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Master's Thesis of Global Sport Management

Examining Equity of Gender
Stratification in Indian Newspapers:
A Content Analysis of Coverage for Indian Cricket
Leagues

인도신문 성별계층화 형평성 조사 연구:
인도 크리켓리그 기사의 내용분석을 중심으로

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Examining Equity of Gender Stratification in Indian Newspapers:

A Content Analysis of Coverage for Indian Cricket Leagues

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Abstract

Examining Equity of Gender Stratifications in Indian Newspapers: A Content Analysis for coverage of Indian Cricket Leagues

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Sport has long been considered the generic preserve of males. Because of hegemonic masculinity, females have encountered numerous obstacles in their quest to participate in and receive the benefits from sports. The demand for the equal depiction of athletes in the media has always been a topic of discussion, one which has flashed various arguments and attention to the inequality in the mediated time of men's and women's sports. This study have found that the media coverage of women's IPL (Women's T20 challenge) is inadequate when compared with coverage of Men's IPL (Indian Premiere

League). The results of these studies have revealed inequality in terms of quantity of coverage. Findings demonstrate that there is less number of news articles coverages to female in compare to men in newspapers. The results also revealed that although the number of coverages the female athletes received was similar in terms of words, but the amount of articles was not.

A content analysis of total 296 news articles was administered, the total 296 articles by the percentage of females (33.8 %) and males (66.2%) enrolled in the selected Indian newspapers the Hindu and the Telegraph. And the data scrapped with using Microsoft excel sheets, these were then imported into data coding analysis computer software and subsequently to descriptive statistics using frequencies and cross tab in SPSS a statistics interactive software was carried out between May, 2019 and Nov to Dec 2020 to examine the equity of gender in newspapers articles and photographs. The fact that the current content analysis represents an imbalanced equity of coverages. Females were underrepresented in numbers of articles and photographs on the selected Indian Newspapers.

Keywords: Content analysis, Media framing, Women's sports, Cricket leagues, Gender inequality.

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Chapter1. Introduction

According to Pedersen (2002) the media is one of the most influential forms of socialization in today's society in generating gender values. Indeed, the mass media plays a significant role in the transmission of gender differences and inequality through daily visuals within print and television media. Individuals are inundated with magazines, and newspapers containing photographs and narratives of what it means to be a woman or man, and more specifically, the gender imbalance between men and women.

Several studies around the world have focused on the importance of how women in sports are important or the ways how certain apps and local newspaper channels are making use of data for marketing their content and making people aware of the situations in women's sports. But not many have focused on the importance of publications for women's sports in India. Gender discrimination has always prevailed in the country; it exists even in the sports and sports media as well. The amount of interest the companies put into publishing the men's matches is more than that for the women's sports. Many

studies had shown how there are still gender inequalities in the coverage of women's sports be it social media or printmedia, Chakraborty M, Sil.P, (2016).

Sports like Cricket and Football are getting higher coverages than other sports in India, but in the case of women's sports cricket seems to be more popular than football. As per the data released by ICC the number of viewers for the T20 WC final that happened in Australia is 20 times more than the one played in 2018, it is the most-watched event after the 2019 Men's World cup. For the viewership to increase for a women's match like that the number of broadcasters for the event would have been huge. But this scenario is not the same for every other sport; interestingly few sports even are not televised since the investment for the broadcast on that sport is fewer or none.

1.2. Significance of the study

The media is a great contributor to this growing success.

Unfortunately, almost all the media attention focused on sports has been spotlighted towards the men's games with women's sports

events and athletes subjected to fewer or bottom page mentions mostly as bulletin fillers or as an afterthought. This has further deterred the development of women's sports as it remains in the shadows and seen as trivial which has stunted its marketability.

Be that as it may, the creation and advancement of the Internet, which offers new conveyance stages to sports that have generally gotten little media consideration, exposed a new avenue to stakeholders of women's football. With its huge reach and low costs, the web offers women's football the chance to penetrate the otherwise considered male-dominated sports media, while also reaching its fans directly thereby creating room for a level playing field for all.

Sports has become one of the fastest-growing industries in the world, with sports teams, players and other working aspects of the industry earning in millions and increasing in its market value. This can largely be attributed to the constant media coverage which includes broadcasting rights, television news reports and programs, magazine and newspaper reports and the new media on different social networks.

This study aims to assess the worth of media coverage accumulate by female athletes in comparison to Men athletes before,

during and after the Indian Cricket League to ascertain what sort of influence the games have had on Women's Cricket in general in India when we compare it to men.

1.3. Statement of Problem

Despite of women in sports in India doing really good and bringing laurel to the country, but when it comes to media framing it's always a kind of bias.

The media play a significant role in shaping the opinions and interests of their viewers which is then passed on the rest of the people. Many studies have shown the overtly concentration of male sports by the media on the note that people prefer men's sports to women's, a gender bias that has been found out in various studies like Shifflett, Murphy, Ghiasvand, C & C, (2016). Tyler & Billings, (2000), Aliye & Muhammed, (2019)

This study aims to survey how media portray the female athletes and how much coverages are giving in news articles in Indian Media Publications (Print-Online Newspapers).

1.4. Purpose of the Study

The purpose of this study is to examine how Indian newspapers portray female athletes in news articles and photographs in comparison to men athletes.

The researcher aims to discover how much media coverage was accorded to Indian cricket leagues on the selected newspapers the Hindu and the Telegraph to ascertain if women's Cricket in India has also reach the same level to the men cricket team.

Objectives:

1. To study the current status of women cricket athletes in media framework.
2. To study how media, frame the successes of male and female cricketers.

1.5. Research Questions

RQ1. What type of framing selected Indian newspaper portray for female athletes whether it's sexual, masculine or performances?

RQ2. Does selected newspapers cover male and female athletes quantitatively differently in terms of such measures as article, words and photographs?

Chapter.2. Literature Review

2.1. Theoretical Framework

This study will use Media Framing research theoretical method.

2.1.1 Media framing

This study called upon Media framing theory to provide a theoretical foundation.

In its essence framing theory looks at the manner in which certain types of issues are advanced by the media by examining how those messages are constructed (Clavio & Pedersen, 2007; Seltzer & Mitrook, 2009) in ways that shape what that story means to audience members (Entman, 1993).

The framing theory looks at how the media reports give accounts of events by choosing and arranging facts and information

before putting them together for a storyline, a procedure ordinarily alluded to as framing Devitt, (2002) In building a storyline, reporters stress certain characteristics over others by including or barring certain words, phrases, pictures, sources, and reiteration of subjects, basically making them pretty much remarkable to

media purchasers McCombs & S. (2001)

In portraying the impact of mediaframing, Kuypers, (2002) stated, "outlines really characterize our comprehension of some random circumstance" (p. 7). Media framing of issues can affect customers' perspectives on issues, which at that point become increasingly hard to change Bronstein, (2005).

According to Nicely. (2007), "the impact media framing and portrayals have on sports fans moves beyond sports into a real-world context. This is specifically important because the sports media are in a position to frame an issue or represent that which will be broadcasted to a population" Rada & Wulfemeyer, (2005). The way an issue or athlete is portrayed may influence viewers and subconsciously affect the way they feel about different gender groups in a non-athletic context.

The mannerism in which the media frames a message or athlete will impact how the message is received and used by the audience.

Media framing of female athletes and women's sports can shape the perception of the sports, thereby influencing the way children develop their ideas about gender roles Nathanson, (2010). Children develop ideas on the "gender- lines and appropriateness of athletics almost as early as the first grade," which influences their "appreciation of and participation in sporting activities" Lisa & Lynch, (2005). Boys are more likely than girls to believe they are skilled athletes, make sports a higher priority, and have a higher overall enjoyment of sports Lisa & Lynch, (2005) this trend has also been found in young adults at the high school level. A survey of high school students found that only about 9% of girls, as compared to 36% of boys, wanted to be remembered as a star athlete Lisa & Lynch, (2005). These results show that not only are children aware of gender roles at an early age, but they are also aware of how these roles apply to athletes and athletic participation".

Many sports fans argue that woman's sports are boring compared to men's sports. Simultaneously, women's sports, compared to men's sports, are rarely broadcasted in the media. Therefore, could

the media be making sports fans believe that women's sports are less desirable by giving them less coverage? Using the Framing Theory, and Mere Exposure Effect, an intervention was developed to promote women's sports to sports fans.

Marketing and Sports

The concept of relationship marketing can be traced to the early 1950's. Academics began to question the traditional marketing paradigm that has consistently differentiated the buyer and the seller creating a competitive relationship Ganguli, Eshghi, & Nasr (2009)

Leonard Berry in

1983 in the service-marketing field first coined the word "RelationshipMarketing" Kyoum & Trail (2011). He defined RM as attracting, maintaining and in multi-service organizations enhancing customer relationship.

Though the use of relationship marketing remains relatively new when associated with sports, and while most researches on the theory has been based on the context of sales relations, buyer and seller, services and brand relationships Smith, JBrock, W. Barclay

(1997) Relationship marketing is relevant in sports because it proves effective in application when it comes to fans engagement and retention.

Sports marketing are described by Mullin, Hardy, & Sutton (2000) “as all activities designed to meet the needs and wants of sports consumers through exchange processes. As indicated by the publication; “The Elusive fan; Reinventing sports in a crowded commercial center, “fans as engulfed with numerous sources of activities to pick from”. This incorporates not just conventional sports but digital televising, web-based streaming and computer games. Furthermore, numerous other alternatives that have made it progressively hard for marketers to build relationships with the fans.

Rein, Kotler, & Shields (2006) argues that “In a commercial hub so swamped options, the search and retention of fans has proven to become a fundamental function for sports organizations for the very survival of sports”. Sports organizations have comprehended the significance of applying relationship-marketing so as to sustain fans relations for the long haul. Though the use of relationship marketing remains relatively new when associated with sports, and while most researches on the theory has been based on the context of sales

relations, buyer and seller, services and brand relationships Smith, JBrock, W. Barclay (1997) Relationship marketing is relevant in sports because it proves effective in application when it comes to fans engagement and retention. This clarifies a defined impact and correspondence procedure that portrays the two people in any kind of relationship. Groups, alliances, competitors, marketers and fans have associations with each other that rely upon fruitful relationship establishment. A cautious assessment of these connections can improve the capacity of the relationship framework in sport.

2.2. Content Analysis in Gender Issues

Literature suggests that female athletes receive less coverage in media than male athletes and that representation more often focuses on femininity than athleticism. Yet factors other than gender may influence media representation (Wade, A.N, 2008).

Gender is not the only characteristic that may impact the portrayal of athletes within sports magazines. The race of an athlete may also determine the amount and type of coverage that she receives in the

media. White female athletes tend to receive more coverage in socially acceptable female sports such as gymnastics, while black female athletes are shown predominantly in powerful, aggressive sports such as boxing (Hardin, Dodd, Chance, & Walsdorf, 2004).

Content Analysis in Sports message has previously and mainly focused in Media studies that portray the differences between gender, age, race or other aspects of Society that lack equality. (Eagleman, Burch, & Vooris, 2014). Gender is one of the most recurring issues analyzed in media content, and most of them show amazing differences between male and females. One of the most significant in recent years is a cross-national study of newspapers, radio and television articles in 108 countries that found only 24% of the world's news subjects were women (Gallagher, 2010).

Van Zoonen, (1994), in her culturally diverse work on gender and media, emphasized the importance of these types of studies, showing media's role in creating "true" gender images in society.

Most of these studies have examined the traditional media, newspapers and magazines, but in recent times a lot of investigators have turned their heads to New Media, because of the increasing

impact and usage of Internet and social media worldwide.

Some Authors when the online media was starting showed optimism and believed that since journalists and producers would have unlimited space and easier ways to show information, more coverage for women would come.

Yun et al. (2007) discussed because of the internet's unlimited space and time, new media proliferation would end in less editorial gate keeping and more voice to groups and or individuals who do not generally make the headlines in print or television media. (e.g. Females)

This hope was not fulfilled and media continue to put women in a secondary position in all media companies around the world, mainly because they maintain the traditional model inside the organization and users still are searching for the same news as before. (Cabo, Gimeno, Martinez, & Lopez, 2014).

Internet news stories appearing on CCN.com, FoxNews.com, and NYT.Com, shows that this potential has not been achieved and that there are not significant differences between mainstream internet news and its print counterparts. (Burke & Mazarella, 2008).

The Majority of those investigations include sports news in their analysis, which is why they are important in the review for this article, since they show a big picture of how internet information still has a masculine tendency and how all organizations still need a chance in how they portray women to the society.

The Women's Sports Foundation (2004) believe that despite the rapid growth of women's sport and an enormous increase in the opportunities and chance to compete professionally for women athletes in the last 30 years, sports coverage in all parts of the media is still largely devoted to men. A study conducted by Duncan in the US (1990) showed that men's sports in the written press received 28.8 times more column inches as those stories devoted to women and their sports.

Furthermore, Duncan (1990) also highlighted a ratio of 23:1 for stories concerning male sports during the same period, and that 92 percent of photographs in the sample depicted men. Stoddart (1994, cited in Rowe, 1999) has *International Review for The Sociology of Sport* 42/2(2007) ©

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10.1177/1012690207084751 gone further and suggested that the quantity of photographs is not the main problem as images of sportswomen are plentiful, though often the images celebrate female sexuality rather than athleticism. This view, in part, supports Williams et al. (1985) previous study that female athletes' sporting achievements are often trivialized through stereotypical, and often sexualized views, and that journalists continue to associate sportswomen more with appearance than performance.

2.3. Gender in Mediated Sports

The broad communication is a significant factor for social improvement including the upgrade of sports culture and cooperation. With the developing impact of sports in the public eye, the media has assumed a predominant role in making and supporting the mindfulness and advancement of sports.

While both male and female sports have been covered by the media, previously conducted researches have demonstrated that there remains an enormous difference between the inclusion of sports for the

distinctive genders, as these studies have discovered a fluctuating consistence which supports men's games while an essentially unimportant measure of broadcast times, bylines and reference to have been given to the women's games.

Duncan, Messner, & Williams, (1991) asserts that "Less than 5% of broadcasting time on surveyed 126 media channels including the likes of CNN's sports Center and ESPN was devoted to women's sports. They also noted that most sports stories about women tended to focus on trivial but visually entertaining events, obviously included either for physically revealing shots of women or for comic effects". Tuggle, (1997) analyzed that the 5% is usually relegated to the end of each program after all the men's sports had been covered thoroughly.

Most of the major sports networks and magazines have devoted less air time and bylines to female events and coverage have continued a downward spiral despite certain statistics from the media. This begs the question of why do women's sports receive little or no media coverage despite many additional female teams and players.

Sports sociologists have distinguished three portrayals of people sports by the media. The first demonstrates that regardless of the

expansion in participation in groups and individual events, women's sports have stayed at the fringe of media inclusion. Greenwood, (2011) express that "in spite of the fact that the inclusion of women in the sports sphere has fundamentally expanded, the women's games continue to get fewer media consideration". The absence of inclusion Bishop, (2003) and underestimation of women's sports have shaped the explanation for various research glancing in the inclusion of women's games in TV, print and online mediums".

Research suggests that women still get the wrong end of media representation despite attaining certain successes. The women's final match gaining significant 1.04 million more views than the men at the 2018 U.S open singles finals. This has not resulted in the increase of media coverage and attention given to female athletes based on their athleticism. Media Watch, (2018)

Alexander, (1994) propose that while there has been a great increase of women who have taken interest in the sport has expanded lately, there has been little change in the measure of American media inclusion of women's' game. Rintala & Birrell, (1984) found that in America, the inclusion of women's sports was confined to about 15% of sports newspapers. The unpublished Thesis theory referred to in Rintala

& Birrell, (1984) strengthen these arguments with discoveries of fewer than 5% and 15% respectively.

Lumpkin & Williams, (1991), in a review of 3723 articles in Sports Illustrated, found that women pulled in just 9% of all its outputs. In Australia, (McKay & David, (1987) report a considerably additionally devastating circumstance with female inclusion representing just 1.3% of the complete games' news. They contend that the Australian media sustains a conventional male haughty mentality. The circumstance is somewhat unique in Europe. In an investigation of German papers, female inclusion represented 4.3-6.7% of all sports announcements Kian, (2007). In Britain, Hargreaves, (1986) recommends that apart from crime reports, sport is the most male-overwhelmed area in the media.

Duncan, Messner, & Williams, (1991) examine the befuddling lack of attention shown by the print media toward women in sport. The procedures of disregarding, trivializing, and degrading the women's game in order to ensure manly authority and advance the imperceptibility of women in sport. Photographic pictures additionally recount to a sexual orientation one-sided story. (Rintala & Birrell, 1984) Examined the American magazine Young Athlete Only 31% of

all photos were of female athletes and just 9.2% of all spread photos. In Britain, the Women's Sports Foundation study indicated just 2-10% of photos in British papers were of women. Duncan, Messner, & Williams, (1991) considered 1369 Olympic Games photos and discovered 38% contained ladies' competitors. Pictures of women were bound to be detached, to be of progressively 'charming,' 'attractive' competitors, and to utilize represents that were reminiscent of soft core pornography and depicted accommodation".

Even the social networks that have a contractual broadcast agreement with women's sports leagues, and events still have limited femalesports content, and most times these contents are relegated to either female- specific sites or during non-peak periods on television where there are few viewers Cooky, Michael A, & Musto, (2015). It is also evident as women's sports usually do not make headlines but are farmed to the bottom inside pages of sports papers and magazines.

The second description is the manner and quality of men and women's sports media coverage. While the men were portrayed to emphasize power, fitness, physicality, and agility, Hallmark & Armstrong (1998) assert... that mediated production of women's sports tends to ignore women's athletic ability and success (p.100)".

In 2019 American sprinter Allyson Felix won her 12th gold in the world athletics championships breaking a previous record held by Jamaican Usain Bolt. This achievement was unfortunately not associated with her athletic abilities but was rather focused on her recent motherhood status.

This was the case in all forms of media coverage including TV broadcasts and newspaper headlines. There were more mentions of her child, the

process of childbirth and her child birthing experience rather than her achievement. The Daily Mail UK wrote “American sprinter Allyson Felix breaks Usain Bolt's record for most world titles, 10 months after nearly dying during childbirth - as she dedicates her win to fellow 'baby mamas' after ending Nike contract over awful maternity policies”

The Insider's headline showed “Sprinter Allyson Felix broke Usain Bolt's gold-medal record 10 months after her C-section, proving kids aren't the 'kiss of death' for athletes”

One example of this can also be seen from the Football Association's tweet to welcome home the England women, which was widely criticized on social media: ‘Our #Lionesses go back to being

mothers, partners, and daughters today, but they have taken on another title

– heroes.’ This undermines the players’ athletic accomplishments and reduces women’s primary role in the domestic sphere.

It is worthy of note that, some researchers have proposed the possibility of "impartial" treatment of women’s sports by the media centered on simple and direct information about women’s sports events. These "boring" reports can be classified as the aftereffect of sports journalists need for social correctness so as not to be accused of sexism Cooky, Michael A, & Musto, (2015).

These denotations of sexism can be seen as disparaging or debasing to the women's tournaments and personal achievements, particularly when compared to the men's as they are seen as less. Duncan, Messner, & Cooky, (2000). Christopherson, Janning, & McConnell, (2002) recognized a further layer of gender marking as shown in the continuous description of the 1999 women's world cup by the media as role models and attached identities rather than just their athletic abilities.

Studies have shown that women have made a steady and essential contribution to sports, yet their accomplishments overall have gotten constrained inclusion by the media George, Hartley, & Paris, (2001., Eastman & Billings, (2000) further called attention to that the quality and amount of media inclusion of women's sport isn't an exact impression of the measure of women's accomplishments in the sport.

Duncan, Messner, & Williams, (1991) in their investigation of the United States of America society discovered that the women's game was underreported, yet in addition underrepresented. An investigation of seventy nations was completed by Erin Research and the Global Media Monitoring Project in 2000, analyzing one day of news – around

16,000 stories through and through. The investigation lit up an unquestionable male control of the news, whose subjects in 78% of the occasions were men. In sports news as

indicated by the examination, 88% of the news subjects were men and just 12% ladies.

In TV broadcasts, where sports comprised some 8% of all the reports seeming around the world, a minor 7% of these games' stories had ladies as their fundamental Toggia, (2013).

2.3 Indian Women's Cricket and Journalism

Indian journalism and media coverage is the most appropriate answer to why Indians does not give equal importance to women sports especially in cricket, not even half of what they readily exhibit for men's cricket. This encompasses social media too along with electronic and print media. (Chauhan., S & Shukla., A.K. 2018)

Past: Until 2017 1/3rd of the country did not even know about that we have a Women's International Cricket team as well just because there is inadequate coverage regardless of the fact that both the teams have been performing really well but no one knows women team's whereabouts, timings, match schedules, wins or the name of players. 90% of the country did not know, not even the name of the

captain of Women's cricket team who has performed in almost 180
one day internationals for India. During

Women's World Cup 2017 all the group league matches were not being telecasted by sports channels but women's cricket was suddenly all over the sports and news channels when the world was going crazy over the Harmanpreet's knock and it drove TRP. (The EconomicsTimes,2017)

Present: However, this scenario went through a metamorphosis in July 2017 when the country stood united and exhibited enthusiasm for women's cricket which took over the social media. World Cup 2017 marked a new era of women's cricket and the only reason being journalism was really about them, a significant number of matches were telecasted and what women did get some screen time and consequently the public interest followed by support. (Chauhan., S & Shukla., A.K. 2018)

Future: Keeping in their minds the interest of public and the leap towards success women's cricket took in 2017, people are expecting Indian Premier League for women after a while. Prominent commentators are also expected to be seen accounting for female team's major matches. Some female players may also get

endorsements and advertisements from now onwards. People are optimistic about the wonders that women's cricket is expected to do in the upcoming years and there are people who will be

immensely proud and happy on seeing the lenses panned towards the women cricketers sweating for the country. (Chauhan.,S &Shukla., A.K.2018)

Several studies around the world have focused on the importance of how women in sports are important or the ways how certain apps and local newspaper channels are making use of data for marketing their content and making people aware of the situations in women's sports. But not many have focused on the importance of broadcast for women's sports and that too in India. Gender discrimination has always prevailed in the country; it exists even in the sports and sports media as well. The amount of interest the companies put into broadcasting the men's matches is more than that for the women's sports. Many studies had shown how there are still gender inequalities in the coverage of women's sports be it social media or printmedia. (Chakraborty M, Sil.P.2016).

2.4 Studies in Sports Media

In Sports, also most of the investigation focus in traditional mediawith newspapers as the main subject of investigation, but is usual to find

now investigations in internet content like blogs or news websites.(Eagleman, Burch, & Vooris, 2014)

Sports scholars have also examined differences of gender in media, with the results that show important gaps between men and women, with the second group receiving less than 10% of the total news in some of the cases, even getting to less than 4% in some studies like the one elaborated by Godoy Pressland (2014), that is shown in the illustration below:

Table1. Analysis of British Sunday newspapers on Sports (Godoy- Pressland, 2014)

Newspaper	Total no. and %of		Total no./% of		Total no./% ofArticles	
	Articles in		Articles on		on	
	2008 and 2009		Sportsmen		Sportswomen	
The Sunday Times	5354	100%	4965	92.7%	208	3.8%
The Sunday Telegraph	4096	100%	3907	95.3%	77	1.8%
The observer	4888	100%	4599	94.0%	180	3.6%
Mail on Sunday	3363	100%	2989	88.8%	236	7.0%
Sunday Express	5253	100%	5067	96.4%	128	2.4%
Total	22954	100%	21525	93.7%	829	3.6%

These investigations are done since decades ago and have not shown a significant improvement. For example, Miller (1975) proved the under portrayal of photographic images provided to females in all newspaper sections studied. The results exposed that female get only 5-

6% of the

photographic coverages in the Washington post and 10% of the photographic coverage in the Los Angeles Times.

In some cases, there is even a worst portrayal of women in sports in more current publications. Bishop (2003) discovered the coverage challenges of females during the Olympics in American Magazine Sports Illustrated. The inspection revealed that the coverage provided to females during the Olympics actually decreased from 1980 to 1996.

The study realized a 2.2% drop in the coverages throughout the Olympic Games analyses during the study even when there was an almost 20% of increment on the percentage of women athletes participating in the games between Moscow and Atlanta.

(Bishop, 2003)

“Such evidence of actual regression provides watchdog groups a formidable case, when questioning those in decision making positions about their content choices and production techniques.” (Fink, 2014)

Usually, the studies are more focused to specific events like the Olympics (Eagleman, Burch, & Vooris, 2014) (Packer, et al., 2014) (Billings, Angelini, Mac Arthur, Bissell, & Smith, 2014) or other

internationalevents and the coverage of major media companies.

As seen in the previous section, most of the investigations focus intraditional media, that is also happens in sports, where the amount of investigations in New Media is far inferior.

Only a little amount of investigations focuses in online media coverage, like Eagleman et la (2014) that gives an image of the coverage during the London Olympics in websites of newspapers in several countries.

Jones (2013) scrutinized the online coverage from U.S television companies' ABC, BBC, CBC and TVNZ of 2008 Beijing Olympic gamesfound that inline stories of male competitors' quadrupled women articles.Also, a man receives twice the number of stories in the main position andtwice the number of the pictures in websites. (Jones2013).

Even when the majority of investigations give a negative result in terms of equality, there are some exceptions, a glimmer of hope. In the investigation of Eagleman et al. (2014) the amount of female news in fivedifferent countries websites during the 2012 Summer Olympics was equivalent to the percentage of athletes in every specific country participating in the Games.

Table2. Newspaper coverages by Gender in 2012 Olympics(Eagleman, Burch & Vooris, 2014)

News Website	Male	Female	Combined	No Gender Focus
Nine News (Australia)	N=109 (49.1%)	N=71 (32.0%)	N=21 (9.5%)	N=21 (9.5%)
Terra News (Brazil)	N=267 (50.3%)	N=205 (38.6%)	N=38 (7.2%)	N=21 (4.0%)
Xinhua net (China)	N=386 (45.6%)	N=296 (34.9%)	N=117 (13.8%)	N=21 (4.0%)
BBC News (Great Britain)	N=673 (47.7%)	N=461 (32.7%)	N=196 (13.9%)	N=80 (5.7%)
The Daily Nations (Kenya)	N=369 (84.4%)	N=18 (4.1%)	N=45 (5.5%)	N=38 (5.9%)

“This finding represents a positive step relative to the coverage of female athletes and suggests that online media could be utilized to provide more equitable exposure to female athletes.” (Fink, 2014)

But there are not only differences between genders in the amount of coverage, but also in the content of the articles. Women are usually more linked to their physical appearance than men or

victimized when they lost.

“As the qualitative content analysis of the coverage of the women’s football world championship has shown, the presentation of the women players was predominantly positive; nevertheless, articles appeared which focus on the appearance of the players, some players underwent “beautification projects” and the women’s play was often compared with men’s football. Female football players even appeared in the German playboy” (Pfister, 2011)

Also, investigations point that usually women only in articles, they don’t appear in interviews sections or choices about the games, and usually in mixed articles (with women and men) the lead goes to the male competitors as shown by (Aragon, Munoz, & Urena) in an analysis of sport section of a newspaper in Costa Rica.

“In women athletes or team news, the view of the journalists was only to inform what happened. Contrary to male sports, there were not critics of any kind, which reveals a tendency to not profundes in female sport, other format like interviews or chronic were not used in this newspaper for women sports in the editions analyzed” (Aragon, Munoz, & Urena, 2009).

According to Fink (2014) qualitative differences can be categorized as:

Gender marking: Usually Media categorized the male competitions as the norm, putting female participation as secondary or special in a negative way. This can be seen in, the titles of numerous women's championships that are gender marked: The Women's World Cup, the United States Women's Open Championship(golf) to just name some of the examples presented all over the world.

Infantilizing: Women are often referred as "Young ladies" or girls, but rarely do you see a journalist refer to men as boys or even a mention of their youth.

Differential framing and ambivalence: "Commentators frame male and female athletic performances differently and typically in ways that minimize females' athletic abilities while prolife rating male superiority"

Focus on femininity/heterosexuality: Female athletes receive a lot of focus in their feminine and heterosexual image, with references to their images, relationships, in degradation of their athletic performances and success in sports.

Different production techniques: The production for women disciplines is handled with less care than men coverage,

making it less interesting and more boring for the consumer.

Some authors explain that these differences in the content are produced by a cultural background where the embodiment of masculinity and that the feminine ideal body contrasts with the belief of what it means to be a female athlete. In particular, the authors stated that sportswomen live in two distinctly separate cultures, the sporting culture and their larger culture where they must deal in the continual clash between being an athlete and a woman (Trolan, 2013).

2.5 Consequences for Female Sports

All these differences in the coverage not only cause an inaccurate portrayal of the advances of the advances in women in sport but also a series of other problems mainly in the economic department.

Angelini (2008) exposed that the different type of coverage given to female competitors essentially obliges to implicitly reinforce stereotypical gender construction. This raises the notion in society that female athletes are “naturally” inferior physically.

Apart from the enormous portrayal, the other problems athletes suffer from these are less access to sponsorships. Because

brands want their products on videos or in photographs but as media giving more attention to males than companies like to invest on males rather than females.

Some examples of post-feminist female athletes include women's soccer player, Brandi Chastain who chose to pose nude for Nike advertisements published in Gear magazine. Chastain was captured wearing only her Nike cleats, and claimed she was showing off her muscles that she had worked hard for (Carty, 2005). Olympic swimmer, Jenny Thompson, posed topless for Sports Illustrated but covered her breasts with clenched fists, to display strength and power (Carty, 2005). While there are numerous instances of female, Female Athletes in Sports Magazines 13 athletes posing nude, in most cases the athletes argue that they are displaying strength and muscles. Director of the Tucker Centre for Research on Girls and Women in Sport at the University of Minnesota, Mary Jo Kane, questions the validity of post-feminist thought. She states, "It's not clear to me which muscle group the naked breast belongs to" (Hastings, 1992, p. 258).

Chapter 3. Research Method

3.1 Introduction

Methodology means the philosophy of the research process. This includes the assumptions and values that serve as a rationale for research and standards or criteria the researcher uses for interpreting data and

conclusions. This chapter gives a brief description of the methodological process that was applied in the course of conducting the research.

3.1. Method

A quantitative content analysis method was used to investigate the current role of newspapers (online e-newspapers) in women's sports using content analysis of articles and research method, the researcher aims to investigate in details, situations and vents to develop or extend new theoretical concepts, Yin 2003.

Krippendorf (2003) Defined content analysis as "the systematic reading of a body of texts, images, and symbolic matter, not necessarily from an author's or user's perspective"

Content analysis will enable the research to classify news contents systematically and objectively. Content analysis is a predominant research method used by communication and sports scholars in ascertaining media measures.

Content Analysis is a multistage examination of the characteristics of communication messages and is conducted to learn

about the structure and content of Messages (Rubin, Rubin, & Piele, 1993). Krippendorff (1980) proposed that content analysis is a nonreactive, unobtrusive research technique and is excellent method by which to make replicable and valid inferences from data to their content (i.e. identifying specific characteristics within both text and nonlinguistic forms of communication).

Content Analysis, which is the study of recorded human communications (Babbie, 2014), has been a particularly common research method applied to media coverage of women's sports. This method has not only allowed researchers to determine the overall amount of coverage of female athletes and their sporting events, but has gone further to enable them to uncover common themes in the way female athletes are portrayed throughout different types of media. According to Babbie (2014), content analysis is an unobtrusive research method, that is, a method of studying social behavior without affecting it. This method is a simple way to gather comparable data on the medium being studied, whether it is broadcast, print, or the Internet. According to Hardin, Lynn, and Walsdorf (2005), content analysis is commonly defined as an objective, systematic, and

quantitative way to discover construction of messages. They also noted that it must be understood within its limits, as it cannot predict the interaction of a text with its audience. Although content analysis cannot predict how the audience will interact with the content being analyzed, it can help researchers gain a better understanding of the message that is being sent.

Substance for the Current Study

A majority of the media analyzed to date has revealed the same troubling result; sport media do not cover male and female athletes in an equitable manner. According to Wolter (2015) media portrayals of male and female athletes are important because sport is a key place where gender norms are defined, circulated, and maintained. While few studies have shown improvement in gender-equitable coverage of sport, particularly studies of the Hindu online newspaper, further research is still very much warranted. The few studies that have shown positive results are just that, few. There are also other factors that possibly led to the partially equitable results in some cases. For instance, Wolter (2015) found that there were no significant

differences in the portrayal of male and female athletes on espnW and that female athletes appeared more often in the feature articles on the online newspaper, yet espn is dedicated specifically to female athletes and fans so results in favor of females might well be expected.

3.2. Data Source

This primary stage of the study consisted of collection of URLs of news articles from the online newspapers on cricket athletics men and women appearing in the sports section over a period of two seasons of Women's Indian Premier League compared to two Men's Indian Premier League in two newspapers The Hindu and the Telegraph publishing in India. The newspapers (n=1, n=2) that is the criteria were daily newspapers that print a full range of regularly updated Indian Premier leagues. The sampling frame selected for this content analysis was from May, 2019 and Nov to Dec 2020. Total 296 articles have been selected during the selected time period.

This time period was chosen to begin of a week of the women's cricket League (Women's T20 challenge) which is expected to be get

more attention by the sports media the beginning of the first league second seasons in India in 2019 and second season in Dubai in 2020.

A total of 296 news articles collected manually and data scrapped with using Microsoft excel sheets, these were then imported into data coding analysis computer software and subsequently to Descriptive Statistics using frequencies and cross tab in SPSS a statistics interactive software, to examine the equity of Gender in newspapers articles and photographs.

3.3 Data Analysis

Information Analysis has been applied to discover and interpreting the information to optimize the ratio and descriptive analysis using SPSS was used to determine the mean, percentage, and standard deviation for variables. Statistical analysis for cross-tabulation of newspapers was obtained to see the frequency distribution of the news coverage.

A Chi Square test, the most commonly used statistical analysis in content analysis (Rifle et al., 1998), was adopted for this study. A chi-square was used to determine the relationship between two variables

(gender and each variable). The analysis of data included a determination of proportional and disproportional coverage. In order for there to be an accurate comparison of the amount of coverage given to female and male athletes, it must be tested against an independent standard (Malec, 1994; Shifflett & Revelle, 1994). Cho (1993), Mathesen and Flatten (1996), and Urquhan and Crossman (1999) argued that the independent standard is best accomplished by placing gender equity in sport reporting rate. Wann et al. (1998), in their analysis of equitable coverage, used the number of varsity sports offered as yet another independent standard.

T-test also applied. A t-test is a statistical test that is used to compare the means of two groups. It is often used in hypothesis testing to determine whether a process or treatment actually has an effect on the population of interest, or whether two groups are different from one another. The t-test applied to determine whether the difference between means of two groups is due to the independent variable.

3.4 Measures

Gender

According Buysse and Embser-Herbert (2004), gender stereotypes that maintain gender inequality are constructed and utilized by both sport and media. Past research on sport media has uncovered the differential treatment of athletes on the basis of gender numerous times (Bernstein, 2002; Bishop, 2003; Buysse & Embser-Herbert, 2004; Cooky, Hextrum, & Messner 2013; Fink & Kensicki, 2002; Hardin et al., 2002). Because of the possibility of sport media's role in perpetuating gender stereotypes and inequities, it is important to study the way the media continue to represent female athletes in comparison to their male counterparts. Therefore, gender is a key measure of the current study for both articles and photographs. Gender was coded as follows: Gender-Article Gender for articles was measured on the basis of female or male athletes. If the feature article was predominantly about a female athlete, the gender measure was

coded 2. If the feature article was predominantly about a female athlete, team, or coach, the gender measure was coded 2. Gender-Photograph Gender for photographs was measured on the basis emotions of female or male athletes. If the feature photograph predominantly portrayed female the gender measure was coded 2. If the feature photograph portrayed predominantly male athletes, teams, or coaches, the gender measure was coded 1. The Emotions coded under 4 categories 1. Apathetic, 2. Sorrow, 3. Joy and 4. Action.

Content-Article

The current study borrowed the measures for content of feature articles from Cunningham et al.'s (2004) analysis of articles in the Hindu and the telegraph online newspapers. Those measures were: 1) are the articles related to male athletes coded as 1 and 2) articles related to female coded as 2 The current study sought to determine if the content of articles differed between male and female athletes and the previous categories assisted in making that determination.

Content-Photograph

The measures for content of photographs that accompany

feature articles have been accumulated through the established and relevant coding schemes of previous research including categories from Buysse and Embser-Herbert's (2004) examination of Sports Illustrated and Sports Illustrated for Women.

Those measures include: 1) Aesthetic; 2) Sorrow; 3) joy; 4) action; other than athlete (which will be excluded from final analysis). The goal of equity in gender coverage of sport should be to portray all athletes as just that, athletes. In Buysse and Embser-Herbert's (2004) analysis of photographs, female athletes were less likely than men to be portrayed in action. If male athletes are portrayed more often in an athletic setting than female athletes, this could send the message that females are feminine role models first and athletes second. Therefore, the ideal portrayal of athletes was considered "Action" category and featured photographs. Photographs that portrayed athletes in this manner were coded 4. 4. In Fink and Kensicki's (2002) study of Sports Illustrated and Sports Illustrated for Women, they found that photographs of female athletes depicted them in less action category most often than compare to men. This was problematic, they argued because "such removal of the female athlete from the sport setting and highlighting of her feminine rather than athletic qualities serves to

reinforce. The authors also noted that this created a false reality in which women were viewed as sex symbols rather than the powerful, talented athletes they were. The “sexual category has been a popular portrayal of female athletes found in past research. Buysse and Embser-Herbert (2004) found a significant difference in their study the coverage of photographs, as women were not portrayed in a sexually suggestive manner.

CHAPTER.4

4.1 Results

This primary stage of the study consisted of collection of URLs of news articles from the online newspapers of the Hindu and the Telegraph on cricket athletics men and women appearing in the sports section over a period of two season of Women's IPL (Women's T20 Challenge) compare two Men's Indian Premiere League in two Indian newspapers, The Hindu and the Telegraph publishing in India. The newspapers (n=1, n =2) that is the criteria were daily newspapers that print a full range of regularly updated Indian Premiere leagues. The sampling frame selected for this content analysis was from May, 2019 and Nov to Dec 2020 for two seasons of Men's Premiere League and Women's Indian Premiere League (Women's T20 challenge). The data of Total 296 URL's of articles have been collected via internet.

RQ1. What type of framing selected Indian Newspaper portray for female athletes whether it's sexual, masculine or performance basis?

The result in (Table no.2) shows that there are no articles related to sexuality and masculinity has been found because of the dress code for both the male and female for cricket leagues are same, since there are no major articles related to sexuality and masculinity thus the chi square test does not apply on any of those two variables.

In term of articles related to performance *Pearson $\chi^2(df=1)$:*

6.721(p<.05) shows statically significant. The (N=1, N=2) has published 74 and 222 articles respectively. *Pearson $\chi^2(df=4)$:*

11.376(p<.05) showing the results for news articles related to emotions are statistically significant.

Table 3. Types of variables and basic statistics

		Freque ncy	percent age	Mean	SD
Gender (Nominal)	1: Male	196	66.2	-	-
	2: Femal e	100	33.8	-	-
Sexuality (Nominal)	0: none	295	99.7	-	-
	1: Includ e	1	0.3	-	-
Performa nce (Continuo us)	0: none	6	2	-	-
	1: Includ e	290	98	-	-
Masculini ty (Nominal)	0: none	296	100	-	-
	1: includ e	0	0	-	-
Emotion (Nominal)	0: none	14	14	-	-
	1: Apathe tic	16	16	-	-
	2: Sorro w	2	2	-	-
	3: action	60	60	-	-
	4: joy	204	204	-	-
Photo (Continuo us)	-	-	-	1.38	1.23 1
Word (Continuo us)	-	-	-	461. 78	640. 675
News company	1	74	25		
	2	222	75		

Table 4. Fig. Cross tab by Gender

			Male	Female
Sexual (Unable to χ^2 analysis)	0	Measured	196	100
		Expected	196	100
	1	Measured	0	0
		Expected	0	0
Performance <i>Pearson</i> $\chi^2(df=1)$: 6.721($p<.05$)	0	Measured	1	5
		Expected	4	2
	1	Measured	195	95
		Expected	192	98
Masculinity (Unable to χ^2 analysis)	0	Measured	196	100
		Expected	196	100
	1	Measured	0	0
		Expected	0	0
Emotion <i>Pearson</i> $\chi^2(df=4)$: 11.376($p<.05$)	0	Measured	5	9
		Expected	9.3	4.7
	1	Measured	9	7
		Expected	10.6	5.4
	2	Measured	2	0
		Expected	1.3	0.7
	3	Measured	35	25
		Expected	39.7	20.3
	4	Measured	145	59
		Expected	135.1	68.9

RQ2: Does the Indian newspapers cover male and female athletes quantitatively differently in terms of such measures as article, words and photographs?

Of this study's (table no.1) shows 100 articles, 33.8% were devoted to female athletics while 196 (66.2 %) articles were about male athletes. From the (table 3) we can see that there is no statistically significant difference was found in comparison of word counts. When we compare the words counts are average though the number of articles are much higher for male compare to female. However, in terms of photographs we observed significantly difference in the average number of photographs per articles, according to gender with an average of 1.51 photos per article compare to 1.12 for females. We also observed that the standard deviation for males is much higher than females, which shows that the male articles can have more photographs in number than average, whereas for female the smallest standard deviation shows that the number of photographs are less to the average.

Table 5. Independent T-test M of Photo/Word by Gender group

Measure		Mean	SD	F	P	t	df
Photo	Male	1.51	1.427	18.820	.011	2.569	294
	Female	1.12	.640				
Word	Male	461.61	631.930	.289	.592	-.006	294
	Female	462.12	660.704				

4.2 Practical Implication

According to the findings from RQ1 there are maximum articles for female athletes were related to performance rather than sexuality and masculinity, on the other hand though the number of male articles is higher but the words count for written articles for female are for RQ 2 we found similar to male. We also find that though there are less number of photographs in the frequency statistics but the maximum number of female news article are accompanied by photographs, this is a positive sign for the women's sports this kind of unbiased attention given by newspapers to the female athletes should help reduce the barriers for females to participate in women's sports. As noted earlier, barriers to participation by females in sport are created through biased media coverage (Mathesen and Flatten, 1996; Theberge and Cronk, 1986).

Therefore, by providing equitable writing and photograph coverage of female athletics, the newspapers contributed to create enthusiasm among female specially budding girls to participate in sports. The online newspapers are a new and important tool and a platform to promote women's sports and female athletes, about this platform it should be a simple matter of fairness a foundational aspect of the newspaper business that there is equitable and representative coverage of both male and female athletes. Through this platform is not fast but gradually promoting female athletes up to a certain mark.

CHAPTER.5

5.1 Discussion

The issue of this study was the coverage allotted to male and female athletes of Indian Premiere league by the Indian newspaper. Specifically, it examined the equity of number of written articles, words and photos in compare to male athletes and how newspaper portray female athletes. From the RQ1 result we reveals that there are no articles related to sexuality and masculinity has been found that is because of the dress code for both the male and female for cricket leagues are same as T-shirt and long trouser, in that case there is no opportunity to place sexuality in words or in photos, thus there are no major articles related to sexuality found. In term of masculinity no articles have been found. On the other hand, in term of articles related to performance *Pearson $\chi^2(df=1)$: 6.721(p<.05)* shows statistically significant. Though the number of articles are low in terms of news articles count with compare to male but more articles related to performance rather than sexuality and masculinity is a good and

positive sign that the writers are writing on performance level of the female athletes rather than bias and stereotype framing, which is opening a positive attitude of media towards the female athletes. Previous research said “This finding represents a positive step relative to the coverage of female athletes and suggests that online media could be utilized to provide more equitable exposure to female athletes.” (Fink, 2014)

The unbiased attention should help reduce barriers to participation by females in sports. As noted earlier, barriers to participation by females in sport are created through biased media coverage (Mathesen and Flatten, 1996; Theberge and Cronk, 1986). Therefore, by providing equitable coverage the newspapers can create enthusiasm among the young girls more in number of participations in sports as previous studies said Children develop ideas on the “gender- lines and appropriateness of athletics almost as early as the first grade,” which influences their “appreciation of and participation in sportingactivities” Lisa & Lynch, (2005).

RQ2 results reveals that there is no statistically significant difference was found in comparison of words. When we compare the words counts are average or slightly higher in comparison to male.

Though the number of words are fairly similar but the articles number of males are higher than female that is because the author of the writing articles writes more frequent about male athlete rather than women athlete, that is because readers like more reading about Men's Indian premiere league rather than women because the men's cricket has more popularity in comparison to female. The literature review says Indian journalism and media coverage is the most appropriate answer to why Indians does not give equal importance to women sports especially in cricket, not even half of what they readily exhibit for men's cricket. This encompasses social media too along with electronic and printmedia. (Chauhan.,S &Shukla., A.K. 2018). Most importantly the men's cricket league is commercially earning more revenues to the newspaper by engaging the readers and stakeholders. Though the use of relationship marketing remains relatively new when associated with sports, and while most researches on the theory has been based on the context of sales relations, buyer and seller, services and brand relationships Smith, JBrock, W. Barclay (1997) relationship marketing is relevant in sports because it proves effective in application when it comes to fans engagement and retention.

However, in terms of photographs we observed significantly

difference in the average number of photographs per articles, according to gender with an average of 1.51 photos per article compare to 1.12 for females. We also observed that the standard deviation for males is much higher than females, which shows that the male articles can have more photographs in number than average, whereas for female the smallest standard deviation shows that the number of photographs are less to the average. This is again depending on the number of articles as we know among 296 articles the total number of articles 100 articles allocate to females and 196 to males, in that case its quite obvious that the number of photos for males will be higher than female, if the total 408 photographs abstract from the newspapers, 135 photos for women's and 273 photographs were count for the male athletics.

By studying the similarities and differences in the coverage provided to each gender, further knowledge was gained as to how equitable the selected newspapers are in their coverage of sports. The purpose of this study was to determine if the inequitable newspaper attention given to females in terms of articles, words and photographs in their newspaper's coverage.

An overall difference was found in the amount of coverage

given to female and male athletes. Regarding number of articles and total number of photo coverage, female cricket athletics were under-represented. Many studies have used such raw percentage comparisons explanations of the inequitable coverage of sports women by the newspapers. Across all of the comparisons, the data revealed that male athletics received a greater number of articles and significantly a greater number of photographs. Through the repetition of such coverage, it becomes a commonly accepted aspect of the news media that males will be featured more often and promoted with more acceptance than their female counterparts.

5.2 Conclusion

Discussion Overall, the results of the content analysis on Indian Premiere Leagues for both men's and Women's were mixed. While the type of coverage represented by both the articles and their accompanying photograph was similar concerning female and male athletes, the amount of coverage was not. As many past studies have demonstrated, even when the type of coverage is similar, female athletes continue to be underrepresented in terms of amount (Adams &

Tuggle, 2004; Bishop, 2003; Kian, Vincent, & Mondello, 2009).

Likewise, when the amount is similar, the type of coverage has been found to be inconsistent (Buysse & Embser-Herbert, 2004). Symmetry in both type of coverage and amount of coverage between male and female athletes is a rarity that has been reserved for publications specifically dedicated to females, as Wolter (2015) found in her analysis of online publication, espnW. The fact that the online newspaper analyzed by the current content analysis did not lead to the overall balance in coverage that was originally expected. The good news is that when female athletes were covered on Women's IPL (Women's T20 challenges) in both season 2019 and 2020, they were treated similarly to their male counterparts. Both genders were portrayed in photographs primarily as true athletes and written about in articles mostly concerning factual information directly related to their athletics, as this is the most prevalent type of information disseminated by the particular newspapers. Less encouraging though, is that while this study supports the idea that a trend may be headed away from framing female athletes as sex symbols, feminine role models, or only suited for certain sports, the fact that they are covered less than males is a frame in itself. As previously discussed, meanings can be derived

from what the media choose to exclude just as well as by what they choose to include. Excluding coverage of female athletes can send a message that female athletes and their cricket leagues are inferior to males and are less worthy of being covered. This can also reflect negatively on media that are bound by stereotype regulations, which require equitable promotions be given to female coverage.

Further Analysis

To try and gain a fairer perspective on the data, and per suggestion of previous research, the percentages of articles and photographs representing male and female athletes were compared to their respective newspaper articles rates. When compared to that standard, females were still underrepresented by the articles and photographs analyzed. According to Johnson (2015), male athletes outnumber female athletes in the IPL Women's League, females comprise the other 33.4%. Of this study's 100 articles, (33.4%) were devoted to female athletics while 196 (66.2%) articles were about male athletics. Of the total 408 photographs abstracted from the newspapers, 135 (33.16%) photos for women's and 273 (66.8%) photographs count for the male athletics. The total number of words counts 136688 of total 296 articles, 52038 (38.07%) total words depicted for women where on the other hand 84,650 (61.9%) words depicted for men in the selected newspaper articles.

Gender representation was analyzed in comparison to each cricket event; Therefore, cross-tabulation was conducted on gender and variables to determine if there was a statistically significant difference in the number of females versus males. Not all but one variable underrepresented female

athlete. The newspapers slightly overrepresented females in words to a point that approached statistical significance. This was an interesting finding and suggests that the overall results should be taken with caution due to the stratified nature of the sample.

5.3 Limitations and Suggestions for Future Research

There are some limitations to this current study. This research was done for the month of May 2019 and Nov to Dec 2020 during and before Women's IPL (Women's T20 challenges) 2019 and 2020. The time period is considered a short period, the results should not be overgeneralized due to other factors that may have contributed to the findings, such as the Indian cricket leagues and sample size.

These findings suggest that future research may benefit by analyzing cricket athletic both male and female separately and that doing so may produce different results. The relatively small sample size proved to be somewhat of a limitation to this study.

The data collection and coding via online platforms made

limitations in collection of data in term of articles column size, inches and photo size per inches.

A limitation in findings the sexuality was the dress code of women cricket athletes and male athletes has not revealed any sexuality framing, if we compare to sports like beach volleyball etc. there were lack of opportunity to portray sexuality, since there are no major articles related to sexuality and masculinity thus the chi square test does not apply on any of those two variables.

Future research should include a larger sample to avoid having to exclude smaller categories. Future research may also eliminate categories that proved to be nonexistent. A larger sample could be drawn over different newspapers and various kind of cricket events to increase sample size.

Certain variables were almost non-existent in the for example, the sexuality and masculinity related articles were non-existent. Those variables could be omitted, though there is still a case for future research to use the sexually suggestive category for rare instances, as past research has demonstrated that females are more likely to be portrayed in a sexually

suggestive manner.

The future researcher can not only use the online newspaper but also can-do research on The BCCI's (Board of cricket control in India) websites where a variety of new/digital media to promote their athletics, including social media applications such as Snapchat, Vine, Twitter, and Instagram. Evidence suggests that while athletic department home webpages are still a popular way for fans to obtain information (Clavio & Walsh, 2014), For this reason, future research would benefit from studying the newest forms of digital media that athletic departments are employing to promote their athletics to a wider audience.

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국 문 초 록

인도신문 성별계층화 형평성 조사 연구: 인도 크리켓리그 기사의 내용분석을 중심으로

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스포츠는 오랜 시간 동안 남성의 전유물로 여겨져 왔다. 스포츠 영역에서 남성성의 패권장악은 여성의 스포츠참여와 스포츠 참여를 통한 이익 획득에 장애를 가져다주었다. 특히 미디어에서 운동선수의 묘사가 남성위주로 되어 있다는 점은 역사적으로 토론주제를 형성해 왔고, 특히 남성과 여성의 성적 불평등과 그 양상에 관한 연구가 주로 이뤄져 왔다. 이 연구는 이러한 배경을 바탕으로 인도의 크리켓리그 중 남성IPL(남성 프리미어리그)와 여성 IPL(여성 T20 챌린지 리그)의 언론 보도의 불균형을 발견하고자 연구를 진행하였다. 이를 위해 인도의 유명 신문 저널인 힌두와 텔레그래프를 대상으로 총 296개의 신문 기사를 수집한 후 내용분석을 실시하였다. 분석 결과 여성(33.8%)과 남성(66.2%)의 비율을 얻으며, 동시에 기사의 분량 또한

남성이 여성보다 많다는 것을 발견할 수 있었다. 또한 본 연구에서는 SPSS를 활용한 기술통계분석 및 교차분석 T-TEST를 통해 여성과 남성기사가 내용적으로 어떤 차이를 보이고 있는 지 분석해 보았다. 사진사용횟수, 성적 대상화 정도, 퍼포먼스를 강조한 사례수와 같은 스포츠기사에서 주로 사용되는 프레이밍의 차이를 관찰하였고, 남성과 여성에 이와 같은 것들이 남성 위주로 우세하여 불균형을 이루고 있다는 사실을 발견할 수 있었다.

주요어: 운동선수의 외모, 내용분석, 미디어 프레이밍, 여성 스포츠, 크리켓 리그, 성적 불평등

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