

Re-presenting women executives: Valorization and devalorization in US business press

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## Abstract

Perceived compatibility between requirements of managerial work and attributes of women is believed important to the advancement and success of women, and research demonstrates continued ambivalence about women executives. The question of how images of women executives are disseminated, reproducing or contesting negative characterizations, has received little attention. The research reported here focuses on US business press as a cultural carrier disseminating images of women executives. Critical discourse analysis examined 27 front page *Wall Street Journal* accounts of 22 women executives in the year following Carly Fiorina's appointment to head Hewlett-Packard; 20 front page accounts of 24 men executives were used as comparison. Prominently featured articles on women executives provide fractured images of women as executives: while some accounts are positive, other portrayals reinforce negative perceptions of women's competence and likeability as executives and concerns about the social order. Similar issues are not raised in coverage of male executives. Author gender does not seem to affect the portrayal.

## Keywords

Top management Women Gender Career development Media

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From the forthcoming book "35 Years of Minnesota Women's Press" (expected publication date December 10). To order, go to our Subscribe/Donate button at top menu. 10/31/2020. Equity. Q&A: Chanda Smith Baker, Minneapolis Foundation. 10/25/2020. Books. Releasing Secrets. Define devalorization. devalorization synonyms, devalorization pronunciation, devalorization translation, English dictionary definition of devalorization. n 1. another name for devaluation 2. another name for devaluation. Of course, apparently, it seems like that in the Court's opinion, only if excessive, leading to the devalorization of parties. Debating revolution and after: notes on institutions establishment and cleavage transition. According to Wynter, "one cannot revalorize oneself in the terms of one's racial blackness and therefore of one's biological characteristics, however inversely so, given that it is precisely the biocentric nature of the sociogenic code our present genre of being human, which imperatively calls for the devalorization of the characteristics of blackness." In the USA women currently gain about 44% of doctoral degrees and a similar share of initial academic appointments. However, overall women hold about 33% of faculty positions and are slower to earn tenure and be promoted to full professor. Academic achievements have lower salary payoff for women, and they earn less than men with comparable qualific. Cite. Request full text. Re-presenting women executives: Valorization and devalorization in US Business Press. Article. May 2002.

business press. *Women in Management Review*, 17(3/4), 104–119. Google Scholar. 27. Loscocco, K. A., & Robinson, J. (1991). Barriers to women's small business success in the United States. *Gender & Society*, 5, 511–532. Google Scholar. 28. Women are over-represented in support functions like administration, while men tend to be concentrated in operations, profit and loss, and research and development—all viewed as critical experiences for CEO and board-level positions. 4. In 2020, 40% of human resources directors are women, compared to 17% of chief marketing officers and 16% of chief information officers. 5. The proportion of women in senior leadership differs by region: 6. Region. 17.1% of CEOs/Heads of Business. India Has the Third-Lowest Global Representation of Women Managers, Ahead of Only South Korea and Japan 11. In 2019, women held only 8% of management roles, 9% of business management roles, and were only 2% of CEOs in India. 12.