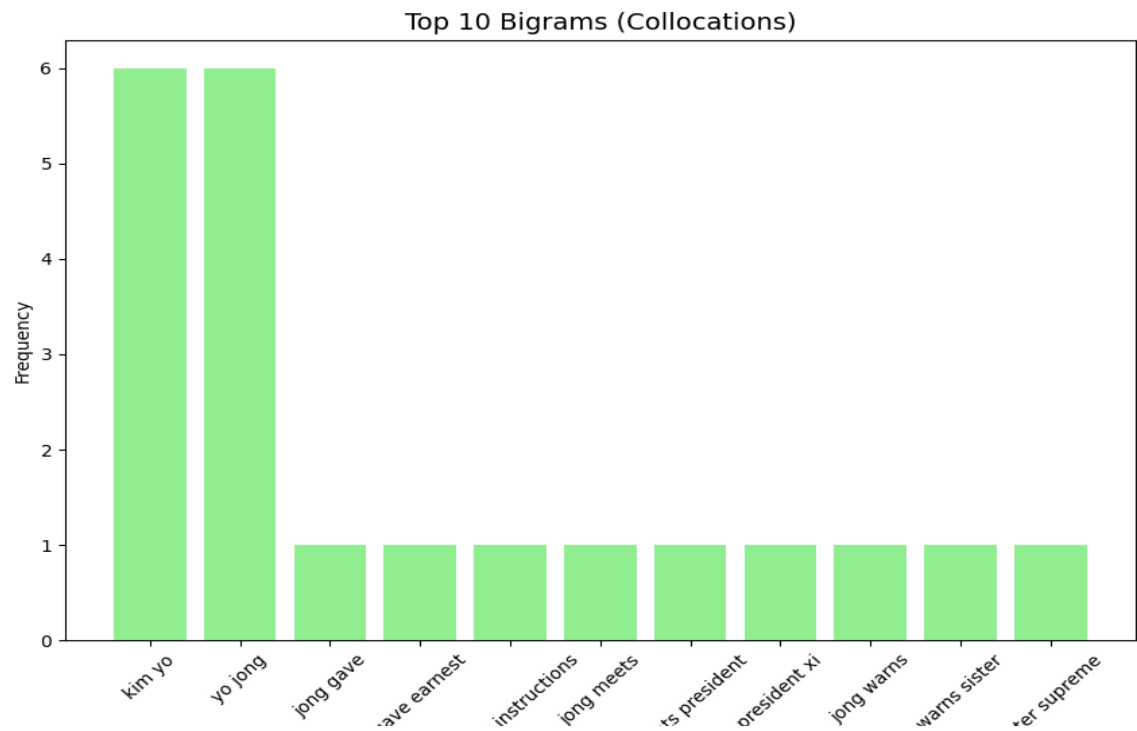


Figure 5: Top 10 Bigrams Collocations

The Bigram Chart you included below shows the analysis of Kim Yo-jong's media representation, highlighting the most frequently used bigrams or word pairs in the text. This means that the most included bigrams are “Kim yo” and “Yo-jong”, given a frequency of 6, indicating that Kim Yo-jong is one of the primary focuses in media coverage. The other bigrams, including “Jong gave,” “Jong meets,” and “Kim warns,” are other limited-form incidentals that relate to different scenarios in which she is portrayed in political scenarios, in terms of actions, meetings and warnings. It supports enhanced awareness of how frequently her name reoccurs within the discourse and of some contextual actions linked with her media portrayal, which, as the following chart shows, are often related to political events and politics.

### **Findings of the study**

This paper aims to investigate the gender representation of Kim Yo-jong through media discourse in both Chinese, American and North Korean newspapers. The paper highlights how Kim Yo-jong is depicted in respective countries, demonstrating political and ideological approaches to the topic. It is seen that gender non-existence is manifest in the North Korean media, and Kim Yo-jong is depicted as a devoted and submissive politician of the Kim dynasty with scant regard to her femininity and individuality. Stress is instead put on her political capacity to unite and the political kinship that is part of her. When it comes to describing Kim Yo-jong in the Chinese media, she has been portrayed as a strategic diplomat, which obscures her sex in her efforts to consolidate Sino-North Korean relations. The Chinese coverage is more concentrated on her professional appointment as a premier without sexualizing her post, suggesting China's narratives on gender equity regarding political leadership. On the other hand, through gendered analysis, the American media presents Kim Yo-jong in behaviour. In the film, she is portrayed as a dominating and dangerous feminine figure in a political setting dominated by male personalities. This element concentrates on her sexual appeal as the core element in her success concerning propaganda; she is depicted as an exception in North Korean politics. This is in concord with the Western perception of women's leadership and the problems that women's leadership encounters within the patriarchal polity. It also depicts words such as “Gender,” “Political,” “Rivalry,” and “Media” in the cloud and a bar chart highlighting their importance to American portrayal, whereas North Koreans and Chinese are more likely to portray characters in political roles instead of gender. Thus, the pair “Kim Yo” and “Yo Jong” take a great number of bigrams, which investigate the key subject of media concern—her identity and her relatedness to Kim's power. In sum, the Haysian approach in this paper demonstrates how the media and global norms shape gender, political roles and ideologies about Yo-jong as a leader.

### **Discussion**

This study investigates the media portrayal of Kim Yo-jong, the sister of North Korean leader Kim Jong-un, through a corpus-based discourse analysis of articles from North Korean, Chinese, and American media outlets. According to the political and ideological perspectives of the media, analysis of the results indicates that Kim Yo-jong can be constructed differently. Using the word clouds, bar charts, and bigrams in the context of this research helps capture how language builds the picture of female political leaders within authoritarian countries.

This paper would like to focus on the portrayal of Kim Yo-jong in North Korean media and the propaganda's view of a stereotyped family and political reunion. Her character is described as a devoted servant of the Kim family, and the character development given to her does not reflect many genders or any inkling of a female spirit. This is in line with the political culture of dynastic succession in North Korea, where political affiliations influence selection more than personal merits (Cha, 2012). Regarding state legitimacy and loyalty, the North Korean media provides an image where Kim Yo-jong is seen merely as a prism of her brother's persona and not a political entity on her own.

On the other hand, the Chinese media paints Kim Yo-jong as a diplomatic figure to enhance the bilateral Sino-North Korean relations. Here, the gender aspect of the woman is not as emphasised as such, nor is her sex part of the performance, for her role is that of a political official. The Chinese media supports diplomacy, which is in line with China's non-gender-biased approach to leadership since the country has female political leaders who are portrayed as professional women and not gender (Pang and Hill, 2018). However, the American media attaches more importance to Kim Yo-jong's gender and how it significantly influences her role in politics. When it comes to political power relations, she is represented as a powerful but dangerous woman, employed as a subject to show that the female leader of the North Korean state is quite a subject but still a conventional feminine figure in a masculine political power sphere (Li and Luo, 2020). American media, thus, not only condemns her political actions but also explains her leadership through the Western perceptions about women in leadership, especially in an authoritarian state (Feldshuh, 2018). As seen in the right part of the graphic, the word cloud and bar chart shows the most used terms in the analysis; while the American media identified the most encountered words as "gender," "power," and "dangerous", North Korean and Chinese media labelled such as "loyalty," "diplomacy" and "respect". This is affirmed by the fact that the bigram frequencies of the entire texts emphasise Kim Yo-jong's identity in each of the three media types through constant name mentions (Yating, 2019).

This study showcases how gender is relevant in depicting female heads, especially in a leadership setting where they are either side-lined or Othered due to their gender (Zhang, Lu and Zhang, 2022). Researchers, popular writers, and bloggers differ in how they portray Kim Yo-jong in terms of gender because the North Korean and Chinese media downplay gender while the American media foreground gender to understand her political ascension. This indicates the media's long-standing influence over creating political subjects and objects, political personas, and political agendas, especially regarding female political leaders. It adds to the knowledge of how gender and politics play out in the media and gives a glimpse into gender issues in different parts of the globe (Ling, 2022).

## **Conclusion**

This paper has researched the portrayal of gender in Kim Yo-jong in North Korean, Chinese, and American media as a text sample through corpus analysis. It is the imagery of identity and gender with a shift in political role that shows differences depending on the political and ideological bias of the media sources adopted by the two. Kim Yo-jong is portrayed mostly as a devoted daughter and sister of the supreme leader, and her gender is not at all an important factor in North Korean media since the regime values dynastic loyalty and political consolidation. On the other hand, Chinese media paints her as a strategic diplomat, removing much of the feminine qualities about her person, but rather depicts and describes her more as a diplomat expected to foster diplomatic relationships. American media, however, focuses on her female nature to portray her as a powerful but also reckless woman in a male-oriented political world and her gaining power through a gendered lens. The study adds to the contemporary debate on the representation of women in leadership positions about gender, politics, and media discourses in authoritarian autocracies. It focuses on the aspects of language used to build the political selves and media about female leadership. The study fits in this area as it brings out the challenges of gender portrayal, especially in leadership roles when political systems and cultures play a part. Further research may be conducted based on this type of analysis by enlarging the database including more global media outlets and not just KNN and further investigating the effects of digital media on portrayal of political actors such as Kim Yo-jong.

## **Limitations of the Study**

This study has several limitations. Firstly, it mostly uses only a few North Korean, Chinese, and American media sources, which may not be a proper sampling of what people worldwide

think about Kim Yo-jong. Also, it is mainly analysed in English translations of foreign media, which may distort the cultural context. It is also only useful in the temporal sense; current media depictions may differ with the political climate later on. Moreover, although quantitative studies based on corpora can bring useful information, qualitative research and socio-political and cultural aspects are not considered. The generalisation of the findings for media sources, time frame, and use of qualitative data in future research must limit the above issue.

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