**Success in life; professional success, the image of the successful woman, social mobility and erotic capital; social attractiveness; women and Romanian politics.**

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Summary

**The article is based on a quantitative research conducted between September and December 2022 on a sample of 685 young people aged between 20 and 35. The research was carried out using an online questionnaire, completed by students from social sciences faculties in Romania. The main objective was to identify young people’s perception of the qualities they expect from the current political class, and I focused specifically on the perception of women in politics. I have chosen young people exclusively because they are usually the promoters of social change both at the value level and at the level of using new tools of political communication. At the same time in crisis situations, when there is normally a major pressure to change the value and institutional framework, they are the ones who adapt most quickly to the new conditions and also tend to keep the new models assimilated even after the crisis disappears.**

**The particular objectives of the study were to identify the essential characteristics for the political class, both for women and men, and to identify young people’s perceptions of the successful woman’s model. The study aimed particularly and rarely researched in the Romanian space the analysis of young people’s perceptions regarding the influence of a special type of social capital, the erotic one, and I mean the quality of people to be socially charming on success in political life, but also more generally in society. In this regard, we have developed a scale of femininity and applied it for the analysis of the appreciation of eight female politicians in Romania. In the selection of the 8 politicians, I took into account their notoriety in the last two years, but I also tried to cover most of the political spectrum. The eight women elected were: Gabriela Firea, Lia Olguta Vasilescu, Viorica Dăncilă, Alina Gorghiu, Monica Anisie, Anca Dragu, Cristina Prună și Diana Șoșoacă.**

**The article presents research data on the characteristics considered necessary for politicians, including women related to femininity. I could even make a hierarchy of them on the scale of femininity. For example, in the first place was placed 68% of Gabriela Firea’s options and 65% Alina Gorghiu. While at the opposite pole was Diana Șoșoaca with a percentage of 7%.**

**More than 75% of young people mentioned that a woman who wants to do politics must be largely intelligent, presentable, responsible to others, brave, firm, organized, honest and wise. It is worth noting that although exactly the same characteristics have shown that a man must have to do politics, young people have put much more emphasis on intelligence, presentability and courage in the case of men (85% in the case of men). 10% more than women.**

**The study also highlights the perception of the role of erotic capital on success in life. More than 70% of young people agree that a beautiful woman is more likely to succeed in life than a less beautiful woman. Moreover, 81% of respondents rated more than 8 (on a scale of 1 to 10) the claim that a woman’s success in a job interview is provided by her appearance. More than 80% of respondents stated that elements such as groomed appearance, clothing, self-confidence, intelligence, humor, inner beauty and femininity are the elements that essentially help a woman succeed in life, including politics.**

**Finally, in the article I present in detail the results of the measurements on each of the five indicators used to measure erotic capital, namely: care for clothing, care for hairstyle, care for body practices, care for makeup and an intellectual element, not just appearance, care for general culture. According to the results, care for the general culture achieved the highest score, 9.6, (on a scale of 1 to 10), followed by care for clothing (9.1), care for the hairstyle (8.4) and care for body practices (8.1).**

Keywords:

Success in life; professional success, social capital, social mobility, erotic capital; social attractiveness; women and romanian politics, social change; young people