

MEDIA COVERAGE OF FEMALE ATHLETES

ANALYSIS OF TELEVISED COVERAGE

THE CASE OF HANDBALL CHAMPIONS LEAGUE

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SLO WOMEN

Clubs in Champions League

- 96 / 97 Quarter-finalist
- 97 / 98 Quarter-finalist
- 98 / 99 Finalist
- 99 / 00 9th to 16th place
- 00 / 01 **1st place**
- 01 / 02 9th to 16th place
- 02 / 03 **1st place**
- 03 / 04 Semi-finalist (running)

SLO MEN

Clubs in Champions League

- 98 / 99 Semi-finalist
- 99 / 00 Semi-finalist
- 00 / 01 Semi-finalist
- 01 / 02 Semi-finalist
- 02 / 03 Semi-finalist
- 03 / 04 Finalist (running)

Theoretical background

Women's sports receive less coverage than men's on television (Hargraves 1994; Creedon 1994).

Females are grossly under-represented in all team sports, even those they do in fact dominate (Duncan, Hasbrook 2002).

Purpose of the study

to research
social climate and media relations
toward female athletes

The sample

14 matches
in the season
2001 / 2002

22 matches
in the season
2002 / 2003

Commentated
by the same
reporter

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graph TD; A[14 matches in the season 2001 / 2002] --> C[Commentated by the same reporter]; B[22 matches in the season 2002 / 2003] --> C;
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Goal of the study

to analyse quantitative and qualitative aspects
of televised coverage
of women's and men's slovene handball teams

similar methodological instruments
as used by Duncan, Messner and Williams (1990)

The variables

TECHNICAL PRODUCTION

players
on the bench

coaches

spectators

scoreboard

statistics

slow motion
shots

number
of cameras

REPORTING

begin
of the match

calling of players

action

statistics

number
of goals

spectators

time out

end
of the match

Technical production

WOMEN

0.94 of
slow motion shots

0.83 of penalty shot

17% of violations

MEN

1.20 of
slow motion shots

1.70 of penalty shot

28% of violations



Technical production

The differences also exist :

- **showing injured players**
- **showing male and female players on the bench**
- **showing the scoreboard**
- **showing the spectators**
- **showing the statistics**

Commentation by the reporter

- differences in calling male and female athletes
- The commentation by the reporter in the case of a successfully concluded action of female handball players is similar as in male handball players.
- When female handball players fail to hit the ball into the goal or the ball is taken away from them, the reporter tells this immediately and clearly.
- In men's handball matches, the reporter often comments on the spectators and cheerers in the stands, while in women's matches his comments are less often



Commentation by the reporter

WOMEN

In the hall Kodeljevo there are more than 2000 cheerer.

A beautiful cheering mood at Kodeljevo

It is getting hotter and hotter in the hall

MEN

More than 3000 spectators in a cram-full hall Golovec

Surely, it will boil here like in a pressure cooker

Now the cheerers are loud, they feel when our champions need encouragement

the whole handball world has gathered today in Celje

Commentation by the reporter

- **The commenting on the referees differs entirely between the men's and women's handball match.**
- Whistling of cheerers, a reward for bad judging by Spanish referees;
- Tonight's judging is not in favour of our champions, it is more likely to the disadvantage; as if they were giving something away,
- The two Spanish referees made up a violation;
- All goes in favour of Magdeburg;
- The referees do not stop the clock.

Conclusions

We must not forget the fact that women's handball in Slovenia attains better results on the club level than men's handball.

Should a similar analysis of basketball and volleyball matches be carried out, we venture to postulate that the differences were even much more marked.

