

Gender Inequalities of Female Athletes In Sports

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T WOMN 101

Why Don't Female Athletes Receive Media Coverage like Male Athletes?

- Characteristics such as athleticism, strength, and power are considered to be associated with men (Alper, 2010).
- People prefer to see women in feminine roles and not in roles that men fulfill (such as being an athlete and playing sports)
- Women are “supposed” to look beautiful as there are no sports where women are able to do just that (Ottaway, 2016).

T.V. Coverage Favors Male Athletes and Sports

The biggest issue for women's sports is that male and females prefer to watch men play sports because women's sports are considered not interesting enough for viewers.

A study was conducted where news reports of male athletes and sports averaged 82 seconds of air time. Compared to news reports about female athletes and sports which happened to be only 51 seconds. Women sports averaged 30 less seconds of air time during news reports (Caple, Greenwood, and Lumby, 2011).

Interestingly enough, women's sports compared to men's sports have fewer replays and fewer camera angles. As this makes the game the viewers are watching a whole lot less interesting.

Men want women to be portrayed in a feminine way as that is one of the main components to women athletes not receiving the media attention as men receive (Alper et al).



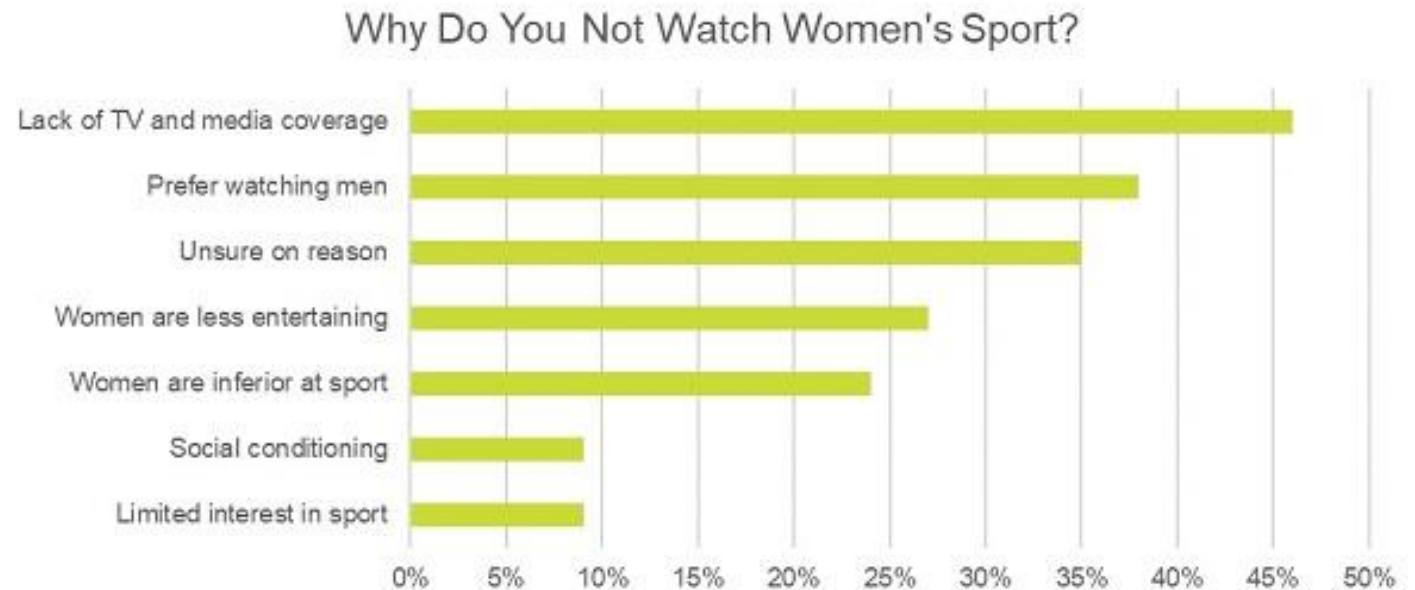
Effects Of Not Receiving the Same Amount of Media Coverage As Men's Sports

- Ice hockey player Dani Rylan (pictured to the left) mentioned in an interview that women's sports such as hockey are ignored by mainstream sports media simply because many people are not aware of women's sports (Ottaway, 2016).
- Society and the media does not want women pursuing masculine roles such as being athletes. Which is why female athletes receive less media attention.

Hayward, J. (2016, July 20). [Digital image]. Retrieved from <https://www.thenation.com/article/why-dont-people-watch-womens-sports/>

Three Factors That Make Media Coverage A Disadvantage to Females In Sports

- Limited quantity of women's sport coverage. Women simply do not get treated equally when discussing coverage of women's and men's sports. 3 percent of newspaper stories are about women's sports teams and 5 percent are regarding female athletes alone (Schmidt, 276).
- Women's sports are classified as the "second-class". This is because women's sports and female athletes are "trivialized, deprioritized and given a second-class status" (Schmidt, 276).
- Media coverage being a disadvantage to females in sports is because of the ongoing emphasis regarding femininity in women's sports coverage as women's sports are portrayed in a sexist manner.



Changing Inequalities In The Sports World Among Female Athletes Requires...



Cunningham, S. (2014, February 26). [Digital image]. Retrieved March 15, 2019, from <https://slate.com/human-interest/2014/02/erin-andrews-to-host-dancing-with-the-stars-will-guys-watch.html>

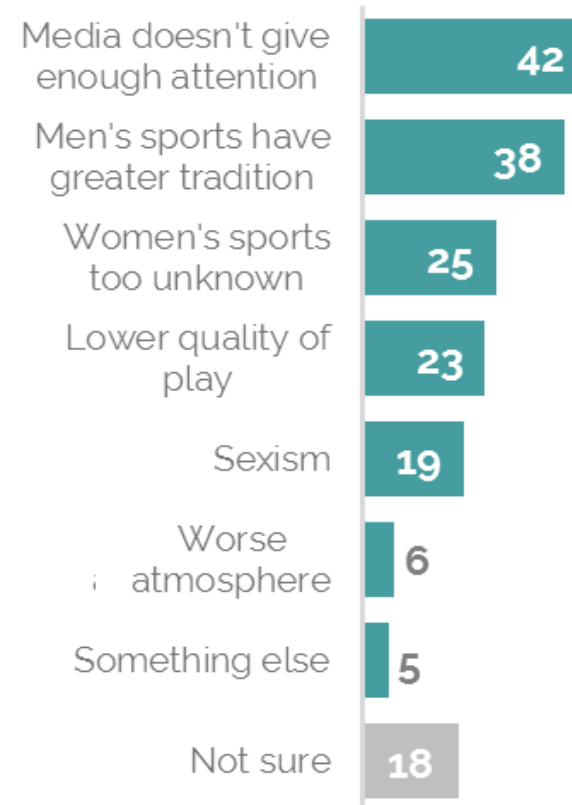
- Female athletes must show more dedication and be brave. Society makes things rough for everyone as men and women tend to give up when they don't see results right away. In this case, women athletes need to put their head down, ignore the noise and ball out (Spencer, 2018).
- Raising awareness that female athletes are being treated unequally in many different ways
- Female athletes need to be paid a similar salary as male athletes.
 - An average WNBA player receives a salary of \$72,000. While an NBA player makes about 70 times then what female basketball players or around \$5 million (Wallace, 2016).
- Hire female broadcasters (who have a passion for sports or played sports) to make the commentary interesting

How Does Society Affect Female Athletes and Sports?

- “Underrepresented in the media of sports as mechanism to preserve sports as a male domain. It is also evident that female athletes are subjected to non-task relevant commentary, or portrayed in a non-active role, in order to construct hegemonic masculinity” (Harris and Clayton, 397).
- Social norms puts an emphasis to construct and maintain masculine ideals in sports by making sure that the characteristics are directed more toward masculinities as women don't display similar attributes

Attention to women's sports

Women's sports often receive less attention than men's sports. Why is that in your opinion? Please select all that apply



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How Can You Help Out?

“ALL SPORTS MUST BE TREATED ON THE BASIS OF EQUALITY.”

PIERRE DE COUBERTIN

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- Inform and educate society of the issue of gender inequalities in sports that specifically affects female sports and athletes
- Use social media platforms to raise awareness regarding the issue of gender inequalities
- Motivate society to watch women's sports and cheer them on at sporting events

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