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## **Master thesis**

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**«THE ROLE OF THE FIRST LADY FROM A NATIONAL MEDIA  
PERSPECTIVE: PRESSFRAMING OF BRIGITTE MACRON AND OLENA  
ZELENSKA»**

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## 1. Introduction

In an interview with the Ukrainian online newspaper “Ukrainska Pravda”<sup>1</sup>, the Ukrainian Head of State Volodymyr Zelensky claimed that his wife frequently encounters unjustified criticism. Zelensky is convinced that the problem lies in the lack of legislation that should regulate the institute of the First Lady. He argued that the First Lady should have certain specified duties and tasks in the future. The Ukrainian head of State believes it will then make clear to the people who choose the president what exactly the First Lady does in her office. Volodymyr Zelensky and his wife, Olena Zelenska plan to develop the draft law and consolidate the issue at a legislative level.<sup>2</sup>

French President Emmanuel Macron during the election campaign, promised to create a real status, an official first lady position, for his spouse Brigitte. Macron argued that this would bring greater transparency to the position as a „*Première dame*“. The French Head of state claims: “[Brigitte] would have the role that she's always had. That's to say that she is at my side because it balances me. We've always worked like that [...]”<sup>3</sup>

### 1.1 Problem Statement

The concept of “First Lady” originated in the United States more than 100 years ago and has since evolved into the framework of an institute that still plays one of the most important roles for US-Americans today, “being spread throughout all the ‘civilized’ world” (Shvedova 2013: 51). Since 1870 the notion “first lady” has been used in journalist’s reports in which the President’s wife appeared. However, already in the 18<sup>th</sup> century the public labeled the wife of the first US President “Lady Washington”(Anderson 2004: 20). Over the years duties and responsibilities of the presidential spouses expanded and due to political, social, gender, family, situational and other reasons have gradually increased their importance in the social life of the

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<sup>1</sup> Ukr. Ukrainian truth.

<sup>2</sup> [www.tabloid.pravda.com.ua](http://www.tabloid.pravda.com.ua) [Accessed on 20.12.2021]

<sup>3</sup> [www.france24.com](http://www.france24.com) [Accessed on 13.04.2022]

country. As a result, a kind of «first lady institution» was formed. The word “institution” in this context has a wider meaning than the notion “organization,” in view of the fact that the clearly define structure and any codified guidelines for its members are missing (Irchin 2015: 186).

The Institution of the First Lady can also be considered an institution of informal diplomacy<sup>4</sup>. (Shvedova 2013: 52). In the democratic system of the United States, this institution is a political resource. Its purpose is the provision of the social guarantees (as indicator of political stability), coordination between civil society, the government and, in particular, the executive. The ability of the institution to influence through soft and subtle psychological methods determines its strength (Irchin 2015: 187).

The First Lady, being the central element of First Lady institution, has some unwritten mission. It is the support of her spouse and the socio—economic and political course of the country. The creation of positive image of the President is also implied to her assignments. Furthermore, she is a vital nexus between president and society. The First lady is like some kind of conduit which is supposed to communicate the president’s political course to the public in simple, understandable language. The First lady’s institution in the USA is a “mouthpiece for the pursued policy” (Shvedova 2013: 53).

Both the duties of the First Lady and the contribution to the solution of internal tasks of the state, the creation of an external positive image of the President and the state at the international level are often underestimated. However, the First Lady’s commitment is virtually the silent promotion of gender equality and the protection of women’s rights as human rights in general. Moreover, the First Lady is considered a barometer of women's status in society and of changing views of femininity, i.e. “Womanhood” (Anthony 1990: 48).

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<sup>4</sup> Informal diplomacy also called “unofficial diplomacy,” “private diplomacy,” or “citizen diplomacy.” The National Museum of American Diplomacy give following definition: “Informal diplomacy includes Public Diplomacy which involves government-to-people diplomacy and reaching out to non-executive branch officials and the broader public, particularly opinion-shapers, in foreign countries, explaining both foreign policy and the national context out of which that policy arises. Public Diplomacy is carried out by both diplomats and, under their programs and auspices, non-officials such as academic scholars, journalists, experts in various fields, members of non-governmental organizations, public figures such as state and local government officials, and social activists.” ([diplomacy.state.gov/glossary](https://diplomacy.state.gov/glossary) [Accessed on 01.06.2022]).

As it was already mentioned, the First Lady Institution is relatively young and voluntary. Therefore, it does not have behavioural platforms, etiquette, and norms developed and established. That is why the actions of the First Lady, her position and her image become an easy target for the media, which play a decisive role in the era of globalization. They explain, criticize, and shape the attitudes toward the First Ladies. Furthermore, they contribute to making the institute much more public and closer to the population; First Ladies, however, are not immune to the scrutiny of the press. Journalists cover everything from initial steps to political opinions: *“while first ladies are usually highly approved of by the public, any whisper of rumour or scandal is investigated and covered in the press and media along with any other activities she chooses to pursue (Watson 2000: 75)”*.

The two cases (France and Ukraine) mentioned in the first lines of introduction are significant because the earlier studies focused mainly on the U.S. First Ladies (Burns 2008; Wachai 2005; Parry-Giles 2000; Scharrer/Bissell 2000; Winfield 1997; Watson 1997). The European mainland is experiencing only some sporadic studies and no systematic research in the First Lady area. The attempt of the French and Ukrainian Heads of State to create the official statute of the First Lady seems to be an interesting occurrence. In the case of these two countries, we are dealing with two different political cultures, which is defined by Daniel Elazar as “the particular pattern of orientation to political action in which each political system is embedded”. Nevertheless, France and Ukraine developed the same aspirations almost simultaneously (2017-2019). The two representatives of these two countries, their unclear and controversial roles, criticism towards them aroused interest, which has become the reason for the present research. It was decided to take the Ukrainian and French First Ladies as the object of the master's thesis.

It would be interesting to observe the attitudes towards the First Ladies in the two countries and how they were presented to and perceived by the public.

## 1.2 Research Question

In order to investigate the above-mentioned points, the main research question should be formulated as follows:

How do the media shape the role of the First Lady in France and Ukraine by constructing the identity of these presidential spouses?

Due to a lack of research outside the United States, this study will first describe how media represent the First Ladies and then draw the conclusions from the analysis carried out. Therefore, the search question has a descriptive-analytical nature.

The media will be helpful in that regard. In the age of globalization, they serve as advocates, defenders, amplifiers and image-formers of international events and activities of national political actors. Everything is monitored and published through the media, and the influences and the performances of the actors are tested. For any activity chosen by the first ladies to support, the press chooses the manner in which it will be reported, and this “manner” will ultimately impact public perception. It is also noteworthy that the media are an important channel of communication between the First Lady and the society.

Reviewing the way in which the media are covering the actions of the First Ladies is significant, because of “the media’s potential to play a powerful role in shaping public opinion about political leaders” and the “the public’s perceptions and attitudes toward first ladies can be formed from the information the mass media transmit” (Scharrer/Bissell 2000: 56). Van Dijk claims, that media are able to impart ideology as well to the public awareness. All the knowledge and social and political beliefs in the public mind flow from dozens of news stories the public receives every day (Van Dijk 2002: 123). This fact also highlights a relevance of the analyzing content of media.

So, the analysis of First Ladies' media coverage and press framing should give us a systematic picture: how are the First Ladies' positions and achievements perceived and defined in France and Ukraine. Framing will be used here to analyze in which way the news of Ukrainian and French first ladies were delivered by the quality newspapers. Gamson points out, that journalists and editors, trying to give meaning to events always

have a choice what means to select for it. Framing is practically the function of choice and selection (Gamson 1992: 24). "Selection of words, topics, and ideas in communication and the effects of these selections on public opinion" (Sterling 2009: 619). In essence, reporters use framing for determining of the story's angle, deciding what should be included in the report, and what should be overlooked. In this way a special frame of personalities or issues is created, the frame which should be further precepted by readers. "The Frames highlight some bits of information about an item that is the subject of a communication, thereby elevating them in salience" (Entman 1993: 53). This art of selection may not be necessarily spotted by audience, but it exists, it is conscious and intentional, as Scharrer and Bissel point out "communicators are always making decisions about what to say"(Scharrer/Bissell 2000: 59). Framing is influenced by culture, political integration of citizens and stereotypes (in the first lady case "gendered stereotypes") existing in the society (Lombardo 2005; Mazey 2000).

Lisa Burns based on experiences with the US-First Ladies emphasize, press framing help to define the [...] achievements of the First Lady position (Burns 2004: 113). The status of the First Lady as a "public woman" and "gendered celebrity" provides access and influence in the political culture of the country, the same as the political culture could influence the public's perceptions and attitudes toward the first ladies. Notably, the First Lady remains outside of major policy decisions, as her power is largely limited to the leadership of household tasks and women's issues (family, children) (Burns 2004: 123). Scholars based on the USA materials explain it this way: "the first lady of the time represents American women of the time" (Shah 2015: 8). So the First Lady is something like a symbol, role model, and example to be followed for every woman in the country to look out for her. And the media framing plays a significant role in building off this symbol.

### **1.3 Research Goal**

This thesis will examine how the media have framed the role of the current first ladies of France (Brigitte Macron) and Ukraine (Olena Zelenska) during the first three years of their husbands' first term in office, i.e. 2017 to 2020 and 2019 to 2022 respectively. Specifically, this research will investigate how modern European first ladies are framed in the national media during this time. Le Monde and Le Figaro will be analysed for the

findings about Brigitte Macron, and Zerkalo Nedeli and Den for Olena Zelenska. This study aims to examine how media coverage of these women is framed for the national public and to determine whether there are systematic differences between observed cases.

The findings of this particular research are expected to increase the interested awareness of the European science in the First Lady institution, which will probably encourage the new studies in this area. The scientific interest is significant for the development of this Institute in the case of France, where the representation role of the First Lady is currently delineated in the Charter of Transparency and is not a paid position and in the Ukrainian case, where the First Lady's Institute project remains under development phase. Furthermore, this research could serve as a catalyst for the development of a theoretical basis for future empirical studying, for processes of interaction with media, the public and big politics.

In addition, this research may also be used by other researchers as an analytical tool to help discover the media coverage of the other European First Ladies to build a more complete picture of the European region.

#### **1.4 Research methodology**

For the current research, articles concerning the First Ladies of two European democratic countries (French and Ukraine) were used. The chosen articles were published after the general presidential election in France (Mai 2017) and in Ukraine (Mai 2019) during the first three years of the presidency of Emmanuel Macron and Volodymyr Zelensky. The chosen media are national, supra-regional quality newspapers (French: Le Monde and Le Figaro; Ukrainian: Zerkalo Tyzhnja and Ukrainska Pravda).

To answer the research question, systematic capturing of frame categories the framing analysis on the basis of content analysis was used in this paper. This method allows exploration of the media and determining what it means for analysis. Van Zoonen highlights this method and determines it as the best one for this study type: "One of the reasons for conducting such an analysis, therefore, could lie in the desire to have fresh 'hard data' on the portrayal of women" (Van Zoonen 1994: 69). The scholar assures that

content analysis can, “within a solid theoretical framework [...] shed light on social and cultural matters of representations” (Van Zoonen 1994: 73).

#### **1.4.1 Data Gathering**

The data gathering was conducted through document analysis. The primary resources are used to gather the data. The primary sources were derived from the French and Ukrainian newspapers articles to gain the essential data. In this study, the mixed-method approach was applied, which means both qualitative and quantitative data collection were collected to answer the research question. The current study is descriptive-analytical in nature.

#### **1.4.2 Data Analysis**

The method of content analysis, on the basis of both quantitative and qualitative collected data was applied to a large selection of press articles. The first approach seeks to display the main frames of the coverage through three principal axes: theme, frequency, and attitude. The second concentrates on the portrayal of the first ladies by analysing speech figures (choice of the vocabulary, connotations, etc.). The selected articles were categorized, and the results were marked in a code sheet. Consequently, the main objective of data codification in the present study was to obtain relevant information regarding covering of the First Lady and her activity in media. The quantitative data were analysed with the help of Excel and presented in descriptive statistics. Data analysed qualitatively were presented in a narrative format. The process follows the steps used in the content analysis will be further explained in chapter 4.

### **1.5 Thesis Structure**

Chapter 2 presents a review of the literature. Subchapter 2.1. describes the studies focused on the relations between the presidential wives and the media. The next Subchapter (2.2) provides information about the research dedicated to media coverage of the First Lady. The summary gives an overview of the consequences of media coverage for the First Ladies.

Chapter 3 introduces the theoretical foundations of this research. The three subchapters describe three main theories: Media framing theory, Feminist Media Theory (Gendered Media-Framing) and the theory of the political culture.

Chapter 4 explains the research methodology. This chapter provides information about techniques and data analysis methods. It outlines the implementation of the content analysis based on selected newspapers.

The fifth Chapter is the empirical part, i.e. the presentation of the analyzed findings in tabular, numerical, and narrative form. Also included in this chapter are the discussion and the critical interpretation of the results.

Chapter 6 summarizes the findings of this study. It shows how the research question is answered along with ideas on how the findings could become the basis of further research.

## 2. Literature Review

Both the concept of the First Lady and the first research devoted to her were developed in the USA. The first systematic study was conducted by Myra Gutin (*The President's Partner: The First Lady in the Twentieth Century*, published in 1989) and the first textbook was the work of the Associate Professor of Political Science at Florida Atlantic University and a prominent researcher in the field of women in politics Robert Watson (*The Presidents' Wives: Reassessing the Office of First Lady*) (Watson 2000). In the line with these scholars, whose scientific works made a basis for the following studies focusing on the First Lady concept, it is possible to put such researchers like Betty Boyd, Carl Sferrazza Anthony, and Lewis Gould. Generally, the serious scientific interest in the First lady phenomenon rose in the mid-80s, so the topic is relatively recent. Watson pointed out that the lack of earlier research in this field is attributed to the lack of resources and scientific attention to First Ladyship (Watson 2003: 427). Furthermore, it is important to note, that the topic is generally interdisciplinary. Existing studies are overlapping. It is not just First Lady studies, it is a mix consisting of history, political science, and public relations, involving media history and journalism.

In this scientific tradition, the works which focused specifically on the First Ladies and the media could be conditionally divided into two broad categories. The studies analyzing the relations between presidential spouses and media belong to the first category. To the second group, it is possible to contribute the studies about the media coverage of the First Lady and the consequences of First Lady media coverage (Burns 2004).

### 2.1 The relations between the presidential wife and the media

The relations between presidential spouses and the media it is a long process, which was developing step by step and evolving during the whole history of the First Ladyhood; it dates back to Martha Washington, who was the first US-American First Lady. There are a lot of factors that influence the relationship between the First Lady and the media: arrangements made by the woman occupying the post, social standards governing woman's advertising, commercialization of woman's news and the institutional structures that regulate access of journalists to first ladies (Burns 2004: 4). A professional

fresh overview of these factors and the step-by-step- development of the above-mentioned relation is given in the publication edited by Lisa Burns, professor of media studies at Quinnipiac University, and a research team consisting of 19 scholars: “Media Relations and the Modern First Lady: From Jacqueline Kennedy to Melania Trump” (Burns 2020). The book explores successes and challenges related to being on the national stage from the first steps of US-American Ladyhood until today. It analyses the relations between the press and First Ladies, that varied from the start because of the lack of guidelines to follow for both parties. With the passing of time and increasing frequency of the interaction, this relationship needed development, innovation, and institutionalization. It supposed special regalement and occurrence of the press secretaries and spokespersons. So the main argument of the book is: “Public figures need professional assistance to manage their images”(Stone 2020: 551). The relations between US-American presidential spouses and the media are seen there through the lens of the First Lady and her communication teams, the focus of the study lies on the strategy of this communication. The study explains how the first Ladies use different modes of communication such as press releases, videos, photos, events, speeches, interviews, talk-show appearances and others (Stone 2020: 552).

The work of Maurine Beasley “First Ladies and the Press: The Unfinished Partnership of the Media Age -Medill Visions of The American Press” also studies “exchanges” between the media and US-American First Ladies performing the historical analysis (Beasley 2005). Analyzing the personal interaction of every First Lady with the press, the author is trying to understand more about the social and political role of women in the USA. Beasley considers the growing role of the First Lady institute as a part of the American political system.

Over the recent decades, relations between First Ladies and the media became more regulated. The White House took a significant part in this process, i.e. the role of the intermediaries between presidential wives and the reporters got the press secretaries and their teams (Burns 2004: 6).

Despite the significant settlement of this relationship in the USA, the presidential spouses continue to change, the relations continue to evolve and research interest still has its place in this area. The evolution of the mode of communication between First

Ladies and the press is still unexamined. Furthermore, it should be considered that only the US-American case is researched in the literature; other cases from all over the world remain open for scholarly work.

## **2.2 The media coverage of the First Lady**

The next category of studies devoted to the relationship between First Lady and the media focuses on the media coverage of the First Lady and the consequences of this coverage. The issue is significant for the development of the whole First Lady institute, because it shapes the picture of the presidential view in the public mind. Again, the research of Lisa Burns made a considerable contribution to this issue. In her work “First Ladies and the Fourth Estate: Press Framing of Presidential Wives” she studies the presidential spouses from Martha Washington to Laura Bush and concludes that the public perceives the first lady as a symbol of femininity and the embodiment of the traditional gender roles reflecting the current time (Burns 2008).

Scholars, observing and gathering all roles and symbols which the First ladies embody in media, managed to make category lists. Burns defined and analyzed in her research “First Ladies as Political Women: Press Framing of Presidential Wives, 1900 – 2001” the following gendered frames of the U.S.-American first ladies (see the Table 1 on page 12), which “embodied women’s public and political roles at various points in U.S. history”: “public woman” and “gendered celebrity” the scholar assigns to “proper roles”, which are model and ideal of the U.S. American womanhood. The next two roles, “political activist” and “political interloper”, Burns defines as “unproper”, as the overstepping the allowed boundaries (Burns 2004: 258–259). Winfield described five categories used for First Lady framing (see Table 1) as following: “presidential escort”, “leader of social protocol”, “nobles obliged”, “policymaker” and “political advisor” (Winfield 1997: 241). The categories could be roughly classified as traditional (first three) and not traditional (the rest two). Widlak, Pont Sorribes and Lloveras in their study about European First Ladies (Poland, France, Spain) used a similar classification (see Table 1). The scholars emphasize four frame categories: “woman” and “mother”, which belong to the so-called “private domain”, and “political celebrity” and “social stakeholder”, which belong to the so-called “public domain” (Widlak et al. 2016: 78). The classification of Robert Watson is more detailed (see Table 1). The scholar noted the following roles of the first

ladies covered by the press: “wife and mother”, “public figure and celebrity”, “symbol of American woman”, “nation’s social hostess”, “white house manager and preservationist”, “campaigner”, “social advocate and champion of social causes”, “presidential spokesperson”, “presidential and political party booster”, “diplomat”, “political and presidential partner” (Watson 2000: 72). These classifications are used as the basis by other scholars, who provide the content analysis of media coverage of the first ladies. They help to watch and to identify the evolution of the first lady’s role during her term and to distinguish the type of coverage in media.

<b>Watson</b>	<b>Burns</b>	<b>Widlak, Sorribes, Lloveras</b>	<b>Anderson, Winfield, Friedeman</b>
wife and mother	<b>“proper roles” an embodiment of U.S. womanhood</b>	private domain	traditional
public figure and celebrity	public women	woman	escort for the president
nation’s social hostess	gendered celebrity	mother	protocol leader
symbol of the American woman	<b>“unproper roles” overstepping the boundaries of the political culture</b>	wife	fashion trendsetter
White House manager and preservationist	political activist	<b>public domain</b>	<b>not traditional</b>
campaigner	political interloper	president’s helpmate	policymaker
social advocate and champion of social causes		social stakeholder	political advisor
presidential spokesperson		public stakeholder	policy advocate
presidential and political party booster		human right activist	charity supporter
diplomat, and political and presidential partner			

Table 1: Dominant Frames in the first lady study. Own depiction after (Watson2000:72 Burns 2004: 258-259; Winfield 1997:241; Anderson 2002).

Maurine Beasley in her nounced above study came to the conclusion, that First Lady coverage integrates societal tensions on the gender roles evolution in American life (Beasley 2005). Kim Bissel and Erica Scharer in their research “Overcoming Traditional Boundaries” noticed the following correlation: the more traditional the role performed by the first lady, the more positive the tone of coverage that can be observed in media reposting of this performance, and vice versa (Scharrer/Bissell: 58). Jazmyne Butler

makes similar conclusions in her research analyzing the coverage of US-American First Ladies in the *New York Times*. The researcher points out that the deviation of the First Lady's actions from the gender roles becomes the subject of criticism in the media. Furthermore, Butler came to the conclusion that the role of the First Lady was not so important for the reporters as the physical appearance (Butler 2013: 30). Liz Watts noted an analogical situation analyzing the magazine coverage of the presidential spouses, where the press concentrated its interest on the social activities of the first ladies with a lot less attention to any political actions (Watts 1997). Widlak, Pont Sorribes, and Lloveras conclude that the media still has a "biased view of gender", which is why they cannot accept covering the first lady as, for example, a political leader (Widlak et al. 2016: 81).

### **2.3 Summary (the consequences of the media coverage)**

To sum up: all these studies about covering First Ladies have a common point. They show how the media distinguishes "acceptable" and "not acceptable" First Ladies' roles and frame them respectively. Such a way of covering can have negative consequences, like damaging the First Lady's image, demising her political relevance, creating bias, attacks from partisan critics, difficulties for the further development of the First Ladyhood to the level of genuine political leadership, for her further empowerment, and for public acceptance.

It is clear that it is the press has got the credit for providing access for the First Lady to the public sphere. Burns argues that the media was always the main way of "going public" for the First Ladies. The press coverage made the presidential wives practically the "first female public figures" or even "political celebrities" (Burns 2004: 10). At the same time Burns notes that "going public" has always been an unsustainable and shaky path for women. According to the traditional gender ideologies, significant roles belongs into separate spheres, and the public sphere is considered to be a domain of men (Burns 2004: 10). So media-covering is a two-way stick: granting the notoriety of the First Lady media at the same time limits the freedom of her position. Therefore, these ways and methods which illustrate how the media frame the picture of the presidential spouse, using gendered stereotypes and cultural footprints, legitimizing her in public eyes, and construct the public opinion which needs to be properly examined.

Also significant is the fact that the majority of the conducted research was done with either exclusively US-American material or in combination with US-American sources, i.e. in comparative studies. For the European continent, the First Lady concept is still an unresearched area. The existing studies are rather sporadic and non-systematic. One, already mentioned above, examines the media coverage of west European First Ladies: "Behold... the Head of State's Spouse! A comparative study of the political rise of the First Lady in Poland, France and Spain" (Widlak et al. 2016). Another one from Inna Kalita "The first lady institute in the experience of the eastern Slavia" (2016) compares the gendered representation of the First Ladies in the Soviet Union and in some Post-Soviet countries (Russia, Belarus, Ukraine). Lack of systematic studying on the one side opens the new doors for the new research, on the other side, constrains the researcher because of an insufficient theoretical base.

This study aims to conduct a comparative frame analysis of the covering of the Ukrainian First Lady, Olena Zelenska, and French First Lady, Brigitte Macron, in the respective national media. The thesis will examine how French and Ukrainian news media framed the role of the national First Ladies for the public. The findings should give a sketch of the national media attitude to the examining presidential wives and show how dependent framing is on the gender stereotypes or political culture sets. It is supposed to show what is common and what is different in the national media framing of Olena Zelenska and Brigitte Macron, who are the representatives of the two European countries with the same political order, but different political backgrounds. The so-called "media climate" could help to assume if the First Lady institute has a fertile ground for its development and if the First Lady has a possibility for future empowerment. The media, who reflect every step of any prominent actor, play the role of image-maker and image-damager for them, who affect public perception. This will be often understood as truth and seems to be one of the most significant sources for such scientific aims. Although this master thesis examines the European context, findings from US research are still relevant for the analysis, which is why the US-American model will serve as the main reference at the methodological level.

### **3. Theoretical Foundations**

This chapter gives an explanation of the three basic theories that will be used as a conceptual foundation for this research. In section 3.1., media framing theory is presented. It aims to show how the journalists build news and which message they want to send the public. Section 3.2. describes feminist media theory, which is significant to shed light on the gendered aspects of journalistic framing. Section 3.3. defines the theory of the political culture to understand the specific of two compared political cultures of Ukraine and France.

#### **3.1 Media Framing Theory**

The literature overview showed that First Ladies are controversially discussed in media. Marcinkowski notes an analogical situation by media-covering of almost all political issues. Furthermore, certain facts are emphasized, while others get into the background. As a result, topics are understood and interpreted selectively (Marcinkowski 2014: 10). The answers or suggestions to issues raised by the media depend to a large extent on the public's perspective and the way in which a problem is defined (Matthes 2014: 9). In public discourse, the perspective is strongly influenced by the mass media. Journalists select the topics they report on, differentiate between relevant and irrelevant information, and thus present a specific perspective. Based on this presentation, recipients develop opinions and attitudes on political issues. This raises the question of which interpretation will ultimately prevail in public discourse. So, to force the audience to make certain judgments about one part of the information is possible. Framing theory works exactly for this. This theory is used by communicators to help audiences adopt a certain belief. Essentially, frame theory suggests that the way in which something is presented to the public (called the "frame") affects the choices people make about how to handle the received information.

##### **3.1.1 Framing Definition**

The term "frame" was first introduced into the social sciences by Gregory Bateson: „the picture frame tells the viewer that he is not to use the same sort of thinking in interpreting the picture that he might use in interpreting the wallpaper outside the

frame" (Bateson 2000: 187.) This definition is close to the one that is being used today. Based on the frame-notion from Bateson, Erving Goffman gives his own definition in his Essay "Frame analysis: An essay on the organization of experience" (2000), which became the commonly used one for many frame approaches in social science.

"Frame" from Goffman is an interpretative framework, which is used by people for giving meaning to situations and facts. "Framing" is explained as a system that allows to "locate, perceive, identify and label" the various pieces of information presented to people (Goffman 1974: 21). But analyzing the development of the framing theory Goffman's approach seems to be very general and unspecified. This fact makes it difficult to empirically access an analytic phenomenon, which is why today only some contemporary approaches, e.g. the study of strategic frames, refer to his statements. Goffman speaks about so-called "heuristic-frames", which are inherent in the thinking of every human being and offer a kind of code that decrypts social reality (Goffman 1974: 22).

As a counterpart to the heuristic frames, superficial communication frames exist in the outside world that transport a certain content between communicators and recipients. A communication frame is created structurally by placing an element of an event in a specific context. The aim is to ensure that a specific assessment of the problem is reached by a specific audience. Oswald notes, that communication frames, having mainly verbal character, can also be transmitted another way (for example via a person or picture) this makes them particularly noticeable, meaningful, and memorable for the audience (Oswald 2022: 24). The desire to better understand the structure of the communication frames closer leads us to a communication scientist Robert Entman.

Entman's Essay "Framing: Toward Clarification of a Fractured Paradigm" (1993) became a milestone in the framing studies. This work called for a unification of the framing concept and criticized the strong fragmentation of framing research. Entman's definition belongs to the definition of frames that is still most frequently cited today (Matthes 2014: 30). This is the reason why the definition from Entman will be used in this master thesis as a working definition. Hereafter is original quotation:

To frame is to select some aspects of a perceived reality and make them more salient in a communication text, in such a way as to promote a particular problem definition, causal interpretation, moral evolution, and/or treatment recommendation for the item described (Entman 1993: 52).

According to this definition, the building of the communication frames initially needs the special selection and accentuation of a leitmotif. This so-called “selection” means that the frame presents only certain facts about the issue, while other facts should be hidden from recipients. These are elements of the issue that do not fit into the frame because they do not support them or even contradict them. Furthermore, the information is not only selected but also set with a certain emphasis. Oswald notes, that communicators chose to display facts, arguments or implicit interpretations that dominate the perceived reality as particularly accessibly and striking. Without this emphasis, certain points of view are not recognizable to a lot of people. This perspective was only made accessible to large sections of the population through appropriate framing (Oswald 2022: 25).

Communication frames are formed over a structure that is always similar. Entman assumes that there are four elements to the frames, which will be presented in the following section.

### **3.1.2 Framing structure according to Entman**

According to Entman, communicators firstly diagnose the problem in the frame, which they usually integrate into a certain context. The second step is the creation of the versions of discussed facts. With the help of these versions, it is possible to build a specific perception and wanted interpretation. In this way, a new form of reality can emerge for unilaterally informed recipients (Entman 1993: 52). In addition, communicators offer an assessment of the condition and offer a solution. Therefore, Entman divides frames into four analytical content categories (see Figure 1). The definition of the problem determines the subfield of discussed issue, appropriate actors, and their behaviour as well as information and facts. The topic will be socially, factually, and temporally contextualized. The problem does not exist by itself, it must be interpreted and defined as such (Entman 1993: 52).

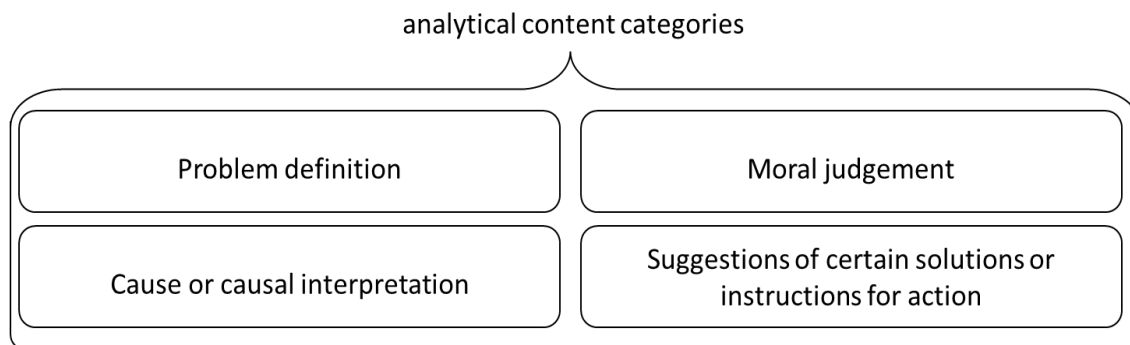


Figure 1: Framing structure according to Entman. (Source: own creation).

Cause or casual interpretation is a diagnostic, mainly rhetorical tool, where the actors who created the problem or who caused it are named. Furthermore, a clear attribution of responsibility takes place. Actors claim responsibility for other persons or specific situations. If a state is defined as positive or negative, casual attributions occur. Causal attributions can be attributed to persons as well as to situations. In addition, several causes can be described in one frame (Matthes 2014: 11).

The moral judgement of the situation, which ensures a high frame effect and grants a certain degree of legitimacy to the message, is closely related to the causes. Often, moral judgement is aimed at perceiving the situation by recipient as fundamentally wrong. Morals, tastes, and manners establish the norms and not only shape attitudes, but also convey a perception of the good which is not present in opposing positions. The moral code that derives from this is a kind of behavioural pattern adapted to typical processes. Any position that deviates from its moral system is potentially considered dangerous. Moral messages usually have a big impact. It is more promising for a communicator to simplify an issue and appeal to moral sentiments than to present too many complex factual points of view (Völker 2015: 60).

Frame is also aimed to force the recipient to certain actions, giving solution and suggestions. Thereby, a proposed by frame solution already contains two primary factors. On the one hand, it indicates that the problem situation can be changed. On the other hand, the often-communicated opportunities for action already outline ways in which the grievance could be eliminated (Oswald 2022: 28).

Often frames are set in the media without intention because journalists are not aware of the respective context. Hence, Kinder and Sanders state: "Perhaps more often, they

are implicit and unconscious, journalistic habits rather than explicit attempts to persuade “ (Kinder/Sanders 1996: 164). Nevertheless, as Oswald notes, unconscious framing also influences the way we think about the topics presented (Oswald 2022: 134). Framing is thus a fundamental component of journalism, which sometimes inevitably occurs. Its analysis is based on the framing-approach. According to Vreese, this process consists of frame-building and frame-setting (Vreese 2005: 52).

### **3.1.3 Frame-Building and Frame-Setting**

Frame-building can be explained as the creation of the frame. This process refers to the factors that affect the structural quality of media frames. Frame-setting can be considered as the influence of frames on the recipient, it refers to the interaction between media executives and past knowledge and predisposition of individuals. Oswald argues that the distinction between frame-building and frame-setting can seem confusing because, while a frame is finally set and transmitted in everyday understanding, the influence of this frame becomes effective. However, the frame-building covers the whole multifactorial process behind a media frame. Only when this product spreads and has an influence on the recipients, it unfolds its guiding impact. Therefore, one speaks of frame-setting when the content is transmitted (Oswald 2022: 139).

Vreese adds that there can be two levels of the framing consequences: individual and social. On an individual level, the consequence can be a change of attitude toward the subject based on the contact with the certain frames. The author explains that at the social level, frames can also help to shape such processes as decision-making, collective action, and political socialization (Vreese 2005: 52). The scientist also develops an integrated process model of framing (see Figure 2), which consists of three levels: frame-building, frame-setting, and the identification of the personal and social consequences of the frames thus constituted.

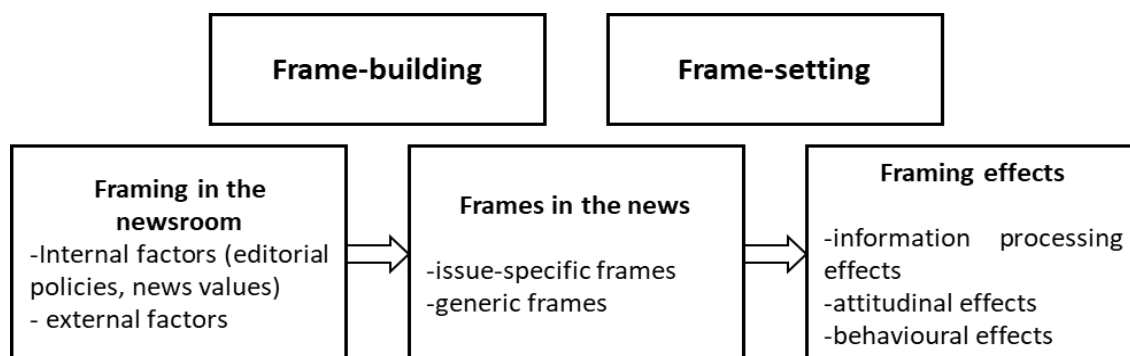


Figure 2: An integrated process model of framing. (Source: Vreese 2005: 52).

In this regard, the frame-building process is a task performed by media organizations, journalists, and editors-in-chief. It includes both internal factors affecting the frame-building (e.g. the value of reporting and editorial policy) and external factors (e.g. the interaction between the media and the outside elites.) Vreese adds that, as well as different interest groups, those who contact journalists are PR- experts; they also seek to affect the construction of interpretative frames in the media (Vreese 2005: 52). The phase of frame-setting embraces relations between previously constructed media frames and the knowledge that the recipients already have. It involves the delivery and receiving of both generic and issue-specific frames by the public. The impact on the public is a framing consequence. This manifests itself via modifications in information processing and changes in opinions, perceptions, and actions. Scientists argue that the social consequences manifest themselves in the joint acts of the recipient. Entmann says that for both the sender of a message and the recipient in the frame-creation and influencing process the culture plays a great role, and this fact cannot be disregarded. (Entman 1993: 52)

The framing theory, most recently adopted by researchers interested in such area as media coverage of gender politics, is a useful conceptual tool for examining how women politicians have recovered (Fountaine/McGregor 2002: 2).

### 3.2 Feminist Media Theory Gendered Media-Framing.

The framing theory was also used by gender theorists to explore the covering the women in politics. The gender concept is at the core of the feminist theory. Rubin defined the term "sex/gender system" as "the set of arrangements by which society transforms biological sexuality into the products of human activity, and in which these

transformed sexual needs are satisfied" (Rubin 1975: 159). The gender system, as Hirdman explains, is based on two postulated logics: the separation of the sexes and male dominance. Using the term "gender contract", the scientist states that women and men are born, grow up and develop under the influence of the gender system. (Hirdman 1990: 44).

There are also debates among the researchers about the relevant terminology for describing gender covering in media. Khan and Taylor use the notion of "sex stereotype" (Khan/Taylor 2018: 3645). Norris uses the concept "gendered frame" (Norris 1997: 6) Chang and Hitchon use the term "gender schemas". Their concept denotes the conceptual structure which is used by people for understanding the features and behaviour which are traditionally identified with women or men (Chang/Hitchon 1997: 35). All of those notions can be helpful: "schemas" are useful to understand how a person forms an understanding of masculinity and femininity, "stereotypes" serve more for describing social gender categories, and "frames" in turn, describes how these categories are used by media.

The purpose of the use of gendered frames by journalists, according to Pippa Norris, is to prioritise and structure the storytelling when portraying men and women in public life. Based on American material, the researcher argues that the abundance of gendered frames in American media has its own reason. The reason is the increased salience of gender politics on the American agenda. In other words, gender came to be seen as a relevant link to the news story, whatever or whomever it was about. (Norris 1997: 6–7). It is important to point out that in creating their news narrative, journalists consciously or unconsciously, focus on so-called 'traditional' gender roles. Furthermore, they often reinforce them (Tuchman 1978: 216).

Burns states that if the subject of news is a woman, gender becomes almost a main frame (Burns 2004: 14). Thuo argues that women are also more likely to become a subject of gender biases. This is especially visible in the narratives where sex is perceived as an obstacle to inappropriate activity (e.g. holding a political office). Men, on the other hand, tend to be covered gender-neutral under the same circumstances. Such media framing, which is based on the personality features, divides these features into "masculine" and "feminine". Thuo notes the following defined "feminine" features:

“gentle, honest, weak, weak leader, attractive, passive, emotional, uninformed, unintelligent” as opposed to the “masculine” features: “hardworking, untrustworthy, strong leader, strong, vital, competitive, effective, tough, intelligent, aggressive, knowledgeable, independent, and ambitious.” (Thuo 2012: 42) Such a way of covering accentuates traditional differences between the public (i.e. the male) and the private (i.e. the female) spheres, assuming that family and appearance are the most significant areas for women. Besides described gender distinctions, which are often negative for women, news stories can even include “sexist judgements”. Some scholars maintain that such things toward women affect the subordinate position in the patriarchal society, making the women’s status more dependent (Carter et al. 1998: 6).

Burns states that journalists get their “understanding of gender” from the “competing ideologies.” These ideologies, according to Burns, define femininity during specific historical moments. During a particular historical period, several so-called “gender ideologies” may co-exist and compete. They dictate the understanding of gender and control social behaviour and awareness according to contemporary gender roles (Burns 2004: 284). This idea is supported by Tuchman. He speaks about the existence of “symbolic representations of American society”. It is a complex of ideas and ideals which are dominated in the American society and used (conscious and unconscious) as a “resource” for its development (Tuchman 2000: 18). By becoming embedded in a news story, gender becomes part of the culture in which the news story was created. As a result, gender itself takes on a symbolic form through which different “ideals of American womanhood” manifest themselves in the media (Burns 2004: 15).

Information about the ideologies, symbols of society, national ideas and ideals, and cultures which are connected to the unconscious gendered framing led to the next chapter and the next theory, which should explain the specific of the two compared political cultures of Ukraine and France.

### 3.3 The theory of the political culture

The notion of “political culture” according to the Kidd and Reynolds entails

“...key features of a particular political community [which] reflect peculiarities of social and economic development, decisive formative moments, wider cultural influences such as language and religion, the impact of external events, and the international environment. [...] this legacy has left its mark on popular attitudes and perceptions.”(Kidd/Reynolds 2014: 111).

Speaking about the emergence of this concept, it is worth to remember Gabriel A. Almond. This US-American political scientist is considered to be the creator of the concept of political culture creator. The notion first appears in Almond’s essay „Comparative Political Systems “(1956) and is defined in this way: “Every political system is embedded in a particular pattern of orientations to political action. I have found it useful to refer to this as political culture.” (Almond 1956: 396).

The common work of Gabriel A. Almond and Sidney Verba „The Civic Culture. Political Attitudes and Democracy in Five Nations“(2015) became the pioneer study in the research area dedicated to political culture. The focus of their research has been on the contribution of political culture to the stabilization of democracy. The researcher distinguished under the differences in the stability of the democratic countries and tried to prove that the citizens of stable democracies such as Great Britain and the United States had different attitudes than those living in unstable political systems (Italy). (Almond/Verba 2015: 360–365) Gabriel, summing up the classical research, notes that political culture represents a characteristic of the nation, which consists of individual attitudes that relate to political objects and demonstrate a degree of interconnectedness, orderliness, and permanence. The notion of attitude becomes a basis for the study of political culture. It describes the tendency of individuals to respond cognitively, emotionally, or evaluatively to specific objects. Political attitudes are usually referred to political objects like, for example, political actors, action symbols, and situations (Gabriel 2009: 22) as well as First Ladies.

Almond and Verba consider the political system, the role of citizens in the political life, the decision-making and implementation structures and processes (so called “inputs” and “outputs”) as political objects. Based on the combination of these objects and orientation types, Almond and Verba created three types of political culture „parochial“,

„subject“, and „participant“ (Almond/Verba 2015: 16). On the page 24 they are organized into a table showing each type of system (see Table 2).

Object → Type ↓	System	Inputs	Outputs	Individual as Participant in political life
Parochial	no attitudes	no attitudes	no attitudes	no attitudes
Subject	Perceptions and evaluations	no attitudes	Perceptions and evaluations	no attitudes
Participant	Perceptions and evaluations	Perceptions and evaluations	Perceptions and evaluations	Perceptions and evaluations

Table 2: Types of political cultures according to Almond/Verba (Source: Gabriel 2009: 23).

As Table 2 shows, in the parochial political culture, none of the four categories of the political objects is present in the individual awareness of the citizens. It means that the people do not perceive politics as an independent sphere of their life and therefore it plays no role in their lives. In the subject of political culture, all aspects of political reality are present to the citizens, but they only develop evaluative relationships with the system and the outputs. In the participatory political culture, evaluation of the input aspects of political life and the role of the individual as a participant in political life are added. A positive evaluation of all political objects indicates a congruence of political culture and political structure. Alienation suggests an incongruity between political culture and political structure (Gabriel 2009: 23).

According to Almond and Verba, each of these types of political culture is matched by a particular political system. When this 'fit' of political culture and political structure is present, the political system is stable because it meets with the approval of members of the political community (Almond/Verba 2015: 16–19). For example, the parochial political culture corresponds with a traditional political system (e.g. a type of an African tribal society). The subject political culture forms the basis of an authoritarian political system, and the parochial political culture can be considered as the basis of modern democracies.

This master thesis conducts a study based on data from two countries on the European continent, France and Ukraine. Consequently, this research deals with two semi-presidential representative democratic republics. But there are some points to note: France is the representative of modern western-style democracies and part of the European Union. Ukraine is a young state, which only started to build its own democracy, and is on the way to its consolidation. Furthermore, it is a country with a society which lived through the totalitarian doctrine of the Soviet Union. According to Gabriel, political culture defines the attitudes of citizens to the political system, to the democracy. It means that the political culture defines the attitudes to the democratic freedoms and rights. The scholar states that democracy gets maximal support in Western countries, i.e. France. In post-communist countries, i.e. Ukraine, this attitude is less widespread. The desire for a strong political leader still finds quite a few supporters in some of these countries. Gabriel argues that satisfaction with the current form of democracy and its functioning in practice is significantly lower and more unstable. In this area, there is a considerable gap between the western European states and the Scandinavian countries, and the transitional states of Central and Eastern Europe (Gabriel 2009: 41). These points are interesting to remember analyzing the First Lady covering in the national media of both countries and comparing the results of the research.

Precisely because this study is conducted on the material of the two nations, the concept of the political culture became relevant for it. In dealing with framing, it is reasonable to understand the cognitive basis, the world picture, and the system of attitudes of those people who create and who perceive framed narratives. In this vein, it seems that the concepts which were mentioned earlier (frame, gender, political culture), are interconnected, and interact affecting each other. Attitudes, communication, behaviour, participation of citizens in political life - all these are elements of the political culture. Political culture in turn sets all these in its own framework, determining the public position to the political objects, elites, gender roles (here especially the role of women in the society and in politics), ultimately affecting public attitudes which play the great role by framing of some image, character, or event. Positive attitude or skepticism, support, or rejection towards the political objects -everything has its own motives.

Another important aspect of political culture is political support (Neuman 1986; Easton 1975) According to Gabriel, there exist a direct correlation: the motives for which people support political objectives can be rooted either in their specific achievements or in their overall characteristics. In the first case, a positive attitude arises because the political object provides services that are positively assessed by citizens. In the second case, the positive attitude is based on general considerations that are not dependent on specific benefits. For example, an object is rated by the public as sympathetic and trustworthy. One appreciates it because it belongs to the same political community as oneself or one is of the opinion that the values represented by it coincide with one's own values (Gabriel 2009: 25).

Focusing on values, it should be said that they can be considered as the cultural symbols. Gabriel notes that the concept of political culture developed by Almond and Verba already contained "evaluative orientations", but it did not get a lot of attention in their further research. Nevertheless, the relevant literature defines values as cultural symbols that give a society its identity and integrate people into the social and political community (Gabriel 2009: 31). They convey the ideas of a "good society" accepted by the members of a community as the basis of their coexistence (Kluckhohn 2013: 395) Values define the goals of the coexistence of people in a society, and define the means of achieving them as permitted and appropriate. When a person recognizes the values defined as binding in society and thus makes them part of his individual orientation system, it is relevant to speak of value orientations (Gabriel 2009: 31).

Society values, symbols, beliefs, attitudes, and organizing principles, that are socially shared - framing in journalist narratives rely on all these concepts. As Burns notes, "Journalists simultaneously draw from, reinforce and contribute to [...] collective memory" (Burns 2004: 17). Collective memory is a factor of the political culture. Bodnar defines it as the following: a "body of beliefs about the past that helps a public or society understand both its past and its present, and, by implication, its future" (Bodnar 2018: 76). Burns states that both collective memory and news framing "reflects and constitutes a society's values, beliefs, and attitudes". She further adds that journalists help to create collective memory.

To sum up, media and journalists creating the media reflect on, create and frame the collective memory. This process has a great “influence over the social construction of ideologies”(Burns 2004: 17). It follows that media can affect shaping institutions, for example the First Lady institute, and impact the public attitudes toward these institutions, and vice-versa: the audience can also exert an influence on media content and thus on the shaping of frames in the form of expectations and preferences. On the societal level, it is therefore public opinion and political culture that are particularly important (Potthoff 2012: 202).

## **4. Methods and Data (Research methodology)**

This chapter focuses on the research approach of this study. In particular, it presents the type of research, methods, tools for data collection, and approaches to data analysis used in the study.

Mixed methods that combine both qualitative and quantitative approaches to data collection were used here. In this research, it is tried to answer the research question: “How do the media shape the role of the First Lady in France and Ukraine by constructing the identity of these presidential spouses?” by using the method of content analysis to examine the content of the selected French (Le Mond and Le Figaro) and Ukrainian (Zerkalo Nedeli, Den, Ukrainska Pravda) media.

### **4.1 Content analysis**

Robert Weber determines the content analysis as a “research method that uses a set of procedures to make valid inferences from the text” (Weber 1990: 117). The scholar notes the following advantages of the content analysis in comparison with the other data-collecting techniques: (1) there is a direct operation on the text of human communication, (2) culture indicators generated from the analyzed documents constitute reliable data that may span a long time because the documents themselves could exist over a long time, (3) content analysis usually yields unobtrusive results compared to interviews, (4) content analysis can be performed in a quantitative or qualitative fashion Direct operation on the text of human communication (Weber 1990: 117).

This study’s research approach is both qualitative and quantitative. The aim of using two data collection types is to avoid the focusing only on the research procedure, but also to emphasize the nature of the data under investigation, to include data that has no numerical information because their meaning is very important for the study as well as to get more complex and systematic results. The quantitative approach in current research is intended to show the main frames of First Lady coverage by means of three main axes: subject matter (relevance of the First Lady to the story), attitude (tone of the report), frequency of appeared articles, covered roles of the first ladies, and main

frames. The qualitative approach focuses on the portrayal of the presidential spouses, by analyzing speech figures.

The method of quantitative content analysis, as Berelson defines it, is “a research technique for the objective, systematic, and quantitative description of the manifest content of communication” (Berelson 1952: 18). Van Zoonen states, that this method is often used “to assess the manifest characteristics of large quantities of media output” (Van Zoonen 1994: 68).

Schutt determines the following stages of the content analysis process: (1) to “identify textual sources to be examined”; (2) to “determine the units for the analyzing”; (3) to “select samples of unites from the documents”; (4) to” design coding procedures for the variable to be measured”; (5) to “test and refine the coding procedure”; (6) to “develop appropriate statistical analyses” based on the counting of the occurrence of certain words, subjects, and frames (Schutt 2018: 472–478).

According to Philipp Mayring, qualitative content analysis is the instrument that helps systematically process communication materials (Mayring 2003: 45). This method is regulated by a system of categories that were either deductively derived from the theory or inductively formed from the material (Früh 2015: 73) By splitting up a text, capturing its semantic units, and separating the important from the unimportant, structures can be formed. Structuring serves to divide the text according to the question by means of criteria. First of all, categories are formed to which individual text passages can be assigned (Behnke et al. 2010: 355). These structural elements are then usually further differentiated by separating them according to individual characteristics (Blatter et al. 2007: 99) The analysis of the text is aimed at extracting central concepts, arguments, themes, or information. A deductive approach requires a theory-based coding approach. According to this deductive, or theoretical, coding, it is understood as assigning codes based on a specific theory and concept. In this way, in the analyzed material will be searched for passages that correspond to the concepts of the theory (Mayring 2003: 45; Behnke et al. 2010: 359).

In order to work with a definition that is not too general and therefore insufficient for the detection of frames from being prevented in the structuring and categorization of

the qualitative content analysis, Capella and Jamieson propose four criteria that a frame must meet: they must have (1) linguistic and conceptual characteristics, they should (2) occasionally occur in journalistic practices, they should be (3) clearly distinguishable from other frames, and they have to be (4) readable, i.e the frame must be recognized by the other persons and not be a product of the researchers imagination (Capella 1997: 38).

For the identification of linguistic and conceptual characteristics, it is reasonable in the further process of the research to refer to the features that were proposed by Entman and described in Chapter 3. Since the current research already uses Entman's definition as a working definition for the elements of a frame, it seems to make sense to refer to Entman here as well. The scholar postulated: "News frames are constructed from and embodied in the keywords, metaphors, concepts, symbols, and visual images emphasized in a news narrative" (Entman 1991: 7) Entman also states: "The text contains frames, which are manifested by the presence or absence of certain keywords, stock phrases, stereotyped images, sources of information, and sentences that provide thematically reinforcing clusters of facts or judgements" (Entman 1993: 52).

Frames in news texts can thus be defined by the presence or absence of keywords, standard phrases, metaphors, facts, judgments, symbols, and concepts. Since this master thesis analyses only text frames, Entman's remarks about visual frames can be ignored.

The qualitative context analysis can be supplemented by frame-identifying elements proposed by Entman. Therefore, taking these elements as criteria for the analysis, frames could be more detailed and analysed. However, research experience shows that not every news text contains complete frames containing all the elements. In articles containing somebody's opinions or commenting articles they can be found, but in informational articles it is not the case (Dahinden 2018: 205). On the other hand, as practice shows, several frames may also be present in an article at the same time. It is important to note that not all elements need to be presented in the text for being determined as a frame. In analysis and interpretation, it is appropriate to consider the absence of elements as much as their presence.

## 4.2 Selection of examines material

In this paper, the evaluations of First Ladies in the public discourse are analyzed. Since public discourse is characterized by the media, the analysis is carried out in French and Ukrainian supra-regional newspapers. In this master thesis, it is assumed that the frames of the first ladies in the national newspapers include (almost) all frames that circulate in the media landscape. Supra-regional quality newspapers usually play the role of opinion leaders in the media landscape, allowing statements and attitudes to be transmitted to the press as a whole (Maurer/Reinemann 2006: 42). Furthermore, such type of media allows for the collection of data, which provides reliable social and historical evidence, and gives “food” for public opinion. Moreover, such media are significant for politicians, since they are factors that influences political views. Consequently, supra-regional quality newspapers are a credible source that reaches a widespread audience. In this research, it is assumed that other media outlets are influenced by the opinions and frames given from the quality newspapers, and tend to reproduce them, at least partially.

For the current study, the analysis of a French and a Ukrainian media is planned, in the period from 14.05.2017 (inauguration of the French president Emmanuel Macron) - until Mai 2019; from 20.05.2022 (term of office of the Ukrainian president Volodymyr Zelensky) - until Mai 2022. In Mai 2022 the observation for this study was stopped, because the next stage – the analysis should be started. As main criteria for the newspaper choice were applied: it should be a supra-regional quality newspaper, readily available, well established, and have been published consistently for a long time, have a broad national readership, and be published in the local language.

There were no obstacles in the selection of French media. The chosen Le Monde is generally regarded as a left-wing liberal and is the most popular and one of the most important opinion-forming newspapers in France<sup>5</sup>. The second newspaper, Le Figaro, is the oldest French national newspaper and one of the three French newspapers of

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<sup>5</sup> <https://de.statista.com> [Accessed on 03.05.2022].

record<sup>6</sup>. It is considered as “the voice of the conservative middle classes”<sup>7</sup>. The aim of the research is the similarity and comparability of the data material, these two French sources are distinguished because of ideological direction (left-wing liberal *Le Monde* and conservative *Le Figaro*), but it should not be taken as a flaw. Due to the different political orientations of the newspapers, a wider field of political opinions is available. Presumably, it should provide more different frames for the current research.

When choosing a compatible Ukrainian medium, one should consider the following seven points. It is difficult to classify the printed media in Ukraine according to the popularity of the audience or circulation. Most of them report excessive numbers to attract advertisers (Korbut 2021). Therefore, a Ukrainian media with the highest circulation cannot be compatible with a French media with the highest circulation. Furthermore, the most popular and widely circulated Ukrainian media have long belonged to oligarchs who are often directly or indirectly involved in politics. In 2019-2020, the Ukrainian media sphere is described by Freedom House reports as only “partially free” (Ivanitskyi 2022). There is only a small group of media outlets, which try to maintain quality and journalistic standards in the public interest (Korbut 2021). Thirdly, Ukrainian media is difficult to define according to political orientation. There are no 100% “right”, “left”, or “conservative” media, no division according to the parameters of ideologies as such, because of a lack of clear ideology even in Ukrainian parliamentary parties. There is another division which is relevant: the media which is subordinate to somebody (oligarch or government authority) and the independent. Fourthly, the serious editions, which are independent, opinion-free, and analytically strong, do not belong to the daily newspapers but to the weekly or monthly editions.

Television and social networks are the most popular media distribution platforms among Ukrainians, and about 70 per cent (see Figure 3 on page 33) of the population uses them as their main source of information (Ivanitskyi 2022), so printed media in Ukraine does not have much impact, as in the French case. Lastly, there are almost no reliable and influential print media with a wide national readership left in Ukraine, it is

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<sup>6</sup> <https://de.statista.com> [Accessed on 03.05.2022]

<sup>7</sup> [www.news.bbc.co.uk](http://www.news.bbc.co.uk) [Accessed on 03.05.2022].

economically unsustainable, the circulation is meagre, and almost all outlets switch on to online format(Korbut 2021).

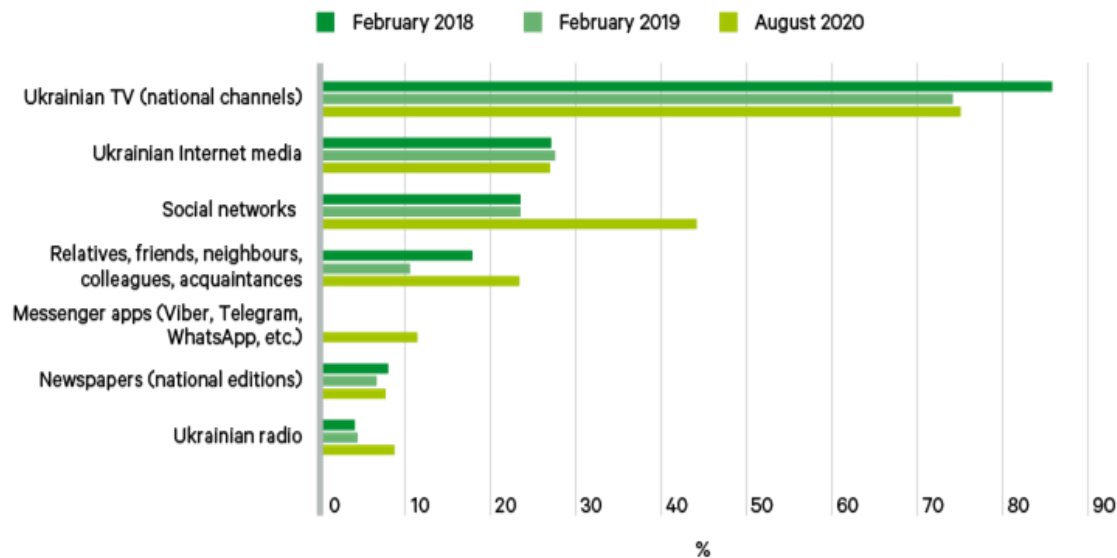


Figure 3: Sources of information used by Ukrainians. (Modified after Korbut 2021).

Taking all the above points into account, it was decided to select from the Ukrainian side the internet newspaper Zerkalo Nedeli, Den, Ukrainska Pravda. Zerkalo Nedeli<sup>8</sup>/ Dzerkalo Tyzhnya<sup>9</sup> (known in English mostly as Mirror Weekly) at the end of 2019, the newspaper stopped publishing a print version and focused on digital editions. BBC Monitoring ranked the newspaper among the most important Ukrainian newspapers and defined it as follows:

“Zerkalo Nedeli is Ukraine's most influential analytical weekly, published in Ukrainian and Russian. Widely read by the Ukrainian elite, the paper is non-partisan. [...] It employs high journalistic standards and offers political analysis, exclusive interviews, and opinion”<sup>10</sup>

The second chosen newspaper, Ukrainska Pravda (Ukrainian Truth), it is also an online newspaper, founded in 2000 by Georgiy Gongadze (a prominent Ukrainian Journalist murdered near Kyiv in 2000). Ukrainska Pravda published mainly in Ukrainian. The newspaper is tailored for a general readership with a specific focus on Ukrainian politics. Another additional newspaper, which was selected during the research process due to insufficient amount of material received from previously selected media is newspaper Den. According to BBC Monitoring, this newspaper is defined as one of the credible and

<sup>8</sup> Russian transcription

<sup>9</sup> Ukrainian transcription

<sup>10</sup>[www.news.bbc.co.uk](http://www.news.bbc.co.uk) [Accessed on 10.04.2022].

important informational sources in Ukraine. Den offers serious political and economic analysis and publishes in Ukrainian and Russian as a print and online medium<sup>11</sup>.

So, all selected media meet the following criteria: credible, well-established, influential, opinion-forming, have a wide national readership, they are easily accessible via official sites, published in the national languages (French and Ukrainian). On both sides, the online editions of the Ukrainian and French media are analyzed in the original language.

### 4.3 Data Analysis

The official sites of French and Ukrainian media were used to find the articles, with the following searches for each first lady:

For Brigitte Macron the search terms were: “Brigitte Macron”, “Première Dame”, “Lépouse du Président”. For Olena Zelenska search terms were: “Олена Зеленська”, “перша леді”, “дружина президента”<sup>12</sup>.

The time period for the French First Lady Brigitte Macron is 18 Mai 2017- 18 Mai 2020, for the Ukrainian First Lady Olena Zelenska is 22 Mai 2019 - 22 Mai 2022.

After the first search, only those articles were selected in which the First Ladies and their activities were mentioned in the title or in the first paragraphs. This would provide the reassurance that the presidential spouses and their actions were at the center of the article. Finally, through the search and selection, 72 (for Brigitte Macron) and 68 (for Olena Zelenska) articles were taken for this research.

Each article was first read to understand the issues and the context; at the same time, descriptive notes about the content of the articles were taken. The next step is a critical reading, which involves a deep understanding of the rhetoric transmitted in the First Ladies’ frames. The aim was to identify cultural meaning and define the position of the presidential spouses in the news story, noting the attitude toward them. Each article

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<sup>11</sup> [www.news.bbc.co.uk](http://www.news.bbc.co.uk) [Accessed on 03.05.2022].

<sup>12</sup> Ukr. “Olena Zelenska”, “first lady”, “presidential spouse”.

was coded according to the units from the pre-established code-sheet (completed code-sheets see in the appendix in Table 12).

The following points are examined:

- **Frequency of references to First Lady in the article** (how many times the first lady was referenced, according to (Butler 2013: 49).
- **Relevance of the First Lady to the story** (use of a three-point scale 1- only subject, 2- main subject<sup>13</sup>, 3- secondary subject, according to (Butler 2013: 49).
- **Sound of the report (i.e. attitude)** (using a four-point scale: from 1-negative, 2-neutral, 3-mixed, 4-positive. Negative or positive reflect the columns or articles with support or oppose of the first lady's activity. Neutral reflects the language of story, which indicate neither positive nor negative portrayal tone. Mixed- supposed to be blend of positive and negative tone an could not be clearly determined, according to (Shah 2015: 21; Thuo 2012: 122).
- **Report topic** (1-Political Activity, 2- Special Event, 3-Attire/Physical Image, 4-Social activity + extra found topics, modified after (Butler 2013: 49; Widlak et al. 2016: 80).
- **Role of the first lady** ("traditional" or "professional"<sup>14</sup>), according to (Butler 2013: 49).
- **Designation** (the way First Ladies are named in the articles).
- **Dominant frames** (using as a basic classification from previous studies see the Table 1) (deductive-inductive approach).

It is planned to proceed both qualitatively (structuring content analysis according to Mayring) and quantitatively (quantitative content analysis). The quantitative data will be analyzed with the help of Excel and presented in descriptive statistics. The data analyzed qualitatively are presented in a narrative format.

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<sup>13</sup> It is supposed that there are exist other subjects in the article, but the main focus of the story is on the First Lady.

<sup>14</sup> **Traditional:** when the First Lady is referred to as a hostess or reported doing wifely/motherly duties; personal platform; seen as a part of a unit with her husband.

**Professional:** regarding to involvement in political activity, deviating from the traditional role of the first lady; seen as more of an individual that as a unit with her husband.

## 5. Results

In total, 141 relevant articles were selected for the research (72 of them concerning Brigitte Macron, 68 concerning Olena Zelenska). The period for the taken articles is different, but in each case spanning three years of coverage since the inauguration of French president Emmanuel Macron and Ukrainian president Volodymyr Zelensky. It is 18 May 2017- 18 May 2020 for the in the French case (see Table 4) and 22 May 2019-22 May 2022 for the Ukrainian case (see Table 3).

The criteria for the selection of relevant articles were a direct reference to the first lady. After selecting, reading, coding, and analyzing, analytical tables (see appendix Figure 12) and graphs which illustrate outcome measures were developed. The number of articles published in the researched media by year is shown in two following tables:

<b>Brigitte Macron</b>					
	2017	2018	2019	2020	total
<b>Le Figaro</b>	14	8	16	2	40
<b>Le Monde</b>	11	6	8	7	32
<b>total</b>	25	14	24	9	72

Table 4: Coverage of French first lady in Le Figaro and Le Mond (own creation).

<b>Olena Zelenska</b>					
	2019	2020	2021	2022	total
<b>Den (Day)</b>	13	18	8	2	41
<b>Z.N.</b>	2	3	4	6	15
<b>Ukrajinska Pravda</b>	2	3	3	4	12
<b>total</b>	17	24	15	12	68

Table 3: Coverage of Ukrainian first Lady in Den, Zerkalo Nedeli, Ukrainska Pravda (own creation).

The interest to the First Lady Institute in this research lies primarily in the political context. So, by the selections of media for the investigation, the choice fell on the newspapers that had the status of quality media, which include serious publications, and political analyses and that determined the public opinion and offer reliable socio-political data. Consequently, tabloids and gossip media had intentionally been excluded from the potential list of media relevant for this research. Three media for the Ukrainian case is the necessary measure for an approximately equal number of articles on both sides. This fact let to compare two cases and make the first conclusion that the frequency of the Ukrainian first lady's appearance is lower than the frequency of the French first lady in the national newspapers. In addition, it should be noted that the

distribution of articles about the French First Lady is proportional: 56% of the relevant articles were found in *Le Figaro*, and 44% in *Le Monde*. The situation in Ukrainian media is somewhat different: the main source of articles is the newspaper *Den* (65%), followed by reports of *Ukrainska Pravda* (22%) and from *Zerkalo Nedeli* (18%).

There are also some points to be noted: for the most part, both First Ladies are covered in the news. According to the search algorithm, there were no interviews at all among the found material, and analytical articles appeared only in the case of Brigitte Macron. Generally, publications covered the French First Lady are for the most part two to three times longer than the length of publications about the Ukrainian First Lady. The absence of interviews with the First Ladies may be due to the fact that the editors do not see the need to make such kinds of texts in these newspapers.

There are some alternative media that could be considered for analysis, where these kinds of text will be “more appropriate”. They are, for example, the magazine *Madame Figaro*, which is a supplement to examined in this research *Le Figaro* and oriented toward women audience (French case). From the Ukrainian side there is a supplement to *Ukrainska Pravda* named *TABLOID*, which is where the First Lady’s interview can be found. Its title speaks for itself and orients the reader on the less serious material. But for this research, the other type of media was chosen because the purpose was different and aimed to observe the situation of covering and framing of the first lady exactly in the serious, quality media. In these examined media is possible to find duplication of quotes of Olena Zelenska, or Brigitte Macron, from other sources like their social media, the president’s office, and interviews published in other media. This fact could suggest that First Lady is still not a political actor important enough in the media’s view. This fact equates her to tabloid press themes and suggests that interviews are an exclusively female-oriented type of content.

Relating to more analytical materials, which are present by Macrons media covering and are missing in the articles linked to Zelenska, it may be assumed that the lack of journalistic initiative is to blame. It could be supposed that such kind of storytelling is not popular or not relevant for covering of the Ukrainian first lady. Reasons for this will be later discussed.

In the theoretical chapter it was already mentioned that there are some classical reasons when an event or first lady gets press attention. Widlak, Sorribes, and Llovaes note: "first ladies breaking with traditionally accepted attitudes of the political spouse" get heightened interest with "strongly polarized coverage" in media (Widlak et al. 2016: 75). The second point is the political activity of the First Lady, what is particularly common among American colleges. The third reason which can spark media interest to the First Ladies and their activities are scandals or crisis situations. They awake public debates and get controversial covering in the press. Furthermore, there are some cultural, social, and political processes that influence media coverage. Among them there are, singled out by Widlak Sorribes and Llovaes, the First Lady's public activity, her private life, and "public exposure of the head of the state's spouse" (Widlak et al. 2016: 76).

Coming back to the analyzing cases and significantly lower frequency of Ukrainians First Lady appearance, it is significant to note the different personalities of the Ukrainian and French First Lady. Brigitte Macron is a former French teacher ("Ancienne prof de français") and director of drama circle, a very opened person who enjoys being among people and who is ready for public activity. Sylvie Bommel, the author of a book on the relationship between Brigitte and Emmanuel Macron, says in an interview for *Le Figaro*: "Brigitte est une [...] femme gaie, [...] de son côté, n'aime pas être seule"; "...dans ce village de 2000 habitants où elle ne connaît personne, elle se débrouille – [...] - pour se faire des amis"; "À Truchtersheim, elle s'investit beaucoup jusqu'à même accepter de figurer sur une liste dissidente pour les élections municipales"<sup>15</sup> (Lombard-latune 2019).

The exact opposite type is Olena Zelenska, who was afraid of the upcoming First Lady's role, and who wanted to be away from publicity and to continue writing scripts for "Kvartal 95 Studio"<sup>16</sup>, her former profession. In her interview to BBC News Ukraine in April 2019, she spoke about her future role and candidly admitted: "Якщо це можливо,

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<sup>15</sup> Fr. "Brigitte is a [...] cheerful woman, [...] who on her side, does not like to be alone"; "...in this village with 2,000 inhabitants, where she knows no one, she manages – [...] - to make friends"; "In Truchtersheim, she is working hard to even agree to be on a dissident list for municipal elections.

<sup>16</sup> "Kvartal 95 Studio is a Ukrainian Broadcasting Company, that was founded in 2003 by Volodymyr Zelensky. It is named after the district in Kryvyi Rih (native city of Volodymyr Zelensky). (Author's note)

я б хотіла займатись тим, чим я займалась <sup>17</sup>". The Ukrainian First Lady does not hide that she would be more comfortable outside the public field, which is also accepted by her husband Volodymyr Zeleskyi <sup>18</sup>. It is possible to suppose that described facts are the among the causes of those notable differences in the number of selected articles.

## 5.1 Frequency

The current subchapter will be divided into two, to consider the case of each First Lady more detailed.

### 5.1.1 Brigitte Macron

The next point to which attention should be drawn is the frequency of appearance in a year (see Table 3 and Table 4, page 36). The highest number of appearances of Brigitte Macron are in the years 2017 and 2019, specifically August 2017 (see Table 8) and June 2019 (see Table 9 in appendix). The following graph will provide a clearer picture:

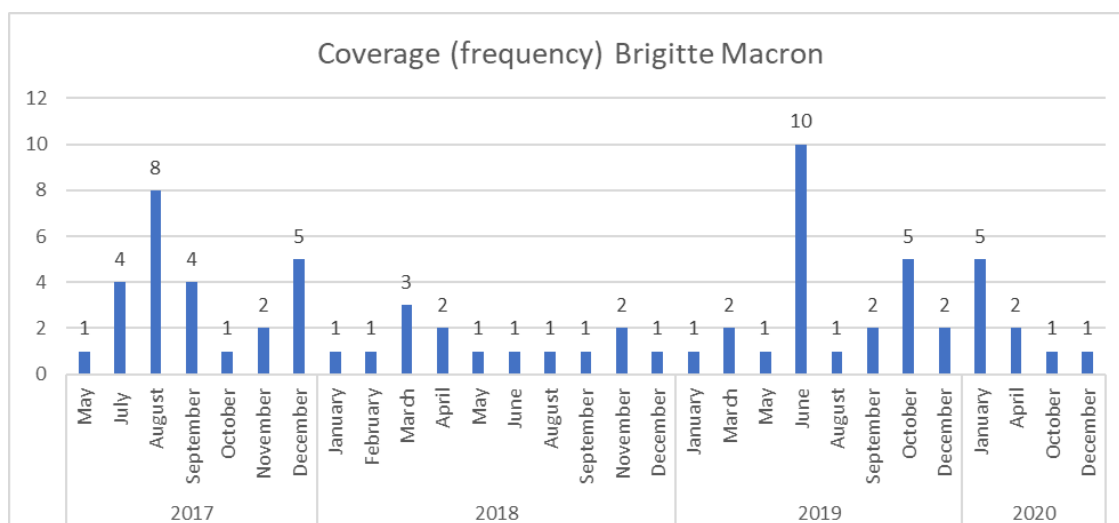


Figure 4: Frequency of French first lady's covering. (Source: own creation)

Turning to the topic of the report it is remarkable that in both newspapers (Le Monde and Le Figaro) in August was debated about the official status of the First Lady. During the election campaign, the candidate of En marche! had proposed to create for the future First Lady the official status. In the summer of 2017, this idea gave rise to a

<sup>17</sup> Ukr.: "If possible, I would like to do what I was doing".

<sup>18</sup> [www.bbc.com](http://www.bbc.com) [Accessed on 17.05.2022]

debate. The first cause was the consideration of draft laws on the moralization of public life by the Assemblée nationale. This law *inter alia* prohibits the employment of family members of parliamentarians. Against this background, a parliamentary protest arose. The protesters argued that Madame Macron, as First Lady, should not be given public or financial funding because she is just a member of the President's family and had not been elected<sup>19</sup>. The second cause was the online petition "Against the status of First Lady Brigitte Macron". Its author, the artist Thierry Paul Valett, in August 2017 has already collected about 300 000 signatures. He argued that the spouse of the head of state has no reason to receive the budget from the state funds<sup>20</sup>.

These events led to active press coverage and following the situation's development. The French First Lady was the main or single subject of all August's publications (see Table 8 in appendix); the average frequency of references of Brigitte Macron in an article dedicated to the First Lady's status was very high ( $72/7\text{articles}=10,29$  per article). If the average length of all analyzed French articles is taken into account, which is about 10 paragraphs, it is significant that there is a reference to the First Lady in every paragraph in all articles describing the First Lady's status debates. All these articles are written in a neutral tone, the press was trying to objectively cover the events, considering the situation on both sides, without producing any negative labels. According to descriptions and actions made in the articles, the role of the First Lady in that context could be defined as a combination of traditional and professional. The outcome of the debates became a charter of transparency<sup>21</sup> published on the Elysée website on August 21<sup>st</sup>, 2017. It defined the public role of the First Lady but did not give her formal legal or regulatory status. After the publication, the active covering of this debate stopped.

The next high spiral of covering is in June 2019 (10 articles, see Table 9 in appendix), there is not as much homogeneity among the covered topics as was the case in 2017 (see Table 8 in appendix), but nevertheless it is possible to define some significant points in the thematic which awaked special interest in First Lady and led to exceeding the standard number of articles (1-5 articles in average). Some topics of the report were

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<sup>19</sup> [www.lemonde.fr](http://www.lemonde.fr) [Accessed on 17.05.2022].

<sup>20</sup> [www.change.org](http://www.change.org) [Accessed on 17.05.2022].

<sup>21</sup> [www.elysee.fr](http://www.elysee.fr) [Accessed on 17.05.2022].

reflected in both *Le Monde* and *Le Figaro* at the same time. From June, two articles can be immediately excluded: the first one from *Le Monde*, which is dedicated to the farewell to Karl Lagerfeld, and the second one from *Le Figaro*, which is dedicated to the concert organized by Macron's couple in Elysée palace (Number 22, 48; see Table 9 in appendix). They are of no interest here: the tone of the narration is positive, and Brigitte Macron plays in the covered events the traditional role (seen as hostess, wife, or mother, acting as a part of a unit with her husband). Her actions are within the bounds of permissible, topics do not overlap in both newspapers, the articles are located out of section "politic", and the frequency of reference to the First Lady is also very low (2-3 references per article).

However, the next eight articles in June 2019 are noteworthy (see Table 9 in appendix). It is remarkable that in almost all of those eight articles, Brigitte Macron plays a professional role, acts more as an individual independent from her husband, often on her own initiatives. Four of them concern the municipal election campaign for 2020 and suspicions that Brigitte Macron plays a "special role" in connection with the elections, and their debated trips to Marseille, Lyon etc. have "political significance"<sup>22</sup>.

So, the presumed political activity of the French First Lady attracted the interest of journalists and causes public debate. Officially, the visits of Brigitte Macron to Marseille and Lyon are explained as a part of her social actions and there is no seen any political context. But her meetings with candidates from LREM<sup>23</sup>, with the president of the department, Martina Vassal, president of the Lyons metropolis David Kimelfeld and Mayor Gerard Collomb, give reason to suspect otherwise. Articles do not include a connotatively colored description of Brigitte Macron, but the vigorous enumeration of facts and actions is enough to arouse suspicion: Brigitte Macron was involved in the election campaign:

"Brigitte Macron a effectué un déplacement dans [...] Marseille[ ...], en compagnie de Jean-Philippe Agresti,[ ...], une personnalité évoquée pour mener la campagne municipale 2020 pour LREM dans la cité phocéenne<sup>24</sup>".

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<sup>22</sup> [www.lefigaro.fr](http://www.lefigaro.fr) [Accessed on 13.05.2020].

<sup>23</sup> La République en marche! ("The Republic on the Move" or "Republic Forward") -French liberal political party, whose founder is Emmanuel Macron (Author's note).

<sup>24</sup> Fr.: Brigitte Macron made a trip to [...]north of Marseille[ ...], in the company of Jean-Philippe Agresti [...], a personality, who led the 2020 municipal campaign for LREM in the city of Marseille

“Brigitte Macron s'était rendue sur ces mêmes lieux, [...], il y a plus de deux ans, à la fin de la campagne pour l'élection présidentielle menée par Emmanuel Macron. «Elle avait prévu de revenir, et elle a honoré sa promesse», a précisé son entourage<sup>25</sup>.<sup>26</sup>

“Brigitte Macron a pris tout autant de précautions lors de ses visites dans les deux villes [...] Elle s'interdit les commentaires, ne demande pas de notes sur la situation politique locale, s'efforce de rencontrer tous les acteurs concernés et essaye surtout de se déplacer sans presse<sup>27</sup>” (Bourmaud 2019).

The trip in the company of former municipal elections leader for LERM<sup>28</sup>, visiting the places of the election campaign of her husband Emmanuel, and meeting the main actors of the campaign which arose the indignation of the French public, the role of Brigitte in these articles is far from traditional and does not overlap with those responsibilities that are maligned in the transparency charter. The idea that Brigitte Macron, who was not officially elected and whose actions are paid for out of the taxpayers' pockets, will take any political action will be met with hostility.

As Lucy Wadham<sup>29</sup> asserts, there is an entrenched paradox in France. The novelist calls it a “patriarchy in denial”, which may be explained as follows: France was one of the last countries in Europe to provide women with the right to vote<sup>30</sup>. Keenly aware of what it looks like against the backdrop of its European partners, the “country of liberty, equality and fraternity” has managed to overtake Britain and the USA in terms of the number of women deputies in parliament in a very short period of time. A significant contribution in it had the parity legislation of 2000. But even having “a proper political consensus surrounding gender equality”, France still has, according to Wadham, a real gender problem. The pillars of the patriarchy in France seem to be firmly rooted in the myths inherited from Catholicism. They are widely accepted by men and women across the country, perpetuating long-standing ideas about the role of women. The novelist

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<sup>25</sup> Fr.: Brigitte Macron visited the same places [ ...]as more than two years ago, at the end of the campaign for the presidential election led by Emmanuel Macron. “She had planned to come back, and she kept her promise”, explained her entourage

<sup>26</sup> [www.lefigaro.fr](http://www.lefigaro.fr) [Accessed on 13.05.2020].

<sup>27</sup> Fr.: Brigitte Macron took every precaution during her visits to both cities [...] She forbids comments, does not ask for notes on the local political situation, tries to meet all the actors concerned and tries above all to move without press.

<sup>28</sup> La République en marche! ("The Republic on the Move" or "Republic Forward") - French liberal political party, whose founder is Emmanuel Macron (Author's note).

<sup>29</sup> British novelist and the author of the book *The Secret Life of France* (2009), which is focusing on the cultural differences between Britain and France. (Author's note).

<sup>30</sup> On April 21, 1944. (Author's note).

believes French people expect from women some “woman’s mystique”, i.e. attraction. And the Premiere Dame is “expected to behave with dignity” (read “in accordance with established cultural norms”) (Lucy Wadham 2022). Political activity is far from these patriarchal norms, especially when the First Lady’s position, role and rights were precarious from the very beginning (in 2017) and the clear tasks are spelt out in the Transparency Charter.

Thus, as can be seen from the previous example, classical (based on American research) case of active media coverage is the political activity of the First Lady. In this French case, the patriarchal political culture of France and the role of women in this culture played a big role. Despite the fact that the main tone of most articles remained neutral, the narrative style clearly emphasized the way the First Lady’s actions went beyond what was allowed.

The next part of June’s articles of 2019 (see Table 9 in appendix) brings some difficulties with the classification (professional/traditional) of the First Lady’s role. This is because Brigitte Macron appears as the “target of attacks”. In these articles, a scandalous event is covered: insulting remarks about the First Lady of France from Brazil’s President Bolsonaro and abusive comments about Macron’s spouse from Brazil’s economy minister. The topic is covered by both Le Monde and Le Figaro. The frequency of reference to the First Lady is high:  $18/2=9$ , meaning that Brigitte Macron is the main subject of the report. The story’s tone is neutral, without any attitude to the presidential spouse’s actions from the reporter’s side, the situation is described without giving own evaluative assessments of the French First Lady, but the sexists’ remarks as “really ugly”<sup>31</sup>. The narrative of the story awakes empathy for the presidential spouse and creates the image that an insult to her is an insult to the entire state. Here is an example of heightened media interest, which is possible to confuse with “public exposure of the head of the state’s spouse” (Widlak et al. 2016: 76), which was mentioned above, but exactly in this case, it is not so. Brigitte Macron became not a subject of public exposure, but a victim of the political game, passively, just by being the wife of the President of France.

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<sup>31</sup> [www.lefigaro.fr](http://www.lefigaro.fr) [Accessed on 13.06.2022].

The background of the conflict was the tension between France and Brazil around the issue of the Amazon Forrest. The incident with the First Lady of France was preceded by personal attacks by Jair Bolsonaro on Emmanuel Macron. The Brazilian government did not appreciate the pressure exerted by France which urged Jair Bolsonaro to act against the dramatic fires in the Amazon. This then led to posts on Facebook where Bolsonaro mocked the physique of Brigitte Macron, which got a huge spike in the press and put pressure on the already existing diplomatic crisis between the two states. The Brazilian president's diplomatic brutality made his French counterpart look better against a Brazilian background, and the scandal reported in the press led to condemnation of the Brazilian side and support for the French national side. This is certainly a plus for the image of the First Lady of France. The appearance and age of Brigitte Macron, once the object of French mockery, has now become something to be defended.

So the top three causes of the three cases with the enormous frequency of Brigitte Macron covering in the examined time period is the so-called "public exposure of the head of the state's spouse" (Widlak et al. 2016: 76), when the topic was the status rights and budget of the French First Lady, political activity of presidential spouse when Brigitte Macron was suspected of participating in the municipal elections, and political games, i.e. a diplomatic crisis which led to the scandal.

### 5.1.2 Olena Zelenska

Turning to the articles covering the Ukrainian First Lady Olena Zelenska, the following graph illustrates the news coverage.

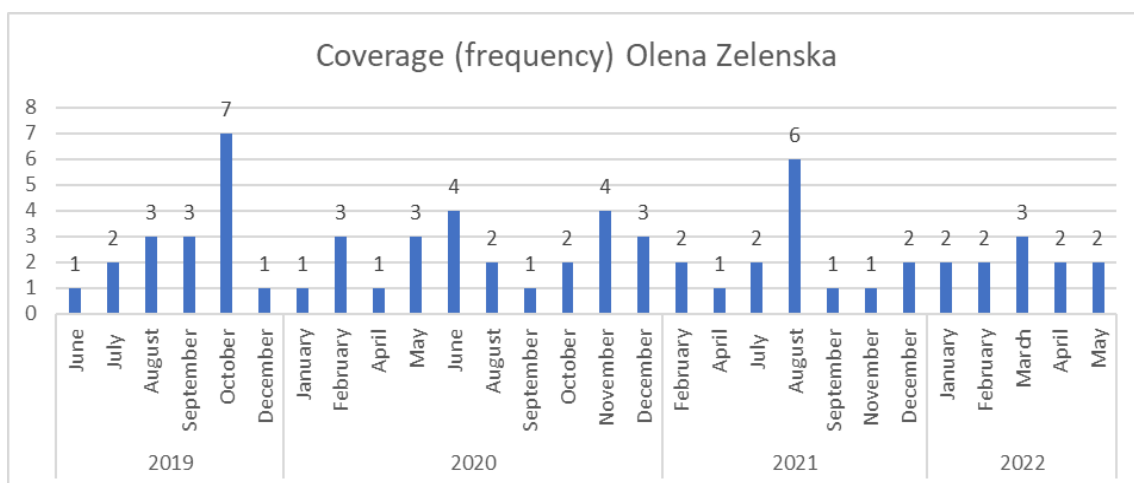


Figure 5: Frequency of Ukrainian first lady's covering. (Source: own creation).

An increased frequency of articles about Zelenska is to note in October 2019 and in August 2021. It should be further considered in detail what this elevated frequency is due to.

The spike in October was marked by the following event, that was publicized and reflected in all analyzed media: President Vladimir Zelensky, accompanied by the First Lady and the Ukrainian delegation, were on a working visit to Japan on October 21-24, where he took part in the ceremony of the Emperor's intronization. Four of the seven articles published in this period are dedicated to this visit. The event played a significant role in international relations, Zelensky became the first President in Ukrainian history who took part in the ceremony of the Japanese Emperor's intronization and Olena Zelenska, respectively, the First Lady. Clearly, events of this kind will be under the scrutiny of the press and the public, especially when the actors are the “newly christened” president and “newly christened” First Lady. Scandal seekers will grasp at any inaccuracy, any misstep, in order to present it in the most unfavorable light. It should be noted that October’s articles do not “take a part” in any public exposure or scandal. One story briefly informs about the participation of the Ukrainian presidential couple in the Emperor's intronization (Olena Zelenska is mentioned summarily, the tone of the report is neutral and her role is traditional). Another report concentrates on the First Lady’s assignments, it is about Zelenska’s visit to the health center for children in Tokyo (the First lady is the main subject of the story, her role is professional, she acts independent from her husband, the tone of the report is positive). The other two articles from *Ukrainska Pravda* and *Zerkalo Nedeli* reflected an “echo” of active discussion, that arose in Ukrainian society about the choice of the First Lady’s dress color at the enthronement. The opponents of her outfit claimed that pale yellow (the color of the First Lady’s dress) is allowed only for members of the imperial family, accusing her of even violating diplomatic protocol. Proponents supported Zelenska’s look, pointing out the good sense of style of the new Ukrainian First Lady.

How it was already mentioned the reports dedicated to the Japanese event did not take part in discussions, but objectively conclude the public debates by the broadcasting a statement from the Japanese Embassy, which set the record straight. With the tactfulness of the Japanese, the Embassy pointed out that there were no restrictions to

the choice of color and hinted that what was happening seemed to excite Ukrainians more than the Japanese themselves. Both articles have a positive tone of the report, supporting the presidential couple and exposing fake theories about Zelenska's outfit.

Three other articles of October 2019, which are not dedicated to Japan's event, cover both professional and traditional First Lady's permanent activities like cultural and social events, visits, and meetings, which did not have much impact, reports about them are not repeated in selected media, and they belong to the type of articles that make up the average number (2,4) of reports about the First Lady per month.

The next point with increased attention to the First Lady (see Figure 5 on page 44) is August 2021 (see Table 11 appendix). As discussed, the previous increased focus on Zelenska in October 2019 (see Table 10 in appendix), was caused by a combination of significant diplomatic events and a small scandal about the First Lady's outfit. The new increase in media coverage is also connected with diplomacy and has its own logical rationale. Five of 6 reports of August 2021 are dedicated to the so-called Summit of the First Ladies and Gentlemen, which was organized by the Ukrainian First Lady in Kyiv. To make the significance of the event more clearly, it should be said, that the international cooperation between the First Ladies and Gentlemen has never been systematic. The initiative from Olena Zelenska was taken for the first time in history, her aim was to create a common international platform, which should allow the spouses of state leaders to regularly share experiences. The summit was held under the slogan "Soft power in the new reality". It is linked to the term coined by Joseph Nye and makes the challenge to the big politics with dominated hard power, at the same time showing the importance of the First Ladies/Gentlemen role, as a representative of the soft power, and as actors who can exercise political power on the basis of cultural attractiveness, ideology, and with the help of international institutions, but without using economic incentives or military threats. 22 participants supported this event, and consequently, the occasion went public, getting enormous interest from the media.

The event was echoed in all examined media selected for this study Remarkably, the role that Zelenska plays in all articles covering the summit is professional, but the tone of coverage is positive. She acts here independently from her husband and has her own aim, her own project and own platform. According to the reports she acts like a hostess,

an ambassador, and like a diplomat at the same time, and she represents soft power and gathered like-minded people. She does not interfere in neither the president's affairs nor in big politics, but she transforms the capital of Ukraine for one day into a platform for international cooperation, for discussing such questions as culture, education, health, and humanity. With this, she made herself and her country known, acting "softly". This was supported by the media, by the public, which is why it was covered in a positive tone, citing Zelenska's words, and supporting statements from the prime minister of Ukraine and the summit's participants.

In conclusion, the quantitative results in both examined cases show a periodical rise and reduction in the number of articles published about the First Ladies per month, which indicates the increase and reduction of media interest in the presidential spouses. The analysis of reports indicated the following reasons which influence the coverage. In the case of Brigitte Macron significant to highlight: (1) The debates about the First Lady's official status and its financing (can be roughly defined as "scandal"); (2) Crossing by the First Lady the traditionally recognized boundaries of her role and her entry into the political games (Municipal election campaign); (3) Scandal (abusive statements from Brazilian President Bolsonaro).

Speaking about the Ukrainian case, the reasons for increased covering are as follows: (1) Debut in important international diplomatic event and scandal, based on the outfit of the First Lady; Can be also defined as "public exposure of the head of the state's spouse"; (2) Supported by the world's community diplomatic initiative of the Ukrainian First Lady (Summit of the First Ladies and Gentlemen).

## **5.2 Subject matter**

For this study, it was significant to clarify the nature of the issues dealt with by the First Ladies and to observe how this was covered by the media. For this purpose, the themes of all articles were analysed, as well as the place of the First Lady in the narrative.

The Table 5 illustrates how often the First Lady in the story was the only subject, main, or secondary subject, i.e. how relevant the presidential spouse was for each individual report.

	Articles about Brigitte Macron, in %	Articles about Olena Zelenska, in %
<b>only subject</b>	18,06	17,65
<b>main subject</b>	55,56	55,88
<b>secondary subject</b>	26,39	26,47

Table 5: Relevance of the First Lady to the story. (Source: own creation).

If the issues which surround presidential spouses are sufficiently viable to be the primary subject of the story, it is significant to consider. In the analysed articles possible to track down similarities in the Ukrainian and French cases. The findings illustrate that in 18,06% of the articles, Brigitte Macron was the only subject of publication. Similarly, the data for Olena Zelenska suggests her as the only subject in 17,65% of the articles. Almost three times more often Ukrainian (55,88%) and French (55,56%) First Ladies are the main subject of examined reports. As the secondary subject, both First Ladies appear in 26,39% (Macron) and 26,47% (Zelenska) of the articles.

Based on the similar results, it is possible to build a common diagram which will illustrate the relevance of both First Ladies to the stories they are covered.

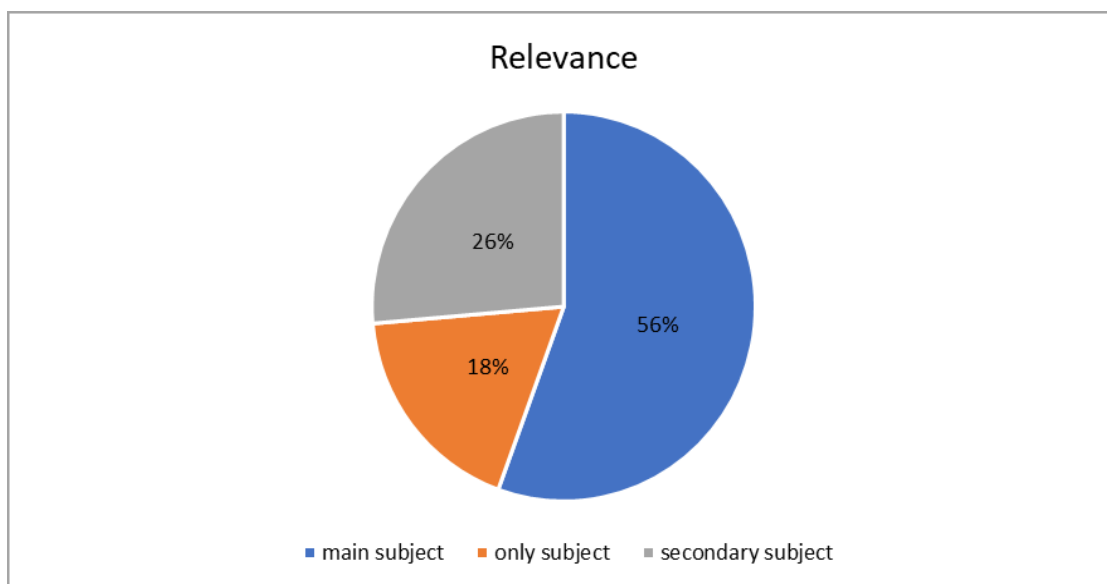


Figure 6: Relevance of the first lady to the story. (Source: own creation.)

As indicated in the diagram, more often the First Ladies acted as the main subject of the news stories. Generally, about 74% of the selected articles took Brigitte Macron and Olena Zelenska as the central point of the story, i.e. as either the only of main subject.

The next step is to consider issues that were covered. From the previous diagram it was clear that the main or only subject of largest number of articles is the First Lady. It means that the covered issues they are directly related to the presidential spouses. Now, the list of reported topics should help to identify what issues surrounded First Ladies and which question that were addressing by Macron and Zelenska were covered more frequently. The gathered data were organized in one common diagram for First Ladies (see Figure 7), which is the list of all common covered topics, including the frequency of this topics. For both First Ladies a separate list of covered issues was creates, which exclude rarely covered themes, but include the top and middle frequent points of interest.

The following common graph is marked with four different colors: blue, orange, grey and black. Blue indicates topics with over 10% of frequency, orange topics with a frequency between 5% and 9%, grey represents unique and rarely covered topics, i.e. 3% to 4%, and lastly black means the least often covered topics ranging from 1% to 2%.

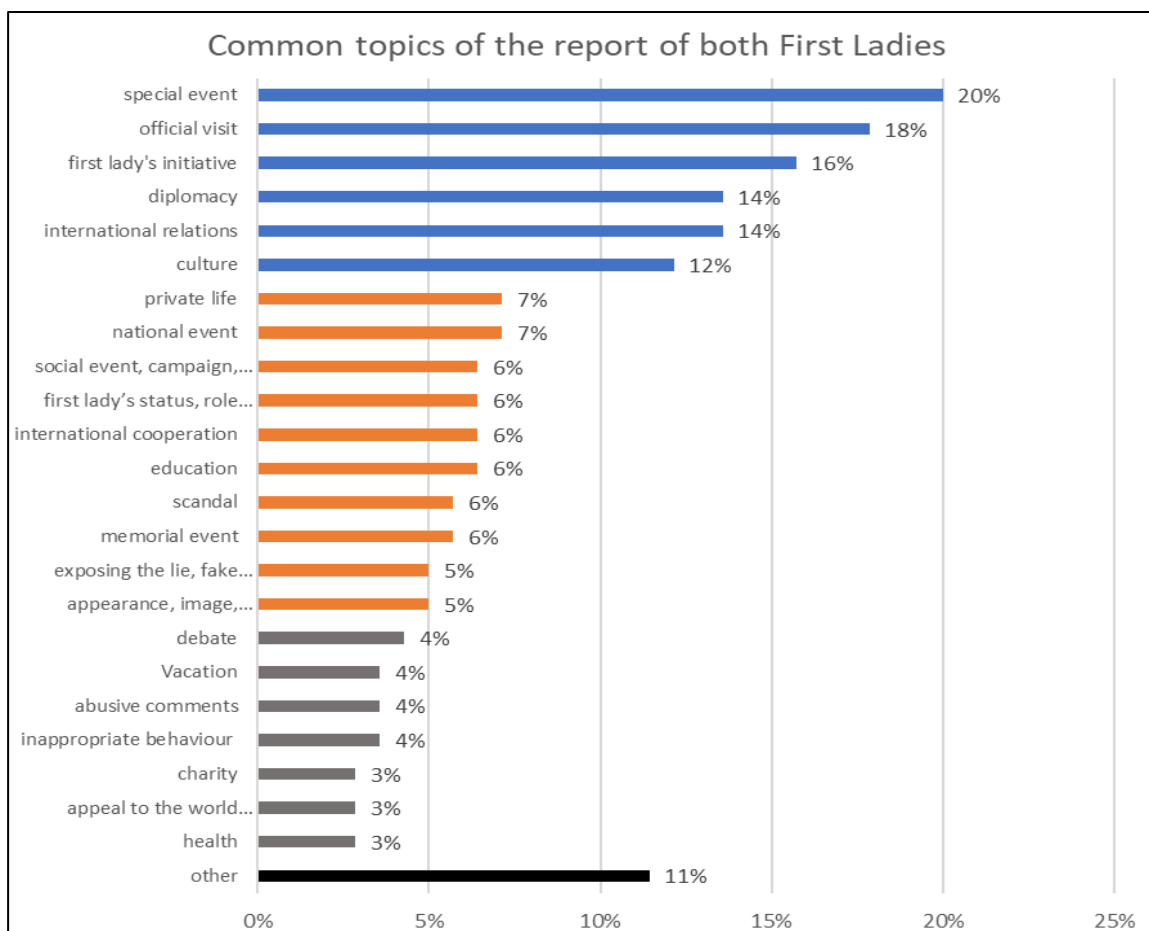


Figure 7: List of the common report topics. (Source: own creation).

Topics may overlap, and different articles meet up to six different topics. I tried to describe the subject of matter most accurately; consequently, the data in the tables are not a percentage of the total number of topics, but a percentage of the number of all analyzed reports.

The most often covered topics, according to this diagram are the following: special events (20%), which can include intra- and international occasions, in which the First Lady can act both traditionally (if she accompanies her husband, or act like a mother, housekeeper, hostess) and professionally (if the described event is a product of her initiative, or when she takes part there independently from President). The special event is a more general topic, detailed variations are listed below. Official visit (18%) can include visits of political actors, presidents, international delegations etc. (here the combination of tradition and professional roles is also possible); the next high-covered topic is the First Lady's initiative (16%) with a combination of roles with the drift toward professional- This issue at the top of covered topics testifies to the relatively high interest of press to the questions, ideas, and initiatives First Ladies deal with. Both diplomacy and international relations, which reasonably often overlap in examined articles, are found in 14% of reports each. The middle place in the list has various different topics which variates from the private life of the First Ladies to the scandal connected with them. It will be more reasonable to observe every First Lady's case individually.

The diagram on page 51 is dedicated to the most relevant topics, which were found in the analyzed articles of the selected French media of the time. It illustrates that Brigitte Macron's articles are related mainly to the following topics: Firstly, First Lady's status role and rights (13%), which is the theme running through many publications since the beginning of Macron's term in office. Promised official status and extra financing for the First Lady have not received public approval, which was reflected in the media. Secondly, scandals (11%) include situations with abusive comments from the Brazilian president to the First Lady, the Benalla affair (about a security officer and deputy chief of staff to the French President, who beat up a young protester during the 2018 May Day demonstrations in Paris), and Brigitte Macron's alleged participation in communal elections.

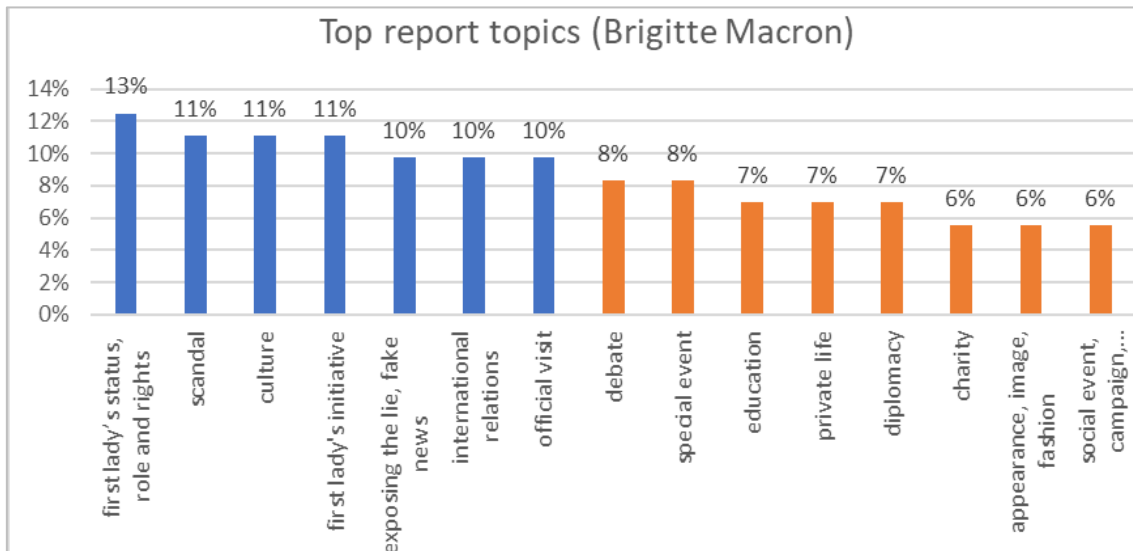


Figure 8: Subject matter of reports: Brigitte Macron. (Source: own creation).

Thirdly, culture (11%), which includes all activities and projects where Brigitte Macron actively participated alone or with her husband, i.e. as holding exhibitions, meetings with artists, support, “remodeling” and “restyling” of Elise palace etc. Fourthly, First Lady’s Initiative (11%), which indicates all activities and projects from the First Lady’s platform: including cultural, social, health and politics. Fifthly, exposing fakes (10%), contains a number of connected and sporadic occasions and news, which periodically arise in media space: Macron spends thousands of euros on anti-ageing creams; alcohol, surgery, and bisexuality, the hell First Lady lived etc. Such news was directed in most of the cases into private life or image, the appearance of the French First Lady, with the attempt to expose her. Lastly, International relations (10%) and official visits (10%) – very often overlap and are self-explanatory: the First Lady can act professional and official roles.

These issues are followed by topics with less relevance, among them are debate (8%, First Lady status and financing, headscarves in educational institutions), special event (8%, official, cultural, social activities), private life (7%), diplomacy (7%). Charity, appearance, and image of the First Lady are represented in the sample with 6% each

Summing up, most of the topics in the analysed articles of the time can be broadly grouped as official activities, the personal platform of Brigitte Macron, the debate about the legitimacy of the First Lady, scandals, and appearance and image.

In the case of Olena Zelenska the findings are as follows:

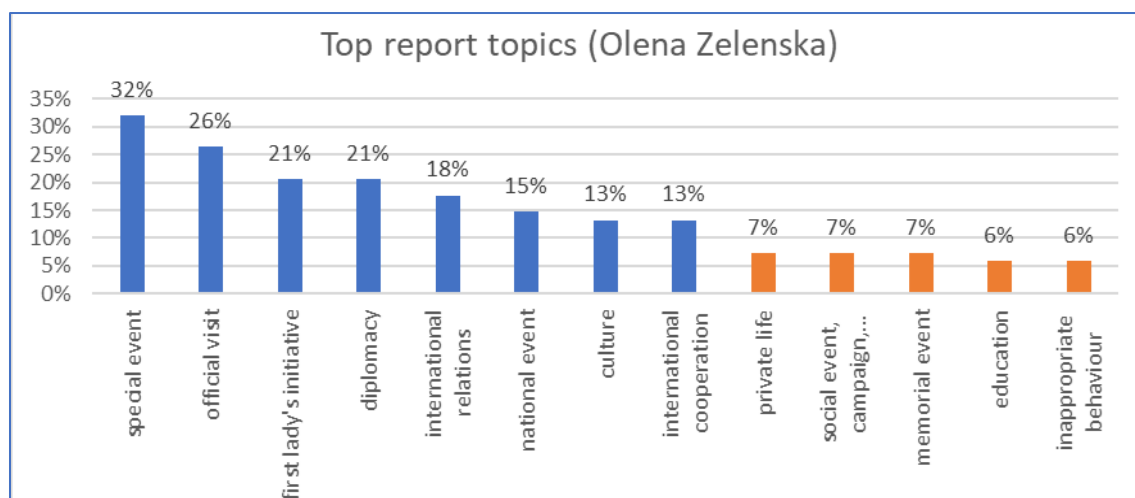


Figure 9: Subject matter of reports: Olena Zelenska. (Source: own creation).

The most often founded topics related to Olena Zelenska, as reflected in the diagram (see Figure 9) are special events (32%) and official visits (26%); both diplomacy (21%), and First Lady's initiative (21%) rank third, followed by national events (15%), culture (15%), and international cooperation (13%). These topics can be roughly divided into two groups: official activities and the first lady's platform. Being in their top chart positions, these issues demonstrate the particular interest and importance of these two thematic categories for the press. The next group of topics which is marked with orange in the Figure 9 are the more rarely discussed, among them: private life (7%), memorial events (7%), education (6%), inappropriate behaviour (6%), and appeal to the world community (6%).

In comparison with the French case, it can be said that there is a similarity between the main topics which are found in Ukrainian media. Official activity and the First Lady's platform are leading. However, in the case of Brigitte Macron, there is one more group of topics written often in a neutral tone but covering not the most pleasant issues for the First Lady's image and leaving the reader with a very unpleasant after-taste. This group of topics includes debates about status, scandal occasions, and trying to expose the First Lady with developing fakes. There is also a similar topic by Olena Zelenska, called "inappropriate behaviour," which covers attempts to expose the First Lady, her activities, and private life. Normally these exposures relate to other accusations, e.g.

Zelenska still working for Kwartal<sup>32</sup>, her secretly made an expensive vacation, the Presidential couple secretly visiting Oman etc. In comparison with the French case (First Lady's status (13%), scandal (11%), debates (8%)), this group of articles is found relatively rarely in the articles about Zelenska (6%).

There are more similarities and dissimilarities in coverage. Both First Ladies are involved in the cultural life of countries. Brigitte Macron takes a part in the different art projects, arranges events, often visits theatres, and restores the art collection of the Elysée Palace. The Ukrainian First Lady belongs to the Development Council of the Mystetskyi Arsenal<sup>33</sup>; furthermore, she founded a project that cares about Ukrainian audio guides in the world's museums and acts actively promoting its project. Here it should be also noted that the First Lady's initiative as a covered topic is found more often in the Ukrainian case (21%) than in the French case (11%). In both cases, there is the topic of education (Macron 7%, Zelenska 6%). The French First Lady is a former teacher, who, with pleasure, takes part in different educative projects, visiting educational institutions, and appearing at speaking engagements. The Ukrainian First Lady has school-age children of her own, which is why the education topic is relevant for her as well. She is going to care about information hygiene in Ukrainian schools and provide this idea at the international summit to discuss opportunities for cooperation.

Furthermore, comparing the French and Ukrainian lists of top covered issues, it is significant to note a special micro-topic, which is a part of broader one "special event", i.e. the national memorial event. This topic belongs to the Ukrainian First Lady and is missing in the articles dedicated to the French First Lady. This is possibly the point of political culture influence. Ukraine is a young independent country, which fights for its own independent culture and history. National events, holidays and memorial events are occasions which educate nation the love for the Motherland, promote respect and esteem of national cultural values, and honoring laws and heroes. The President is the initiator of the "Politics of Memory" and is the first person who supports this, the First

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<sup>32</sup> Kwartal 95 Studio is a Ukrainian Broadcasting Company, that was founded in 2003 by Volodymyr Zelensky. It is named after the district in Kryvyi Rih (native city of Volodymyr Zelensky). (Autor's note)

<sup>33</sup> Mystetskyi Arsenal, or Art Arsenal is the Ukrainian flagship public cultural institution with one of the largest in Europe Museum and art exhibition area (Autor's note).

Lady's traditional role is to accompany and support her husband in such events. In memorial and national events, it is particularly important for the citizens to see the behavioural example embodied in the head of state and the First Lady. The whole country, public and media watch the action, attire, and speeches of the presidential couple. It should be said that in the articles dedicated to this topic, Olena Zelenska plays a traditional role and is mostly a secondary subject of the report; nevertheless, national events and memorial events ranked highly (15% and 7%) among the other topics, showing its importance for the Ukrainian media and Ukrainian public.

Charity, the topic which is found in 6% of analyzed French articles from *Le Monde* and *Le Figaro* and which is missing in the examined Ukrainian articles certainly belongs to the broader theme of "First Lady's platform". In it, there is also one topic which is missing in the French report but presented in Ukrainian: it is "appeal to the world community", specifically related to the 2022 war in Ukraine. Olena Zelenska, like a peace ambassador, tries to reach out to the world leaders and get support for Ukraine. Such reports of analyzed Ukrainian media often reflect the articles from the publications of international media.

Lastly, one topic which normally accompanies First Ladies in the world it is attire and physical image. The analysed materials did not give a high rank for this issue; however, it should be noted that analysed media do not belong to the categories of the yellow press, tabloids, or women's magazines. It was supposed that the focus of selected publications is more serious than just discussing the appearance of the First Lady. However, this subject is not absent from the list: of Brigitte Macron's attire and image was the topic of discussion in 6% of the articles, and for Zelenska in 4%.

### **5.3 The framed role of the First Lady**

After considering the reported topics and the frequency of certain issues, the next step of this research work was to look with which role French and Ukrainian First Ladies were framed more frequently. Some roles are clear to define. For example, "traditional" normally describes the activities which are connected with the tasks formed through the culture and history as "woman's tasks". It can include such frames as mother, wife, hostess etc. It is supposed that acting traditionally, the First Lady acts as a unit with the

president, accompanying and supporting him and his projects. She is the guardian of the “home” (read “presidential residence”) and the head of household.

Professionally framed is the First Lady, who acts independently, developing her own platform and own projects. Furthermore, she can try to interfere in political affairs (usually not acceptable to the public, which was obvious in the example with Brigitte Macron and municipal elections). Some role is difficult to define in the reports, where a First Lady does not act but is the subject of attacks, discussion and so on. There are also some cases in the examined articles where the presidential spouse can combine both traditional and professional roles. The table below shows the types of found roles and their frequency with the number of articles in which they were identified.

	Olena Zelenska	Brigitte Macron
n/a	1	16
professional	31	16
traditional	32	26
traditional/professional	4	14

Table 6: Role of the first lady (Source: own creation).

As shown in the table, difficulties with the identification of the role were present in one case with Olena Zelenska and in 16 cases with Brigitte Macron’s covering. As already mentioned, First Ladies are not active actors in these articles, but often objects of attacks. In the case of Macron, her official status as First Lady and its financing are discussed; furthermore, articles about abusive comments in Mrs. Macron’s address were included here. The one article with the unclear role of Olena Zelenska is dedicated to the type of reports which are just to inform the public. This article of *Ukrainska Pravda* (N 134 in Table 12 in the appendix) reports about the income that Zelensky and his wife received per year.

Table 6 illustrates, that the Ukrainian first lady in the analyzed articles performs proportionally in both traditional and professional roles (31 articles-professional role, 32 articles- traditional role). In the case of Brigitte Macron, the data shows a different situation: 26 articles-traditional roles and 16-professional roles. This is better seen in the comparison diagram on the page 56.

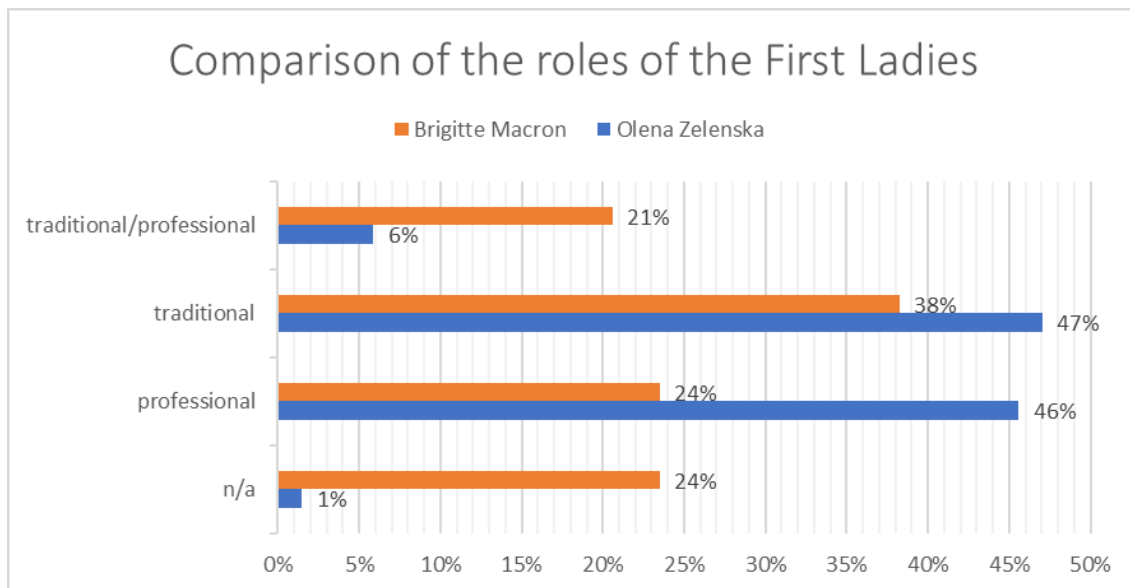


Figure 10: Roles of the first ladies. (Source: own creation).

In the case of Brigitte Macron, the traditional role is referenced 14 per cent more often. The mix of the roles is found more often in the articles dedicated to Brigitte Macron (21% of the articles) than Olena Zelenska (6% of the articles). Here it could be supposed that the French First Lady in many activities harmonically combines both roles, while by Ukrainian colleague, these roles, or their framing in media, are more differentiated. It could be also argued that analyzed French articles present some First Lady's actions from different perspectives, leading to the framing of these actions as a mix of traditional and professional roles. Articles covering the actions of Ukrainian First Ladies are often shorter and more specific. It is often just a report about a particular event, without in-depth analysis, comparison, or estimative description, which identifies the framed role more clearly.

#### 5.4 Sound of the report

Knowing that the prevailing role framed of Brigitte Macron is more traditional (47%), whereas Zelenska is framed half traditional, half professional (see Figure 10) it is also interesting to consider the common tone of reports in the examined articles. The following diagrams on the page 57 will serve this purpose.

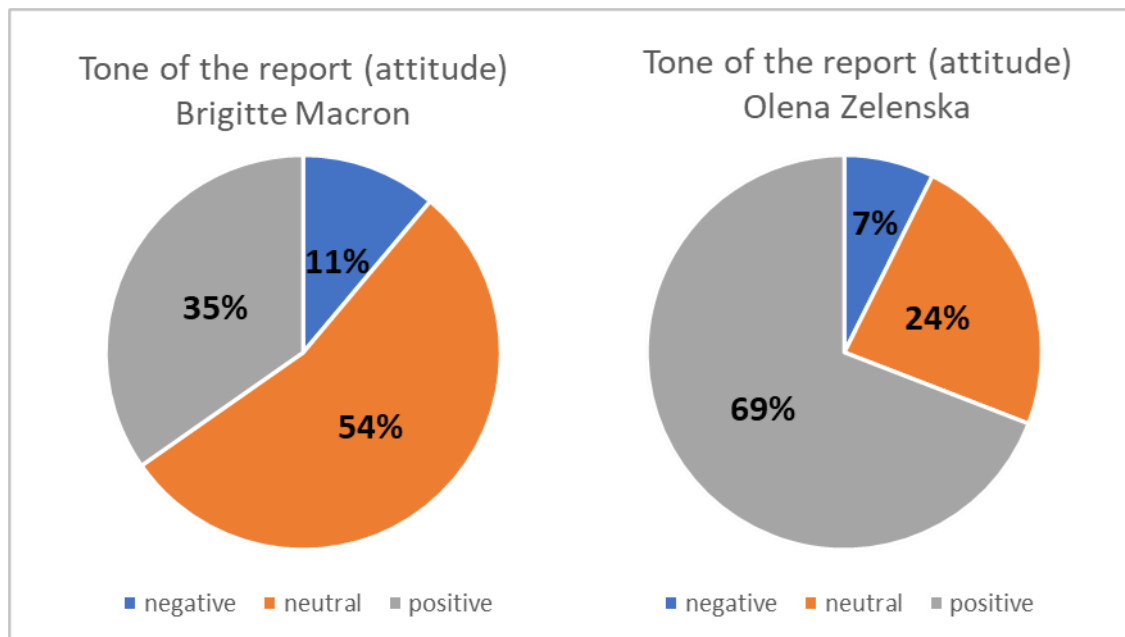


Figure 11: Sound of the report, comparison. (Source: own creation).

These diagrams indicate the tone of the articles. During the first three years of being the First Lady, Brigitte Macron was mainly referred to in a neutral manner (54%). Olena Zelenska in her turn was mainly portrayed positively (69%), which is almost double that of the French First Lady, whose positively portrayal is only 35%. This fact can be explained by a number of articles dedicated to debates on the First Lady's status, the scandal situation with the Brazilian president trying for Brigitte Macron to be involved in the municipal elections and articles, that exposure fakes about the French First Lady. The main tone of these reports was neutral, sometimes even negative, which influenced the low ranking of positive portrayal in the case of Macron. However, the percentage of negative referral was almost similar (11% for Macron, 7% for Zelenska).

While analyzing the data, it was interesting to compare the tone of the report and the gender of the author of the article. Findings should not be accepted as 100 per cent accurate, giving the incomplete picture and due to the fact that a big number of articles are reported without authors, and signed by the newspaper editorial office; nevertheless, the findings are and interesting information.

There were 72 articles with the portrayal of Brigitte Macron in total, 47 of them have a clearly identified author. These 47 articles were separately analysed for their tone of the report. From 68 articles that covered Olena Zelenska, 18 had a clearly identifiable author

and were thus selected for a specific tone analysis. The findings are presented in Figure 12.

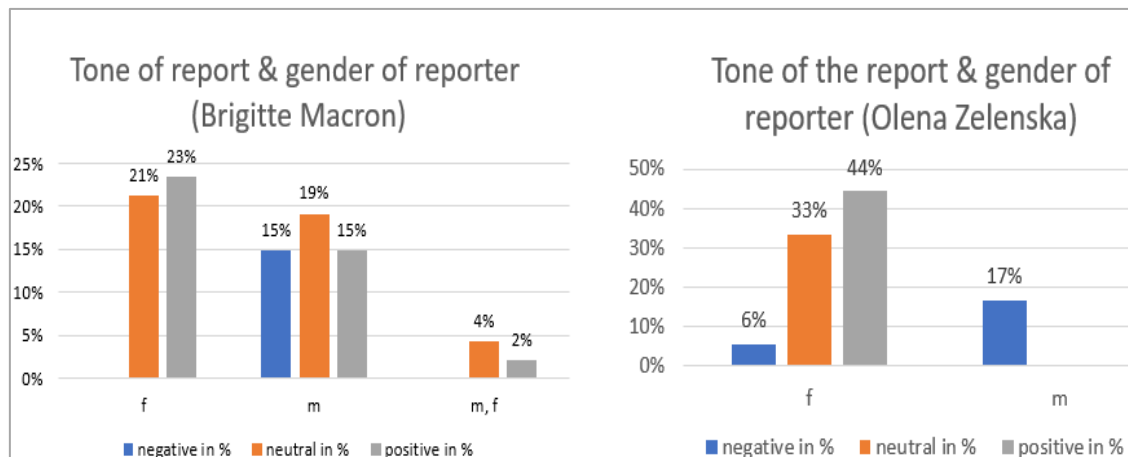


Figure 12: Tone of the report & gender of reporter. (Source: own creation).

As the diagram illustrates, male, female and cooperation of female and male reporters were working on the reports framing Brigitte Macron. In the case of Olena Zelenska separated male and female authors were working on the articles.

Considering the French case, positive reports emanate from all types of authors, but the highest score belongs to female reporters (23%). The data of neutral portrayal is similarly divided (21% of neutral reports has female authorship, and 19% a male authorship). Cooperation of male and female authors wrote either positively (4%) or neutrally (2%). An interesting fact to note is that the negative tone of portraying is found only in the stories from male authors. Among them are such issues as financing of the First Lady, suspicion of Brigitte Macron's involvement in the municipal election, and a critic of her initiatives.

In the Ukrainian case (see Figure 12), female authors use positive (44%), negative (6%), and neutral (33%) tones of reporting. A negative tone is found in the article dedicated to the topic "First Lady's initiative", where this initiative and the remoteness presidential couple from the real-life and real problems of the people are criticized (article №73, see Table 12 in appendix).

Looking at the articles written by male authors, as seen in the diagram, there are only articles with a negative tone, which accounts to 17% of all the articles with clear authorship. Among them, journalism investigations report with attempts to expose the

First Lady or the President's family. Already mentioned were supposed secretly vacation on the Seychelles, which was covered in both newspapers: Z.N and Ukraiinska Pravda, the old working ties of the First Lady became the reason for the negative tone of these articles.

So, these results suggest a possible correlation between negative tone of coverage about the First Lady and male authorship. They constitute more often journalist investigations and attempts to expose the actor. These findings logically correspond to Reinemann, Stanyer, Scherr, and Legnante, who speak about "soft news" and "hard news" in their article. There is some tendency in media companies, to attribute "hard news" to male journalists. Speaking about newspaper journalism, it should be noted that to most male segments belong following business news, sport, politics, and international affairs. Women more often work with consumer affairs, different social issues and entertainment. Their news stories are considered as "soft news" (Reinemann et al. 2012: 230).

The gender of author was not the focus of this research, but these finding could serve to consider the manner in which media frame First Ladies The next diagram (see Figure 13) serves to complete the picture. It illustrates the common data, including the articles without authorship.

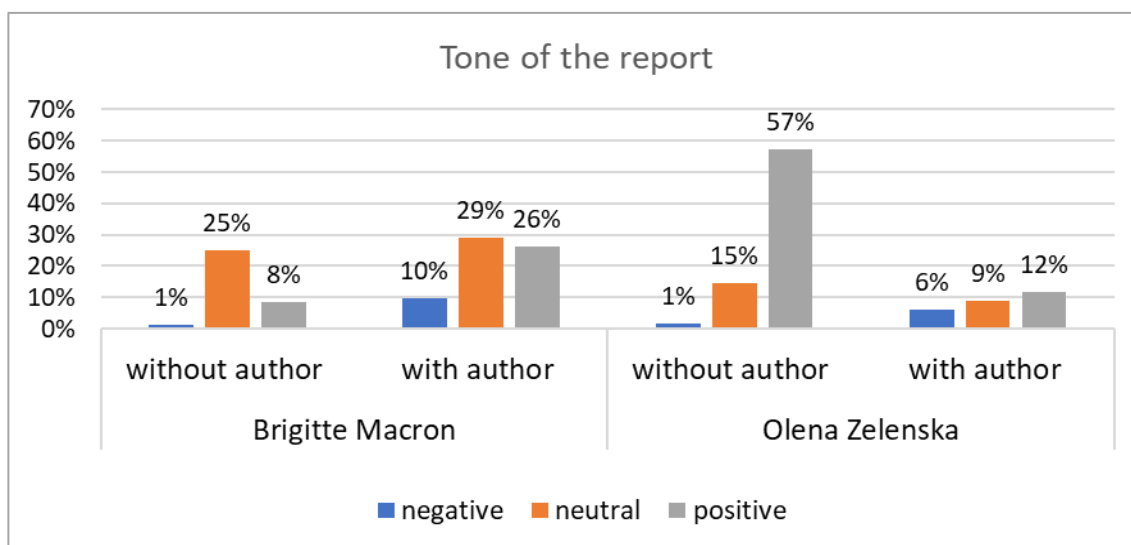


Figure 13: Tone of the report. With and without authorship. (Source: own creation).

This comparison illustrated in the diagram gives interesting information: in articles without clear authorship, negative reports are almost absent. In every case, it is just 1% of negative articles of the total number. By the Ukrainian First Lady prevailing of positive

covering is evident (57%), and by the French Lady neutral-coloured reports prevail (25%).

It looks like the newspapers seem to be making general reports about First Ladies and try to broadcast positively or neutrally, while individual authors take the responsibility of writing articles in a negative tone. As was already mentioned, negative tone is found mainly by male journalist in this analysis. However, suspicions of deliberate negative portrayal of the First Ladies in the articles of male journalists are probably not appropriate due to the incomplete data. As it was already noted, most negative-colored reports are investigations and exposures, connected with politics, finance and so on, and all these are so called “hard news”, which mainly are written by male reporters.

## 5.5 Designations

One extra point, which was interesting for this study is the way how are First Ladies were called in the analyzed articles. Nomination<sup>34</sup> is an important aspect and is one of the methods of media positioning. Positioning is a function of media text which consists in forming the position of the mass audience in relation to objects of reality and forming a vision of their objects Nomination as the process of matching language units (primarily words) with the objects to be marked, plays a significant role by positioning: The chosen variant of the nomination allows to update a certain information in the message, allows to interpret the same fact in the preferable for narrator or recipient way, to correct imperceptibly reality, forming the so called “media reality”(Noovichihina/Samoilenko 2022: 105). So, the right selection of the nomination allows author to make a positioning of issue or actor in accordance with his goals and objectives. Selected nomination can form fundamentally different ideas about a particular object (phenomenon) or actor in consciousness of the target audience. That is why this research paid attention to the kind of designation of both examined First Ladies in the selected media. The summary table in the appendix illustrates all variations of designations in the original source language (French and Ukrainian). It is important to point out that reporters for the nomination of the French and Ukrainian First Ladies use almost the identical wordings

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<sup>34</sup> Nomination is process which consists in formation of linguistic units characterized by a nominative function, it is “naming process”, “designation” (Toroptsev 1980: 7).

(see appendix Table 13), which allowed me to cluster the designations into categories and to compare the frequency of appearance of the particular one. Table 7 below illustrates the categories, which synthesized the number of variative designations of presidential spouses in the selected articles.

<b>Brigitte Macron</b>		<b>Olena Zelenska</b>	
The wife/spouse of the Head of State	17	The wife/spouse of the Head of State	1
the wife of the President	19	the wife of the President	4
Macron's/Zelensky's/his wife	27	Macron's/Zelensky's/his wife	9
First Lady	35	First Lady	72
Name's variations	88	Name's variations	31
the presidential couple	2	the presidential couple	3

Table 7: Comparative table of First Ladies' designation. Categories in English. (Source: own creation).

One of the nominations, “the wife/spouse of the Head of State”, highlights the high status of the First Lady, but the identification occurs through her prominent and significant husband. Such designation on the hand elevates the First Lady among the rest social and political actors, but on the other hand does not give her autonomy and independence. After such kind of definition and nomination, the audience does not see her as a self-contained unit but perceives her as a part of her spouse.

The next designation is very similar to the previous one and can be received as a synonymic one. The First Lady is describing as “the wife of the President” in the variation appears the name of the country as well (see Table 7): “the wife of the President of the Republic”, or “...of President of Ukraine/France” etc. It elevates, in the same way as by previous example, the status of the First Lady, identifies her through the direct connection to the most important person in the country (without giving her any independent image), while identifying her with the particular country. This identification with the country could serve in favor of development the connection of the First Lady with the readers, which are the citizens of this country as well.

“Macron’s/Zelenska’s/his wife” seems to have a pejorative connotation. Calling people merely by their last name does not express the highest respect for them. So, in such expression the president himself is not adequately addressed, but the First Lady even more so: she appears like an unknown figure, without name, without status. In such context it does not even make sense to discuss this kind of “humiliation” caused by

gendered role of the First Lady, like in the two previous designations, such wording equates the First Lady with any other wife of any other husband. Accordingly, such designation cannot trigger any positive feelings like favour, support, or approval in the reader's consciousness.

The designation "First Lady" (in the different variations) expresses the status, the independence and the autonomy of the presidential spouse. This wording gives the reader the image of the First Lady as an independent actor with her own duties and activities. This image awakes the interest and encourage to follow this actor.

Name's variations like Olena Zelenska, Zelenska or Brigitte Macron of Mme Macron can be considered differently. The positive point is that the name of the First Lady expresses her as an independent figure, her affiliation of her husband is missing, the perception of her through the prism of marital bonds is missing as well. Although here should be point out, that using only the last name is also the method to identify the First Lady with her husband, because Olena Zelenska and Brigitte Macron have their husbands' surnames. At the same time expression "Mme Macron" and "Zelenska" have not the same connotation. While "Mme Macron" is respectful address to the Lady, "Zelenska" can be considered as the designation even with disrespectful connotation<sup>35</sup>.

"The presidential couple" is kind of designation which unites and equalizes the president and his wife. Yes, in this case the First Lady does not appear as independent political actor, but such kind of fusion of two persons in the one unit gives them image of like-minded people and very often is used by framing First Lady in traditional context. In the most of cases, such news stories have positive tone of narration, and the First Lady's activity is supported by audience.

For the particular analysis of the situation with both First Ladies, the diagram on page 63 should be considered. It illustrates how often particular categories appears in the selected material.

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<sup>35</sup> According to Ukrainian speech etiquette, calling person just with the surname without a title like "Pani" (ukr. Mrs, Miss) is considered to be not polite and not respectful (Author's note)

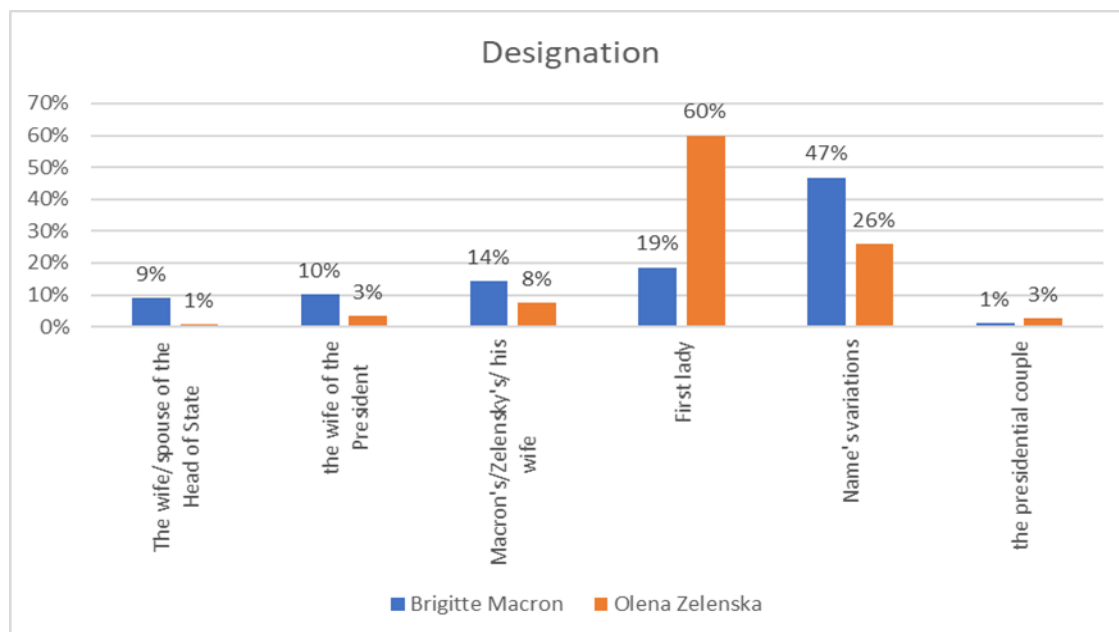


Figure 14: Frequency of categories' appearance (in percent). Comparative graph for French and Ukrainian cases. (Source: own creation).

For the case of Brigitte Macron, it is possible to point out the following features: The most frequent designation is the “Name’s variation” (almost 50%), followed by “First Lady” (19%). Both top designation categories should attest to the framing of Brigitte Macron as independent actor (what which is consistent with her character and lifestyle). However, even if “First Lady” is the second top category in the list its percentage is not as high as the first; it is in fact rather compatible, at least numerically, with the rest of categories like “The wife of head of state” (14%) or “presidential wife” (10%). This can attest to the low acceptance or polarized attitudes to the Brigitte Macron as the autonomic social-political figure. As was already mentioned, “Name’s variation” can have different connotation depending on the context, and surname often subconsciously form a connection with a husband-president. The remaining categories, which illustrate the First Lady in connection to her husband, take one third of all list and attest to the existing tendency in media to frame Brigitte Macron through the prism of traditional First Lady’s role, which is characterised by gendered features. Without concrete designation but as a part of presidential couple, Brigitte Macron appears only in one percent of all designations categories.

The case of Olena Zelenska (see Figure 14) is characterized by the following: The top-used designation is “First Lady” in its variations (60%). This is three times more than the percentage of the same category for Brigitte Macron’s case. This fact leads one to think

that perception and recognition of the Ukrainian First Lady by Ukrainian media is much higher than the recognition of French First Lady in the French press (orientation of this conclusion on the analyzed sources cannot attest to the attitudes of all media houses). The following reason can be supposed: as was already mentioned in the previous subchapters, Ukrainian First Lady is not media person and appears in media context with the news dedicated to some projects of her platform or to some special events. In most cases, even if she acts as independent actor, in her activities she does not go beyond what is “permitted”: she does not take part in the big politics, acts as traditional as possible, ultimately resulting in less social and media controversy. Brigitte Macron during the analysed period at least twice has been put in an “embarrassing, disadvantaged situation”: the first one- where the French President Emmanuel Macron began to fulfill campaign promises, trying get for his wife Brigitte the official status as First Lady: the second one when Brigitte Macron was trying to take a part in communal election campaign. The French audience has not accepted such kind of First Lady’s empowerment, what was reflected in media.

The next most common category in Olena Zelenska’s case is “Name’s variations”. As already mentioned, this is the “twofold category”. The connotation depends on the context and the designations does not always represent the Ukrainian First Lady as an independent woman with her own list of duties and responsibilities but can include disrespectful notes or identify her as a mere figure related to the president. In support of last two assumptions speaks the fact that among all variations which included in this category, the variant of calling the Ukrainian First Lady just with surname “Zelenska” has prevailed (22 from 31: see Table 13 in appendix).

The rest of the categories, which illustrate direct affiliation of the Ukrainian First Lady with her husband (“the wife of the president”, “the spouse of the head of state”, “Zelensky’s wife”) make up 12 % of the articles; affiliations with her husband was almost twice this number for Macron. The last category, “presidential couple” in Olena Zelenska’s covering was found to be approximately three times more common than “presidential couple” in the French case.

In summary, all defined categories can be clustered into two groups: “Names variations” and “First Lady” can serve for the framing an independent socio-political figure.

Although as already motioned, “Name variations” is a tricky category and can be considered as a border group, the naming “First Lady” illustrates the acceptance of the presidential spouse’s role by audience. The naming “The wife of the head of State”, “The wife of the President” and “Macron’s/Zelensky wife“ are concentrated on the presidential figure, through this figure occurs the identification of the First Lady, which is contrary to the creation of an independent image. The last type of designation categories is “presidential couple”, it could also be attributed to the previous described group, because the autonomic image and acceptance First Lady as independent socio-political figure is missing, but at the same time this designation type is mostly positively evaluated by the audience, because such designation in most of cases connects the First Lady to the traditional role of the position. In favor of the First Lady plays the fact that through this designation she and the president are perceived by the public as an inseparable, singular unit. So, without being independent she saves the high status and public respect.

Two analyzed cases (French and Ukrainian) have both some different points to note, and some similarities to take into account. General features are common: “Names variations” and “First Lady” (first “independent group”) are two designation-categories which take the top place among other categories by both French and Ukrainian First Lady. There is just a small difference in percentage which could be explained by the character of activity of the First Ladies: the Ukrainian First Lady acts more traditionally, getting high frequency of the designation “First Lady,” whereas the French First Lady gets the designation “Name’s Variations” more often and “First Lady” less frequently, allegedly because of her attempts of empowerment and political activity. The rest (the second group, “dependent”) of the categories is distributed proportionally in Ukrainian and French cases, highlighting the existing the gendered stereotyping of the woman’s role in the media.

## **5.6 Main found frames**

This study set the goal to answer the research question: how do the media shape the role of the First Lady in France and Ukraine by constructing the identity of these presidential spouses?

to define how the national media shape the role of the first ladies. In addition to already considered frequency of appearance articles about First Lady, topics of the reports, tone of the narrative, it was also significant point to identify the basic frames which are created by reporters on the basis of covered issues and the way of this covering.

In chapter 5.3., based on the material, the roles of the First Ladies were determined. These data give more common, abstract picture of the set of tasks and activities being carried out by presidential spouses and reflected in the media; however, it would be more appropriate to use a narrower framing rather than simply identifying the First Ladies as “traditional” or “professional”. This task will be carried out in this chapter.

Firstly, the diagram (see Figure 15), will be considered, which should provide an overview of all common frames for both Brigitte Macron and Olena Zelenska. It is possible to see that the frames in the selected Ukrainian and French media are very similar. The diagram is comparative, i.e. it will more clearly illustrate the differences between the frequency of appearance one or another frame. Later, two additional diagrams will be considered. They will provide separate frames derived from the national press for each First Lady.

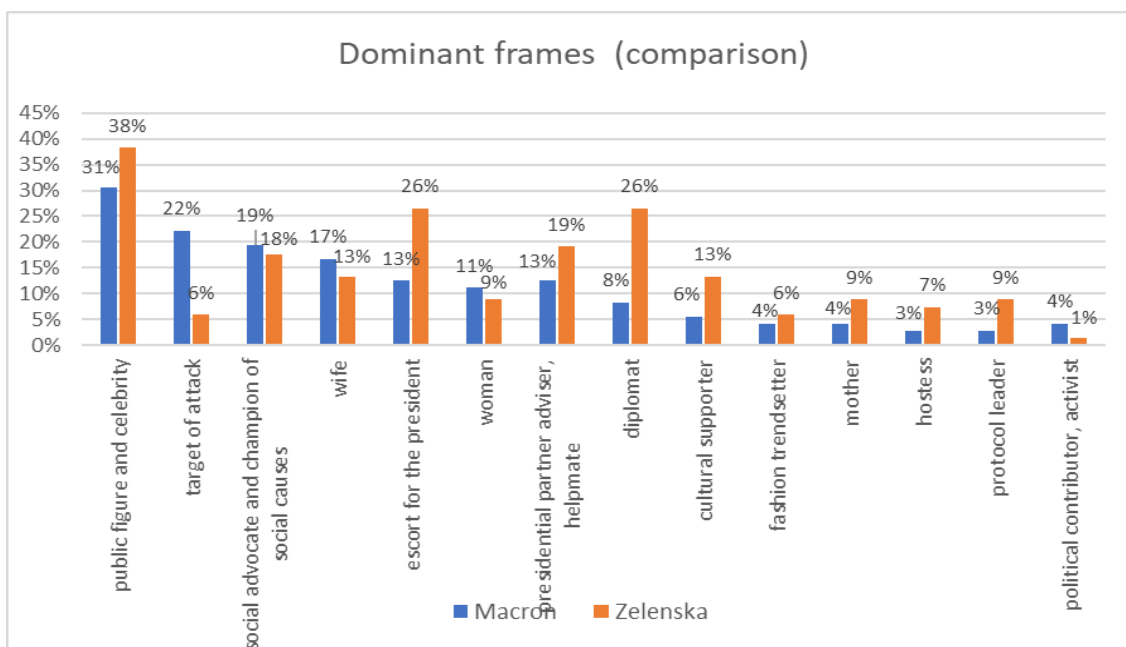


Figure 15: Dominant frames comparative diagram. (Source: own creation).

According to the chart (Figure 18 in appendix) it possible to identify the dominant frames of Brigitte Macron and Olena Zelenska. In the diagram above (Figure 15) they are marked

by the highest score. In case of Macron as the top frames can be identified: Firstly, “Public figure and celebrity” is in the first place among all identified frames, it is 19% (see Figure 18 in appendix), this frame occurs in 31 % of the articles. This frame belongs to the public sphere. “Target of attack” ranked second among all frames (14%), it founds in 22% of the analyzed French articles; belongs also to the public sphere. The third position with 12% (see Figure 18 in appendix) occupies “social advocate and champion of the social causes”, which occurs in 19% of reports (public sphere). With 11% on the fourth place among all frame number is “wife”, it is 17% of read French material. This frame belongs to the private sphere. The fifth place is divided among “escort of president” (8%) and “presidential partner, advisor, helpmate” (8%). Each of these two frames appears in 13% of articles dedicated to Brigitte Macron, both belongs to the public sphere.

Above was determined top five frames, the biggest part of them belongs to the public sphere, except the frames of “wife”, which belongs to the private sphere. Consequently, the public sphere is, in the construction of the Brigitte Macron’s figure, dominant in the analyzed French newspaper.

As a next step here will be considered the situation with Ukrainian First Lady. Giving the data in Figure 18 in the appendix, the following prevailed frames can be seen: The first position with 19%, the same as by Brigitte Macron, occupies “public figure and celebrity”. However, it should be note, that this frame is found even 8% more often than in French case. At the second rating is “escort for the president” (13%). Here it is interesting to note that for Macron, this frame too was in the top ones, but for Zelenska it appears in 13% more articles. “Diplomat” has the same percentage as “escort of the president”. This frame appears in 26% of all analyzed articles referred to the Ukrainian First Lady. It should be pointed out that in the case of Macron, this frame is not the part of leading frame-group, it appears only in 8% of all read material. “Presidential partner advice and helpmate” in the Ukrainian case occupies the fourth position with 9% of all number of frames and found in 19% of articles referred to Zelenska. Indicators are similar to the French case, where this frame is on the last place in the leading top group. This frame in the analyzed Ukrainian media appears 6 % more often than in French Le Monde and Le Figaro. “Social advocate and champion of social causes” is last one in the

top frames in the list in the case of Ukrainian First Lady. For the French First Lady, this frame is on the third position, but the frequency of appearance in the articles is almost the same (18% Zelenska, 19% Macron).

To sum up, all leading frames in the articles covered Ukrainian First Lady belongs to the so-called public sphere, which, as was already mentioned prevailed in the French case as well. In both cases, the list of determined frames is very similar. There are also some unique frames, which were determined separately by each First Lady and are depicted in two diagrams below.

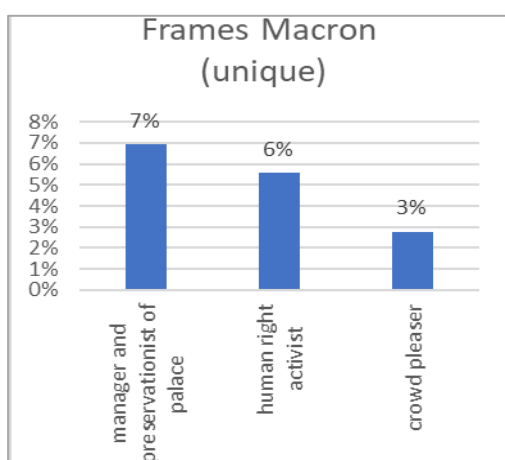


Figure 16: Unique frames by Brigitte Macron. (Source: own creation)

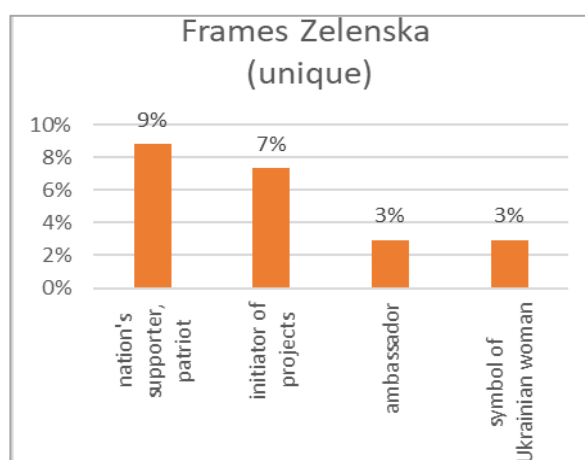


Figure 17: Unique Frames by Olena Zelenska. (Source: own creation)

Most of these illustrated frames in Figure 16 and Figure 17 belong to public sphere, many of them are due to the political culture and situation. For example, located on the border between public and private spheres, frame “Manager and preservationist of Elysée palace” is typical for American and the French First Ladies, but not for the Ukrainian one. This frame is “on the border” because the Elysée palace is a presidential residence, office, and home at the same time, similarly to the US-American White House. In Ukraine, however, all these locations are different places: the office of the president is on Bankova street, the state residence "Koncha-Zaspa" is a temporary home and the Mariinsky Palace is the official ceremonial residence of the President of Ukraine. Since Zelenska has no official status, she is not allowed a private office, she still occupy a working place in the presidential office. It follows that her capabilities and powers compared to Brigitte Macron or any American First Lady as mistress of the house are limited. That is why such frame is missing in the Ukrainian case and is often appears in

French case, where Elysée palace is a mix of private and official area for the presidential couple.

Notable from the Ukrainian side are such frames as “Nation’s supporter and patriot”, which is especially relevant since the Russian invasion in February 2022. This encompasses a combination of features, among them those of a strong woman, fighter, mother, wife, peace ambassador, and lover of her motherland. This frame of “Nation’s supporter and patriot” is created without any special characteristic, but with short clear reports containing multiple verbs, which define clear actions of Olena Zelenska and reflect her point of view, which in Ukrainian can be described as “берегиня (berehynja)”. In modern Ukrainian culture, the Berehynya is often described as an ancient goddess — a patroness of the house, a spirit-defender or a representative of motherhood. Berehynya gained a special popularity in Ukrainian culture at the end of the existence of the USSR, during Perestroika against the background of a surge of interest in national history and the search for cultural identity (Kis 2006: 5). Consequently, in difficult times for the nation and country this frame gets the particular significance and importance and the First Lady, who cares and fights for the peace in her country, gets the shape of Berehynya in the media and public consciousness. That is why the frame is unique to Ukraine and is absent in the French media context: war and search for symbols of national self-assertion and identity affected this.

Since the most unique frames of both sides have been analysed, attention will be paid to the all the frames encountered next. The combination of all above mentioned and not mentioned frames, all functions which accompany the performed role, in the private or public sphere of performing - all this is inextricably bound and is embodied in the structure of the image of the First Lady. Each First Lady's personality helps shape her public image. However, the analysis noted a tendency on the part of the First Ladies to refuse to oppose the media or to respond moderately to criticism. The French “subject of attack” Brigitte Macron, whose official status as a First Lady was not accepted by public and debated in media, was eventually forced to remain without this status. The Ukrainian "object of attack" Elena Zelenska and her pale-yellow dress from the enthronement of the Japanese Emperor, even after the public approval of the Japanese embassy, seemed to continue to “feel dirty” in the face of the public. It explains her

donation of this dress to a charity auction, the money from which went to purchase equipment for children with cancer. "Та сама жовта сукня, яку я одягала на церемонію інтронізації японського Імператора і яка наробила галасу, послужить добрій справі! [...]"<sup>36</sup>- wrote Olena Zelenska in own Instagram as if justifying herself to the public.

These bright examples show that First Ladies have to adapt to some collective opinion, not vice versa. The second example illustrates that the requirement to fit to a certain image created by the public seems to be particularly evident in those articles that cover foreign visits. Such articles are usually distinguished by notes on whether the First Lady was worthy of representing the women of her country. That implies a focus on physical appearance, the "outer shell", rather than any "content", which increases physical-related and role-related stereotypes. Fashion and physical appearance were not the topic related topics in collected data, and "fashion trendsetter" does not belong to the most frequently appeared frames; however, they still contribute to the construction of the image of the First Lady. The yellow dress scandal with yellow dress and offensive remarks about Brigitte Macron's attire from the Brazilian president attest to the importance of aesthetics in the image of the First Lady with two striking examples. Furthermore, social norms play a significant role in the First Ladyship, as it relates to a socially and culturally established view as to what kind of First Lady's appearance is acceptable. As it was already mentioned in the theoretical chapter based on the findings of American studies, the First Lady is the embodiment of the national notions of womanhood, which is why this common ideal image created by culture and public is so important. Such unique frames like "crowd pleaser" by Brigitte Macron or "symbol of Ukrainian woman" by Olena Zelenska reflect this public expectation towards presidential spouses.

The First Lady is an idealized version of a woman, but also an idealized version of politics. It is anticipated that all her actions should not be based on political calculations, but on willingness to do the right thing, moral probity, and modesty. Ideally, she must act contrasting to big politics, with its male domination and negative stereotypes. Such

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<sup>36</sup> Ukr.: "The same yellow dress I wore to the enthronement ceremony of the Japanese Emperor, which made a fuss, will serve a good cause! [...]" (Vasylenko 2019).

idealistic visions of the First Lady's political mission are expressed in newspapers by supporting of acceptable behaviour, as was the case with Olena Zelenska and her soft-power-politics, i.e. the organization of the summit of First Ladies and gentlemen, promotion of Ukrainian culture abroad, appellations to the world community in the support of Ukraine. These were covered positively, with repeating in several media and contributed to the creation of such frames as "diplomat", "political contributor and activist", "cultural supporter", "ambassador". Inacceptable behavior like acting on the political stage of Brigitte Macron, i.e. in municipal elections, caused a wave of discontent. The newspapers reflected the opinion of public, sometimes being neutral, sometimes in negative tone, so that Brigitte Macron was criticized after her trips to Marseille and Lyon. In this way media created some atmosphere of reprehensible behavior and circumvention of unwritten rules.

The social role of the First Lady is one of the most significant for the First Ladyship. "Social advocate and champion of social causes" and "human rights activist" are dominant frames in the analyzed material and represent those activities and features of the actor, which, allegedly, should contrast with the area of big politics, which is up to the President, i.e. the husband. It is clear that the president of the country is doing vital work, but this work is often far away from life of the average citizen. To bring power closer to the common people, the presidential spouse comes to help. She is like an alter ego of her husband, and her social activity is a kind of compensations towards the people.

There is also another point to note. Lisa Burns in her studying of American ladyship notes, that the social role, the frames, and all first lady's activities are often gendered. This fact "simultaneously justified and limited first ladies' influence" (Burns 2004: 182). Furthermore, there are some areas where the First Lady's intervention will only bring chaos, rather than provide real help. In such cases, media covering of social activity appears negatively colored and First Lady framed as less competent actor. For example, one of the directions in Zelenska's work related to accessibility and inclusion got criticized by human rights experts on the media pages. The expert is of the view that the First Lady can deal with many problems, but should not take over the powers of one or another area, which should be under states care. The reason for this is that after the end

of the president's term and the First Lady's resignation, the development in the field she took care before may become less active, or even stop altogether. In such important areas of public policy as, e.g. inclusion, this is incoherent. Quinn remarks about First Lady's activism: "it is a thankless and confusing role—you are damned if you do and damned if you don't" (Quinn 1992: 1). Anyway, positive, or negative, critics or praises media coverage of the First Lady's social projects help to institutionalize the expectation that all First Ladies are actively pursuing social goals in which they personally invest.

It should also be taken into account that the President and the First Lady are one family, and whether she wants it or not, she is an influence on her husband. Except of standard frame "escort of the president", which is often found by both ladies in big number of articles, where the First Lady just a "beautiful silent shadow" of the head of state, there are also one frame which includes significant features of the presidential spouse, which are invisible, but significant. This is the "presidential partner, adviser, helpmate"- frame which is in top five frames in the articles referred to both French and Ukrainian First Ladies. The phrase "Behind every great man is a great woman", which became very popular, and whose Author barely anyone remembers, contains a wise grain. Intelligence, moderation, power, and wisdom are the qualities expected from the wife of the man in power. To get to be great is impossible being in vacuum, and the partner who is always there with support and advice is key to success. In one of her interviews, the First Lady of Ukraine confessed:

"Звичайно, я на нього [президента] впливаю. Якщо мені щось не подобається, я йому розповідаю. [...] Мені вдома ніхто рот не закриває і не забороняє розмовляти на будь-які теми[...] Просто я дійсно обережно до цього ставлюся. [...]Він все одно прийме рішення таке, як йому потрібно[...]"<sup>37</sup> (Berdynskych 2021)

Several things are evident in this quote: freedom of speech, equality of rights, a woman who knows she's heard, but who behaves reasonably and wisely, is wary of an important issue, and tries not to impose her opinion on her husband. The Zelenskys together open national events, support each other's projects, act as single unit, all of which is positively reflected in the media. Olena Zelenska, screenwriter for "Kvartal 95" and part of the

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<sup>37</sup> Ukr.: "Of course, I influence him [the president]. If I don't like something, I tell him. [...] Nobody at home closes my mouth or forbids me to talk about any topics [...] It's just that I'm really careful about it. [...] He will still make the decision he needs [...]"

creative group created by her husband, is still in his team and his supporter. However, in matters that the President must decide, she is very much the “screenwriter” who stays behind the scenes.

As for the Brigitte Macron, her role of “presidential partner, adviser, helpmate” is actively discussed in press, and not always in a positive way. Some of reports ironically confirm her absolute importance for President Macron:

“Sans aucun doute, elle a été son soutien le plus fervent, sa conseillère la plus proche, celle qui ose lui dire quand ses discours sont trop longs, celle dont il cherche l’approbation en toutes circonstances”<sup>38</sup>. (Malingre 2019)

“ Elle fait penser à ces figures d’initiatrices que l’on rencontre dans la littérature. Elle est un peu pour son mari ce que fut la baronne de Warens pour le jeune Rousseau comme il le raconte dans les Confessions : une femme plus âgée que lui rencontrée lorsqu’il a 16 ans et qui influera sur le reste de sa vie.”<sup>39</sup> (Fulda 2017)

Some headlines compare her to a weapon: „Selon Bono, Emmanuel Macron a «une arme secrète, sa femme»”<sup>40, 41</sup> some reports illustrate praising:

“Souvent, pour faire passer un message au chef de l’État ou lui transmettre des remontées de terrain, Brigitte Macron s’avère être un relais efficace. Mais sans jamais interférer dans les relations politiques. Depuis la présidentielle, elle veille à garder la bonne distance.”<sup>42</sup> (Siraud 2017)

In addition, the press recorded the absolute dissatisfaction of the President’s closest advisers with this influence: “trop présente”, “trop influente” (Malingre 2019) - too present, too influential.

The media managed to capture all points of view on the given issue, making evident that the role of presidential supporter and adviser can be differently perceived by public. Positive, when the action of First Lady aligns with traditional perception, when she does not go beyond the permissible borders of wise women who stays behind his man (like

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<sup>38</sup> Fr.: Without a doubt, she was his most fervent support, his closest adviser, the one who dares to tell him when his speeches are too long, the one he seeks approval of in all circumstances.

<sup>39</sup> Fr.: “She makes us think of these figures of initiators that we encounter in the literature. She is a bit for her husband what the Baroness of Warens was for the young Rousseau as he tells in the Confessions: an older woman whom he met when he was 16 and who will influence the rest of his life”

<sup>40</sup><https://www.lefigaro> [Accessed at 30.05.2022]

<sup>41</sup> Fr.: “According to Bono, Emmanuel Macron has a secret weapon, his wife”

<sup>42</sup> Fr.: “Often, to get a message across to the Head of State or give him feedback, Brigitte Macron proves to be an effective relay. But without ever interfering in political relations. Since the presidential election, she keeps the right distance

in case with Ukrainian First Lady Olena Zelenska). The patriarchal French do not want to see an uncrowned queen next to the elected President, Ukrainian public still be pleased with their “Berehynya”, but not without searching for flaws in her activity at the earliest possible opportunity.

The most common frame of both Brigitte Macron and Olena Zelenska is public figure and celebrity. According to Marshall’s definition, celebrities are “overtly public individuals”, who has “greater presence and a wider scope of activity and agency” in public area. Marshall also clarifies: “Celebrity status also confers on the person a certain discursive power: within society, the celebrity is a voice above others, a voice that is channeled into the media systems as being legitimately significant” (Marshall 2014: x). It is logical that the status of the wife of the head of the country automatically equates the First Lady to the status of a celebrity. It must be acknowledged, that First Ladies become more visible and expressive public women through the media. As Marshall argues: “the celebrity represents something other than itself. The material reality of the celebrity sign—that is, the actual person who is at the core of the representation—disappears into a cultural formation of meaning” (Marshall 2014: 56). Burns, on the basis of American First Lady studies, notes that the individuality of the first ladies as “public woman” often “disappeared” while the press made them “representatives of gender ideologies and role models for American women” (Burns: 143).

In the case of Macron and Zelenska, a loss of individuality was not observed. By Remaining be framed as ideal and a role model for French or Ukrainian women, every First Lady is individual and is different, as every woman in French or Ukrainian society is different. Olena Zelenska, who feels more comfortable with her family and friends and who has long resisted the role of celebrity, has her own individuality. She is silent, timid, gentle, she is loving mother and wife, at the same time she is attractive, stylish, her outfit after every event is always discussed by public and she is really responsible. She takes her role of First Lady very seriously, even she was not thrilled about it and now she is framed as public figure and celebrity in 38% of all analysed articles. Zelenska develops her cultural projects and social programs as school nutrition reform, cultural diplomacy, accessibility program, and counteracting domestic violence, which is why she has to make public appearances. Furthermore, she visits diverse cultural events like

historical and art exhibitions, schools, festivals, organizes and takes part in international events and appears for the international community with appeals for support of her nation. She accompanies the President to all national and memorial events. She appears worthy, behaves worthy, such appearance can influence public, making it admire the First Lady, but to prove this assumption is already the goal for another research.

Brigitte Macron undoubtedly also has her own individuality and own style. She appears confident and has successfully entered the public and media scene in France. Le Figaro describes Mme Macron as follows:

“La popularité de l'épouse du président de la République flirte avec les sommets. Sans statut officiel ni mandat électoral, cette femme de 64 ans attire et rassure. Chaleureuse, empathique, elle fait évoluer le cliché de la première dame en le modernisant. [...]À côté de son mari, dans le rôle traditionnel de l'épouse de chef de l'État, mais seule aussi. En imposant son style. À la fois fédérateur et transgressif. [...]Moderne et traditionnel...”<sup>43</sup> (Fulda 2017).

Unconventional, and at the same time normal, it shakes clichés and is remembered by this. The French First Lady probably collected the most possible gender clichés and comments in the media reports referred to her. Age, looks, personal life - those are gender clichés that accompany the articles about Brigitte Macron. And no matter what sometimes terribly unpleasant comments of some humorists from Internet or rude presidents say - she feels comfortable in front of people, she has wonderful style, she became the heroine of feminists having a much younger husband -president, she is active for her age, she visits cultural events, organize concerts, she works on educational issues and child protection, as well as on the rights of people with disabilities and gender inequalities. She became a glossy star and did not lose individuality in press coverage.

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<sup>43</sup> Fr.: “The popularity of the wife of the President of the Republic flirts with summits. Without an official status or electoral mandate, this 64-year-old woman attracts and reassures. Warm, empathetic, she makes the cliché of the first lady evolve by modernizing it. [...]Next to her husband, in the traditional role of the wife of head of state, but also alone. By imposing his style. [...]Both unifying and transgressive. Modern and traditional...”

## 6. Conclusion

This research began by defining a research question, it was formulated as follows: How do the media shape the role of the First Lady in France and Ukraine by constructing the identity of these presidential spouse? Having done a big work, it is appropriate to revisit the starting point in order to give an answer on the research question, logically building the conclusion for this work.

### 6.1 Reviewing the research Question

This research aimed to observe the shaping of the first lady's role in France and Ukraine by the national media of these countries. Basing on the data obtained in the framing analysis process (based on the qualitative and quantitative content analysis method) this study came to the following general conclusion: The process of media covering, when the matter is on the First Lady, is still influenced by gendered -and cultural- conditioned stereotypes of both societies. Even if it looks like in the modern reality the number of duties and responsibilities of modern first ladies grow and their media covering becomes more and more ordinary, gendered and cultural aspects, which was already appeared in the studies of American first ladies (Burns 2004; Watson 1997; Scharrer/Bissell 2000), still be relevant for both analyzed cases.

By shaping the image of the First Lady and her activities in new stories, media at the same time, promotes and shapes the notion of First Lady institute in the public view. At the same time, the public view, reflected through the media, creates the framework of First Lady's institute in every single society, culture, political system, what obliges first ladies to adapt to this frame, to public expectations for obtaining public approval. In this study it was observed that even in those news stories where media does not take any side, they reflect the polar public attitudes towards the First Lady. Eminent media set course for other media outlets, which pick up topics and follow the already created frame.

The mentioned polarization demonstrates that fact that media does not completely empower the First Lady. It means that the First Lady is expected to play a public role in accordance with culturally established social norms and regulations, without going

beyond its bounds. Furthermore, the data from observed media gave the impression of diminishing the political significance of the First Lady by the covering her in political context, which was especially evident in the French case. Such attitudes are not new; in fact, they appear in the studies about US-American first ladies (Winfield 1997; Burns 2004; Watson 1997; Wachai 2005) where is stated, that political activity of the First Lady is suspected to be covered negatively in media. Such negative attitudes to the political activity or empowerment of the first ladies can cause public- or media-attacks on the presidential spouses, which were also present in the analyzed material during conducting of this study.

Ambivalence of attitudes reflected in media towards the First Lady, caused by her supposed “right” or “wrong” activity in the political context can reinforce existing prejudices about mediocrity of the First Lady as real political actor, about her duties, which in patriarchal worldview should not cross the borders of the “private, traditional sphere” (husband, children, house). These gendered prejudices put the First Lady on the outskirts of the political arena. So gendered problematic still be relevant by First Lady’s framing in both of examined countries, both political cultures. The first, France, is a consolidated democracy in Western Europe, but with well rooted patriarchal attitudes (catholic inheritance), which contribute to the abovementioned gendered stereotypes connected to the First Lady’s framing. The second one is a post-Soviet country, Ukraine, with a hybrid regime and deep-rooted authoritarian legacies. Here it should be noted that after the Euromaidan/the Revolution of Dignity<sup>44</sup> the country is on the way of transformation to consolidated democracy, shifting from paternalistic culture to the significant institutional and social transformations. However, the way of transition is not completed, and gendered equality is not yet achieved in Ukraine. Interestingly, this difference in the democracy development between Ukraine and France does not play a significant role in the context of press framing of the First Lady; more relevant in this case are cultural influence, in both countries with catholic inheritance, and the deep-rooted traditional views on gender roles.

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<sup>44</sup> Protests in Ukraine between November 2013 and February 2014. The trigger was the declaration by the Ukrainian government not to sign the association agreement with the European Union for the time being (Author’s note).

The mentioned attitudes in media can be obstacle for the developing of the First Lady's institute. The most striking example for this was the situation in France when the idea of official First Lady status had stirred up a storm of protest reflected in media. It is difficult to predict the turn of events in Ukraine on the basis of examined material, because the gathered data does not reflect the public attitudes according to the legalization of Zelenska's status. Furthermore, the giving of the official status was just a project for future, thereby it could not entail the consequences, as in the French case. Furthermore, the Ukrainian President immediately put a limit for the discussion, having said that the institute of the First Lady will not be financed with budget money. Anyway, it should be noted that negative public and media attitude to the First Lady's empowerment and gendered stereotypes will be obstacle in First Lady's way to the role of real political actor, a political leader.

Even now, basing on Olena Zelenska's media covering, it is difficult to say, what the reaction of media will follow her some unexpected, untraditional political activity. Now it is possible just suppose and continue to observe. She acts very traditionally and is very careful with politic, what reflected in the Ukrainian media in a positive way. But her French colleague Brigitte Macron already got negative covered, after her activity in political context, which was accepted as undesirable. This kind of reaction corresponds to findings of US-researchers (Burns 2004; Winfield 1997; Wachai 2005 etc.), what was already mentioned above.

## **6.2 Contribution**

The mentioned common features in the first ladies' framing should be remarked for future studies, as they unite two analyzed First Lady's covering, and could serve as a basis for hypotheses building. For example, it could be supposed that in the countries with a patriarchal political culture will long time influence media and public concerning to the First Lady; traditional activities of the presidential spouses in such cultural context will be supported, more professional, independent role will be perceived and covered in media with hostility. It can be also supposed that serious, influential newspapers will avoid posting of analytical articles or interviews dedicated to the First Lady due to the lack of perception as an interesting political figure in media.

This research helped to understand how national media cover the role and image of two of the modern European First Ladies: Brigitte Macron and Olena Zelenska, creating frames of the First Lady's role, and is one of the first steps to the development First Lady studies in Europe. European experience in this area are still very poor, but modern first ladies will probably become more active as they are trying to follow the US-American example. Their activity gets feedback from the public and in the media and could influence the socio-political atmosphere. These processes need to be observed. This study, which defined common features in the media framing of two European First Ladies, which highlighted unique points in the Media covering of the two presidential spouses, which let to establish hypothesis on the French and Ukrainian material, could become a template for the future comparative First Lady studies.

### **6.3 Limitation**

Considering the relation of this research to two First Ladies with the different periods of term of office (Brigitte Macron 5 years, Olena Zelenska 3 years), in order to level the time spans, it was decided to take for examining only the first three years after inauguration of Emmanuel Macron and Volodymyr Zelensky, respectively. This limited a possibility to analyse covering of the Brigitte Macron during her two last years in office but let to highlight the first public impression and "media recording" of the new First Ladies in both analyzed countries.

The second limitation of this research is caused by quality of the Ukrainian media, missing of printed daily newspaper equal to the French *Le Monde* and *Le Figaro*, and orientation of the Ukrainian audience on the online and social media rather than on the printed editions. This somewhat complicated the selection of sources, but with further decision to concentrate on the quality online newspapers even simplified data search. Further concern of this study was a missing of first ladies' interviews and detailed analytical articles about Olena Zelenska in the selected media. from the one hand short news clips give very superficial image, what complicates research, from the one hand this fact possible to explain and draw appropriate conclusions about the character of media covering.

Lastly, the frame itself is quite subjective category, which is why framing analysis on the basis of content analysis requires several readers for the objectivity of results. At the disposal of this research was only one reader, the author, who may affect the objectivity and overall quality of the results.

#### **6.4 Further research**

In view of the limitations, future research can be carried out threefold: Firstly, on the basis of expanded sources. Online media platforms, tabloids, social media and official publications from the presidential office also can be taken into consideration for getting a more comprehensive picture and for having the ability to compare different types of framing from different sources. Expansion of sources can give a chance to work with interviews or analytical articles, which would greatly enrich the research material. A second avenue of future research may be a detailed comparative research of the media covering of all Ukrainian or French (or any other European) First Ladies, which would give a wonderful historical perspective and illustration of media perception of the presidential spouses in these countries. Thirdly, future studies can be concentrated on the influence of media on the shaping of public opinion towards the First Lady. Fourthly, for the multilateral analysis and for further development the results obtained in this study, future studies could address to another perspective. First Lady's and her communication team also could be analysed in terms of contribution to First Lady's media covering. Their vision of the First Lady's image may differ from that of the press. Against this background, there may be a conflict of concepts and visions of the role of the First Lady, which is also very interesting to explore. Furthermore, a comparative analysis could be a method for such interesting point as the framing of the first ladies VS framing of the first gentlemen. Lastly, future researchers could also conduct comparative research of European first ladies and the monarch persons, what could help to identify similarities and differences in the duties, responsibilities, and rights, to define the points, which could serve as new direction of the development of the first lady institute. Paying attention on the cultural specificities of the countries to draw up a plan for the development of the First Ladies Institute, considering all limitations.

No.	First Lady	Newspaper	Name of the article	Date	Author	gender	Length of the article	Name in the title	Name in 1st paragraph	Frequency	Relevance of the First lady to the story	Sound of the report (attitude)	Report topic	Role of the first lady	Dominant frames	Designation
6	Brigitte Macron	Le Monde	L'Élysée promet de définir clairement le « rôle public » de Brigitte Macron	08.08.2017	n/a	n/a	1	yes	no	9	main subject	neutral	official status debate	traditional/-professional	uncertain role, subject of condemnation, subject of debate	Brigitte Macron; l'épouse du chef de l'Etat, Mme Macron
7	Brigitte Macron	Le Monde	L'Élysée précisera à la rentrée le rôle public de Brigitte Macron	09.08.2017	n/a	n/a	1	yes	yes	8	only subject	neutral	official status debate	n/a	uncertain role, subject of debate	Brigitte Macron; l'épouse du chef de l'Etat, Mme Macron
8	Brigitte Macron	Le Monde	Un statut transparent de « première dame »	09.08.2017	Solenn de Royer	f	1	yes	yes	6	main subject	neutral	debate about status	traditional/-professional	presidential partner, social advocate and champion of social causes, uncertain role, subject of debate	première dame, Brigitte Macron
9	Brigitte Macron	Le Monde	Emmanuel Macron porte plainte contre un photographe pour « harcèlement »	15.08.2017	n/a	n/a	1	yes	yes	3	secondary subject	neutral	private life	traditional	public woman, wife	Brigitte Macron
10	Brigitte Macron	Le Monde	L'Élysée publie la charte de transparence sur le rôle et le statut de Brigitte Macron	21.08.2017	n/a	n/a	1	yes	yes	11	main subject	neutral	debate about status	traditional/-professional	presidential partner, social advocate and champion of social causes, uncertain role, subject of debate	Brigitte Macron; l'épouse du chef de l'Etat, Mme Macron; Mme Macron
63	Brigitte Macron	Le Figaro	Le rôle de Brigitte Macron clarifié dans une « charte de transparence »	21.08.2017	Mathilde Siraud	f	0,5	yes	yes	9	main subject	neutral	first lady's role and rights, financing	traditional	presidential escort and supporter, social advocate and champion of social causes, human right activist	Brigitte Macron, la première dame, l'épouse du président de la République, son épouse
65	Brigitte Macron	Le Figaro	Statut de la première dame : l'Élysée veut éteindre la polémique	07.08.2017	Marcelo Wesfreid	m	1	yes	yes	14	main subject	neutral	first lady's role and rights, financing	n/a	target of attack	Brigitte Macron, la première dame, L'épouse du président, l'épouse du chef de l'État
66	Brigitte Macron	Le Figaro	Bébés pandas : Brigitte Macron accepte de jouer le rôle de marraine	04.08.2017	Marcelo Wesfreid	m	1	yes	yes	15	main subject	positive	diplomacy, international relations, special event	professional	diplomat, protocol leader	Brigitte Macron, la première dame, L'épouse du chef de l'État français, l'épouse du président français, l'épouse du président de la République

Table 8: Brigitte Macron's press covering in August 2017. (Source: own creation).

No.	First Lady	Newspaper	Name of the article	Date	Author	gender	Length of the article	Name in the title	Name in 1st paragraph	Frequency	Relevance of the First Lady to the story	Sound of the report (attitude)	Report topic	Role of the first lady	Dominant frames	Designation
20	Brigitte Macron	Le Monde	Municipales à Marseille : la visite très politique de Brigitte Macron	17.06.2019	Gilles Rof	m	1	yes	yes	12	main subject	negative	official visit	professional	political contributor	l'épouse du chef de l'Etat, l'épouse du président, Brigitte Macron
22	Brigitte Macron	Le Monde	Karl Lagerfeld, un hommage au Grand Palais	21.06.2019	Carine Bizet	f	1	yes	yes	2	secondary subject	neutral	memorial event	traditional	public figure and celebrity	Brigitte Macron
23	Brigitte Macron	Le Monde	Réductions, chauffeurs, pensions... ce à quoi ont vraiment droit les conjoints des élus	20.06.2019	Gary Dagorn et Assma Maad	m, f	2	no	yes	11	main subject	neutral	first lady's role, financing	n/a	target of attack, subject of rumors, first lady office	l'épouse du chef de l'Etat, Brigitte Macron, la première dame,
40	Brigitte Macron	Le Figaro	Un ministre de Bolsonaro récidive : Brigitte Macron est «vraiment moche»	09.06.2019	n/a	n/a	0,5	yes	yes	11	main subject	neutral	scandal, abusive comments	n/a	scandal victim, target of attack, subject of rumors, woman	Brigitte Macron, la première dame, Mme Macron, l'épouse du président français, l'épouse d'Emmanuel Macron, son épouse
41	Brigitte Macron	Le Figaro	La fille de Brigitte Macron défend sa mère, insultée au Brésil	09.06.2019	n/a	n/a	0,5	yes	yes	7	main subject	neutral	scandal, abusive comments	n/a	scandal victim, target of attack, subject of rumors, woman	Brigitte Macron, la première dame, l'épouse d'Emmanuel Macron, son épouse
44	Brigitte Macron	Le Figaro	Brigitte Macron en campagne subliminale	19.06.2019	François-Xavier Bourmaud	m	1	yes	yes	8	main subject	negative	scandal, municipal election campaign, official visit	professional	political interloper, political supporter, political ambassador,	Brigitte Macron, la première dame, L'épouse du chef de l'Etat
45	Brigitte Macron	Le Figaro	Marseille: Brigitte Macron en déplacement dans les quartiers nord	13.06.2019	n/a	n/a	0,5	yes	yes	6	main subject	neutral	municipal election campaign	professional	political interloper, political supporter, political ambassador,	Brigitte Macron, l'épouse du chef de l'Etat
46	Brigitte Macron	Le Figaro	Guerini (LREM): Brigitte Macron «n'a aucun rôle» en vue des municipales	21.06.2019	n/a	n/a	0,5	yes	yes	5	main subject	neutral	municipal election campaign	professional	political interloper, political supporter, political ambassador, social advocate and champion of social causes	Brigitte Macron, la première dame
47	Brigitte Macron	Le Figaro	On a certainement minimisé» l'affaire Benalla, reconnaît Brigitte Macron	20.06.2019	n/a	n/a	0,5	yes	yes	7	main subject	neutral	l'affaire Benalla, scandal	professional	presidential spokesperson, presidential supporter, social advocate and champion of social causes	Brigitte Macron, L'épouse du président de la République, l'épouse du chef de l'Etat
48	Brigitte Macron	Le Figaro	Le groupe Brigitte en concert à l'Élysée pour une Fête de la Musique 100% féminine	17.06.2019	n/a	n/a	1	no	yes	3	main subject	positive	special event, concert	traditional/professional	Hostess, presidential partner, culture supporter	Brigitte Macron, son épouse Brigitte

Table 9: Brigitte Macron's press covering in June 2019. (Source: own creation).

No.	First Lady	Newspaper	Name of the article	Date	Author	gender	Length of the article	Name in the title	Name in 1st paragraph	Frequency	Relevance of the First Lady to the story	Sound of the report (attitude)	Report topic	Role of the first lady	Dominant frames	Designation
76	Olena Zelenska	Z.N.	Японське посольство похвалило вбрання Олени Зеленської на інтронізації	28.10.2019	Кругленко Александрина	f	1	yes	yes	3	main subject	positive	official visit, special event, appearance, image, fashion, international relations, diplomacy	traditional	fashion trendsetter, escort of the president, protocol leader	Олена Зеленська; перша леді
103	Olena Zelenska	Den (Day)	Олена Зеленська взяла участь у відкритті виставки «Історія крізь обличчя»	03.10.2019	n/a	n/a	1	yes	yes	3	main subject	positive	special event, memorial event, national event	professional	culture supporter, public figure and celebrity, public woman	Олена Зеленська; перша леді
105	Olena Zelenska	Den (Day)	Президент Володимир Зеленський провів зустріч з освітянами	05.10.2019	n/a	n/a	1	no	yes	3	secondary subject	positive	special event, education	traditional	presidential partner, escort of the president, public woman	перша леді Олена Зеленська; Олена Зеленська; дружина президента;
109	Olena Zelenska	Den (Day)	Президент взяв участь у церемонії інтронізації Імператора Японії Нарухіто	22.10.2019	n/a	n/a	1	no	yes	1	secondary subject	neutral	special event	traditional	escort for the president	перша леді Олена Зеленська
115	Olena Zelenska	Den (Day)	Дружина Зеленського в Токіо відвідала Центр здоров'я для дітей та родин	23.10.2019	n/a	n/a	1	yes	yes	7	main subject	positive	official visit, diplomacy, first lady's initiative	professional	escort of the president, social projects initiator, social advocate and champion of social causes	дружина Зеленського; дружина президента; дружина президента України Олена Зеленська; Олена Зеленська
120	Olena Zelenska	Den (Day)	Олена Зеленська відвідала Ризьку українську середню школу	18.10.2019	n/a	n/a	1	yes	yes	3	main subject	positive	official visit, international relations	professional	public woman, public figure and celebrity	Олена Зеленська; перша леді; перша леді Олена Зеленська
132	Olena Zelenska	УКРАЇНСЬКА ПРАВДА	Японія похвалила сукню дружини Зеленського	28.10.2019	n/a	n/a	1	yes	yes	6	main subject	positive	special event, official visit, international relations, appearance, image	traditional	escort for the president, fashion trendsetter, public woman	дружина Зеленського; Олена; перша леді; перша леді Олена Зеленська; подружжя

Table 10: Olena Zelenska's press covering in October 2019. (Source: own creation).

No.	First Lady	Newspaper	Name of the article	Date	Author	gender	Length of the article	Name in the title	Name in 1st paragraph	Frequency	Relevance of the First Lady to the story	Sound of the report (attitude)	Report topic	Role of the first lady	Dominant frames	Designation
77	Olena Zelenska	Z.N.	Головне про саміт перших леді та джентльменів, що ініційований Зеленською	24.08.2021	Олена Середа	f	1	yes	yes	5	main subject	positive	special event, international relations, diplomacy	professional	public stakeholder, social stakeholder, diplomat, and political and presidential partner, campaigner, protocol leader	дружина президента України Олена Зеленська; Зеленська; Олена Зеленська
78	Olena Zelenska	Z.N.	Названі учасники Київського саміту перших леді й джентльменів, який ініційувала Зеленська	20.08.2021	Анастасія Дейна	f	1	yes	yes	3	main subject	neutral	special event, international relations, diplomacy, international cooperation	professional	public stakeholder, social stakeholder, diplomat, and political and presidential partner, campaigner, protocol leader	Зеленська; перша леді України; перша леді України Олена Зеленська,
106	Olena Zelenska	Den (Day)	Острів Хортиця стане першим безбар'єрним туристичним об'єктом в Україні	05.08.2021	n/a	n/a	1	no	yes	2	secondary subject	positive	first lady's initiative	professional	public woman, public figure and celebrity; culture supporter, social advocate and champion of social causes;	Зеленська; перша леді Олена Зеленська
107	Olena Zelenska	Den (Day)	У школах має бути урок інформаційної гігієни, - Зеленська	23.08.2021	n/a	n/a	1	yes	yes	7	only subject	positive	first lady's initiative, special event, education	professional	public figure and celebrity, social advocate and champion of social causes,	дружина президента Олена Зеленська; Зеленська; перша леді;
126	Olena Zelenska	Den (Day)	Саміт перших леді та джентльменів має стати традиційним, - Зеленська	02.08.2021	n/a	n/a	1	yes	yes	8	main subject	positive	special event, International event, international cooperation, international relations	professional	public woman, public figure and celebrity, initiator of projects, diplomat, social advocate and champion of social causes	дружина президента; дружина президента України Олена Зеленська; Олена Зеленська; перша леді
137	Olena Zelenska	УКРАЇНСЬКА ПРАВДА	Дружина Зеленського розкрила подробиці саміту перших леді	06.08.2021	n/a	n/a	1	no	yes	1	main subject	neutral	international relations, diplomacy	professional	public figure and celebrity, initiator of projects, diplomat,	перша леді Олена

Table 11: Olena Zelenska's press covering in August 2021. (Source: own creation).

No.	First Lady	Newspaper	Name of the article	Date	Author	gender	Length of the article	Name in the title	Name in 1st paragraph	Frequency	Relevance of the First Lady to the story	Sound of the report (attitude)	Report topic	Role of the first lady	Dominant frames	Designation	LINK
1	Brigitte Macron	Le Monde	« Brigitte Macron a demandé au professeur Raoult de soigner sa fille » : un poisson d'avril de l'extrême droite	21.04.2020	n/a	n/a	1	yes	yes	4	main subject	neutral	exposing the lie (fake), fake news	n/a	scandal victim, mother, target of attack, subject of rumors	Brigitte Macron; L'épouse du président de la République	<a href="https://www.lemonde.fr/les-decodeurs/article/2020/04/21/brigitte-macron-a-demande-au-professeur-raoult-de-soigner-sa-fille-un-poisson-d-avril-de-l-extreme-droite_6037332_4355770.html">https://www.lemonde.fr/les-decodeurs/article/2020/04/21/brigitte-macron-a-demande-au-professeur-raoult-de-soigner-sa-fille-un-poisson-d-avril-de-l-extreme-droite_6037332_4355770.html</a>
2	Brigitte Macron	Le Monde	Non, les Macron ne sont pas partis au fort de Brégançon en plein confinement	06.04.2020	n/a	n/a	1	yes	couple	3	main subject	neutral	exposing the lie (fake), fake news, private life, vacation	n/a	escort for the president, wife	Brigitte Macron	<a href="https://www.lemonde.fr/les-decodeurs/article/2020/04/06/non-les-macron-ne-sont-pas-partis-au-fort-de-bregancon-en-plein-confinement_6035752_4355770.html">https://www.lemonde.fr/les-decodeurs/article/2020/04/06/non-les-macron-ne-sont-pas-partis-au-fort-de-bregancon-en-plein-confinement_6035752_4355770.html</a>
3	Brigitte Macron	Le Monde	Le paradoxe Brigitte Macron	18.05.2017	Gaëlle Dupont	m	2	yes	yes	8	only subject	neutral	Appearance, image, biography, age	traditional	escort for the president, presidential helpmate, subject of condemnation	Brigitte Macron; L'épouse du président de la République; Mme Macron	<a href="https://www.lemonde.fr/idees/article/2017/05/18/le-paradoxe-brigitte-macron_5129626_3232.html">https://www.lemonde.fr/idees/article/2017/05/18/le-paradoxe-brigitte-macron_5129626_3232.html</a>
4	Brigitte Macron	Le Monde	Le compliment de Donald Trump à Brigitte Macron	14.07.2017	n/a	n/a	0.5	yes	yes	2	main subject	neutral	Appearance, image, international relations, official visit	traditional	woman	Brigitte Macron	<a href="https://www.lemonde.fr/international/article/2017/07/14/le-compliment-de-donald-trump-a-brigitte-macron_5160348_3210.html">https://www.lemonde.fr/international/article/2017/07/14/le-compliment-de-donald-trump-a-brigitte-macron_5160348_3210.html</a>
5	Brigitte Macron	Le Monde	La réaction de Bono, le chanteur de U2, à la suite de sa rencontre avec le couple Macron	25.07.2017	n/a	n/a	0.5	yes	yes	3	secondary subject	positive	humanitarian aid	traditional	escort for the president, presidential helpmate, hostess	le couple Macron, Brigitte Macron, femme du président de la République;	<a href="https://www.lemonde.fr/politique/video/2017/07/25/la-reaction-de-bono-le-chanteur-de-u2-a-la-suite-de-sa-rencontre-avec-le-couple-macron_5164701_823448.html">https://www.lemonde.fr/politique/video/2017/07/25/la-reaction-de-bono-le-chanteur-de-u2-a-la-suite-de-sa-rencontre-avec-le-couple-macron_5164701_823448.html</a>
6	Brigitte Macron	Le Monde	L'Elysée promet de définir clairement le « rôle public » de Brigitte Macron	08.08.2017	n/a	n/a	1	yes	no	9	main subject	neutral	official status debate	traditional/professional	uncertain role, subject of condemnation, subject of debate	Brigitte Macron; l'épouse du chef de l'Etat, Mme Macron	<a href="https://www.lemonde.fr/politique/article/2017/08/08/elysee-se-penche-sur-le-role-public-de-brigitte-macron_5169888_823448.html">https://www.lemonde.fr/politique/article/2017/08/08/elysee-se-penche-sur-le-role-public-de-brigitte-macron_5169888_823448.html</a>
7	Brigitte Macron	Le Monde	L'Elysée précisera à la rentrée le rôle public de Brigitte Macron	09.08.2017	n/a	n/a	1	yes	yes	8	only subject	neutral	official status debate	n/a	uncertain role, subject of debate	Brigitte Macron; l'épouse du chef de l'Etat, Mme Macron	<a href="https://www.lemonde.fr/politique/article/2017/08/08/elysee-precisera-a-la-rentree-le-role-public-de-brigitte-macron_5170148_823448.html">https://www.lemonde.fr/politique/article/2017/08/08/elysee-precisera-a-la-rentree-le-role-public-de-brigitte-macron_5170148_823448.html</a>
8	Brigitte Macron	Le Monde	Un statut transparent de « première dame »	09.08.2017	Solenn de Royer	f	1	yes	yes	6	main subject	neutral	debate about status	traditional/professional	presidential partner, social advocate and champion of social causes, uncertain role, subject of debate	première dame, Brigitte Macron	<a href="https://www.lemonde.fr/election-presidentielle-2017/article/2017/08/09/un-statut-de-premiere-dame-a-minima_5170435_4854003.html">https://www.lemonde.fr/election-presidentielle-2017/article/2017/08/09/un-statut-de-premiere-dame-a-minima_5170435_4854003.html</a>
9	Brigitte Macron	Le Monde	Emmanuel Macron porte plainte contre un photographe pour « harcèlement »	15.08.2017	n/a	n/a	1	yes	yes	3	secondary subject	neutral	private life	traditional	public woman, wife	Brigitte Macron	<a href="https://www.lemonde.fr/police-justice/article/2017/08/15/emmanuel-macron-porte-plainte-contre-un-photographe-pour-harcèlement_5172595_1653578.html">https://www.lemonde.fr/police-justice/article/2017/08/15/emmanuel-macron-porte-plainte-contre-un-photographe-pour-harcèlement_5172595_1653578.html</a>
10	Brigitte Macron	Le Monde	L'Elysée publie la charte de transparence sur le rôle et le statut de Brigitte Macron	21.08.2017	n/a	n/a	1	yes	yes	11	main subject	neutral	debate about status	traditional/professional	presidential partner, social advocate and champion of social causes, uncertain role, subject of debate	Brigitte Macron; l'épouse du chef de l'Etat, Mme Macron;	<a href="https://www.lemonde.fr/politique/article/2017/08/21/elysee-publie-la-charte-de-transparence-sur-le-role-et-le-statut-de-brigitte-macron_5174736_823448.html">https://www.lemonde.fr/politique/article/2017/08/21/elysee-publie-la-charte-de-transparence-sur-le-role-et-le-statut-de-brigitte-macron_5174736_823448.html</a>

No.	First Lady	Newspaper	Name of the article	Date	Author	gender	Length of the article	Name in the title	Name in 1st paragraph	Frequency	Relevance of the First Lady to the story	Sound of the report (attitude)	Report topic	Role of the first lady	Dominant frames	Designation	LINK
11	Brigitte Macron	Le Monde	Brigitte Macron entreprend de dépoussiérer l'Elysée	16.09.2017	Bastien Bonnefous et Solenn de Royer	m, f	1	yes	yes	8	main subject	positive	Elysee palace , first lady's initiative	traditional	manager and preservationist of Elysee Palace	Brigitte Macron; Le couple présidentiel, la première dame, Mme Macron;	<a href="https://www.lemonde.fr/politique/article/2017/09/16/brigitte-macron-entreprend-de-depoussier-l-elysee_5186648_823448.html">https://www.lemonde.fr/politique/article/2017/09/16/brigitte-macron-entreprend-de-depoussier-l-elysee_5186648_823448.html</a>
12	Brigitte Macron	Le Monde	Le bébé panda du zoo de Beauval baptisé par Brigitte Macron	04.12.2017	n/a	n/a	0.5	yes	yes	3	main subject	positive	international relations, diplomacy	professional	public woman, diplomat	Brigitte Macron	<a href="https://www.lemonde.fr/asiatique/video/2017/12/04/le-bebe-panda-du-zoo-de-beauval-baptise-par-brigitte-macron_5224504_3216.html">https://www.lemonde.fr/asiatique/video/2017/12/04/le-bebe-panda-du-zoo-de-beauval-baptise-par-brigitte-macron_5224504_3216.html</a>
13	Brigitte Macron	Le Monde	Brigitte Macron creuse son sillon à l'Elysée	02.01.2018	Solenn de Royer	f	2	yes	yes	20	main subject	positive	culture, first lady's initiative	traditional/professional	public woman, cultural supporter, presidential helpmate, Elysee palace manager and preservationist, social advocate and champion of social causes, wife, public figure and celebrity	la première dame, Brigitte Macron, L'épouse du Président de Republic	<a href="https://www.lemonde.fr/emmanuel-macron/article/2018/01/02/brigitte-macron-creuse-son-sillon-a-l-elysee_5236691_5008430.html">https://www.lemonde.fr/emmanuel-macron/article/2018/01/02/brigitte-macron-creuse-son-sillon-a-l-elysee_5236691_5008430.html</a>
14	Brigitte Macron	Le Monde	Emmanuel Macron au Taj Mahal, une très médiatique visite « privée »	11.03.2018	Bastien Bonnefous	m	1	no	yes	5	secondary subject	neutral	private life	traditional	escort for the president, wife	Brigitte Macron; l'épouse.	<a href="https://www.lemonde.fr/emmanuel-macron/article/2018/03/11/emmanuel-macron-au-taj-mahal-une-tres-mediatique-visite-privée_5269295_5008430.html">https://www.lemonde.fr/emmanuel-macron/article/2018/03/11/emmanuel-macron-au-taj-mahal-une-tres-mediatique-visite-privée_5269295_5008430.html</a>
15	Brigitte Macron	Le Monde	Emmanuel Macron en visite d'Etat à Washington	24.04.2018	n/a	n/a	1	no	yes	4	secondary subject	neutral	official visit, international relations	traditional	escort for the president	Brigitte Macron; l'épouse.	<a href="https://www.lemonde.fr/international/article/2018/04/24/emmanuel-macron-en-visite-d-etat-a-washington_5289593_3210.html">https://www.lemonde.fr/international/article/2018/04/24/emmanuel-macron-en-visite-d-etat-a-washington_5289593_3210.html</a>
16	Brigitte Macron	Le Monde	Les confidences de Brigitte Macron à Washington	27.04.2018	Solenn de Royer	f	1	yes	yes	16	only subject	positive	official visit, international relations, diplomacy	traditional/professional	escort for the president, diplomat, protocol leader, public figure and celebrity, wife, Elysee palace manager and preservationist, fashion trendsetter	l'épouse du chef de l'Etat, Brigitte Macron	<a href="https://www.lemonde.fr/politique/article/2018/04/27/les-confidences-de-brigitte-macron-a-washington_5291308_823448.html">https://www.lemonde.fr/politique/article/2018/04/27/les-confidences-de-brigitte-macron-a-washington_5291308_823448.html</a>
17	Brigitte Macron	Le Monde	L'intox des crèmes anti-âge à 78 000 euros de Brigitte Macron	26.06.2018	Anne-Sophie Faivre Le Cadre	f	1	yes	yes	5	main subject	neutral	exposing the lie (fake), fake news	n/a	woman	Brigitte Macron, L'épouse du Président	<a href="https://www.lemonde.fr/les-decodeurs/article/2018/06/26/l-intox-des-cremes-anti-age-a-78-000-euros-de-brigitte-macron_5321448_4355770.html">https://www.lemonde.fr/les-decodeurs/article/2018/06/26/l-intox-des-cremes-anti-age-a-78-000-euros-de-brigitte-macron_5321448_4355770.html</a>
18	Brigitte Macron	Le Monde	Brigitte Macron veut dépoussiérer la décoration de l'Elysée	30.11.2018	Cédric Pietralunga	m	1	yes	yes	9	main subject	positive	Elysee palace, first lady's initiative	traditional	wife, Elysee palace manager and preservationist	l'épouse du chef de l'Etat, Brigitte Macron, Mme Macron	<a href="https://www.lemonde.fr/politique/article/2018/11/30/brigitte-macron-veut-depoussier-les-365-pieces-de-l-elysee_5390776_823448.html">https://www.lemonde.fr/politique/article/2018/11/30/brigitte-macron-veut-depoussier-les-365-pieces-de-l-elysee_5390776_823448.html</a>
19	Brigitte Macron	Le Monde	La mauvaise cyber éducation	06.10.2019	Guillemette Faure	m	1	no	yes	7	secondary subject	neutral	education	professional	social advocate and champion of social causes, public figure and celebrity	l'épouse du chef de l'Etat, Brigitte Macron, Mme Macron	<a href="https://www.lemonde.fr/m-le-mag/article/2019/06/10/la-mauvaise-cyber-education_5474244_4500055.html">https://www.lemonde.fr/m-le-mag/article/2019/06/10/la-mauvaise-cyber-education_5474244_4500055.html</a>

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20	Brigitte Macron	Le Monde	Municipales à Marseille : la visite très politique de Brigitte Macron	17.06.2019	Gilles Rof	m	1	yes	yes	12	main subject	negative	official visit	professional	political contributor	l'épouse du chef de l'Etat, l'épouse du président, Brigitte Macron	<a href="https://www.lemonde.fr/politique/article/2019/06/17/municipales-a-marseille-brigitte-macron-brouilles-les-cartes_5477296_823448.html">https://www.lemonde.fr/politique/article/2019/06/17/municipales-a-marseille-brigitte-macron-brouilles-les-cartes_5477296_823448.html</a>
21	Brigitte Macron	Le Monde	« Madame la Présidente » : enquête sur Brigitte Macron, première conseillère	22.03.2019	Virginie Malingre	f	1	yes	yes	13	only subject	neutral	first lady's role, book	traditional/p rofessional	wife, presidential partner, presidential adviser, helpmate	Brigitte, Brigitte Macron, l'épouse d'Emmanuel Macron, la première dame, Madame la Présidente	<a href="https://www.lemonde.fr/idees/article/2019/03/22/madame-la-presidente-enquete-sur-brigitte-macron-premiere-conseillere-du-chef-de-l-etat_5439482_3232.html">https://www.lemonde.fr/idees/article/2019/03/22/madame-la-presidente-enquete-sur-brigitte-macron-premiere-conseillere-du-chef-de-l-etat_5439482_3232.html</a>
22	Brigitte Macron	Le Monde	Karl Lagerfeld, un hommage au Grand Palais	21.06.2019	Carine Bizet	f	1	yes	yes	2	secondary subject	neutral	memorial event	traditional	public figure and celebrity	Brigitte Macron	<a href="https://www.lemonde.fr/m-styles/article/2019/06/21/karl-lagerfeld-un-hommage-au-grand-palais_5479601_4497319.html">https://www.lemonde.fr/m-styles/article/2019/06/21/karl-lagerfeld-un-hommage-au-grand-palais_5479601_4497319.html</a>
23	Brigitte Macron	Le Monde	Réductions, chauffeurs, pensions... ce à quoi ont vraiment droit les conjoints des élus	20.06.2019	Gary Dagorn et Assma Maad	m, f	2	no	yes	11	main subject	neutral	first lady's role, financing	n/a	target of attack, subject of rumors, first lady office	l'épouse du chef de l'Etat, Brigitte Macron, la première dame,	<a href="https://www.lemonde.fr/les-decodeurs/article/2019/06/20/reductions-chauffeurs-pensions-ce-a-quoi-ont-vraiment-droit-les-conjoints-des-elus-de-la-republique_5479316_4355770.html">https://www.lemonde.fr/les-decodeurs/article/2019/06/20/reductions-chauffeurs-pensions-ce-a-quoi-ont-vraiment-droit-les-conjoints-des-elus-de-la-republique_5479316_4355770.html</a>
24	Brigitte Macron	Le Monde	Le statut de la « première dame », un débat archaïque	08.09.2017	n/a	n/a	0,5	no	yes	7	main subject	neutral	first lady's role, financing, official status debate	n/a	targets of attack, subject of rumors	Brigitte, l'épouse du chef de l'Etat, l'épouse	<a href="https://www.lemonde.fr/idees/article/2017/08/09/statut-de-la-premiere-dame-un-debat-archaïque_5170486_3232.html">https://www.lemonde.fr/idees/article/2017/08/09/statut-de-la-premiere-dame-un-debat-archaïque_5170486_3232.html</a>
25	Brigitte Macron	Le Monde	Aux marches du palais : c'est peut-être un détail pour vous...	06.10.2019	Marc Beaugé	m	1	no	yes	4	secondary subject	negative	special event	traditional	escort for the president,	Brigitte, Brigitte Macron,	<a href="https://www.lemonde.fr/m-le-mag/article/2019/10/06/aux-marches-du-palais-c-est-peut-etre-un-detail-pour-vous_6014418_4500055.html">https://www.lemonde.fr/m-le-mag/article/2019/10/06/aux-marches-du-palais-c-est-peut-etre-un-detail-pour-vous_6014418_4500055.html</a>
26	Brigitte Macron	Le Monde	Au collège Suzanne-Lacore, c'est peut-être un détail pour vous...	27.10.2019	Marc Beaugé	m	1	no	yes	5	main subject	negative	special event, education	professional	fashion trendsetter, public woman, public figure and celebrity	Brigitte Macron, la première dame	<a href="https://www.lemonde.fr/m-le-mag/article/2019/10/27/au-college-suzanne-lacore-c-est-peut-etre-un-detail-pour-vous_6017084_4500055.html">https://www.lemonde.fr/m-le-mag/article/2019/10/27/au-college-suzanne-lacore-c-est-peut-etre-un-detail-pour-vous_6017084_4500055.html</a>
27	Brigitte Macron	Le Monde	Brigitte Macron a-t-elle raconté « l'enfer qu'elle a vécu », parlant d'alcool, de chirurgie et de bisexualité ?	16.12.2020	n/a	n/a	1	yes	yes	3	only subject	neutral	exposing the lie (fake), fake news, private life	n/a	target of attack, subject of rumors	Brigitte Macron	<a href="https://www.lemonde.fr/les-decodeurs/article/2020/01/16/brigitte-macron-a-t-elle-raconte-l-enfer-qu-elle-a-vecu-parlant-d-alcool-de-chirurgie-et-de-bisexualite_6026298_4355770.html">https://www.lemonde.fr/les-decodeurs/article/2020/01/16/brigitte-macron-a-t-elle-raconte-l-enfer-qu-elle-a-vecu-parlant-d-alcool-de-chirurgie-et-de-bisexualite_6026298_4355770.html</a>
28	Brigitte Macron	Le Monde	Non, Brigitte Macron ne gagne pas 450 000 euros par an	20.12.2019	Assma Maad	f	1	yes	yes	21	main subject	neutral	exposing the lie (fake), fake news, financing	n/a	target of attack, subject of rumors	Brigitte Macron, la première dame	<a href="https://www.lemonde.fr/les-decodeurs/article/2019/12/20/non-brigitte-macron-ne-gagne-pas-450-000-euros-par-an_6023637_4355770.html">https://www.lemonde.fr/les-decodeurs/article/2019/12/20/non-brigitte-macron-ne-gagne-pas-450-000-euros-par-an_6023637_4355770.html</a>
29	Brigitte Macron	Le Monde	Tiphaine Auzière et la CFDT, Sébastien Auzière et l'IFOP : les intox visent aussi les enfants de Brigitte Macron	16.01.2020	Assma Maad	f	1	yes	yes	5	secondary subject	neutral	exposing the lie (fake), family	traditional	target of attack, subject of rumors, mother	Brigitte Macron, l'épouse du président de la République	<a href="https://www.lemonde.fr/les-decodeurs/article/2020/01/16/tiphaine-auzriere-et-la-cfdt-sebastien-auzriere-et-l-ifop-les-intox-visent-aussi-les-enfants-de-brigitte-macron_6026110_4355770.html">https://www.lemonde.fr/les-decodeurs/article/2020/01/16/tiphaine-auzriere-et-la-cfdt-sebastien-auzriere-et-l-ifop-les-intox-visent-aussi-les-enfants-de-brigitte-macron_6026110_4355770.html</a>
30	Brigitte Macron	Le Monde	Brigitte Macron est-elle née en 1943 et pas en 1953 selon Wikileaks ?	16.01.2020	n/a	n/a	0,5	yes	yes	2	only subject	neutral	exposing the lie (fake), age	traditional	target of attack, subject of rumors, woman	Brigitte Macron	<a href="https://www.lemonde.fr/les-decodeurs/article/2020/01/16/brigitte-macron-est-elle-nee-en-1943-et-pas-en-1953-selon-wikileaks_6026255_4355770.html">https://www.lemonde.fr/les-decodeurs/article/2020/01/16/brigitte-macron-est-elle-nee-en-1943-et-pas-en-1953-selon-wikileaks_6026255_4355770.html</a>

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31	Brigitte Macron	Le Monde	Brigitte Macron a-t-elle bien fait de reprendre l'opération « pièces jaunes » ?	25.01.2020	Laurent Telo	m	1	yes	yes	8	only subject	negative	health, charity	professional	social advocate and champion of social causes, charity supporter	Brigitte Macron, la première dame	<a href="https://www.lemonde.fr/m-le-mag/article/2020/01/25/brigitte-macron-a-t-elle-bien-fait-de-reprendre-l-operation-pieces-jaunes_6027185_4500055.html">https://www.lemonde.fr/m-le-mag/article/2020/01/25/brigitte-macron-a-t-elle-bien-fait-de-reprendre-l-operation-pieces-jaunes_6027185_4500055.html</a>
32	Brigitte Macron	Le Monde	Aux obsèques de Michou : « Tu as fait plus pour la tolérance que tous les discours »	31.01.2020	Denis Cosnard	m	1	no	yes	3	secondary subject	neutral	memorial event	traditional	public figure and celebrity	Brigitte Macron	<a href="https://www.lemonde.fr/culture/article/2020/01/31/aux-obsèques-de-michou-tu-as-fait-plus-pour-la-tolérance-que-tous-les-discours_6028013_3246.html">https://www.lemonde.fr/culture/article/2020/01/31/aux-obsèques-de-michou-tu-as-fait-plus-pour-la-tolérance-que-tous-les-discours_6028013_3246.html</a>
33	Brigitte Macron	Le Figaro	Nice : la « grosse tête » de Brigitte Macron brûlée lors du carnaval indépendant	03.10.2020	n/a	n/a	0,5	yes	yes	3	main subject	negative	social event	n/a	public figure and celebrity, target of attack, subject of rumors	Brigitte Macron, la première dame	<a href="https://www.lefigaro.fr/actualite-france/nice-la-grosse-tete-de-brigitte-macron-brulee-lors-du-carnaval-independent-20200310">https://www.lefigaro.fr/actualite-france/nice-la-grosse-tete-de-brigitte-macron-brulee-lors-du-carnaval-independent-20200310</a>
34	Brigitte Macron	Le Figaro	Pour dire adieu à Michou, Montmartre se repeint en bleu et en larmes	31.01.2020	Bertrand Guyard et Erwana Le Guen	m, f	1	no	yes	2	secondary subject	neutral	memorial event	traditional	public figure and celebrity	Brigitte Macron	<a href="https://www.lefigaro.fr/musique/pour-dire-adieu-a-michou-montmartre-se-repeint-en-bleu-et-en-larmes-20200131">https://www.lefigaro.fr/musique/pour-dire-adieu-a-michou-montmartre-se-repeint-en-bleu-et-en-larmes-20200131</a>
35	Brigitte Macron	Le Figaro	Pour Brigitte Macron, « on ne parle pas religion » à l'école	14.10.2019	Pierre Lepelletier	m	0,5	yes	yes	8	main subject	neutral	education, debates, religion	traditional	public figure and celebrity	Brigitte Macron, la première dame	<a href="https://www.lefigaro.fr/politique/pour-brigitte-macron-on-ne-parle-pas-religion-a-l-ecole-20191014">https://www.lefigaro.fr/politique/pour-brigitte-macron-on-ne-parle-pas-religion-a-l-ecole-20191014</a>
36	Brigitte Macron	Le Figaro	Patrimoine: Saison 3 pour la mission Bern	24.10.2019	Claire Bommelaer	f	1	no	yes	6	secondary subject	neutral	culture	traditional/p rofessional	public figure and celebrity, cultural supporter, charity supporter	Brigitte Macron, la première dame	<a href="https://www.lefigaro.fr/culture/patrimoine-saison-3-pour-la-mission-bern-20191024">https://www.lefigaro.fr/culture/patrimoine-saison-3-pour-la-mission-bern-20191024</a>
37	Brigitte Macron	Le Figaro	Brigitte Macron, Carla Bruni et moi: les confidences de Valérie Trierweiler	18.09.2019	Erwana Le Guen	f	1	yes	yes	4	secondary subject	positive	culture, cooperation, first lady's initiative	traditional	public figure and celebrity	Brigitte Macron	<a href="https://www.lefigaro.fr/livres/ni-enemies-ni-amies-valerie-trierweiler-evoque-ses-liens-avec-carla-bruni-et-brigitte-macron-20190918">https://www.lefigaro.fr/livres/ni-enemies-ni-amies-valerie-trierweiler-evoque-ses-liens-avec-carla-bruni-et-brigitte-macron-20190918</a>
38	Brigitte Macron	Le Figaro	Comment Brigitte Macron imprime sa marque à l'Élysée	15.02.2018	Claire Bommelaer	f	2	yes	yes	18	main subject	positive	first lady's initiative	professional	public figure and celebrity, Elysee palace manager and preservationist, cultural supporter, wife. Presidential adviser, presidential supporter, escort for the president	Brigitte Macron, la première dame	<a href="https://www.lefigaro.fr/culture/2018/02/15/03004-20180215ARTFIG00278-brigitte-macron-atout-culturel-du-president.php">https://www.lefigaro.fr/culture/2018/02/15/03004-20180215ARTFIG00278-brigitte-macron-atout-culturel-du-president.php</a>
39	Brigitte Macron	Le Figaro	Brigitte Macron fait la rentrée de «son» école pour jeunes adultes	16.09.2019	n/a	n/a	0,5	yes	yes	5	only subject	positive	education, first lady's initiative	professional	public figure and celebrity, social stakeholder	Brigitte Macron, l'épouse du chef de l'Etat	<a href="https://www.lefigaro.fr/flash-actu/brigitte-macron-fait-la-rentree-de-son-ecole-pour-jeunes-adultes-20190916">https://www.lefigaro.fr/flash-actu/brigitte-macron-fait-la-rentree-de-son-ecole-pour-jeunes-adultes-20190916</a>
40	Brigitte Macron	Le Figaro	Un ministre de Bolsonaro récidive : Brigitte Macron est «vraiment moche»	09.06.2019	n/a	n/a	0,5	yes	yes	11	main subject	neutral	scandal, abusive comments	n/a	scandal victim, target of attack, subject of rumors, woman	Brigitte Macron, la première dame, Mme Macron, l'épouse du président français, l'épouse d'Emmanuel Macron, son épouse	<a href="https://www.lefigaro.fr/international/brigitte-macron-vraiment-moche-dit-un-ministre-de-bolsonaro-20190906">https://www.lefigaro.fr/international/brigitte-macron-vraiment-moche-dit-un-ministre-de-bolsonaro-20190906</a>

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41	Brigitte Macron	Le Figaro	La fille de Brigitte Macron défend sa mère, insultée au Brésil	09.06.2019	n/a	n/a	0,5	yes	yes	7	main subject	neutral	scandal, abusive comments	n/a	scandal victim, target of attack, subject of rumors, woman	Brigitte Macron, la première dame, l'épouse d'Emmanuel Macron, son épouse	<a href="https://www.lefigaro.fr/flash-actu/la-fille-de-brigitte-macron-defend-sa-mere-insultee-au-bresil-20190906">https://www.lefigaro.fr/flash-actu/la-fille-de-brigitte-macron-defend-sa-mere-insultee-au-bresil-20190906</a>
42	Brigitte Macron	Le Figaro	Brigitte Macron aux Brésiliens qui la soutiennent : «muito obrigada!»	29.08.2019	n/a	n/a	0,5	yes	yes	9	only subject	positive	scandal, abusive comments	traditional	scandal victim, target of attack, subject of rumors, woman	Brigitte Macron, la première dame française, L'épouse du président français, l'épouse d'Emmanuel Macron.	<a href="https://www.lefigaro.fr/flash-actu/brigitte-macron-aux-bresiliens-qui-la-soutiennent-muito-obrigada-20190829">https://www.lefigaro.fr/flash-actu/brigitte-macron-aux-bresiliens-qui-la-soutiennent-muito-obrigada-20190829</a>
43	Brigitte Macron	Le Figaro	Lula dénonce la «grossièreté inouïe» de Bolsonaro envers Brigitte Macron	09.12.2019	n/a	n/a	0,5	yes	yes	3	secondary subject	neutral	scandal, abusive comments	n/a	scandal victim, target of attack, subject of rumors, woman	Brigitte Macron, l'épouse de Macron	<a href="https://www.lefigaro.fr/flash-actu/lula-denonce-la-grossierete-inouie-de-bolsonaro-envers-brigitte-macron-20190912">https://www.lefigaro.fr/flash-actu/lula-denonce-la-grossierete-inouie-de-bolsonaro-envers-brigitte-macron-20190912</a>
44	Brigitte Macron	Le Figaro	Brigitte Macron en campagne subliminale	19.06.2019	François-Xavier Bourmaud	m	1	yes	yes	8	main subject	negative	scandal, municipal election campaign, official visit	professional	political interloper, political supporter, political ambassador,	Brigitte Macron, la première dame, L'épouse du chef de l'État	<a href="https://www.lefigaro.fr/politique/brigitte-macron-en-campagne-subliminale-20190619">https://www.lefigaro.fr/politique/brigitte-macron-en-campagne-subliminale-20190619</a>
45	Brigitte Macron	Le Figaro	Marseille: Brigitte Macron en déplacement dans les quartiers nord	13.06.2019	n/a	n/a	0,5	yes	yes	6	main subject	neutral	municipal election campaign	professional	political interloper, political supporter, political ambassador,	Brigitte Macron, l'épouse du chef de l'Etat	<a href="https://www.lefigaro.fr/flash-actu/marseille-brigitte-macron-en-deplacement-dans-les-quartiers-nord-20190613">https://www.lefigaro.fr/flash-actu/marseille-brigitte-macron-en-deplacement-dans-les-quartiers-nord-20190613</a>
46	Brigitte Macron	Le Figaro	Guerini (LREM): Brigitte Macron «n'a aucun rôle» en vue des municipales	21.06.2019	n/a	n/a	0,5	yes	yes	5	main subject	neutral	municipal election campaign	professional	political interloper, political supporter, political ambassador, social advocate and champion of social causes	Brigitte Macron, la première dame	<a href="https://www.lefigaro.fr/flash-actu/guerini-lrem-brigitte-macron-n-a-aucun-role-en-vue-des-municipales-20190621">https://www.lefigaro.fr/flash-actu/guerini-lrem-brigitte-macron-n-a-aucun-role-en-vue-des-municipales-20190621</a>
47	Brigitte Macron	Le Figaro	On a certainement minimisé» l'affaire Benalla, reconnaît Brigitte Macron	20.06.2019	n/a	n/a	0,5	yes	yes	7	main subject	neutral	l'affaire Benalla, scandal	professional	presidential spokesperson, presidential supporter, social advocate and champion of social causes	Brigitte Macron, L'épouse du président de la République, l'épouse du chef de l'Etat	<a href="https://www.lefigaro.fr/flash-actu/on-a-certainement-minimise-l-affaire-benalla-reconnait-brigitte-macron-20190620">https://www.lefigaro.fr/flash-actu/on-a-certainement-minimise-l-affaire-benalla-reconnait-brigitte-macron-20190620</a>
48	Brigitte Macron	Le Figaro	Le groupe Brigitte en concert à l'Élysée pour une Fête de la Musique 100% féminine	17.06.2019	n/a	n/a	1	no	yes	3	main subject	positive	special event, concert	traditional/professional	Hostess, presidential partner, culture supporter	Brigitte Macron, son épouse Brigitte	<a href="https://www.lefigaro.fr/musique/le-groupe-brigitte-en-concert-a-l-elysee-pour-une-fete-de-la-musique-100-feminine-20190617">https://www.lefigaro.fr/musique/le-groupe-brigitte-en-concert-a-l-elysee-pour-une-fete-de-la-musique-100-feminine-20190617</a>
49	Brigitte Macron	Le Figaro	Sylvie Bommel:«La France de Brigitte Macron, c'est celle du baby-boom»	07.05.2019	Marie-Amélie Lombard-Latune	f	2	yes	yes	12	main subject	neutral	private life	traditional	woman	Brigitte Macron, Brigitte	<a href="https://www.lefigaro.fr/politique/sylvie-bommel-la-france-de-brigitte-macron-c-est-celle-du-baby-boom-20190507">https://www.lefigaro.fr/politique/sylvie-bommel-la-france-de-brigitte-macron-c-est-celle-du-baby-boom-20190507</a>

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50	Brigitte Macron	Le Figaro	«Gilets jaunes», week-end au ski... Brigitte Macron prend la défense du président	21.03.2019	n/a	n/a	0,5	yes	yes	8	main subject	neutral	scandal, football match	traditional/p rofessional	presidential supporter, public figure and celebrity, presidential helpmate, wife, presidential spokesperson	Brigitte Macron, la première dame, l'épouse d'Emmanuel Macron	<a href="https://www.lefigaro.fr/politique/le-scan/2019/03/21/25001-20190321ARTFIG00134-gilets-jaunes-week-end-au-ski-brigitte-macron-prend-la-defense-du-president.php">https://www.lefigaro.fr/politique/le-scan/2019/03/21/25001-20190321ARTFIG00134-gilets-jaunes-week-end-au-ski-brigitte-macron-prend-la-defense-du-president.php</a>
51	Brigitte Macron	Le Figaro	Enquête ouverte après une plainte du cabinet de Brigitte Macron pour «usurpation d'identité»	30.03.2018	Pierre Lepelletier	m	1	yes	yes	7	main subject	neutral	first lady's reputation	traditional	public figure and celebrity,	Brigitte Macron, L'épouse du chef de l'État	<a href="https://www.lefigaro.fr/politique/le-scan/2018/03/30/25001-20180330ARTFIG00102-le-cabinet-de-brigitte-macron-a-porte-plainte-pour-usurpation-d-identite-apres-des-canulars.php">https://www.lefigaro.fr/politique/le-scan/2018/03/30/25001-20180330ARTFIG00102-le-cabinet-de-brigitte-macron-a-porte-plainte-pour-usurpation-d-identite-apres-des-canulars.php</a>
52	Brigitte Macron	Le Figaro	Emmanuel et Brigitte Macron en visite privée et politique au Taj-Mahal	11.03.2018	François-Xavier Bourmaud	m	0,5	yes	yes	7	main subject	positive	private visit,	traditional	wife, escort for the president	Brigitte Macron, son épouse Brigitte, l'épouse chérie	<a href="https://www.lefigaro.fr/politique/2018/03/11/01002-20180311ARTFIG00122-emmanuel-et-brigitte-macron-en-visite-au-taj-mahal-sur-fond-de-polemique.php">https://www.lefigaro.fr/politique/2018/03/11/01002-20180311ARTFIG00122-emmanuel-et-brigitte-macron-en-visite-au-taj-mahal-sur-fond-de-polemique.php</a>
53	Brigitte Macron	Le Figaro	Jean-Michel Blanquer et Brigitte Macron s'engagent contre le harcèlement à l'école	03.05.2018	Caroline Beyer	f	1	yes	yes	10	main subject	positive	first lady initiative, social education	professional	social advocate and champion of social causes, human right activist, public figure and celebrity,	Brigitte Macron, la première dame, l'épouse du président Macron	<a href="https://www.lefigaro.fr/actualite-france/2018/05/01016-20180501ARTFIG00294-jean-michel-blanquer-et-brigitte-macron-s-engagent-contre-le-harcèlement-a-l-ecole.php">https://www.lefigaro.fr/actualite-france/2018/05/01016-20180501ARTFIG00294-jean-michel-blanquer-et-brigitte-macron-s-engagent-contre-le-harcèlement-a-l-ecole.php</a>
54	Brigitte Macron	Le Figaro	Les Chinois séduits par Emmanuel Macron, le jeune «Makelong»	01.08.2018	Pluyette, Cyrille	m	1	no	yes	5	secondary subject	positive	official visit, diplomacy, international relations	traditional	wife, escort for the president, diplomat	Brigitte Macron, femme Brigitte, la première dame, son épouse,	<a href="https://www.lefigaro.fr/international/2018/01/08/01003-20180108ARTFIG00249-les-chinois-seduits-par-le-jeune-makelong.php">https://www.lefigaro.fr/international/2018/01/08/01003-20180108ARTFIG00249-les-chinois-seduits-par-le-jeune-makelong.php</a>
55	Brigitte Macron	Le Figaro	Les «petites» marques fétiches de Brigitte Macron	04.12.2017	Hélène Guillaume	f	0,5	yes	no	9	main subject	neutral	fashion, appearance, image	traditional	woman, public figure and celebrity, public woman	Brigitte Macron, la première dame, Mme Macron, L'épouse du président de la République	<a href="https://www.lefigaro.fr/politique/2017/12/04/01002-20171204ARTFIG00269-les-petites-marges-fetiches-de-brigitte-macron.php">https://www.lefigaro.fr/politique/2017/12/04/01002-20171204ARTFIG00269-les-petites-marges-fetiches-de-brigitte-macron.php</a>
56	Brigitte Macron	Le Figaro	Les ministres et les cadres LREM, premiers fans de Brigitte Macron	04.12.2017	Mathilde Siraud	f	1	yes	yes	16	only subject	positive	first lady role (evaluation)	traditional/p rofessional	public figure and celebrity, public woman, social stakeholder, president's confidant, presidential supporter, presidential advisor, diplomat, and political and presidential partner, crowd pleaser	Brigitte Macron, Brigitte, l'épouse d'Emmanuel Macron, la première dame	<a href="https://www.lefigaro.fr/politique/2017/12/04/01002-20171204ARTFIG00288-brigitte-macron-cherche-sa-juste-place.php">https://www.lefigaro.fr/politique/2017/12/04/01002-20171204ARTFIG00288-brigitte-macron-cherche-sa-juste-place.php</a>

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57	Brigitte Macron	Le Figaro	Brigitte Macron, l'anti-potiche	25.09.2017	Anne Fulda	f	2	yes	yes	34	only subject	positive	first lady's role (evaluation)	traditional/professional	Fashion trendsetter, public woman, public figure and celebrity, president's confidant, presidential partner, presidential advisor, presidential supporter, wife, crowd pleaser	Brigitte Macron, Brigitte, l'épouse du président de la République, l'épouse de chef de l'État, l'épouse du président, épouse de chef d'État	<a href="https://www.lefigaro.fr/politique/2017/09/25/01002-20170925ARTFIG00149-brigitte-macron-anti-potiche.php">https://www.lefigaro.fr/politique/2017/09/25/01002-20170925ARTFIG00149-brigitte-macron-anti-potiche.php</a>
58	Brigitte Macron	Le Figaro	Brigitte Macron a baptisé le bébé panda prêté par la Chine «Yuan Meng»	04.12.2017	Arthur Berdah	m	1	yes	yes	9	main subject	positive	diplomacy, international relations, special event	professional	diplomat, and political and presidential partner	Brigitte Macron, la première dame	<a href="https://www.lefigaro.fr/politique/le-scan/2017/12/04/25001-20171204ARTFIG00196-brigitte-macron-a-baptise-le-bebe-panda-prete-par-la-chine-yuan-meng.php">https://www.lefigaro.fr/politique/le-scan/2017/12/04/25001-20171204ARTFIG00196-brigitte-macron-a-baptise-le-bebe-panda-prete-par-la-chine-yuan-meng.php</a>
59	Brigitte Macron	Le Figaro	Selon Bono, Emmanuel Macron a «une arme secrète, sa femme»	29.12.2017	n/a	n/a	1	yes	no	3	secondary subject	positive	official visit	professional	presidential supporter , advisor, social advocate and champion of social causes	sa femme, sa femme Brigitte	<a href="https://www.lefigaro.fr/musique/2017/12/29/03006-20171229ARTFIG00089-selon-bono-emmanuel-macron-a-une-arme-secrete-sa-femme.php">https://www.lefigaro.fr/musique/2017/12/29/03006-20171229ARTFIG00089-selon-bono-emmanuel-macron-a-une-arme-secrete-sa-femme.php</a>
60	Brigitte Macron	Le Figaro	Les Macron, un couple très sensible aux questions de harcèlement sexuel	24.11.2017	François-Xavier Bourmaud	m	1	couple	yes	7	main subject	positive	social campaign, first lady's initiative	traditional/professional	presidential supporter , advisor, social advocate and champion of social causes, human right activist	Brigitte Macron, la première dame	<a href="https://www.lefigaro.fr/actualite-france/2017/11/24/01016-20171124ARTFIG00257-l-elysee-un-couple-tres-sensible-aux-questions-de-harcelement-sexuel.php">https://www.lefigaro.fr/actualite-france/2017/11/24/01016-20171124ARTFIG00257-l-elysee-un-couple-tres-sensible-aux-questions-de-harcelement-sexuel.php</a>
61	Brigitte Macron	Le Figaro	Les moyens alloués à Brigitte Macron s'élèvent à 440.000 euros par an	10.11.2017	Pierre Lepelletier	m	0,5	yes	yes	8	only subject	negative	financing, first lady's role and rights	n/a	target of attack	Brigitte Macron, la première dame, l'épouse d'Emmanuel Macron	<a href="https://www.lefigaro.fr/politique/le-scan/2017/11/10/25001-20171110ARTFIG00273-les-moyens-alloues-a-brigitte-macron-s-elevent-a-440000-euros-par-an.php">https://www.lefigaro.fr/politique/le-scan/2017/11/10/25001-20171110ARTFIG00273-les-moyens-alloues-a-brigitte-macron-s-elevent-a-440000-euros-par-an.php</a>
62	Brigitte Macron	Le Figaro	Harcèlement sexuel : Brigitte Macron en première ligne	17.10.2017	François-Xavier Bourmaud	m	0,5	yes	yes	9	main subject	positive	scandal, social commitment	traditional/professional	presidential supporter, presidential helpmate, social advocate and champion of social causes, human right activist	Brigitte Macron, son épouse Brigitte, son épouse, la première dame	<a href="https://www.lefigaro.fr/politique/le-scan/2017/10/17/25001-20171017ARTFIG00279-harcelement-sexuel-brigitte-macron-en-premiere-ligne.php">https://www.lefigaro.fr/politique/le-scan/2017/10/17/25001-20171017ARTFIG00279-harcelement-sexuel-brigitte-macron-en-premiere-ligne.php</a>
63	Brigitte Macron	Le Figaro	Le rôle de Brigitte Macron clarifié dans une «charte de transparence»	21.08.2017	Mathilde Siraud	f	0,5	yes	yes	9	main subject	neutral	first lady's role and rights, financing	traditional	presidential escort and supporter, social advocate and champion of social causes, human right activist	Brigitte Macron, la première dame, l'épouse du président de la République, son épouse	<a href="https://www.lefigaro.fr/politique/le-scan/2017/08/21/25001-20170821ARTFIG00111-le-role-de-brigitte-macron-clarifie-dans-une-charte-de-transparence.php">https://www.lefigaro.fr/politique/le-scan/2017/08/21/25001-20170821ARTFIG00111-le-role-de-brigitte-macron-clarifie-dans-une-charte-de-transparence.php</a>

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64	Brigitte Macron	Le Figaro	Le couple Macron fait revenir les Français dans les kiosques	05.09.2017	Chloé Woitier	f	0,5	couple	yes	4	secondary subject	positive	first lady's role, media and popularity	traditional	public woman, public figure and celebrity	Brigitte Macron, la première dame,	<a href="https://www.lefigaro.fr/medias/2017/09/05/20004-20170905ARTFIG00167-le-couple-macron-fait-revenir-francais-dans-les-kiosques.php">https://www.lefigaro.fr/medias/2017/09/05/20004-20170905ARTFIG00167-le-couple-macron-fait-revenir-francais-dans-les-kiosques.php</a>
65	Brigitte Macron	Le Figaro	Statut de la première dame : l'Élysée veut éteindre la polémique	07.08.2017	Marcelo Wesfreid	m	1	yes	yes	14	main subject	neutral	first lady's role and rights, financing	n/a	target of attack	Brigitte Macron, la première dame, L'épouse du président, l'épouse du chef de l'État	<a href="https://www.lefigaro.fr/politique/2017/08/07/01002-20170807ARTFIG00256-statut-de-la-premiere-dame-elysee-veut-eteindre-la-polemique.php">https://www.lefigaro.fr/politique/2017/08/07/01002-20170807ARTFIG00256-statut-de-la-premiere-dame-elysee-veut-eteindre-la-polemique.php</a>
66	Brigitte Macron	Le Figaro	Bébés pandas : Brigitte Macron accepte de jouer le rôle de marraine	04.08.2017	Marcelo Wesfreid	m	1	yes	yes	15	main subject	positive	diplomacy, international relations, special event	professional	diplomat, protocol leader	Brigitte Macron, la première dame, L'épouse du chef de l'État français, L'épouse du président français, l'épouse du président de la République	<a href="https://www.lefigaro.fr/politique/2017/08/04/01002-20170804ARTFIG00278-naissance-de-pandas-brigitte-macron-future-marraine.php">https://www.lefigaro.fr/politique/2017/08/04/01002-20170804ARTFIG00278-naissance-de-pandas-brigitte-macron-future-marraine.php</a>
67	Brigitte Macron	Le Figaro	Privés d'emplois familiaux, les députés s'agacent du statut promis à Brigitte Macron	18.07.2017	Marc de Boni	m	0,5	yes	yes	11	main subject	neutral	first lady's role and rights, financing	n/a	target of attack	Brigitte Macron, la première dame, son épouse.	<a href="https://www.lefigaro.fr/politique/le-scan/2017/07/18/25001-20170718ARTFIG00264-privés-d-emplois-familiaux-les-deputés-s-agacent-du-statut-promis-a-brigitte-macron.php">https://www.lefigaro.fr/politique/le-scan/2017/07/18/25001-20170718ARTFIG00264-privés-d-emplois-familiaux-les-deputés-s-agacent-du-statut-promis-a-brigitte-macron.php</a>
68	Brigitte Macron	Le Figaro	Autisme : l'engagement du couple Macron suscite d'immenses attentes	05.07.2017	Agnès Leclair	f	1	couple	yes	3	secondary subject	positive	social commitment	traditional	presidential helpmate, social advocate and champion of social causes	Brigitte Macron, la première dame,	<a href="https://www.lefigaro.fr/actualite-france/2017/07/05/01016-20170705ARTFIG00313-autisme-l-engagement-du-couple-presidentiel-suscite-d-immenses-attentes.php">https://www.lefigaro.fr/actualite-france/2017/07/05/01016-20170705ARTFIG00313-autisme-l-engagement-du-couple-presidentiel-suscite-d-immenses-attentes.php</a>
69	Brigitte Macron	Le Figaro	Brigitte Macron rend visite à Marcel Campion sur le marché de Noël de Paris	24.12.2018	Arthur Berdah	m	0,5	yes	yes	8	main subject	negative	inappropriate behaviour	traditional	public woman, target of attack, subject of rumors	Brigitte Macron, la première dame, son épouse, l'épouse du chef de l'État	<a href="https://www.lefigaro.fr/politique/le-scan/2018/12/24/25001-20181224ARTFIG00060-brigitte-macron-rend-visite-a-marcel-campion-sur-le-marche-de-noel-de-paris.php">https://www.lefigaro.fr/politique/le-scan/2018/12/24/25001-20181224ARTFIG00060-brigitte-macron-rend-visite-a-marcel-campion-sur-le-marche-de-noel-de-paris.php</a>
70	Brigitte Macron	Le Figaro	Brigitte Macron parie que «le patrimoine va réconcilier les Français»	17.01.2019	Claire Bommelaer	f	1	yes	yes	9	secondary subject	positive	special event	traditional/p rofessional	public figure and celebrity, culturel supporter, charity supporter	Brigitte Macron, la première dame, l'épouse d'Emmanuel Macron	<a href="https://www.lefigaro.fr/culture/2019/01/17/03004-20190117ARTFIG00153-brigitte-macron-parie-que-le-patrimoine-va-reconcilier-les-francais.php">https://www.lefigaro.fr/culture/2019/01/17/03004-20190117ARTFIG00153-brigitte-macron-parie-que-le-patrimoine-va-reconcilier-les-francais.php</a>

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71	Brigitte Macron	Le Figaro	Brigitte Macron va apparaître dans une mini-série sur le handicap	13.09.2018	Mélanie Volland	f	0,5	yes	yes	12	only subject	positive	first lady's initiative	professional	public figure and celebrity, social advocate and champion of social causes	Brigitte Macron, la première dame, son épouse	<a href="https://www.lefigaro.fr/politique/le-scan/2018/09/13/25001-20180913ARTFIG00068-brigitte-macron-va-apparaître-dans-une-mini-serie-sur-le-handicap.php">https://www.lefigaro.fr/politique/le-scan/2018/09/13/25001-20180913ARTFIG00068-brigitte-macron-va-apparaître-dans-une-mini-serie-sur-le-handicap.php</a>
72	Brigitte Macron	Le Figaro	Le titre Cougar gang qui cite Brigitte Macron retiré de l'album de Kalash Criminel	15.11.2018	Benjamin Puech	m	0,5	yes	no	2	secondary subject	neutral	music, abusive comments	n/a	target of attack	Brigitte Macron, la première dame,	<a href="https://www.lefigaro.fr/musique/2018/11/15/03006-20181115ARTFIG00123-le-titre-cougar-gang-qui-cite-brigitte-macron-retire-de-l-album-de-kalash-criminel.php">https://www.lefigaro.fr/musique/2018/11/15/03006-20181115ARTFIG00123-le-titre-cougar-gang-qui-cite-brigitte-macron-retire-de-l-album-de-kalash-criminel.php</a>
73	Olena Zelenska	Z.N.	Зеленська закликала українців правильно харчуватися: у соцмережах шукають «скупбрію по вісім»	30.12.2021	Ольга Чекіс	f	1	yes	yes	6	only subject	negative	social commitment, first lady's initiative	professional	social stakeholder, president's helpmate, campaigner, target of attack	дружина президента; дружина президента України Олена Зеленська; Олена Зеленська	<a href="https://zn.ua/ukr/UKRAINE/zelenska-zaklikala-ukrajintsv-pravilno-kharchuvatisja-u-sotsmerezah-shukajut-skumbriju-po-visim.html">https://zn.ua/ukr/UKRAINE/zelenska-zaklikala-ukrajintsv-pravilno-kharchuvatisja-u-sotsmerezah-shukajut-skumbriju-po-visim.html</a>
74	Olena Zelenska	Z.N.	Зеленська поділилася планами чоловіка про похід на другий термін	24.12.2020	Оксана Лебедина	f	1	yes	yes	5	only subject	neutral	presidential election	traditional	presidential spokesperson, presidential supporter, wife	Зеленська; Олена Зеленська; перша леді Олена Зеленська; перша леді України	<a href="https://zn.ua/ukr/POLITICS/zelenska-podililasja-planami-cholovika-pro-pokhid-na-druhij-termin.html">https://zn.ua/ukr/POLITICS/zelenska-podililasja-planami-cholovika-pro-pokhid-na-druhij-termin.html</a>
75	Olena Zelenska	Z.N.	Дружина президента Олена Зеленська розповіла про свій карантин	16.05.2020	Оксана Лебедина	f	1	yes	yes	10	only subject	positive	official visit, special event, private life, appearance, image, fashion, covid, diplomacy	traditional	mother, wife, escort for the president, symbol of Ukrainian woman, protocol leader, fashion trendsetter, ambassador	дружина президента; дружина президента України Олена Зеленська; Олена Зеленська	<a href="https://zn.ua/ukr/POLITICS/druzhiba-prezidenta-olena-zelenska-rozpovila-pro-svij-karantin-347938_.html">https://zn.ua/ukr/POLITICS/druzhiba-prezidenta-olena-zelenska-rozpovila-pro-svij-karantin-347938_.html</a>
76	Olena Zelenska	Z.N.	Японське посольство похвалило вбрання Олени Зеленської на інтронізації	28.10.2019	Кругленко Александрина	f	1	yes	yes	3	main subject	positive	official visit, special event, appearance, image, fashion, international relations, diplomacy	traditional	fashion trendsetter, escort of the president, protocol leader	Олена Зеленська; перша леді	<a href="https://zn.ua/ukr/POLITICS/yaponske-posolstvo-pohvalilo-naryad-oleni-zelenskoyi-na-intronizaciyi-327650_.html">https://zn.ua/ukr/POLITICS/yaponske-posolstvo-pohvalilo-naryad-oleni-zelenskoyi-na-intronizaciyi-327650_.html</a>
77	Olena Zelenska	Z.N.	Головне про саміт перших леді та джентльменів, що ініційований Зеленською	24.08.2021	Олена Середа	f	1	yes	yes	5	main subject	positive	special event, international relations, diplomacy	professional	public stakeholder, social stakeholder, diplomat, and political and presidential partner, campaigner, protocol leader	дружина президента України Олена Зеленська; Олена Зеленська	<a href="https://zn.ua/ukr/UKRAINE/holovne-pro-samit-pershikh-ledi-ta-dzhentlmeniv-sho-initsijovanomu-zelenskoi.html">https://zn.ua/ukr/UKRAINE/holovne-pro-samit-pershikh-ledi-ta-dzhentlmeniv-sho-initsijovanomu-zelenskoi.html</a>

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78	Olena Zelenska	Z.N.	Названі учасники Київського саміту перших леді й джентльменів, який ініціювала Зеленська	20.08.2021	Анастасія Дейна	f	1	yes	yes	3	main subject	neutral	special event, international relations, diplomacy, international cooperation	professional	public stakeholder, social stakeholder, diplomat, and political and presidential partner, campaigner, protocol leader	Зеленська; перша леді України; перша леді України Олена Зеленська,	<a href="https://zn.ua/ukr/POLITICS/nazvani-uchasniki-kijivskoho-samitu-pershikh-ledi-j-dzhentlmeniv-jakij-initsijuvala-zelenska.html">https://zn.ua/ukr/POLITICS/nazvani-uchasniki-kijivskoho-samitu-pershikh-ledi-j-dzhentlmeniv-jakij-initsijuvala-zelenska.html</a>
79	Olena Zelenska	Z.N.	У Києві вперше проведуть саміт перших леді та джентльменів	23.07.2021	Анастасія Дейна	f	1	no	yes	2	main subject	neutral	special event, Institutional event, international relations, diplomacy, international cooperation	professional	diplomat and presidential partner, public stakeholder, political activist, hostess	дружина президента; дружина президента Олена Зеленська; Олена Зеленська;	<a href="https://zn.ua/ukr/POLITICS/u-kijevi-vpershe-provedut-samit-pershikh-ledi-ta-dzhentlmeniv.html">https://zn.ua/ukr/POLITICS/u-kijevi-vpershe-provedut-samit-pershikh-ledi-ta-dzhentlmeniv.html</a>
80	Olena Zelenska	Z.N.	Поки Зеленський був у Карпатах, його родина потай полетіла на Сейшели — ЗМІ	19.01.2022	Дубенко Вадим	m	1	no	yes	4	main subject	negative	private life, vacation, inappropriate behaviour	traditional	wife, mother, subject of the attack	дружина президента; Олена Зеленська; перша леді; перша леді України	<a href="https://zn.ua/ukr/POLITICS/poki-zelenskij-buv-u-karpatakh-joho-rodina-potaj-poletila-na-sejshele-zmi.html">https://zn.ua/ukr/POLITICS/poki-zelenskij-buv-u-karpatakh-joho-rodina-potaj-poletila-na-sejshele-zmi.html</a>
81	Olena Zelenska	Z.N.	Зеленський зустрівся з Трампом на офіційному прийомі	25.09.2019	Марина Ясинская	f	1	no	yes	1	secondary subject	neutral	official visit, special event, international relations	traditional	escort of the president	Олена Зеленська; перша леді; перша леді Олена Зеленська	<a href="https://zn.ua/ukr/POLITICS/zelenskij-zustrivsa-z-trampom-na-oficijnomu-priyomi.html">https://zn.ua/ukr/POLITICS/zelenskij-zustrivsa-z-trampom-na-oficijnomu-priyomi-324528_.html</a>
82	Olena Zelenska	Z.N.	Дружина Зеленського продовжує працювати з "Кварталом 95"	16.12.2020	Євген Лещенко	m	1	yes	yes	5	only subject	negative	private life, work, inappropriate behaviour	professional	interloper, business woman, subject of the attack	дружина Зеленського; дружина президента; Зеленська; перша леді; перша леді України Олена Зеленська	<a href="https://zn.ua/ukr/UKRAINE/druzhina-zelenskoho-prodovzhuje-pratsjuvati-z-kvartalom-95.html">https://zn.ua/ukr/UKRAINE/druzhina-zelenskoho-prodovzhuje-pratsjuvati-z-kvartalom-95.html</a>
83	Olena Zelenska	Z.N.	Олена Зеленська до країн Заходу: дитяче харчування непотрібне, якщо діти помруть, нам потрібна важка зброя	05.05.2022	Лія Ільченко	f	1	yes	yes	4	main subject	positive	appeal to the world community	traditional/p rofessional	diplomat and presidential partner, nation's supporter, patriot	Зеленська, Олена Зеленська, перша леді України	<a href="https://zn.ua/ukr/ECONOMICS/olena-zelenska-do-krajinzakhodu-ditjache-kharchuvannja-nepotribne-jakshcho-ditipomrut-nam-potribna-vazhka-zbroja.html">https://zn.ua/ukr/ECONOMICS/olena-zelenska-do-krajinzakhodu-ditjache-kharchuvannja-nepotribne-jakshcho-ditipomrut-nam-potribna-vazhka-zbroja.html</a>

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84	Olena Zelenska	Z.N.	Зеленська: Переховуватися – це приниження, я цього ніколи не пробачу	24.04.2022	Анастасія Дейна	f	0,5	yes	yes	5	only subject	neutral	private life	traditional	mother, wife, woman, symbol of ukrainian woman	Зеленська, перша леді, Дружина президента України Олена Зеленська	<a href="https://zn.ua/ukr/POLITICS/zelenska-perekhovuvatis-tse-prinizhennja-ja-tsoho-nikoli-ne-probachu.html">https://zn.ua/ukr/POLITICS/zelenska-perekhovuvatis-tse-prinizhennja-ja-tsoho-nikoli-ne-probachu.html</a>
85	Olena Zelenska	Z.N.	Зеленська розповіла, як говорить з дітьми про війну	09.04.2022	Анастасія Дейна	f	0,5	yes	yes	6	main subject	positive	privat life	traditional	mother, woman	Зеленська, Олена, перша леді України, дружина президента Володимира Зеленського - Олена Зеленська,	<a href="https://zn.ua/ukr/UKRAINE/zelenska-rozpozila-jak-hovorit-z-ditmi-pro-vijnu.html">https://zn.ua/ukr/UKRAINE/zelenska-rozpozila-jak-hovorit-z-ditmi-pro-vijnu.html</a>
86	Olena Zelenska	Z.N.	Зеленська звернулася до Всесвітньої ради церков з проханням допомоги з організацією гумкоридорів	19.03.2022	Єлизавета Чижик	f	0,5	yes	yes	5	only subject	positive	appeal to the world community	traditional	supporter of ukrainran nation, peace campaigner	Зеленська, перша леді, Перша леді України Олена Зеленська, перша леді	<a href="https://zn.ua/ukr/UKRAINE/zelenska-zvernulasja-do-vsvesvitnoji-radi-cerkov-z-prohannjam-dopomogi-z-organizacijeu-gumkoridoriv.html">https://zn.ua/ukr/UKRAINE/zelenska-zvernulasja-do-vsvesvitnoji-radi-tserkov.html</a>
87	Olena Zelenska	Z.N.	Скільки ще дітей має загинути, щоб російські війська перестали стріляти – Зеленська	06.03.2022	Єлизавета Чижик	f	0,5	yes	yes	7	main subject	positive	appeal to the world community	traditional/professional	voice of the nation, ambassador, supporter of ukrainran nation, patriot, mother, woman	зеленська, перша леді України Олена Зеленська, перша леді,	<a href="https://zn.ua/ukr/UKRAINE/skilki-shche-ditej-maje-zahinuti-shchob-rosijski-vijska-perestali-striljati-zelenska.html">https://zn.ua/ukr/UKRAINE/skilki-shche-ditej-maje-zahinuti-shchob-rosijski-vijska-perestali-striljati-zelenska.html</a>
88	Olena Zelenska	Den (Day)	Перша леді України запропонувала створити фільм України та Ізраїля про події у Бабиному Яру	21.08.2019	n/a	n/a	1	yes	yes	6	main subject	positive	international relations, diplomacy, international cooperation, first lady initiative	professional	diplomat and political and presidential partner, protocol leader, hostess	дружина володимира зеленського; дружина президента; Олена Зеленська; перша леді України; українська перша леді	<a href="https://day.kyiv.ua/uk/news/210819-persha-ledi-ukrayiny-zaproponovala-stvoryty-film-ukrayiny-ta-izraylya-pro-podiyi-u">https://day.kyiv.ua/uk/news/210819-persha-ledi-ukrayiny-zaproponovala-stvoryty-film-ukrayiny-ta-izraylya-pro-podiyi-u</a>
89	Olena Zelenska	Den (Day)	Президент та перша леді зустрілися з Патріархом Варфоломієм	16.10.2020	n/a	n/a	1	yes	yes	3	secondary subject	positive	official visit	traditional	escort for the president, wife	дружина президента; Олена Зеленська; перша леді	<a href="https://day.kyiv.ua/uk/news/161020-prezydent-ta-persha-ledi-zustrilysia-z-patriarhom-varfolomiyem">https://day.kyiv.ua/uk/news/161020-prezydent-ta-persha-ledi-zustrilysia-z-patriarhom-varfolomiyem</a>
90	Olena Zelenska	Den (Day)	Олена Зеленська взяла участь в щорічному обіді перших леді в ООН	25.09.2019	n/a	n/a	1	yes	yes	4	main subject	positive	special event, fashion, diplomatical event, international cooperation	professional	public figure and celebrity, diplomat	Олена Зеленська; перша леді; перша леді України Олена Зеленська	<a href="https://day.kyiv.ua/uk/news/250919-olena-zelenska-vzjala-uchast-v-shchorichnomu-obidi-pershyh-ledi-v-on">https://day.kyiv.ua/uk/news/250919-olena-zelenska-vzjala-uchast-v-shchorichnomu-obidi-pershyh-ledi-v-on</a>

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91	Olena Zelenska	Den (Day)	У Єлисейському палаці відбулась зустріч перших леді України та Франції	17.07.2019	n/a	n/a	1	yes	yes	2	main subject	neutral	official visit, diplomacy	professional	diplomat	дружина президента України Олена Зеленьська; Олена Зеленьська, перша леді	<a href="https://day.kyiv.ua/uk/news/170619-u-yelyseyskomu-palaci-vidbulas-zustrich-pershyh-ledi-ukrayiny-ta-franciyi">https://day.kyiv.ua/uk/news/170619-u-yelyseyskomu-palaci-vidbulas-zustrich-pershyh-ledi-ukrayiny-ta-franciyi</a>
92	Olena Zelenska	Den (Day)	Подружжя Зеленських вшанувало пам'ять жертв голодоморів в Україні	27.11.2021	n/a	n/a	1	couple	yes	5	main subject	positive	special event, memorial event, national event	traditional	escort for the president, wife	Олена Зеленьська; перша леді; перша леді Олена Зеленьська	<a href="https://day.kyiv.ua/uk/news/271121-podruzzhzha-zelenskyh-vshanuvalo-pamyat-zhertv-golodomoriv-v-ukrayini">https://day.kyiv.ua/uk/news/271121-podruzzhzha-zelenskyh-vshanuvalo-pamyat-zhertv-golodomoriv-v-ukrayini</a>
93	Olena Zelenska	Den (Day)	В Олені Зеленської підтвердили коронавірус	12.06.2020	n/a	n/a	1	yes	yes	5	only subject	positive	covid, health	traditional	wife, patient, woman, mother	<b>дружина президента України Олена Зеленьська; Олена Зеленьська; перша леді</b>	<a href="https://day.kyiv.ua/uk/news/120620-v-oleny-zelenskoyi-pidтверdyly-koronavirus">https://day.kyiv.ua/uk/news/120620-v-oleny-zelenskoyi-pidтверdyly-koronavirus</a>
94	Olena Zelenska	Den (Day)	У Канаді Олена Зеленьська ознайомилася з програмою підтримки дитячого здоров'я	04.07.2019	n/a	n/a	1	yes	yes	6	main subject	neutral	health, official visit, first lady's initiative	professional	diplomat, and political and presidential partner, escort for the president	дружина президента України Олена Зеленьська; Олена Зеленьська; перша леді; перша леді Олена Зеленьська	<a href="https://day.kyiv.ua/uk/news/040719-u-kanadi-olena-zelenska-oznayomylasya-z-programoyu-pidtrymky-dytyachogo-zdorovya">https://day.kyiv.ua/uk/news/040719-u-kanadi-olena-zelenska-oznayomylasya-z-programoyu-pidtrymky-dytyachogo-zdorovya</a>
95	Olena Zelenska	Den (Day)	У Києві відкрили виставку, присвячену проблемі домашнього насильства	25.11.2020	n/a	n/a	1	no	yes	4	secondary subject	neutral	social event, cultural event	professional	social stakeholder, social advocate and champion of social causes	Олена Зеленьська; перша леді Олена Зеленьська	<a href="https://day.kyiv.ua/uk/news/251120-u-kyievi-vidkryly-vystavku-prysvyachenu-problemi-domashnogo-nasylstva">https://day.kyiv.ua/uk/news/251120-u-kyievi-vidkryly-vystavku-prysvyachenu-problemi-domashnogo-nasylstva</a>
96	Olena Zelenska	Den (Day)	У "Софії Київській" запрацював турецькомовний аудіогід	04.02.2022	n/a	n/a	1	no	yes	2	secondary subject	positive	cultural event (audio guide), first lady's initiative	professional	hostess, diplomat, and political and presidential partner, culture supporter	Олена Зеленьська; перша леді України Олена Зеленьська	<a href="https://day.kyiv.ua/uk/news/040222-u-sofiyi-kyivskiy-zapracuyuv-tureckomovnyy-audiogid">https://day.kyiv.ua/uk/news/040222-u-sofiyi-kyivskiy-zapracuyuv-tureckomovnyy-audiogid</a>
97	Olena Zelenska	Den (Day)	В Україні створюють каталог послуг для вразливих груп населення	02.12.2020	n/a	n/a	1	no	yes	4	main subject	positive	social event	professional	social advocate and champion of social causes	Олена Зеленьська; перша леді; перша леді Олена Зеленьська	<a href="https://day.kyiv.ua/uk/news/021220-v-ukrayini-stvoryat-katalog-poslug-dlya-vrazlyvyh-grup-naselennya">https://day.kyiv.ua/uk/news/021220-v-ukrayini-stvoryat-katalog-poslug-dlya-vrazlyvyh-grup-naselennya</a>

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98	Olena Zelenska	Den (Day)	Олена Зеленська відвідала виставку про Україну	13.02.2020	n/a	n/a	1	yes	yes	5	main subject	positive	cultural event	traditional	gast, public woman, public figure and celebrity	Зеленська; Олена Зеленська; перша леді; перша леді Олена Зеленська	<a href="https://day.kyiv.ua/uk/news/130220-olena-zelenska-vidvidala-vystavku-pro-ukrayinu">https://day.kyiv.ua/uk/news/130220-olena-zelenska-vidvidala-vystavku-pro-ukrayinu</a>
99	Olena Zelenska	Den (Day)	Олена Зеленська зустрілася з Сарою Нетаньягу	20.08.2019	n/a	n/a	0.5	yes	yes	6	main subject	positive	official visit, diplomacy	traditional	diplomat, and political and presidential partner, woman, hostess, protocol leader, fashion trendsetter, PUBLIC WOMAN	Олена Зеленська; перша леді	<a href="https://day.kyiv.ua/uk/news/200819-olena-zelenska-zustrilasja-z-saroyu-netanyagu-foto">https://day.kyiv.ua/uk/news/200819-olena-zelenska-zustrilasja-z-saroyu-netanyagu-foto</a>
100	Olena Zelenska	Den (Day)	Зеленський із дружиною вшанували пам'ять Героїв Небесної Сотні	20.02.2020	n/a	n/a	0,5	couple	yes	3	secondary subject	positive	memorial event, special event, national event	traditional	escort for the president, wife	дружина Олена; перша леді	<a href="https://day.kyiv.ua/uk/news/200220-zelenskyy-iz-druzhynoyu-vshanuvay-pamyat-geroyiv-nebesnoyi-sotni">https://day.kyiv.ua/uk/news/200220-zelenskyy-iz-druzhynoyu-vshanuvay-pamyat-geroyiv-nebesnoyi-sotni</a>
101	Olena Zelenska	Den (Day)	Дружина Президента відвідала Національний музей Омана	07.01.2020	n/a	n/a	0,5	yes	yes	5	only subject	negative	cultural event, official visit, diplomacy, inappropriate behaviour	traditional	public woman, antitrend setter, subject of attack	Зеленська; Олена Зеленська; перша леді України	<a href="https://day.kyiv.ua/uk/news/070120-druzhyna-prezydenta-vidvidala-nacionalnyi-muzej-omana">https://day.kyiv.ua/uk/news/070120-druzhyna-prezydenta-vidvidala-nacionalnyi-muzej-omana</a>
102	Olena Zelenska	Den (Day)	Олена Зеленська запропонувала провести в ОАЕ тижні українського кіно та дні народного мистецтва	14.02.2021	n/a	n/a	1	yes	yes	5	main subject	positive	official visit, diplomacy	professional	diplomat, culture supporter	Олена Зеленська; перша леді; перша леді України Олена Зеленська	<a href="https://day.kyiv.ua/uk/news/140221-olena-zelenska-zaproponovala-provesty-v-oe-tizhni-ukrayinskogo-kino-ta-dni-narodnogo">https://day.kyiv.ua/uk/news/140221-olena-zelenska-zaproponovala-provesty-v-oe-tizhni-ukrayinskogo-kino-ta-dni-narodnogo</a>
103	Olena Zelenska	Den (Day)	Олена Зеленська взяла участь у відкритті виставки «Історія крізь обличчя»	03.10.2019	n/a	n/a	1	yes	yes	3	main subject	positive	special event, memorial event, national event	professional	culture supporter, public figure and celebrity, public woman	Олена Зеленська; перша леді	<a href="https://day.kyiv.ua/uk/news/031019-olena-zelenska-vzjala-uchast-u-vidkrytti-vystavky-istoriya-kriz-oblychchya">https://day.kyiv.ua/uk/news/031019-olena-zelenska-vzjala-uchast-u-vidkrytti-vystavky-istoriya-kriz-oblychchya</a>
104	Olena Zelenska	Den (Day)	У трьох музеях Туреччини запустили україномовні гіді	17.10.2020	n/a	n/a	1	no	yes	4	main subject	positive	cultural event, first lady's initiative	traditional/professional	culture supporter, diplomat, and political and presidential partner, escort for president	дружина президента України Олена Зеленська; Олена Зеленська; перша леді Олена Зеленська	<a href="https://day.kyiv.ua/uk/news/171020-u-troh-muzeyah-turechchyny-zapustily-ukrayinomovni-gidy">https://day.kyiv.ua/uk/news/171020-u-troh-muzeyah-turechchyny-zapustily-ukrayinomovni-gidy</a>
105	Olena Zelenska	Den (Day)	Президент Володимир Зеленський провів зустріч з освітянами	05.10.2019	n/a	n/a	1	no	yes	3	secondary subject	positive	special event, education	traditional	presidential partner, escort of the president, public woman	перша леді Олена Зеленська; Олена Зеленська; дружина президента;	<a href="https://day.kyiv.ua/uk/news/051019-prezydent-volodymyr-zelenskyy-proviv-zustrich-z-osvityanamy">https://day.kyiv.ua/uk/news/051019-prezydent-volodymyr-zelenskyy-proviv-zustrich-z-osvityanamy</a>

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106	Olena Zelenska	Den (Day)	Острів Хортиця стане першим безбар'єрним туристичним об'єктом в Україні	05.08.2021	n/a	n/a	1	no	yes	2	secondary subject	positive	first lady's initiative	professional	public woman, public figure and celebrity; culture supporter, social advocate and champion of social causes;	Зеленська; перша леді Олена Зеленська	<a href="https://day.kyiv.ua/uk/news/050821-ostriv-hortycya-stane-pershym-bezbar'yernym-turystychnym-obyektom-v-ukrayini">https://day.kyiv.ua/uk/news/050821-ostriv-hortycya-stane-pershym-bezbar'yernym-turystychnym-obyektom-v-ukrayini</a>
107	Olena Zelenska	Den (Day)	У школах має бути урок інформаційної гігієни, - Зеленська	23.08.2021	n/a	n/a	1	yes	yes	7	only subject	positive	first lady's initiative, special event, education	professional	public figure and celebrity, social advocate and champion of social causes,	дружина президента Олена Зеленська; перша леді;	<a href="https://day.kyiv.ua/uk/news/230821-u-shkolah-maye-but-yurok-informatsiynoi-hygyeny-zelenska">https://day.kyiv.ua/uk/news/230821-u-shkolah-maye-but-yurok-informatsiynoi-hygyeny-zelenska</a>
108	Olena Zelenska	Den (Day)	Володимир Зеленський з дружиною подарували вишиті сорочки лідерам світових подарували вишиті сорочки лідерам світових держав	21.05.2020	n/a	n/a	1	yes	yes	3	secondary subject	positive	national event, diplomacy	traditional	president's helpmate, diplomat and political and presidential partner	дружина володимира зеленського; Олена Зеленська; перша леді України	<a href="https://day.kyiv.ua/uk/news/210520-volodymyr-zelenskyy-z-druzhynoyu-podaruvaly-vyshyti-sorochky-lideram-svitovyh-derzhav">https://day.kyiv.ua/uk/news/210520-volodymyr-zelenskyy-z-druzhynoyu-podaruvaly-vyshyti-sorochky-lideram-svitovyh-derzhav</a>
109	Olena Zelenska	Den (Day)	Президент взяв участь у церемонії інтронізації Імператора Японії Нарухіто	22.10.2019	n/a	n/a	1	no	yes	1	secondary subject	neutral	special event	traditional	escort for the president	перша леді Олена Зеленська	<a href="https://day.kyiv.ua/uk/news/221019-prezydent-vzyav-uchast-u-ceremoniyi-intronizaciyi-imperatora-yaponiyi-naruhito">https://day.kyiv.ua/uk/news/221019-prezydent-vzyav-uchast-u-ceremoniyi-intronizaciyi-imperatora-yaponiyi-naruhito</a>
110	Olena Zelenska	Den (Day)	Олена Зеленська ініціює запуск аудіогідів українською у найбільших музеях світу	26.09.2019	n/a	n/a	0,5	yes	yes	3	only subject	positive	cultural event (audio guide), official visit	professional	culture supporter, diplomat, public woman, public figure and celebrity	дружина президента Олена Зеленська; Олена Зеленська	<a href="https://day.kyiv.ua/uk/news/260919-olena-zelenska-iniciyuye-zapusk-audiogidiv-ukrayinskoyu-u-naybilshyhmuzeyah-svitu">https://day.kyiv.ua/uk/news/260919-olena-zelenska-iniciyuye-zapusk-audiogidiv-ukrayinskoyu-u-naybilshyhmuzeyah-svitu</a>
111	Olena Zelenska	Den (Day)	Глава держави разом з дружиною вшанували пам'ять Героїв Небесної Сотні	24.08.2020	n/a	n/a	0,5	yes	yes	3	secondary subject	positive	national event, special event, memorial event	traditional	escort for the president, wife, public figure and celebrity	дружина президента; дружина президента Олена, перша леді	<a href="https://day.kyiv.ua/uk/news/240820-glava-derzhavy-razom-z-druzhynoyu-vshanuvaly-pamyat-geroyiv-nebesnoyi-sotni">https://day.kyiv.ua/uk/news/240820-glava-derzhavy-razom-z-druzhynoyu-vshanuvaly-pamyat-geroyiv-nebesnoyi-sotni</a>
112	Olena Zelenska	Den (Day)	Олена Зеленська відвідала виставку робіт аргентинських фотохудожниць "Аргентина очима жінок-мисткинь"	05.11.2020	n/a	n/a	1	yes	yes	3	main subject	positive	cultural cooperation, culture event	traditional	public woman, public figure and celebrity	Олена Зеленська; перша леді Олена Зеленська	<a href="https://day.kyiv.ua/uk/news/051120-olena-zelenska-vidvidala-vystavku-robit-argentynskykh-fotohudozhnyts-argenty-na-ochyma">https://day.kyiv.ua/uk/news/051120-olena-zelenska-vidvidala-vystavku-robit-argentynskykh-fotohudozhnyts-argenty-na-ochyma</a>
113	Olena Zelenska	Den (Day)	Зеленський із дружиною вшанували пам'ять жертв Голодоморів	28.11.2020	n/a	n/a	1	couple	yes	3	secondary subject	positive	memorial event, special event, national event	traditional	escort for the president	дружина голови держави; дружина Зеленського; перша леді Олена Зеленська	<a href="https://day.kyiv.ua/uk/news/281120-zelenskyy-iz-druzhynoyu-vshanuvaly-pamyat-zhertv-golodomoriv">https://day.kyiv.ua/uk/news/281120-zelenskyy-iz-druzhynoyu-vshanuvaly-pamyat-zhertv-golodomoriv</a>

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114	Olena Zelenska	Den (Day)	У Києві відкрили виставку, присвячену проблемі домашнього насильства	25.11.2020	n/a	n/a	1	no	yes	4	secondary subject	positive	social event	professional	public woman, public figure and celebrity, social advocate and champion of social causes	Олена Зеленська	<a href="https://day.kyiv.ua/uk/news/251120-u-kyievi-vidkryly-vystavku-prysvyachenu-problemi-domashnogo-nasylystva">https://day.kyiv.ua/uk/news/251120-u-kyievi-vidkryly-vystavku-prysvyachenu-problemi-domashnogo-nasylystva</a>
115	Olena Zelenska	Den (Day)	Дружина Зеленського в Токіо відвідала Центр здоров'я для дітей та родин	23.10.2019	n/a	n/a	1	yes	yes	7	main subject	positive	official visit, diplomacy, first lady's initiative	professional	escort of the president, social projects initiator, social advocate and champion of social causes	дружина Зеленського; дружина президента; дружина президента України Олена Зеленська; Олена Зеленська	<a href="https://day.kyiv.ua/uk/news/231019-druzhyna-zelenskogo-v-tokio-vidvidala-centr-zdorovya-dlya-ditey-ta-rodyn">https://day.kyiv.ua/uk/news/231019-druzhyna-zelenskogo-v-tokio-vidvidala-centr-zdorovya-dlya-ditey-ta-rodyn</a>
116	Olena Zelenska	Den (Day)	Україна та Австрія співпрацюватимуть в межах міжнародного "Партнерства Біарріц"	25.02.2020	n/a	n/a	1	no	yes	5	main subject	positive	official visit, diplomacy, first lady's initiative, international cooperation	professional	social projects initiator, social advocate and champion of social causes	дружина президента; дружина президента Олена Зеленська; Олена Зеленська; перша леді	<a href="https://day.kyiv.ua/uk/news/250220-ukrayina-ta-avstriya-spivpracuyuvatymut-v-mezhah-mizhnarodnogo-partnerstva-biarric">https://day.kyiv.ua/uk/news/250220-ukrayina-ta-avstriya-spivpracuyuvatymut-v-mezhah-mizhnarodnogo-partnerstva-biarric</a>
117	Olena Zelenska	Den (Day)	Музей історії мистецтв у Відні впровадить україномовний аудіогід	15.09.2020	n/a	n/a	1	no	yes	4	secondary subject	positive	official visit, cultural event, first lady's initiative	professional	culture supporter, public woman	дружина президента; Олена Зеленська; перша леді	<a href="https://day.kyiv.ua/uk/news/150920-muzey-istoriyi-mystectv-u-vidni-vprovadyt-ukrayinomovnyy-audiogid">https://day.kyiv.ua/uk/news/150920-muzey-istoriyi-mystectv-u-vidni-vprovadyt-ukrayinomovnyy-audiogid</a>
118	Olena Zelenska	Den (Day)	У "Софії Київській" запрацював турецькомовний аудіогід	04.02.2022	n/a	n/a	1	no	yes	2	main subject	positive	special event, cultural event, international relations	professional	culture supporter, cultural project initiator, public woman	Олена Зеленська; перша леді України Олена Зеленська	<a href="https://day.kyiv.ua/uk/news/040222-u-sofiji-kyivskiy-zapracuyuvav-tureckomovnyy-audiogid">https://day.kyiv.ua/uk/news/040222-u-sofiji-kyivskiy-zapracuyuvav-tureckomovnyy-audiogid</a>
119	Olena Zelenska	Den (Day)	Дружина Президента відвідала малий груповий будинок для дітей-сиріт з інвалідністю	01.06.2020	n/a	n/a	1	yes	yes	4	main subject	neutral	social event	professional	public woman, advocate and champion of social causes	дружина президента; Олена Зеленська; перша леді	<a href="https://day.kyiv.ua/uk/news/010620-druzhyna-prezidenta-vidvidala-malij-grupoviy-budynok-dlya-ditey-sirit-z-invalidnistyu">https://day.kyiv.ua/uk/news/010620-druzhyna-prezidenta-vidvidala-malij-grupoviy-budynok-dlya-ditey-sirit-z-invalidnistyu</a>
120	Olena Zelenska	Den (Day)	Олена Зеленська відвідала Ризьку українську середню школу	18.10.2019	n/a	n/a	1	yes	yes	3	main subject	positive	official visit, intensional relations	professional	public woman, public figure and celebrity	Олена Зеленська; перша леді; перша леді Олена Зеленська	<a href="https://day.kyiv.ua/uk/article/media/olena-zelenska-vidvidala-ryzku-ukrayinsku-serednyu-shkolu">https://day.kyiv.ua/uk/article/media/olena-zelenska-vidvidala-ryzku-ukrayinsku-serednyu-shkolu</a>

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121	Olena Zelenska	Den (Day)	Володимир та Олена Зеленські взяли участь у відкритті святкового містечка біля Офісу Президента	17.12.2021	n/a	n/a	1	yes	yes	4	main subject	positive	special event, national event	traditional	public woman, president's helpmate, escort for the president	Олена Зеленська; перша леді Олена Зеленська; подружжя	<a href="https://day.kyiv.ua/uk/news/171221-volodymyr-ta-olena-zelenski-vzaly-uchast-u-vidkrytti-svyatkovogo-mistechka-bilya-ofisu">https://day.kyiv.ua/uk/news/171221-volodymyr-ta-olena-zelenski-vzaly-uchast-u-vidkrytti-svyatkovogo-mistechka-bilya-ofisu</a>
122	Olena Zelenska	Den (Day)	Зеленська запропонувала напередодні Дня Незалежності провести Київський саміт перших леді та джентльменів	23.07.2021	n/a	n/a	1	yes	yes	3	main subject	positive	first lady's initiative, special event, diplomacy	professional	public woman, diplomat, initiator of international projects	дружина президента Олена Зеленська; Зеленська; Олена Зеленська	<a href="https://day.kyiv.ua/uk/news/230721-zelenska-zaproponovala-naperedodni-dnya-nezalezhnosti-provesty-kyivskyy-samit-pershyh">https://day.kyiv.ua/uk/news/230721-zelenska-zaproponovala-naperedodni-dnya-nezalezhnosti-provesty-kyivskyy-samit-pershyh</a>
123	Olena Zelenska	Den (Day)	Президентське подружжя оглянуло виставку "Леся Українка: 150 імен"	25.02.2021	n/a	n/a	1	couple	yes	3	main subject	positive	cultural event	traditional	public woman, public figure and celebrity, escort for the president	Олена Зеленська; перша леді Олена Зеленська; подружжя	<a href="https://day.kyiv.ua/uk/news/250221-prezidentske-podruzzhya-oglyanulo-vystavku-lesya-ukrayinka-150-imen">https://day.kyiv.ua/uk/news/250221-prezidentske-podruzzhya-oglyanulo-vystavku-lesya-ukrayinka-150-imen</a>
124	Olena Zelenska	Den (Day)	У музеї килима в Баку з'явився аудіогід українською мовою	24.08.2020	n/a	n/a	1	no	yes	3	secondary subject	positive	official visit, culture event, first lady's initiative	professional	public woman, public figure and celebrity, initiator of projects	Олена Зеленська; перша леді	<a href="https://day.kyiv.ua/uk/news/240820-u-muzeji-kylyma-v-baku-zyavivsya-audiogid-ukrayinskoyu-movoyu">https://day.kyiv.ua/uk/news/240820-u-muzeji-kylyma-v-baku-zyavivsya-audiogid-ukrayinskoyu-movoyu</a>
125	Olena Zelenska	Den (Day)	Україна та ЮНІСЕФ підписали Меморандум про взаєморозуміння	01.06.2020	n/a	n/a	1	no	yes	5	main subject	positive	international cooperation	professional	public woman, public figure and celebrity, initiator of projects, official advocate and champion of social causes	дружина президента; дружина президента України Олена Зеленська; Олена Зеленська; перша леді	<a href="https://day.kyiv.ua/uk/news/010620-ukrayina-ta-yunisef-pidpysaly-memorandum-pro-vzayemorozuminnya">https://day.kyiv.ua/uk/news/010620-ukrayina-ta-yunisef-pidpysaly-memorandum-pro-vzayemorozuminnya</a>
126	Olena Zelenska	Den (Day)	Саміт перших леді та джентльменів має стати традиційним, - Зеленська	02.08.2021	n/a	n/a	1	yes	yes	8	main subject	positive	special event, international event, international cooperation, international relations	professional	public woman, public figure and celebrity, initiator of projects, diplomat, social advocate and champion of social causes	дружина президента; дружина президента України Олена Зеленська; Олена Зеленська; перша леді	<a href="https://day.kyiv.ua/uk/news/020821-samit-pershyh-ledi-ta-dzgentlmeniv-maye-staty-tradyciynym-zelenska">https://day.kyiv.ua/uk/news/020821-samit-pershyh-ledi-ta-dzgentlmeniv-maye-staty-tradyciynym-zelenska</a>
127	Olena Zelenska	Den (Day)	Зеленська ініціює приєднання України до "Партнерства заради миру Біарріц"	10.12.2019	n/a	n/a	1	yes	yes	5	main subject	positive	first lady's initiative, international cooperation	professional	public woman, public figure and celebrity, initiator of projects, diplomat, social advocate and champion of social causes	дружина президента України Олена Зеленська; Зеленська; перша леді	<a href="https://day.kyiv.ua/uk/news/101219-zelenska-iniciuyue-pryyednannya-ukrayiny-do-partnerstva-zarady-myru-biarric">https://day.kyiv.ua/uk/news/101219-zelenska-iniciuyue-pryyednannya-ukrayiny-do-partnerstva-zarady-myru-biarric</a>

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128	Olena Zelenska	Den (Day)	Прагнення до незалежності закладене у нашому генетичному коді, - Зеленський	24.08.2019	n/a	n/a	1	no	yes	1	secondary subject	positive	national event, special event	traditional	escort for the president, public woman	перша леді Олена Зеленська	<a href="https://day.kyiv.ua/uk/news/240819-pragnennya-do-nezalezhnosti-zakladene-u-nashomu-genetychnomu-kodi-zelenskyy">https://day.kyiv.ua/uk/news/240819-pragnennya-do-nezalezhnosti-zakladene-u-nashomu-genetychnomu-kodi-zelenskyy</a>
129	Olena Zelenska	УКРАЇНСЬКА ПРАВДА	Дружина Зеленського відкрила "комуністичний" кінофестиваль у Китаї	23.09.2021	n/a	n/a		yes	yes	3	main subject	neutral	special event, international event, international cooperation, international relations	professional	public woman , public figure and celebrity	дружина Зеленського; Зеленська; перша леді України Олена Зеленська	<a href="https://www.pravda.com.ua/news/2021/09/23/7308200/">https://www.pravda.com.ua/news/2021/09/23/7308200/</a>
130	Olena Zelenska	УКРАЇНСЬКА ПРАВДА	Родина Зеленського потайки відпочивала на Сейшелах, поки він був у Карпатах – розслідування УП	18.01.2022	Михайло Ткач	m	1	no	yes	4	main subject	negative	private life, vacation, inappropriate behaviour	traditional	interloper, woman, celebrity	дружина президента; дружина президента зеленського Олена; Олена Зеленська; перша леді	<a href="https://www.pravda.com.ua/news/2022/01/18/7320895/">https://www.pravda.com.ua/news/2022/01/18/7320895/</a>
131	Olena Zelenska	УКРАЇНСЬКА ПРАВДА	Версальський палац заговорив українською	16.04.2021	n/a	n/a	1	no	yes	3	main subject	positive	culture, first lady's initiative	professional	culture supporter, cultural project initiator, public woman	перша леді Олена Зеленська; перша леді; Олена Зеленська;	<a href="https://www.pravda.com.ua/news/2021/04/16/7290542/">https://www.pravda.com.ua/news/2021/04/16/7290542/</a>
132	Olena Zelenska	УКРАЇНСЬКА ПРАВДА	Японія похвалила сукню дружини Зеленського	28.10.2019	n/a	n/a	1	yes	yes	6	main subject	positive	special event, official visit, international relations, appears, image	traditional	escort for the president, fashion trendsetter, public woman	дружина Зеленського; Олена; перша леді; перша леді Олена Зеленська; подружжя	<a href="https://www.pravda.com.ua/news/2019/10/28/7230313/">https://www.pravda.com.ua/news/2019/10/28/7230313/</a>
133	Olena Zelenska	УКРАЇНСЬКА ПРАВДА	Дружина Зеленського приїхала до українських військових у Брюсселі	05.06.2019	n/a	n/a	1	yes	yes	4	main subject	positive	official visit, national support	traditional	president's helpmate, patriot	дружина Зеленського; дружина президента Олена Зеленська; Зеленська	<a href="https://www.pravda.com.ua/news/2019/06/5/7217232/">https://www.pravda.com.ua/news/2019/06/5/7217232/</a>
134	Olena Zelenska	УКРАЇНСЬКА ПРАВДА	Зеленський з дружиною отримали за рік більше 28 мільйонів доходів	30.05.2020	n/a	n/a	1	yes	no	4	secondary subject	neutral	declaration, money	n/a	president's helpmate	дружина президента; дружина президента Олена Зеленська; Зеленська	<a href="https://www.pravda.com.ua/news/2020/05/30/7253849/">https://www.pravda.com.ua/news/2020/05/30/7253849/</a>

No.	First Lady	Newspaper	Name of the article	Date	Author	gender	Length of the article	Name in the title	Name in 1st paragraph	Frequency	Relevance of the First Lady to the story	Sound of the report (attitude)	Report topic	Role of the first lady	Dominant frames	Designation	LINK
135	Olena Zelenska	УКРАЇНСЬКА ПРАВДА	Дружину президента України госпіталізували через COVID-19	16.06.2020	n/a	n/a	1	yes	yes	5	only subject	neutral	health, covid	traditional	woman, patient	дружина президента Олена Зеленська; дружина президента України; Олена Зеленська	<a href="https://www.pravda.com.ua/news/2020/06/16/7255">https://www.pravda.com.ua/news/2020/06/16/7255</a>
136	Olena Zelenska	УКРАЇНСЬКА ПРАВДА	На тлі чуток, що дружина президента за кордоном, вона знялась у шкільному відеоуроці	01.04.2020	n/a	n/a	1	yes	yes	5	only subject	positive	education	traditional	president's helpmate	дружина президента; Зеленська; Олена Зеленська; перша леді	<a href="https://www.pravda.com.ua/news/2020/04/1/7246085/">https://www.pravda.com.ua/news/2020/04/1/7246085/</a>
137	Olena Zelenska	УКРАЇНСЬКА ПРАВДА	Зеленський прибув до Вашингтона	31.08.2021	n/a	n/a	1	no	yes	1	secondary subject	neutral	official visit, international relations	traditional	escort for president	перша леді Олена	<a href="https://www.pravda.com.ua/news/2021/08/31/7305516/">https://www.pravda.com.ua/news/2021/08/31/7305516/</a>
138	Olena Zelenska	УКРАЇНСЬКА ПРАВДА	Зеленська запустила телеграм-канал про те, як жити у воєнний час	03.03.2022	Катерина Тищенко	f	0,5	yes	yes	2	main subject	neutral	first lady's initiative	traditional	president's helpmate, social supporter	Перша леді Олена Зеленська, Перша леді	<a href="https://www.pravda.com.ua/news/2022/03/3/7327964/">https://www.pravda.com.ua/news/2022/03/3/7327964/</a>
139	Olena Zelenska	УКРАЇНСЬКА ПРАВДА	"Путін може прийти до вас": Зеленська закликала закрити небо над Україною	03.09.2022	Ольга Галущенко	f	1	yes	yes	8	main subject	positive	first lady's initiative, appeal to the world community	traditional/professional	president's helpmate, supporter, social supporter	Зеленська, Перша леді України Олена Зеленська,	<a href="https://www.pravda.com.ua/news/2022/03/9/7329609/">https://www.pravda.com.ua/news/2022/03/9/7329609/</a>
140	Olena Zelenska	УКРАЇНСЬКА ПРАВДА	Перша леді США в Ужгороді зустрілась з Зеленською	08.05.2022	n/a	n/a	0,5	yes	yes	3	secondary subject	neutral	international relations	traditional	hostess	Зеленська, українська перша леді Олена Зеленська	<a href="https://www.pravda.com.ua/news/2022/05/8/7344891/">https://www.pravda.com.ua/news/2022/05/8/7344891/</a>

Table 12: The list of the analyzed articles of Brigitte Macron and Olena Zelenska. (Source: own creation)

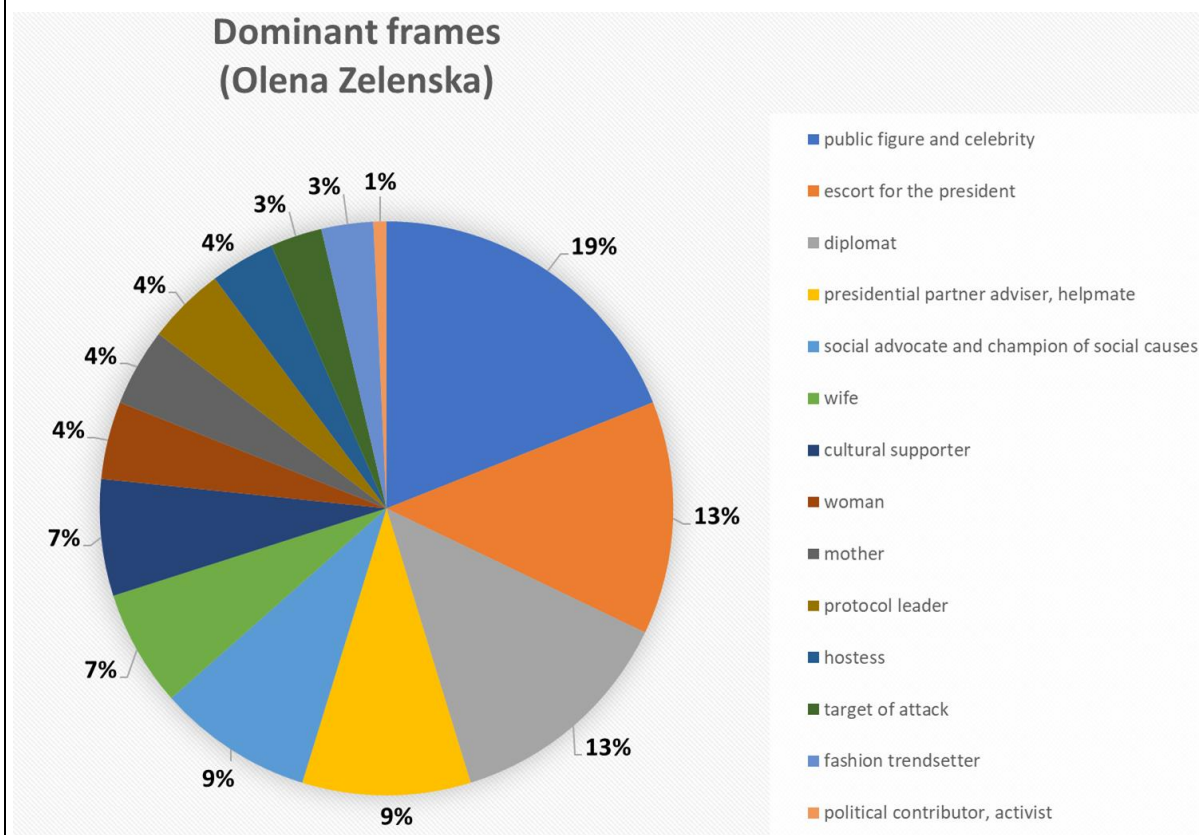
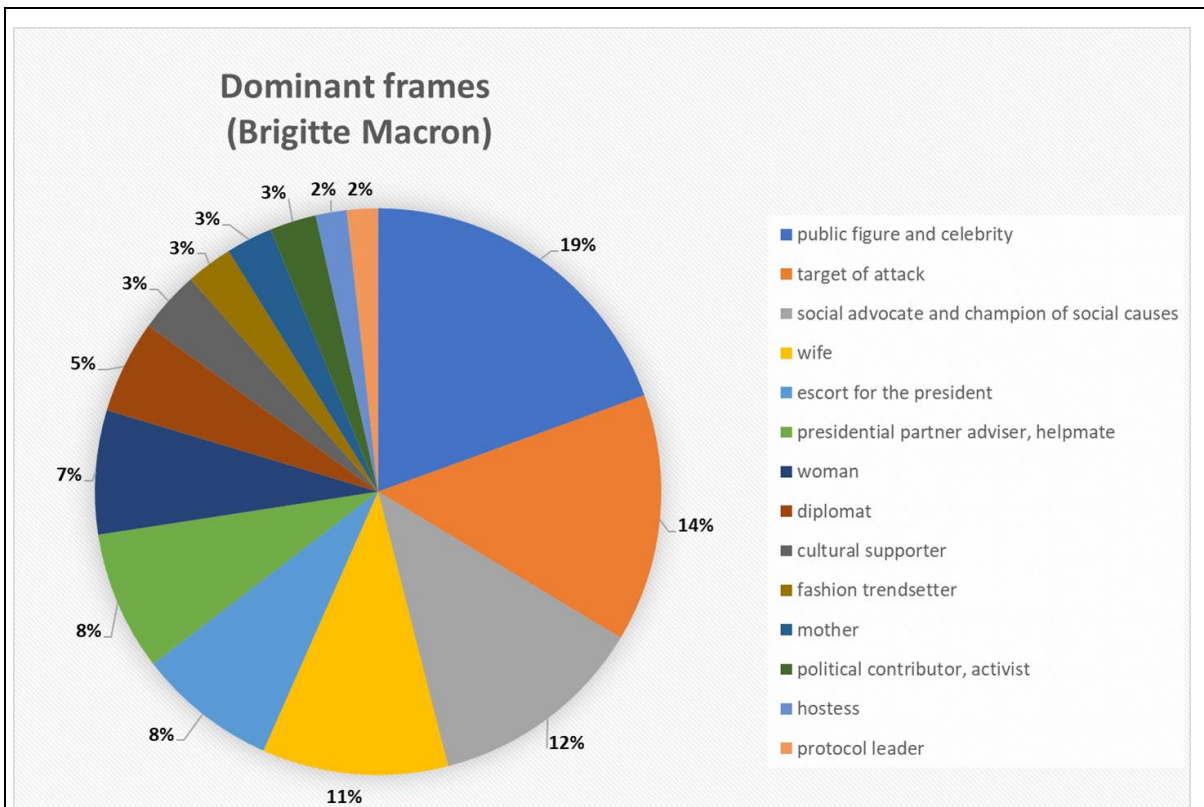


Figure 18: Dominant frames in percentage terms. (Source: own creation).

ORIGINAL DESIGNATIONS (ALL VARIATIONS)			
Brigitte Macron		Olena Zelenska	
L'épouse du chef de l'État français	1	дружина голови держави	1
l'épouse du chef de l'État	16		
<b>The wife/spouse of the Head of State</b>	<b>17</b>	<b>The wife/spouse of the Head of State</b>	<b>1</b>
L'épouse du président de la République	9	дружина президента України	2
L'épouse du président	6	дружина президента	18
L'épouse du président français	3	дружина президента України	11
		Олена Зеленська	
femme du président de la République	1	дружина президента Олена Зеленська	9
		дружина президента Володимира Зеленського - Олена Зеленська	2
		дружина президента Зеленського	
		Олена	
<b>the wife of the President</b>	<b>19</b>	<b>the wife of the President</b>	<b>4</b>
l'épouse de Macron	3	дружина Володимира Зеленського	2
l'épouse d'Emmanuel Macron	6	дружина Олена	1
sa femme	1	дружина Зеленського	6
son épouse Brigitte	3		
sa femme Brigitte	3		
son épouse	11		
<b>Macron's/Zelensky's/his wife</b>	<b>27</b>	<b>Macron's/Zelensky's/his wife</b>	<b>9</b>
la première dame française	1	перша леді України	11
la première dame	34	перша леді Олена Зеленська	21
		перша леді	30
		перша леді України Олена Зеленська	7
		українська перша леді	2
		перша леді Олена	1
<b>First lady</b>	<b>35</b>	<b>First lady</b>	<b>72</b>
Brigitte	6	Олена	4
Brigitte Macron	71	Олена Зеленська	5
Mme Macron	10	Зеленська	22
<b>Name's variations</b>	<b>88</b>	<b>Name's variations</b>	<b>31</b>
Le couple présidentiel	1	подружжя	3
le couple Macron	1		
<b>the presidential couple</b>	<b>2</b>	<b>the presidential couple</b>	

Table 13: Comparative table: Designation of Brigitte Macron and Olena Zelenska (Source: own creation).

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