

# The Female Athlete

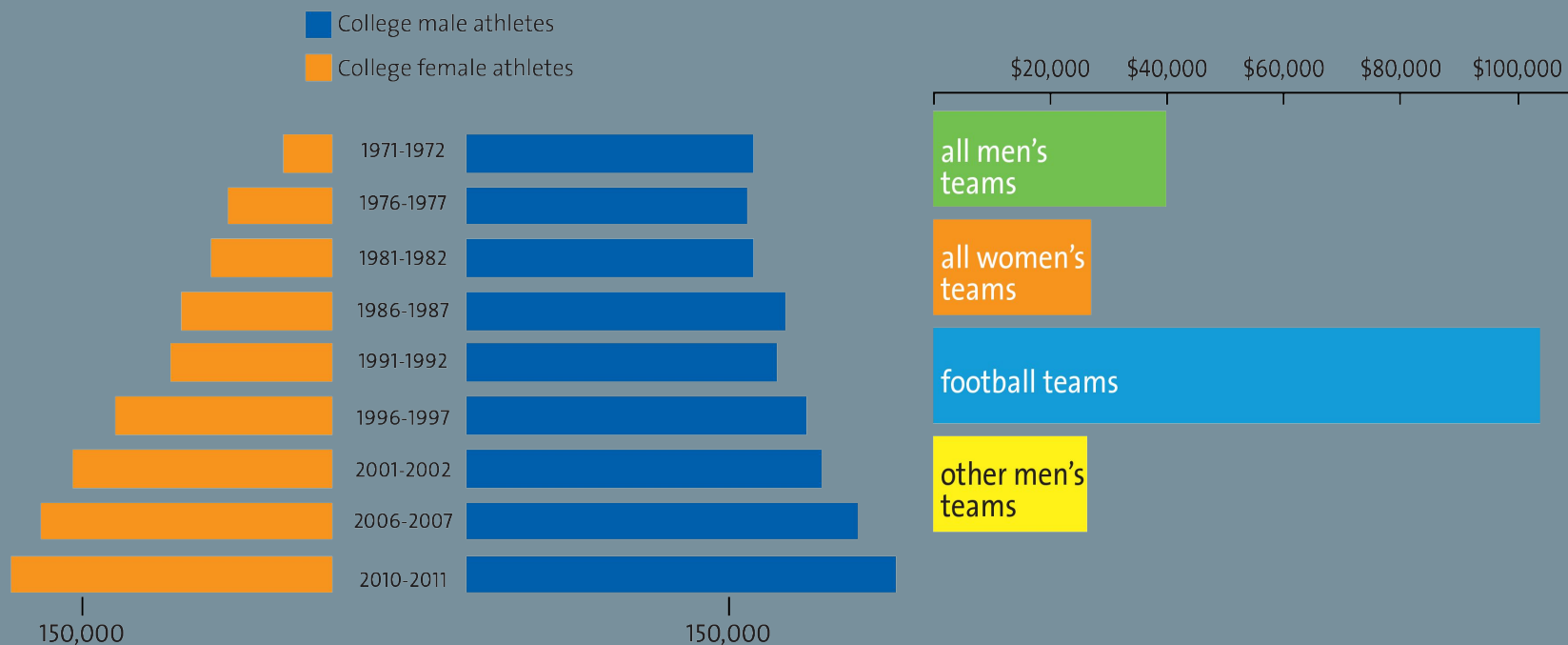
The Media's Portrayal of Women in Sports

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# Brief History of Women in Sports

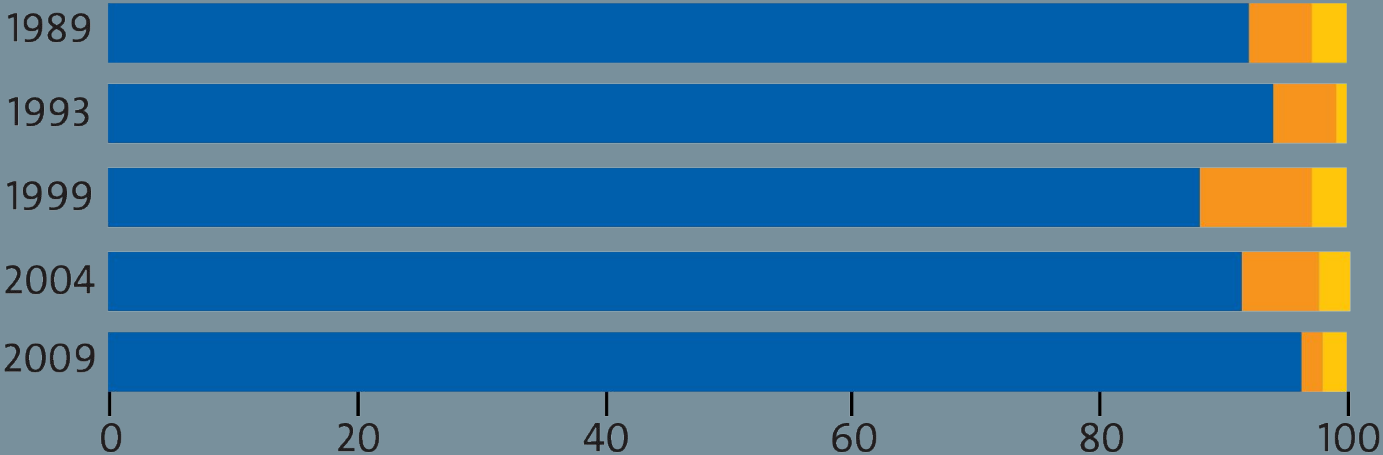
- Title XI which passed in 1972 states, “No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program.
- Since the Title was passed there has been a tremendous increase of female athletes. In 1971, just 30,000 women competed in college sports. According to the National Women’s Law Center in 2009 over 180,000 women were competing in college sports.

# Brief History of Women in Sports



# Network Airtime Breakdown for Men's and Women's Sports Teams

Men Women Neutral/both



# Thesis Statement

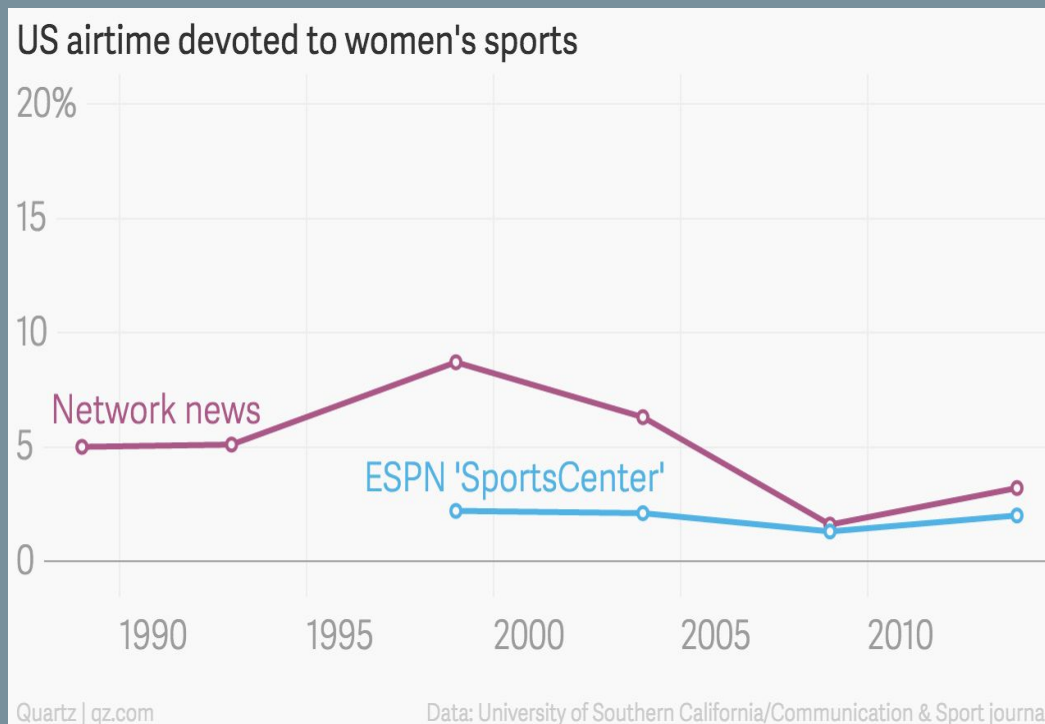
- Though there have been incredible advancements when it comes to women in sports, the portrayal of female athletes in the media continues to subject these athletes to constant objectification. Patriarchal values that are usually associated with the world of sports continue to be reinforced by the media. Gender values are at the core of all the media that is consumed. Women are commonly socialized to view sports as a male dominated field, which further emphasizes the notion of sports and masculinity as synonymous. The media additionally withstands this concept by highlighting the femininity of women athletes.

# Sports Coverage During the 1990's

- In 1990 the Amateur Athletic foundation examined qualitative and quantitative aspects of televised women's and men's sports.
- In 6 weeks of televised sports news it was revealed that men's sports received 92% of the air time, while women's sports received 5% and gender neutral recieved 3%.

# Sports Coverage Today

- A study published in Electronic News in 2015 found that ESPN's Sports Center along with "Fox Sports Live" aired women's sports coverage less than 1 percent of the time.



# ESPN Magazine Portrayal of Women vs. Men





# ESPN Magazine Portrayal of Women vs. Men

- According to *Women's Talk Sports*, In five years (between 2004-2009) female athletes appeared on 5 of 168 ESPN covers (3.6 %)
- Not only are women underrepresented on covers of sports magazines, they are often times portrayed as sex objects or over feminine.

# Case Study

## Anna Kournikova



- Kournikova, is a Russian former professional tennis player.
- Her appearance and celebrity status made her name one of the most googled searches of all time.
- Despite never winning a singles title, she was one of only six women ranked among the most important people in sports.



**40%**  
of ALL ATHLETES  
ARE **WOMEN**

# Work Cited

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