

# THE CONSTRUCTION OF GENDER IDENTITY IN ROMANIA, IN THE PRESS DEDICATED TO WOMEN. CASE STUDY: *ELLE* MAGAZINE

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**Abstract:** *The present article aims to study a magazine dedicated to women in terms of covering topics related to the construction of gender identity in Romania. More precisely, the research aims to observe how such a publication can contribute to (re)defining the image of the representatives of the LGBTQ community in Romania, thus becoming an agent of social change in a patriarchal, traditionalist and still deeply conservative society. The analyzed journalistic texts were published in 2018, and the period chosen for the research is not accidental. In 2018 in Romania was organized what in the collective mind remained as the referendum for defining the family in the Constitution, with the aim to ban the right to marry a person of the same sex; the attempt was invalidated by the citizens with the right to vote.*

**Keywords:** *gender, gender identity, sexual minorities, homosexuality, women's magazines, 2018 referendum, civil partnership*