

**Sport and
Citizenship**

Sport serving society



**Sport et
Citoyenneté**

Le Sport au service de la société



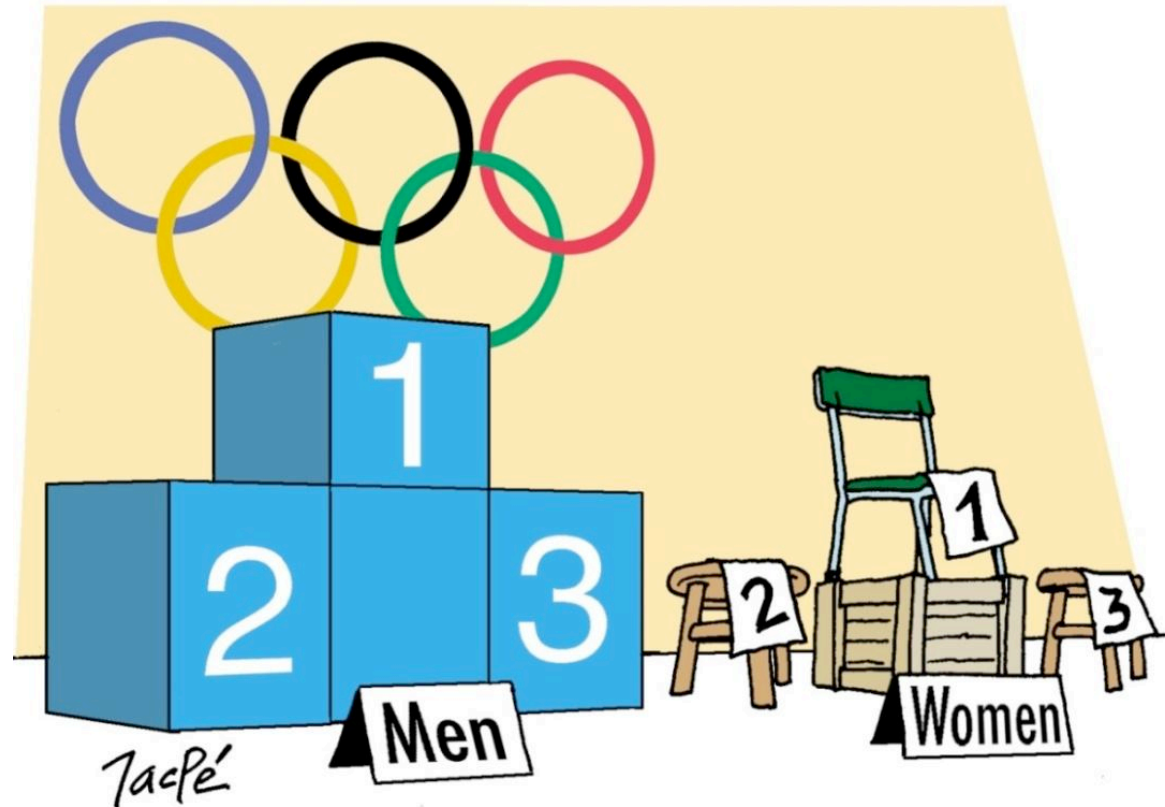
Media coverage of women's sports

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6th October 2011



QUANTITATIVE ISSUE: Under representation of women sport in the media:

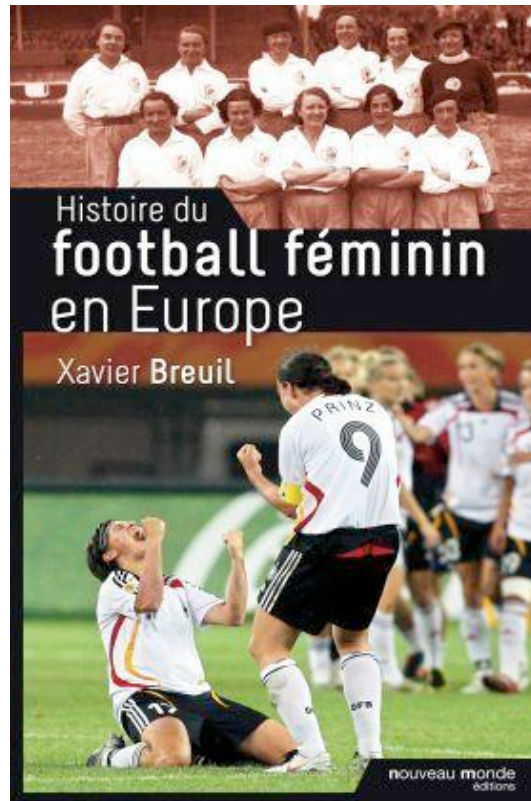


Even in the Olympics...

- Quantitative issues
- Qualitative issues
- Why media coverage is such a crucial aspect?
- How we intend to work



QUANTITATIVE ISSUE: Under representation of women sport in the media:



The Football case

- 1917: First women's football match in France.
- 1920: French-English match (40,000 spectators).
- 1940: Vichy prohibits women's football
- 2010: Women's football celebrates its official 40 anniversary! STRANGE isn't it?
- 2011: Women World Cup in Germany = the most tweeted sporting event in history!



QUANTITATIVE ISSUE: Under representation of women sport in the media:



The case of the European Judo Championship.

- The hero is the only male to win a medal, while of France's 9 other medals, 8 were won by women.



QUANTITATIVE ISSUE: Under representation of women sport in the media:



Visibility Eclipsed Women cyclists, a long story.

- « Bicycling has done more to emancipate women than any other thing in the world »
1896 Susan B. Anthony, suffragette
- The men's Tour of France is the most popular sports event in France despite the doping scandals
The women's Tour of France is practically unknown
In 2011, it was cancelled for lack of sponsors amidst general indifference



QUANTITATIVE ISSUE: Under representation of women sport in the media:



Few figures

- **In France** coverage of women's sport in 2007 =
National newspapers: **Articles: 4%**
 Photographs: 7% (Source: Femix'Sport, 2007)

In specific journal: L'Equipe: **9%**
 Le Monde: **8.8%**
 Le Figaro: **7%** (Source : Delorme and Raul, 2010.)
- See also the **UK coverage** of women sport via the « PrimeTime » publication by Women's Sport and Fitness Foundation.



QUALITATIVE ISSUE: Continued sexist stereotypes



- Quantitative issues
- Qualitative issues
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Modification of dress codes



QUALITATIVE ISSUE: Continued sexist stereotypes

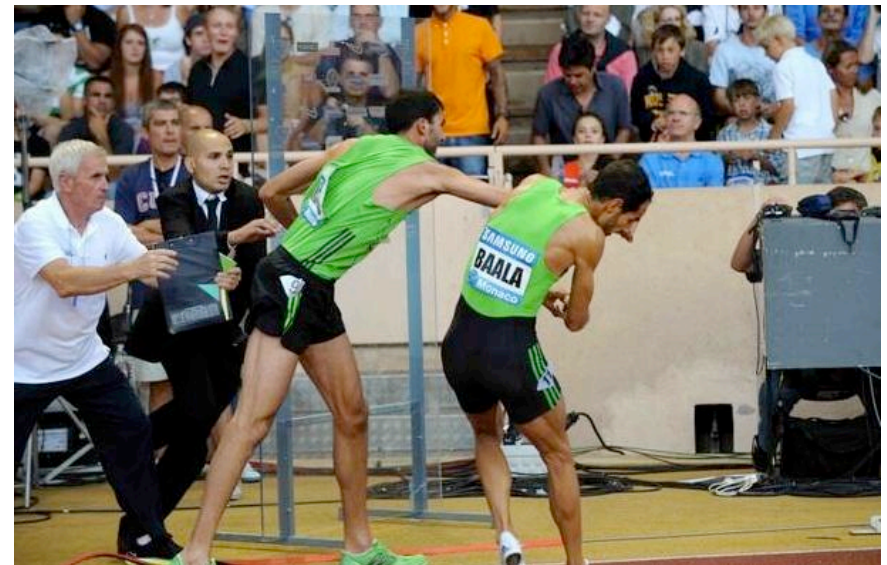
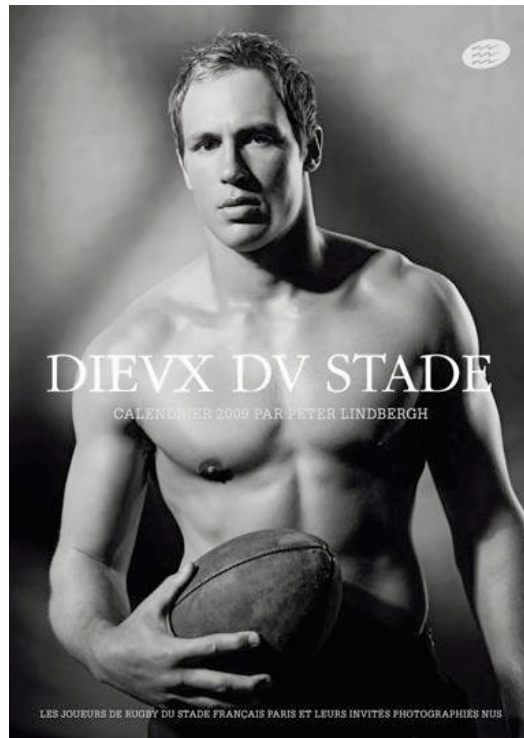


A decontextualized representation that preserves sport as a male domain

- Over-representation of women "out of sport context" pictures.



QUALITATIVE ISSUE: Continued sexist stereotypes



Emphasis on MASCULINITY



QUALITATIVE ISSUE: Continued sexist stereotypes



Labelisation of women's sports placing less value on the women's game

- Competitions are DE FACTO supposed to be men!



Why media coverage is such a crucial aspect?

Media take part in producing, reproducing and supporting a hegemonic society:



- » Quantitative issues
- » Qualitative issues
- » Why media coverage is such a crucial aspect?
- » How we intend to work

- **Lack of sport women role models.**
- **Lack of sponsorship opportunities.**
- Sport no longer plays anymore it's societal role.



How we intend to work

Sport and Citizenship's European network on “Women, sport and mediatisation”



- Quantitative issues
- Qualitative issues
- Why media coverage is such a crucial aspect?
- How we intend to work**

- **Mobilizing** various experts and structures from different cultures and nationalities
- **Gathering** information and data.
- **Submitting** concrete proposals for political actions.



We have a dream...



When will they say NO TO SEXISM ?



Thank you for your attention