عنوان فارسی مقاله:
تاثیر رسانه‌ها بر نابرابری جنسيتی در ورزش

عنوان انگلیسی مقاله:
The impact of the media on gender inequality within sport

توجه!
این فایل تنها قسمتی از ترجمه می‌باشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک نمایید.
7. Conclusion

Examining the relationship between gender and the sport media has created a substantial body of research in the sport sociology field (Kennedy, 2001). Much of this research has relied on content analysis dealing with the stereotyped images of sportswomen, language, and textual commentary that has provided a framework that sexualizes, trivializes, and devalues women’s sporting abilities and accomplishments. This devaluation is apparent across all sports. Sport is not merely some objective institution, but rather it has the potential influence the norms, values, and beliefs of the larger social practices. The media and sports symbiotic relationship constructs and utilizes gender stereotypes to maintain gender inequality and gender differences, both actively through written words and passively through photographs. Sport sells mass media and media sells sport, therefore, the media has biased coverage because it assumes its consumers are men and aligns its coverage to suit its potential customers. Pederson (2002) eloquently stated the symbiotic relationship fosters the acceptance of masculinity as the defining character of Western society and the media create and reflect this hegemonic masculinity.