

Media Representation and Visibility of Female Athletes in Sporting Events Featuring Both Female and Male Competitors

Authors : L. A. Jennings

Abstract : Traditional sports media marginalizes or ignores female athletes in their coverage despite increasing numbers of female participation in professional sports. However, in venues in which women and men compete in the same event, such as fighting sports, media coverage of female athletes increases dramatically. Focusing on fighting sports, including boxing, submission wrestling, kickboxing, and Mixed Martial Arts, this paper demonstrates that inclusive venues provide an avenue for female athletes to receive equitable promotion, media coverage, and sponsorship opportunities using data from ESPN, Neilson, the Fan Report, and other emerging sources. This paper further argues that transgendered and nonbinary athletes could thrive in these environments in future sporting activities.

Keywords : sports, media, athletes, sports media, women in sports

Conference Title : ICGSG 2024 : International Conference on Gender Studies and Gender

Conference Location : Tokyo, Japan

Conference Dates : May 23-24, 2024