

Gender inequality in sports press coverage based on the example of *Gazeta Wyborcza* (2010–2013)



Zuzanna Mazur

Natalia Organista

Zbigniew Dziubiński

UNIVERSITY OF PHYSICAL EDUCATION IN WARSAW, POLAND

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ABSTRACT: The aim of the study was to analyze the press coverage of sports published in the largest Polish daily newspaper, *Gazeta Wyborcza*, in terms of gender inequality. The content (both qualitative and quantitative) analysis method was used. In the study, the number of articles on women and men was examined, with the qualitative sections consisting of an analysis of gender stereotypes appearing in these articles. The results demonstrated the underrepresentation of women in the examined sports press coverage. The qualitative analysis showed that articles dealing with women's sports included gender stereotypes. The articles focused on the physical appearance of women or on their non-sports lives. Infantilizing and marginalizing comments were also present. The study revealed the gender-dependent nature of the press coverage of sports in Poland.

KEYWORDS: gender, content analysis, press coverage, gender stereotypes, *Gazeta Wyborcza*, femininity.



INTRODUCTION

In recent years, much attention has been paid to studies concerning the way of constructing and reflecting both femininity and masculinity in sports. The impact of the media on sustaining these patterns created in sports has also been analyzed. The issue has been thoroughly examined, due to the power of the media in terms of giving meaning to and reproduction of specific cultural content. Although today a strong emphasis is put on nuancing the impact of the media on the audience, a critical paradigm in the study on communication has its grounding in the belief in such a power of the media.

In the study, the theory of gender relations structures by Connell has been applied (Connell, 1998; Connell, 2013). The researcher believes that in society, various types of hierarchical masculinity and femininity structures, based on power rela-

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