

Image 1



In this example, the entire page is devoted to one story regarding a male footballer and the female articles are comparatively diminutive, and pushed to the bottom right corner. This is a common trend in Newspapers of recent decades as validated by the ASC survey which expressed that “articles on women’s sport were often at the bottom of the page or buried on the inside pages of the sports section”. This study also found only 5.6% of women’s sports stories appeared on the front or back page¹, thereby enhancing gender inequality and perpetuating patriarchal ideology.

Correspondingly, in the tennis section of the weekend’s 44 page sports edition, Image 1.1 depicts the heading “Aussies enter the Tomic age”. Below this heading on the right hand page is Tennis star Maria Sharapova. The dimensions of the photograph displaying her are 15cm x 21cm, coupled with a title stating “Sharapova happy to be an outsider”. Whilst the photograph is considerably large, it is in great contrast to the written article being 7cm x 21.5cm.

¹ Author unknown. (Year unknown). *Media Coverage of Women in Sport*. [Internet]. Place of publication unknown: NSW Government Sport and Recreation. Available from: http://www.dsr.nsw.gov.au/assets/pubs/industry/info_mediawomen.pdf [accessed 11.4.2011]

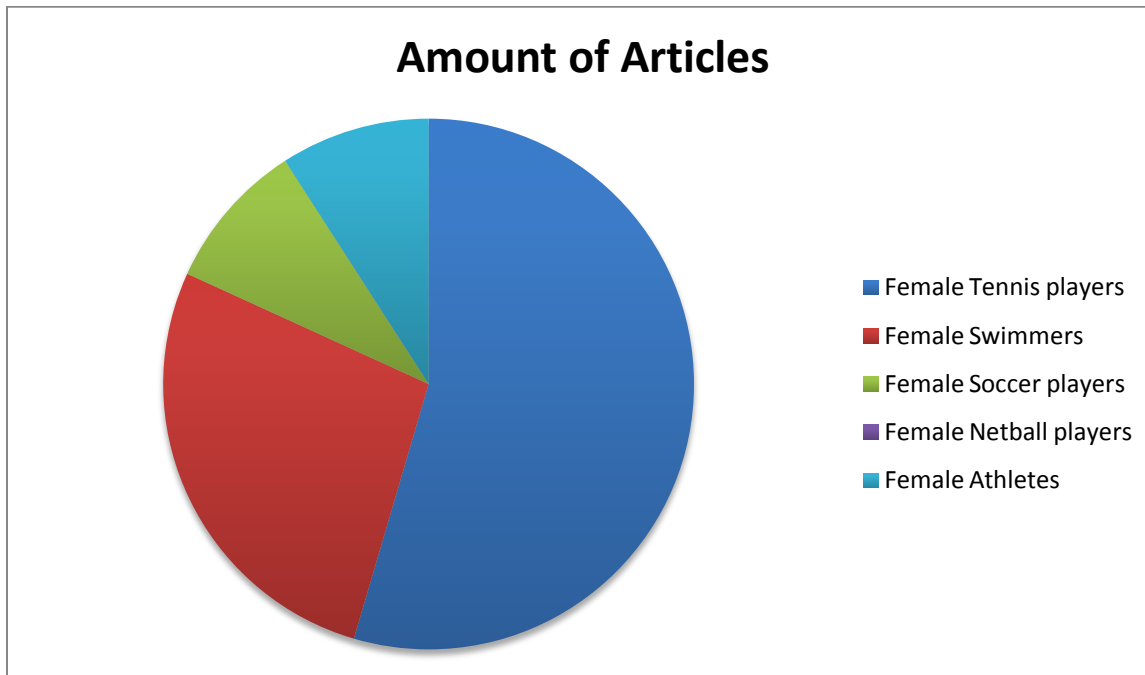
Image 1.1



From such analysis, it could be drawn that the size of the photograph has been emphasised to substitute a lack of written information. It must also be acknowledged that her article is the only female article in the whole 44pg weekend sports edition. However, such results may be skewed because this sports edition was collected within the state of origin time period. Albeit, is this a legitimate excuse to suppress the presence of female articles or does it just emphasise patriarchal ideals within our modern society?

Moreover articles that did focus on female athletes demonstrated an imbalance of attention based on the type of sport, whereas males had a more even balance. According to my findings, Female Tennis athletes prominently had the most exposure throughout the 10 sports editions as highlighted in Figure 1.1.

Figure 1.1



The popularity of Tennis, making up 4 of the 6 articles correlates to patriarchal ideals in the early 19th century where tennis was the most accepted form of female sport, as it was believed that it maintained a sense of femininity via its non-contact nature and dress attire. This sexist paradigm parallels to increased sexualisation, advertising as

NSW

Rank	Player	Points	Goals	Assists
1	Scott	10	1	1
2	Jack	8	0	0
3	Willie	7	0	0
4	Willie	6	0	0
5	Scott	5	0	0
6	Scott	4	0	0
7	Scott	3	0	0
8	Scott	2	0	0
9	Scott	1	0	0
10	Scott	0	0	0
11	Scott	0	0	0
12	Scott	0	0	0
13	Scott	0	0	0
14	Scott	0	0	0
15	Scott	0	0	0
16	Scott	0	0	0
17	Scott	0	0	0

NUMBER CRUNCHING

QLD

Rank	Player	Points	Goals	Assists
1	Scott	10	1	1
2	Jack	8	0	0
3	Willie	7	0	0
4	Willie	6	0	0
5	Scott	5	0	0
6	Scott	4	0	0
7	Scott	3	0	0
8	Scott	2	0	0
9	Scott	1	0	0
10	Scott	0	0	0
11	Scott	0	0	0
12	Scott	0	0	0
13	Scott	0	0	0
14	Scott	0	0	0
15	Scott	0	0	0
16	Scott	0	0	0
17	Scott	0	0	0

state of optimism

Cancer won't stop Warren

CLINICALLY TESTED FOR BRUT POWER!

ODOUR BLOCKING

WETNESS STOPPING

BRUT V3

48hr Protection

CLINICALLY TESTED

Brut Power

POWER TO YOUR PITS.

sports editions with amount of predominantly in displayed in image 1.2.

The deodorant commercial, replacing a potential female sporting article, is a prime example of female sexualisation and gender inequality. The Action of holding up the sign portray women being used as 'products' and thus dehumanising them. Their clothing or lack thereof, is degrading and implies they are sexually objectified. Moreover, the size disparities between the women and deodorant further decreases the significance of the women where their diminutive figures are compared to the male object. This suggests that females are being utilised as commodities in the sporting market. Subsequently fuelling patriarchal idealism and suggesting that males are the superior gender whilst concurrently devaluing female sporting abilities.

Hence, my content analysis highlights continuity of patriarchal idealism where according to sports commentator and former Olympic swimmer Nicole Livingstone, males believe female sport is "not good to watch- girls aren't as fast, as strong, or as skilled"². It is clear, even by studying only 10 issues of The Daily Telegraph, that female sports have less media attention, which, According to journalist Glennys Bell, is merely because it happens to be "women's sport".

However, it is important to acknowledge that my results are only representative of The Daily Telegraph from my urban area of Sydney. Thus, whilst a sample size of ten newspapers allowed me to do a closer evaluation and achieve a richer statistical analysis, such could be problematic as my results may be biased. Furthermore, the Newspapers were collected at a period of State of Origin, which may have been a variable skewing the subjects of the articles. Thus, in order to further enhance the reliability of my conclusions, one should conduct this experiment in different suburbs and countries utilising different newspapers over a longer period of time.

Additionally, as The Daily Telegraph is predominantly recognised as a workingman's newspaper, this may have contributed to the findings of my content analysis by hindering the potential for female sports articles to be present in order to please the target audience. However, through personal reflection, I believe such is no excuse for the minimal portray of female sports. Thus my content analysis was highly valuable in

² Sully S.S. (2011). Fighting back. The Sunday Telegraph 15.5.2011,page 102.

aiding me to reach such perspective and by further highlighting the entrenched patriarchal ideals, attitudes and values that appear to be still evident within today's society.

Essentially, "young women today are competing with as much guts and grit as men, it is just taking business, television and the sporting world longer"³ to recognise the change. Thus, as media is deeply entrenched in Australian society and simultaneous sporting culture, its role in sustaining and fuelling patriarchal ideology is problematic to society. Therefore studying the media in correlation to gender is paramount, as, in order to achieve social and cultural literacy, one must demonstrate critical media discernment and display a concern for the welfare, rights and the dignity of all people⁴. However, one cannot evaluate the result of such study without correspondingly discussing the consequential issues resulting from this marathon of media gender inequality. This will be further explored in chapter three.

³Glennys G.B. (1987) Why television is changing the rules of sport and Women's sport: illustrious and ignored. January 13 1987, The Bulletin. Page 38.

⁴ Howitt B.H and Julian R.J. (2009) Society and Culture. Port Melbourne, Victoria: Brigid Brignell and Eileen Sedunary.