

Abstract

When examining the populist radical right's (PRR) views on gender issues, there is often a simplistic assumption that PRR politicians have a negative attitude towards these issues and perceive women primarily through the lens of their role as mothers and second-class citizens. However, this relationship is far from being so clear-cut; on the contrary, it is much more complex. The following thesis thus examines two prominent PRR politicians in France – Marine Le Pen and Éric Zemmour – and their attitudes towards these issues, specifically during their 2022 presidential campaigns. The thesis is methodologically grounded in a qualitative content analysis of the two candidates' programme materials and speeches, leading to the identification of eight thematic units that both Le Pen and Zemmour focused on: sexualised and domestic violence and safety; women's health and healthcare; professional life and career; secularism and Islam; feminism and gender; the image of women and their role in society; women's rights and gender equality; and family and childbearing. The results of the analysis show that both politicians emphasized similar themes, but they often differed in proposed measures and emphasized aspects. Both also specifically targeted women as potential voters in their campaigns. The topic was more frequently addressed by Marine Le Pen, specifically in 54.16% of the sources analysed, compared to Éric Zemmour's 33.96%. Both candidates spoke about the issues in speeches rather than in programme materials.