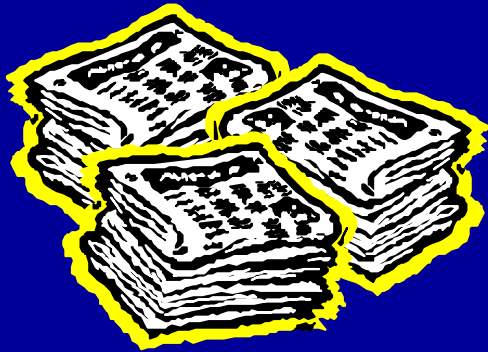


# Media Coverage of Women's Sports (Olympic and Non-Olympic Events)



TV



Laura Capranica

Dpt of Human Movement and Sport Science  
IUSM of Rome

# HEGEMONIC THEORY



The mass media present a set of cultural values typical of their society that their audience are likely to accept, in whole or in part.

Graber D.A. (1997). *Congressional Quarterly*, 5th Ed. Washington D.C.

# HEGEMONIC MASCULINITY



# UNDERREPRESENTATION OF WOMEN'S SPORT



# TRIVIALIZATION OF WOMEN'S SPORTS



# TRIVIALIZATION OF WOMEN'S SPORT

- Coverage by male journalists  
(Messner et al., 2000; Capranica et al., 2002)
- Coverage consonant with the mainstream position of the majority of their male audience target  
(Duncan et al., 1994; MacNeil, 1994, Theberge and Cronk, 1994)

# FEMALE AUDIENCE



- **In-arena audience**  
(35% to 45% - Lopiano, 2000)
- **TV audience**  
(41% share USA - Andrews, 1998 ;  
40% share Italy - Capranica et al., 2002)

# WOMEN'S OLYMPICS COVERAGE

(PATH BREAKING EVENT REGARDING WOMEN'S MEDIA COVERAGE)

INTERNATIONAL OLYMPIC COMMITTEE  
PROMOTES GENDER EQUITY IN SPORTS

↑ FEMALE EVENTS

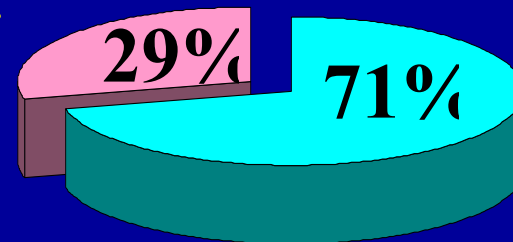
OLYMPIC  
PROGRAMME

↑ FEMALE PARTICIPATION

INTERNATIONAL  
RECOGNITION

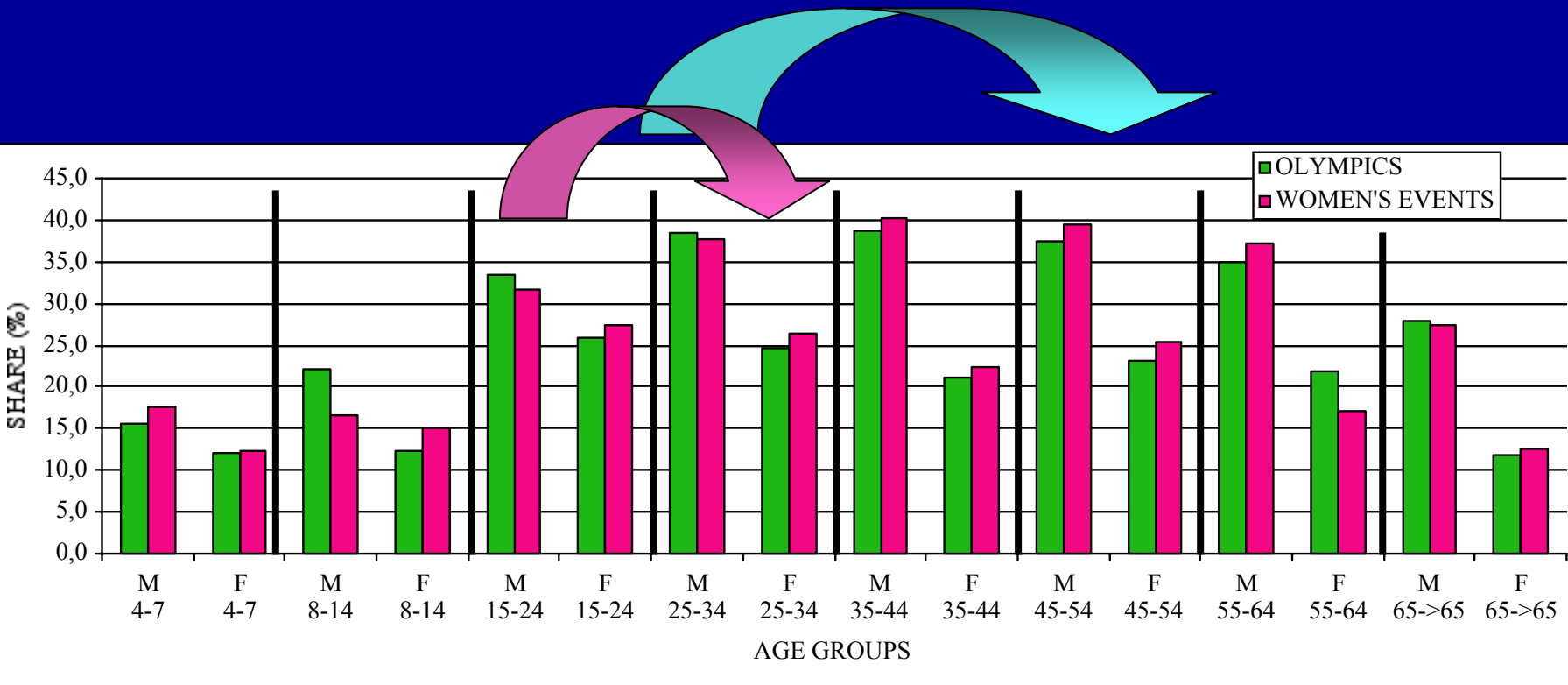
# WOMEN'S OLYMPICS TELEVISION COVERAGE AIR-TIME 218 hr:42 min: 55 s

- **WOMEN'S SPORT COVERAGE**  
*63 hr:17 min:53 sec*



- **NO GENDER DIFFERENCES IN THE PLACEMENT OF WOMEN'S EVENTS IN THE BROADCAST**

# TELEVISION SHARE GENDER \* AGE



# NATIONAL IDENTIFICATION

ATHLETES REPRESENT NATIONS  
RATHER THEN THEMSELVES



# WOMEN'S SPORT AND NEWSPAPER COVERAGE

## CENTRAL QUESTIONS

IS THERE A  
NATIONAL  
IDENTIFICATION?

DOES GENDER OF  
READERS INFLUENCE  
WOMEN'S SPORT  
COVERAGE?

DO FEMALES RECEIVE  
LESS WRITTEN  
COVERAGE?

DO FEMALES RECEIVE  
LESS IMAGE  
COVERAGE?

IS THERE ANY GENDER  
DIFFERENCE IN  
COVERAGE  
PROMINENCE?

# NATIONAL IDENTIFICATION (Belgian model)



## French

- Dernière Heure
- Libre Belgique
- Le Soir



## Flemish

- De Morgen
- Gazet van Antwerpe
- Het Laatste Nieuws

# SUPPLY AND DEMAND (Italian model)



**National-daily**  
(mixed target)

- La Repubblica
- Il Corriere della Sera
- Il Messaggero

**Sport-daily**  
(male target)

- Corriere dello Sport
- Tuttosport
- Gazzetta dello Sport

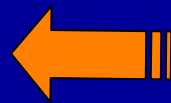
# COVERAGE

WRITTEN



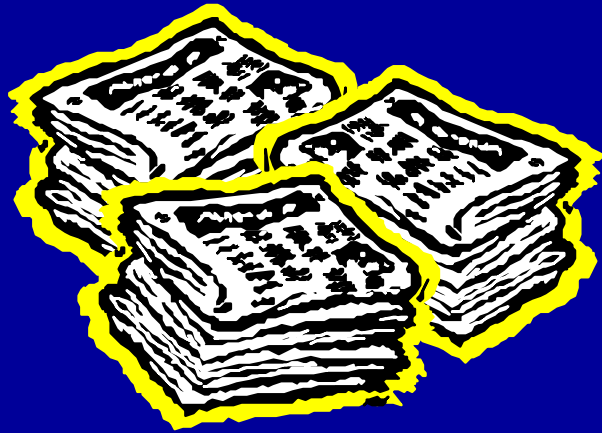
- Number of articles
- Size of articles

- Number of photos
- Size of photos

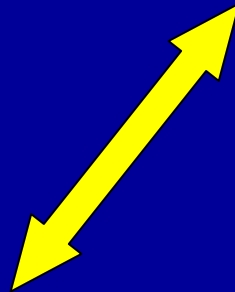


IMAGE

# PROMINENCE



PAGE LOCATION



SPORT ACHIEVEMENT



# CROSS-CULTURAL COMPARISONS

- Dernière Heure
- Libre Belgique
- Le Soir
- De Morgen
- Gazet van Antwerpe
- Het Laatste Nieuws



- Aktuelt
- Berlingske Tidende
- Ekstra Bladet
- Jyllands-Posten
- Politiken



- La Repubblica
- Il Corriere della Sera
- Il Messaggero
- Corriere dello Sport
- Tuttosport
- Gazzetta dello Sport



- L'Equipe
- Le Figaro
- Libération





# GENDER CATEGORIES





# GENDER DATA

**OLYMPIC ATHLETES**

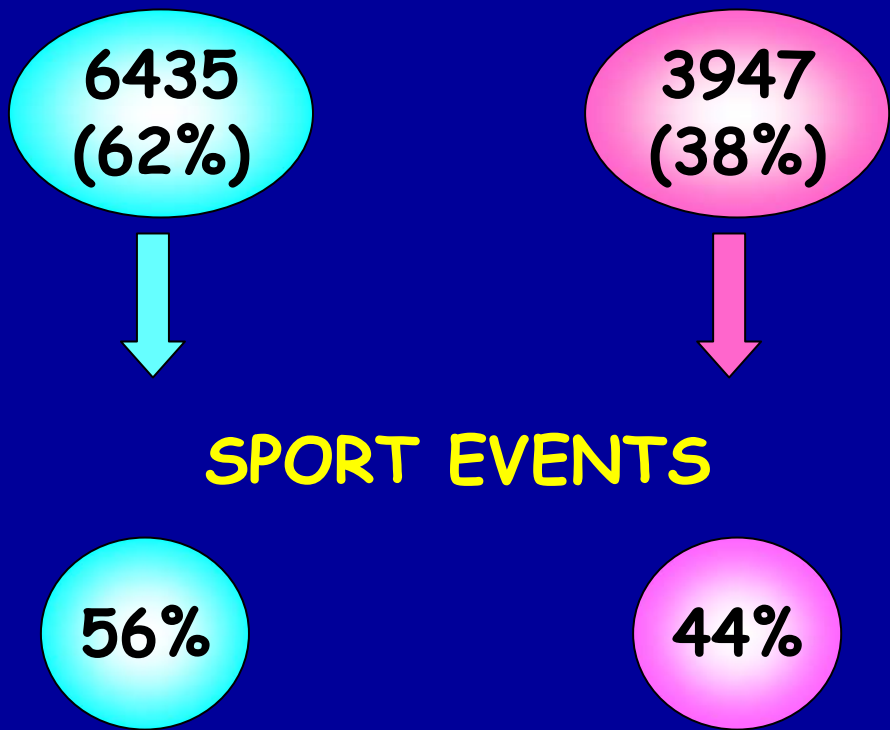
**6435  
(62%)**

**3947  
(38%)**

**SPORT EVENTS**

**56%**

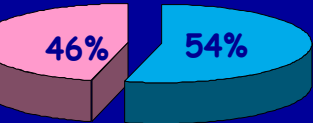
**44%**



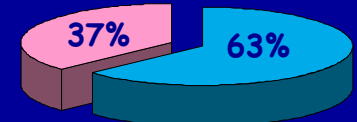
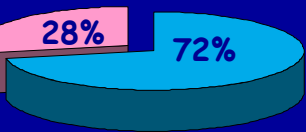
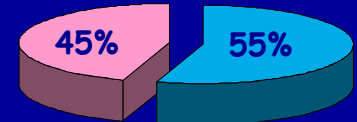
# NATIONAL OLYMPIC TEAMS



**n = 69**



**n = 97**

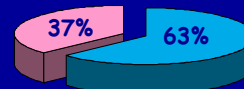
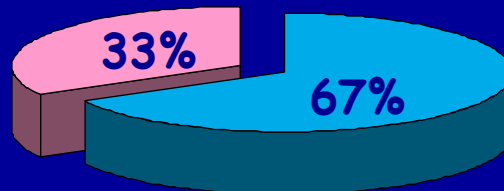
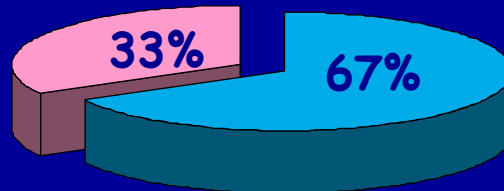
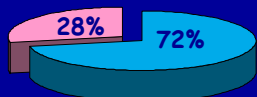
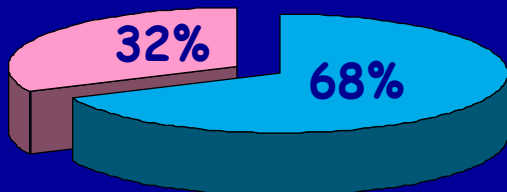
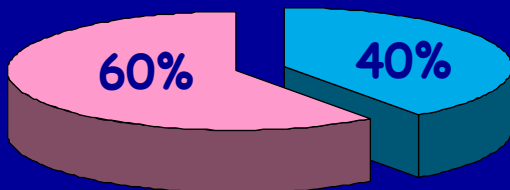
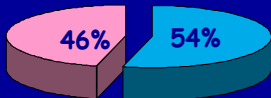


**n = 374**

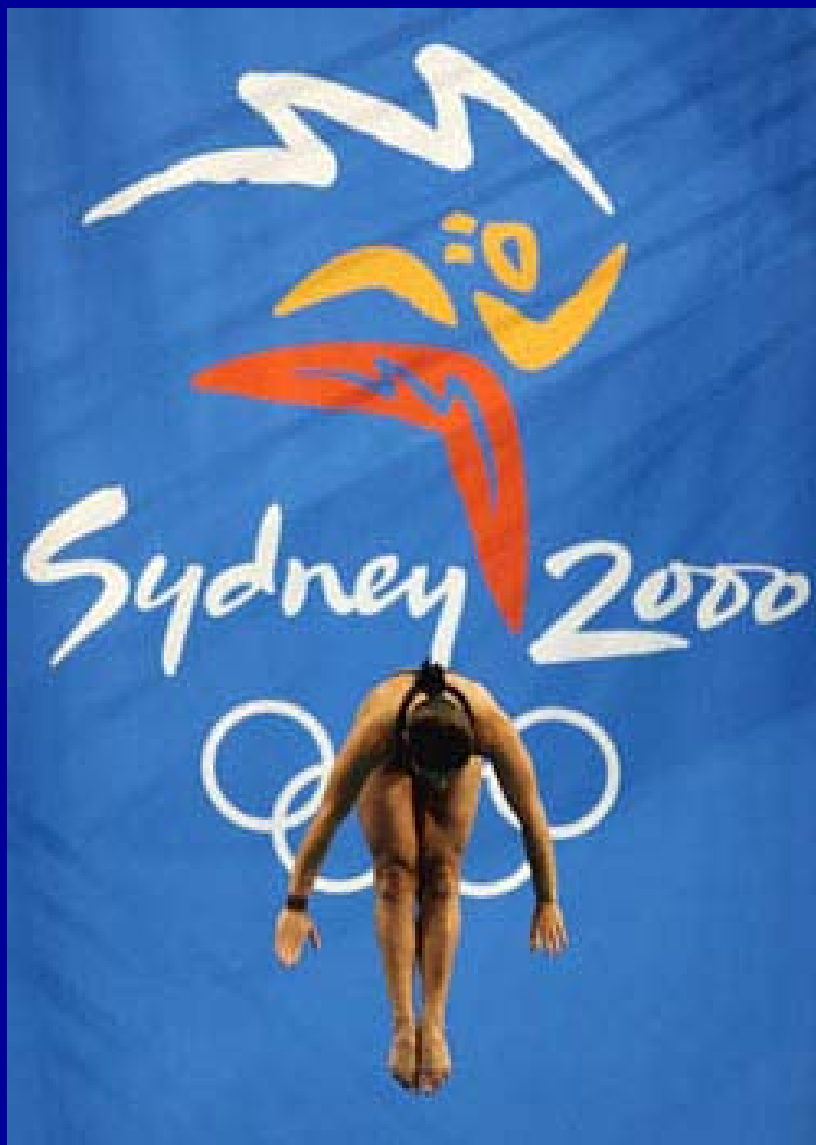


**n = 327**

# NATIONAL OLYMPIC MEDALS



# LET'S DIVE INTO THE RESULTS

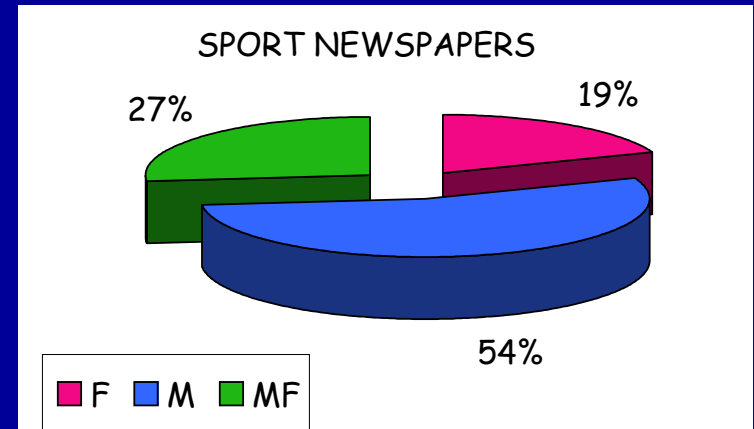
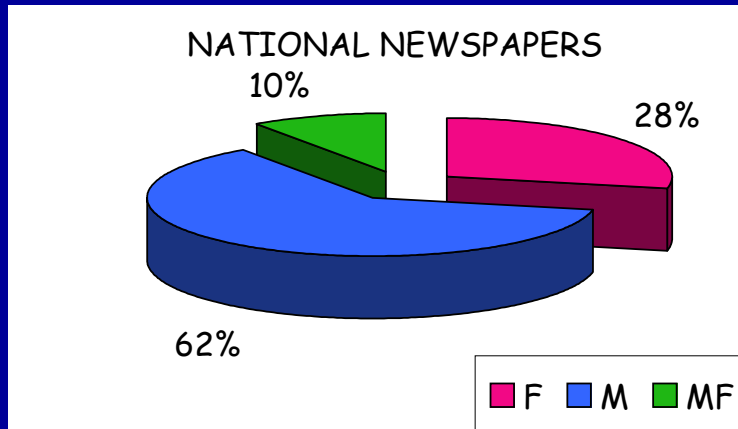


# National Identification (Belgian Model)



# NEWSPAPER AUDIENCE TARGET

(significant differences between Sport and National newspapers)



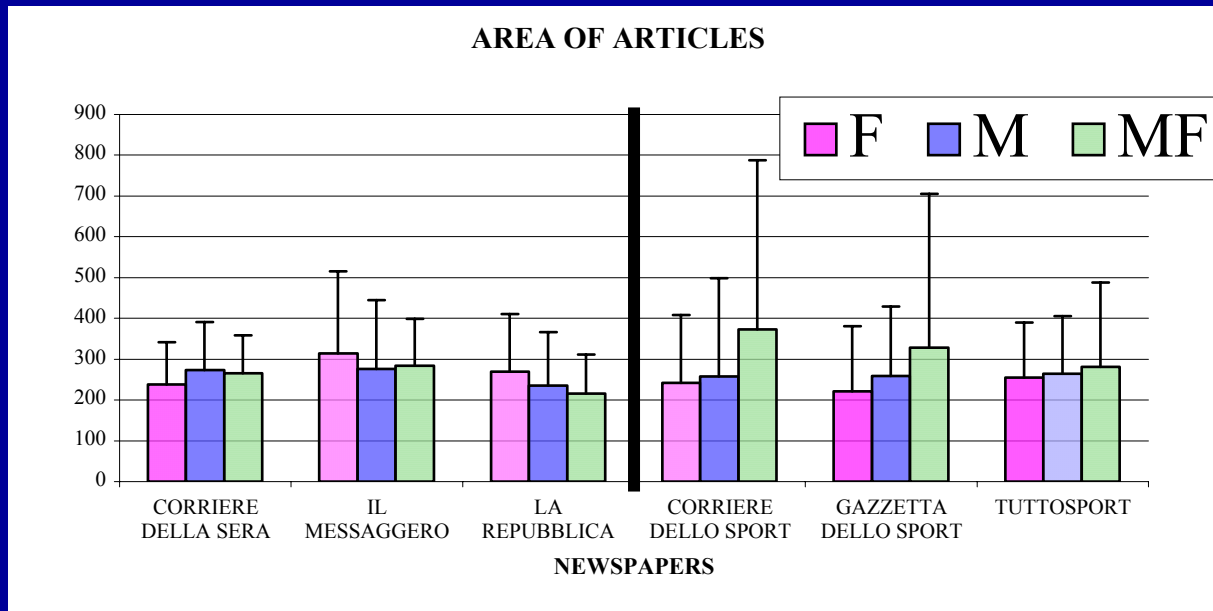
# AUDIENCE TARGET

(significant differences between sport and National newspapers)

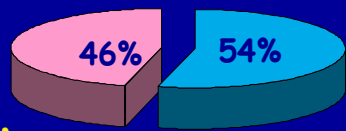
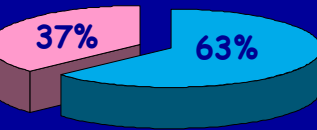
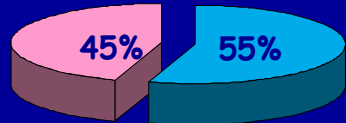
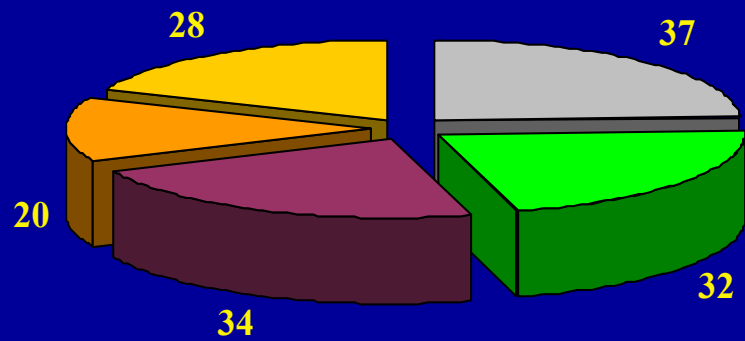
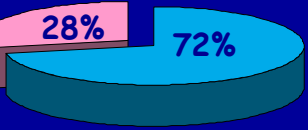


I-National

I-Sport



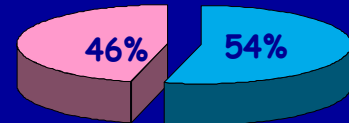
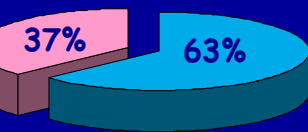
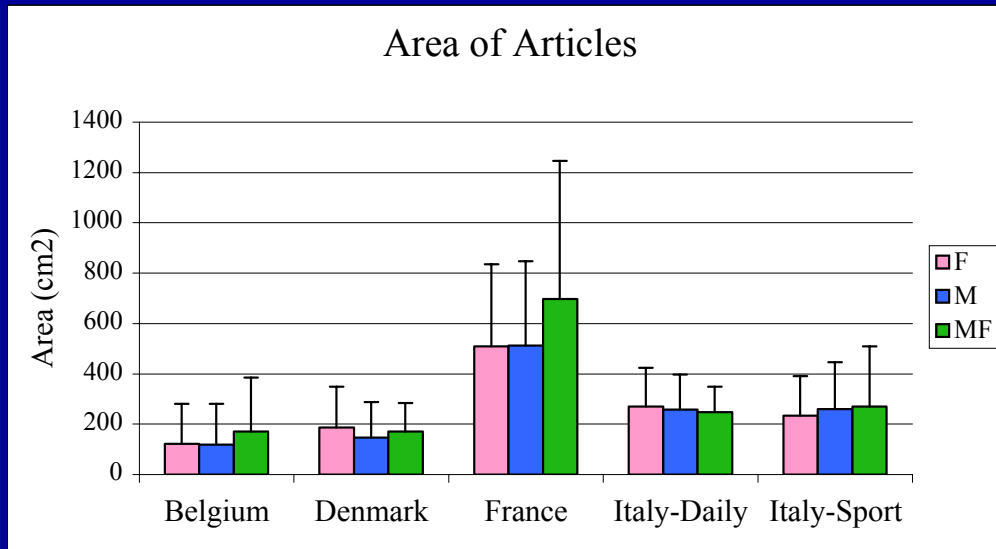
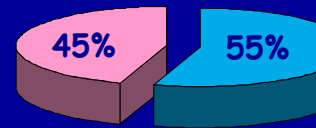
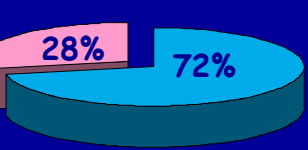
# NUMBER OF FEMALE ARTICLES (%)



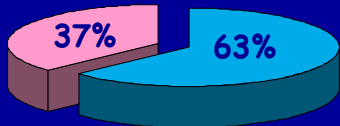
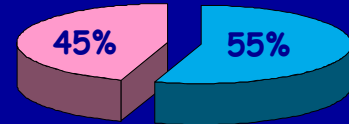
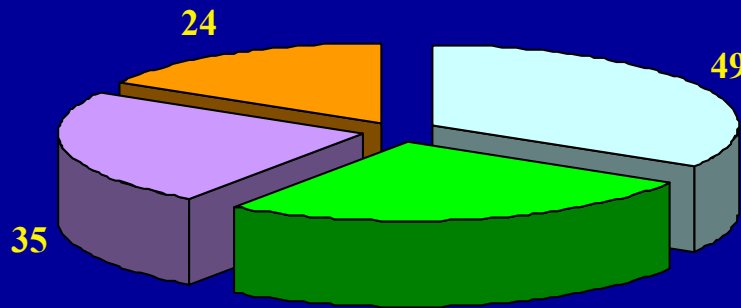
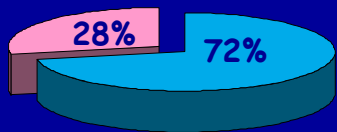
DK
  B
  F
  I - s
  I - N



# SIZE OF ARTICLES



# NUMBER OF FEMALE PHOTOS (%)

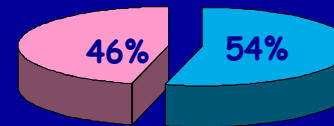


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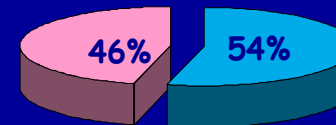
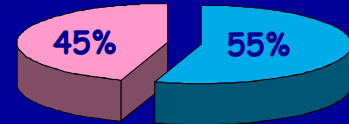
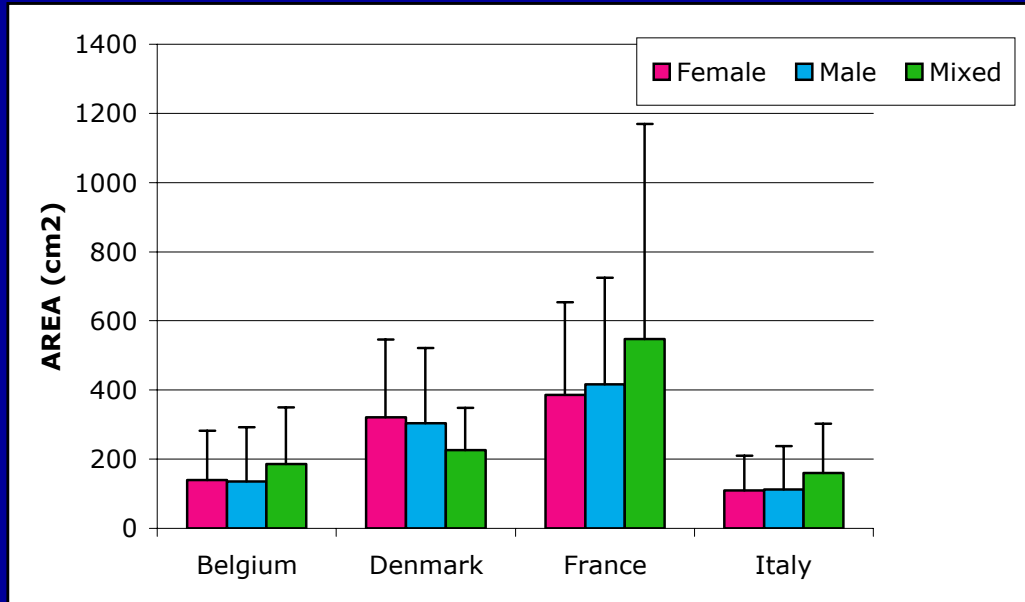
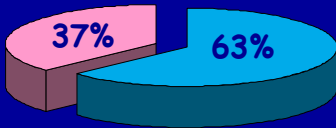
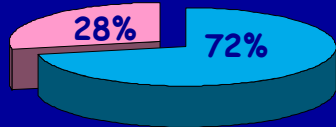
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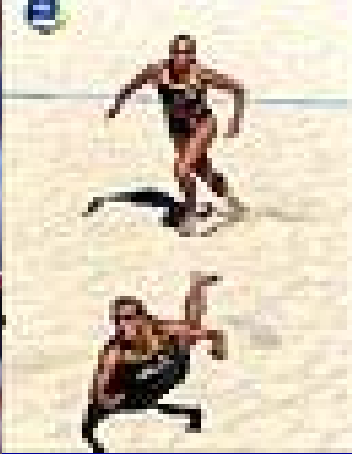
F

I

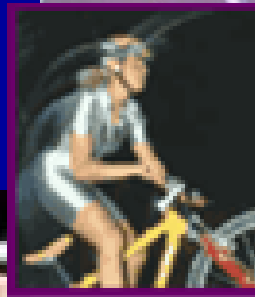


# FEMALE PHOTOS (SIZE)





# PROMINENCE (NO DIFFERENCE ON PAGE LOCATION)



# CONCLUSIONS 1

- INCREASED: WOMEN'S PARTICIPATION IN THE GAMES
- DECREASED: THE NUMBER OF DANISH AND ITALIAN FEMALE ATHLETES COMPARED TO ATLANTA 1996
- DURING OLYMPIC GAMES THERE IS A STRONG NATIONAL IDENTIFICATION
- THE GENDER OF THE READERS DO NOT NECESSARILY DETERMINE GENDER UNDERREPRESENTATION

# CONCLUSIONS 2

- THE WRITTEN AND IMAGE VISIBILITY OF FEMALE ATHLETES IS COMPARABLE TO THEIR NATIONAL PARTICIPATION
- A TREND TOWARD INCREASING "MIXED COVERAGE"
- NO DIFFERENCE IN GENDER PROMINENCE OF THE COVERAGE
- THERE ARE NATIONAL PREFERENCES IN SPORT COVERAGE

# Media Coverage of Non-Olympic Women's Sports.



15%

85%



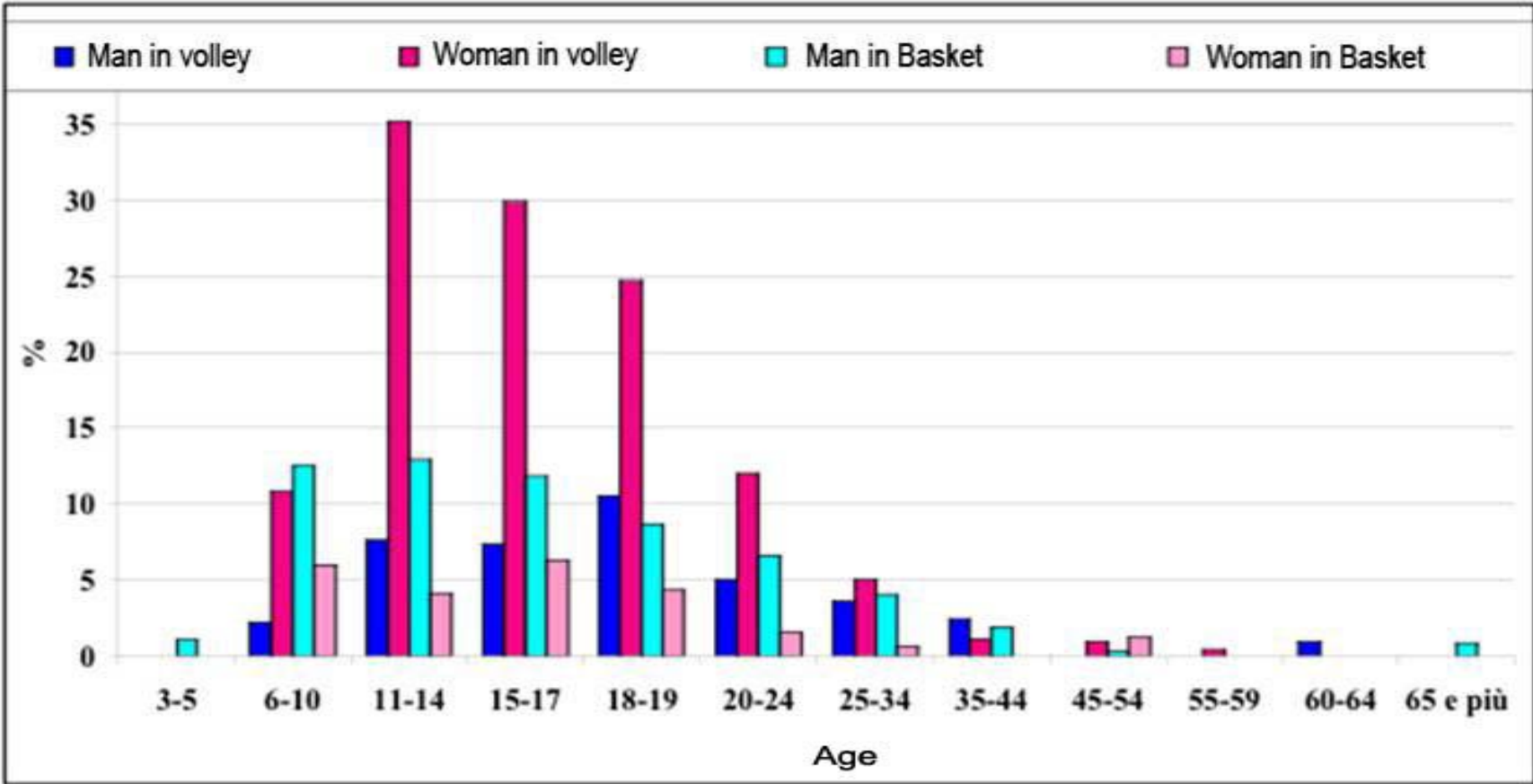
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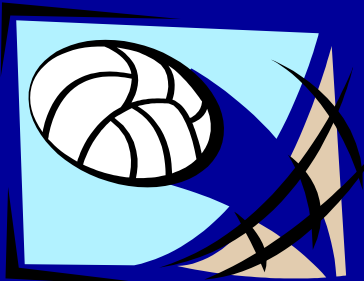
28%

# % Season's ticket holders in volleyball and basketball

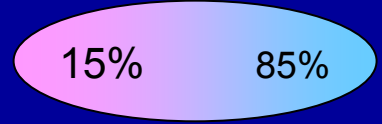
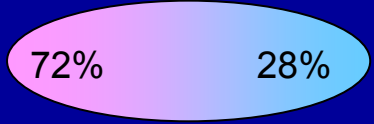
72%      28%

15%      85%

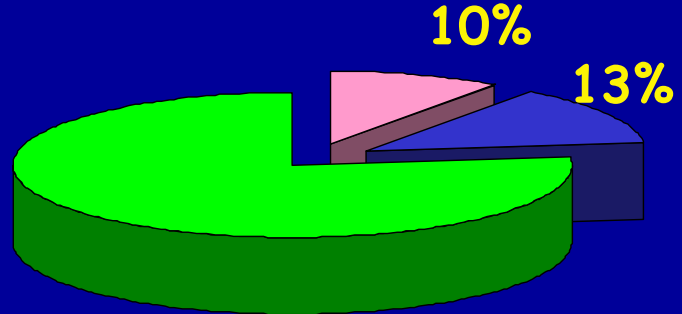




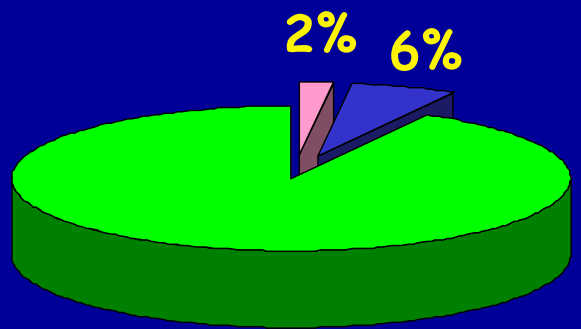
# Number of articles



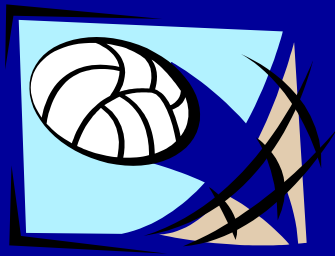
N= 68



N= 112



\* p < 0.05



# Area of articles

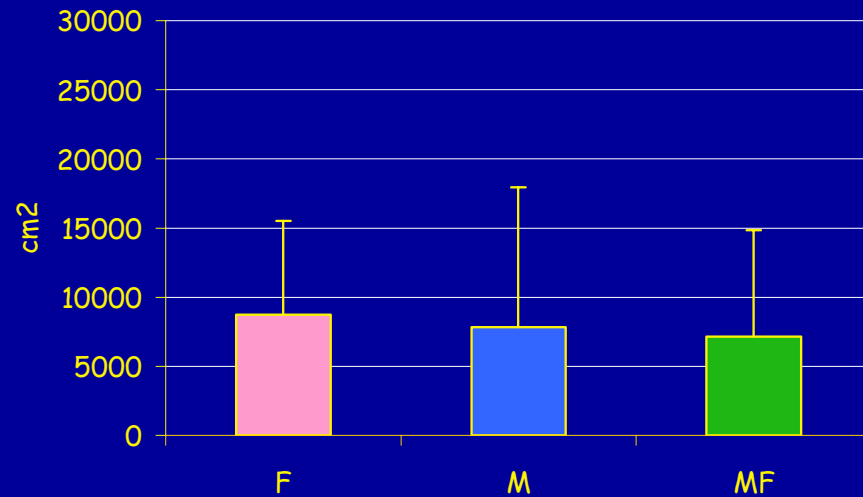
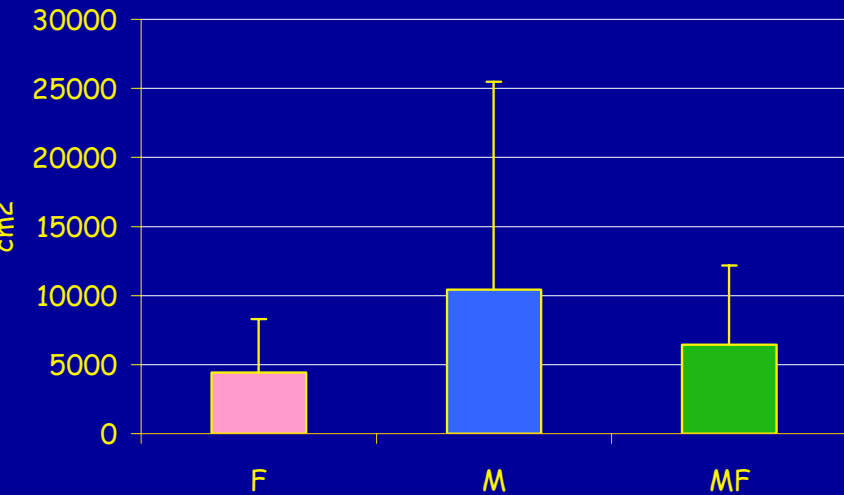


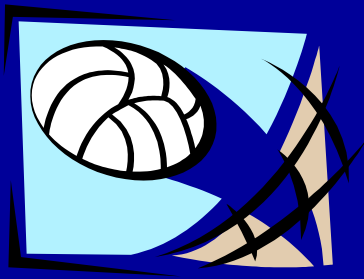
72%

28%

15%

85%





# Area of Titles

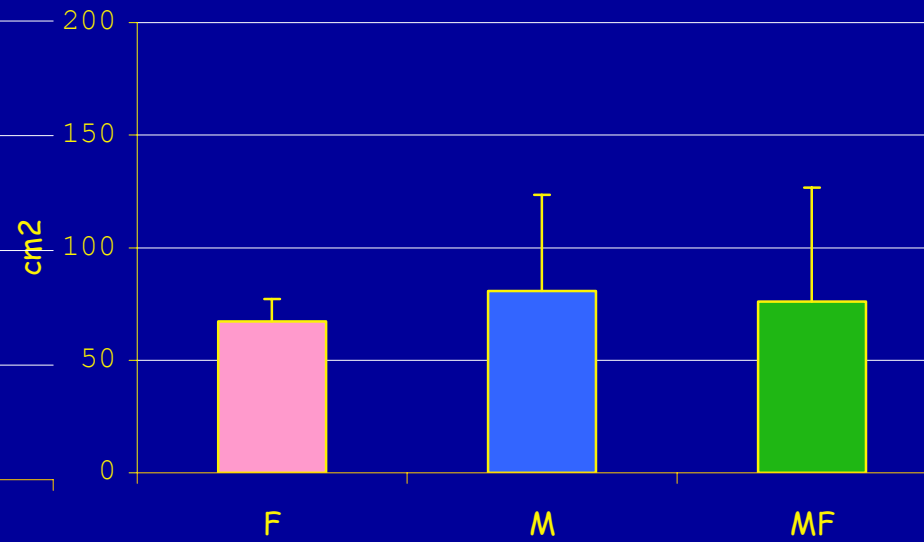
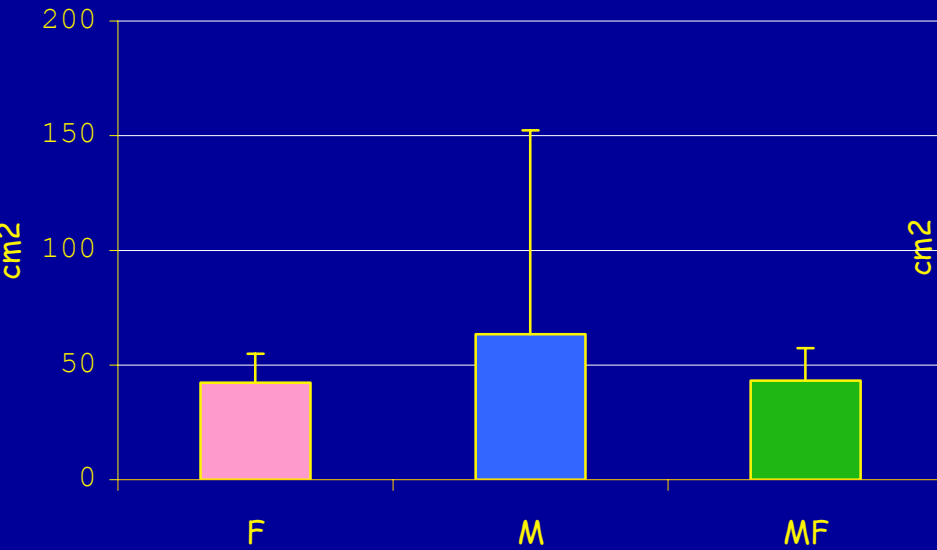


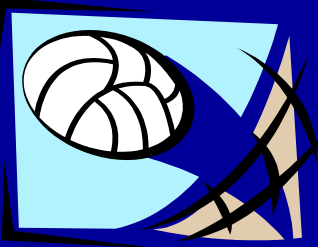
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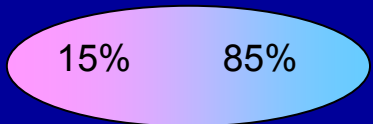
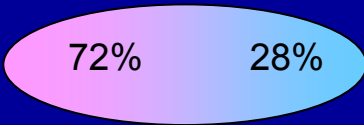
15%

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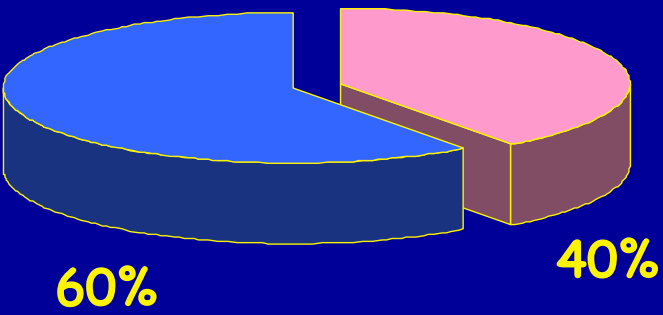


# Number of Photographs

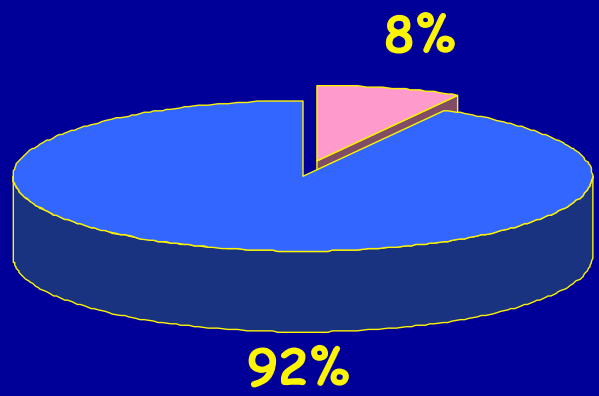


N=72

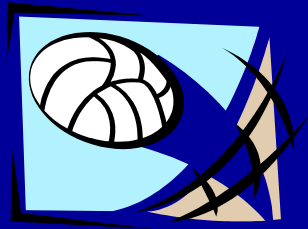
F M



N=151



\*p < 0.05



# Area of photographs

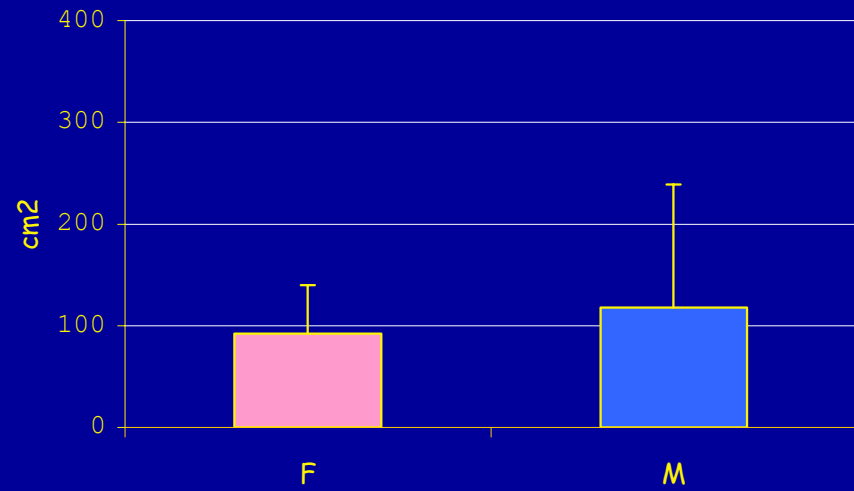
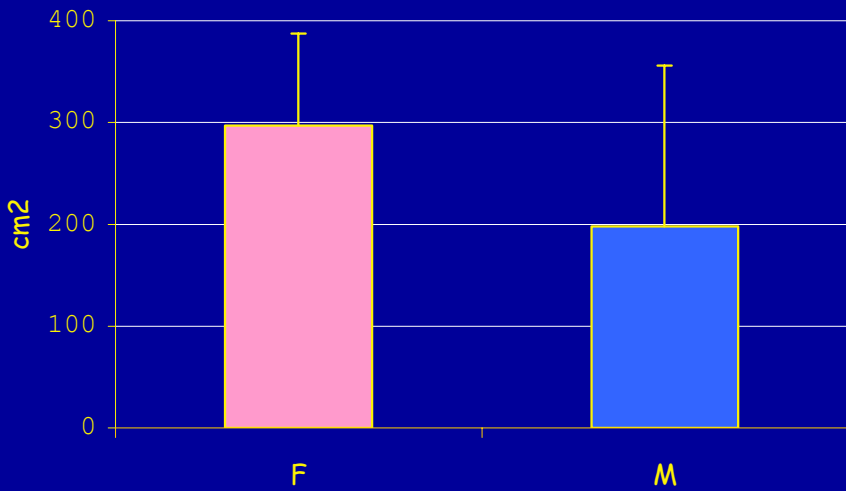


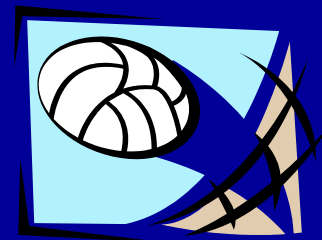
72%

28%

15%

85%





# Result

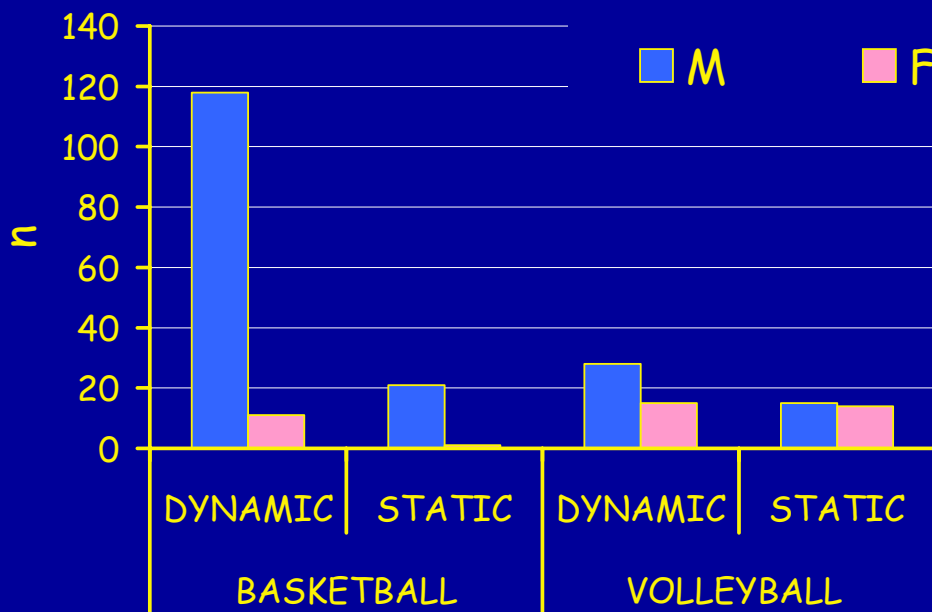
15%

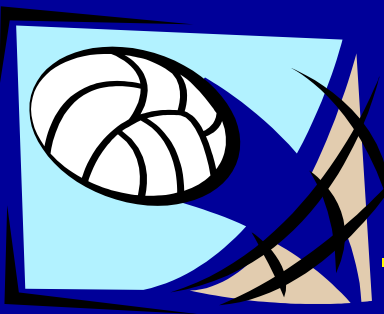
85%

72%

28%

## Typology of photographs





# Gender of Journalists



N=68

N=112

N=2

3%

N=0

0%

N=66

97%

N=112

100%

Thanks for your attention

