The stereotyped construction of social genders by mass media is deeply rooted in people's minds. The image that the media offers of society does not correspond to reality. In this paper the different treatment of news in the press, whether focused on women or men, will be analysed. Also, a different way of constructing information will be offered in order to propose a change in the interpretation of gender roles. Through deconstruction we will look at new possibilities in the transmission of other possible models for women.