

Coverage of Women Sports in the Pakistan's Newspapers

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Abstract

The present research attempts to explore how much women sports are being covered in Pakistani newspapers. Many analysts in Pakistani context argued that women should not be shown on media and should not really be playing outdoor sports such as cricket as they have to play in before public while wearing inappropriate outfit. Within such context, the present research paper analyzes the news coverage of women's sports in national dailies of Pakistan from 1st January 2017 to 31st December 2017. It is intended to investigate the difference in the coverage of the three newspapers. For this purpose, three newspapers the Daily 'Kawish' (Sindh newspaper), the Daily 'Express' (Urdu newspaper) and the Daily 'The News' (English newspaper) has been selected for research. The content analysis was employed as a research technique to collect data or find out line of women's sport. The content analysis technique reveals that the women's sports news in the Daily 'The News' (English language newspaper) was more (9266) covered than the

'Daily Express' (Urdu language Newspaper) (8479) and the 'Daily Kawish' (6618) (Sindhi language Newspaper).

Keywords: Women Sports, Gender, Newspapers, Media.

Introduction

In developing countries, women are experiencing multiple issues in the field of sports, gender issues in sports which include gender issue. These have been highlighted by underlining the matters of females and conducting more research for formulating strategies so that the problems of women can be resolved. In developing countries, like Pakistan few women have been participating in fields of sports with men.

Women are not being allowed to take part in the games on account of male-controlled system of the country. Nevertheless, women have been playing in a cricket team at national level. Although a woman does not have the same status in her family compared to a man, but she plays a significant role in maintaining the household. On the other side, there is vast inequality among females and males in different fields, such as; low wages, early age girl marriages etc. These issues created parity between man and woman such as property issues, marriage issues and violence against weak gender of society and women's sports issues assume real issues in women's life (Garrison & Sabljak, 1993).

Scholars agreed that print media plays a vital role in highlighting the issues of women, but the problems of women related to sports appear as less covered or ignored by the newspapers. In developed countries, women have been participating in the World Cup and other Olympic games globally and media provides worldwide coverage to women sports and strive to solve issues of women associated with sports. However, Margrath (2017) argues that the women's sports seem to promote an orthodox form of masculinity in the UK. In many games, women often do not contend against men. These incongruities are common all-inclusive and keep on hindering uniformity in sports. A lot of organizations' programs still stay moderate and don't add to sex value in sports (Chandler, 1998).

Whereas, in developing countries, many news concerned to women's sports is being covered underrepresentation of print

media. Newspapers devalue the sports achievements of the women (Christopherson et al., 2002 & Kiran et al., 2008). This research presents new insights of newspapers coverage into women and sports in more positive representation of women's sports in Pakistan. Further, this research shows a new direction from existing research.

Literature Review

An examination that evaluated more than 320 websites of the daily newspapers found that in 2010-11 over 85% of the supervise at major media associations, generally daily papers were white and in all positions with the exception of duplicate editors over 90% of the staff were men (Lapchick, 2011). A national review of daily paper brandish editors demonstrated that 10% were ladies and around 33% of daily papers in the overview did not employ any female staff members (Hardin, 2005; Hardin and Whiteside, 2006). The sexual orientation structure at U.S. TV channels, as indicated by various overviews, scarcely contrasted. TV channels with no female game telecasters were normal, and most game supporters were White men (Hardin, Genovese, and Yu, 2009; Sheffer and Schultz, 2007).

Therefore, the games office's position verifiably as "the most male-commanded space in U.S. newsrooms" stays in place (Hardin and Shain, 2005). Despite the fact that these reviews did not illustrate the level of nonwhite ladies, considering the high quantities of white-recognized game media staff individuals and the low number of female-distinguished game media staff individuals, non-white ladies appear to be basically missing from the business.

The Olympic Games are the main exemption, when broadcast appointment or scope gave to men's and ladies' game tends to be more adjusted. Billings, 2008 concentrates on TV scope have really demonstrated a decrease of deceivability of ladies' game in feature appears, live communicates, presentation, and discourse over the previous decades (Billings, Angelini, and Duke, 2010).

The investigation of Haseena, V.A. (2015) explores that game is an indispensable piece of the way of life of relatively every country. Be that as it may, its utilization to advance sexual orientation value and enable young ladies are frequently ignored in light of the fact that sports isn't seen as a reasonable or attractive interest for young ladies. Mainstreaming a sexual orientation viewpoint is the way toward surveying the suggestions for ladies and men of any arranged activity including sports strategies and projects in any zone and whatsoever levels (Haseena, 2015). The substance examination of Martin A. and Mary G. McDonald analyze the fronts of the two US wearing magazines with the most elevated course, Sports Illustrated (from 1987-2009) and ESPN the Magazine (1998-2009).

Wamaitha, K. J. (2015) analyzed the gender representation in sports participation and leadership in teacher training college in eastern zone of Kenya. The study was guided by the hypothesis that participation in sports and leadership in sports is not based on gender. Random sampling was used to select the student's respondents of the study. Purposeful sampling was also used to identify the coordinators, P.E teachers. Five colleges in Eastern zone of Kenya were applied for the study. A total of 523 student respondents took part in the study and other respondents were sports coordinators, 16 coaches and 23 P.E teachers. Questionnaires were utilized to collect data from the respondents. The resulting data was analyzed using chi-square which indicated that there were differences in the participation of both public and private colleges. Athletics and soccer were the most popular games at the three levels i.e. primary, secondary and colleges. The findings on gender participation and sports indicated that more males participated in sports than women in TTCs.

A national review of daily paper brandish editors demonstrated that fewer than 10% of them were ladies and around 33% of daily papers in the overview did not utilize any female staff members (Hardin, 2005; Hardin and Whiteside, 2006). TV channels with no female game telecasters were

normal, and most game supporters were White men (Hardin, Genovese, and Yu, 2009; Sheffer and Schultz, 2007).

According to Hardin et al. (2013) Sport-talk radio has been perceived, alongside different types of games media, as a manly space where ladies are an incentive as competitors and fans is decreased. This examination applied a review of programming chiefs from over the United States to investigate issues around the work of ladies and scope of ladies' game by nearby stations. Results recommend that a lot of stations don't employ any ladies, albeit the greater parts do. Utilizing a women's activist focal point, scholars analyzed that ladies in places of energy could have on programming if their portrayal moved past token status, while recognizing the substances of the game's media working environment.

Rationale of the study

It is mandatory to analyze the coverage of women sports in the most popular and standardized newspaper of the country. Three newspapers are selected because of vast circulation and accessibility. The most popular three newspapers, the Daily 'Kawish' (Sindhi language newspaper), the Daily 'Express' (Urdu language newspaper) and the Daily 'The News' (English language newspaper) are selected for this current research, to investigate, the coverage of women's sports by the Pakistani newspapers. The theoretical framework of this study is based on agenda setting and theory of framing.

Objectives of the research

There are two main objectives of this research.

1. It analyzes the overall coverage of gender in the field of sports presented in "Kawish" (a Sindhi newspaper), the daily "Express" (an Urdu newspaper) and the daily "The News" (an English newspaper).

2. It analyzes comparatively that either men or women receive more coverage in the field of sports in three famous newspapers of Pakistan

Hypothesis: 1

It's more likely to be that, the daily 'The News' (English Newspaper) covers more women sports news than men.

Hypothesis: 2

It's more likely to be that, the daily 'Express' (Urdu Newspaper) covers equally men and women sports news due to its enlightened outlook as compared to the daily 'Kawish' (Sindh Newspaper).

Hypothesis: 3

It's more likely that, the Daily Kawish (Sindhi Newspaper) covers more men sports news than women.

Research Design

This research applied a content analysis, as a research method. Three popular newspapers: the Daily 'The News' (English Newspaper), the Daily 'Express' (Urdu Newspaper), the Daily 'Kawish' (Sindh Newspaper) were selected for analyzing the contents of the newspapers. these newspapers were chosen due to their national prominence and Pakistan wide circulation. It focuses to count the number and frequency of contents of the newspapers. All sports news that appeared on the sports page of the selected newspapers was analyzed. For the present study, the news items related to men and women sports, published in the sampled newspapers of Pakistan. The period of one year from 1st January 2017 to 31stDecember 2017 has been carefully chosen for this study.

Interpretation of Data**Table 1****The Daily 'The News' (English Newspaper) 2017**

S. No:	Sports	Frequency Men's Sports	Frequency Women's Sports
1	Cricket	897	455
2	Hockey	568	231
3	Squash	123	67
4	Football	277	126
5	Athletics	533	244
6	Badminton	478	226
7	Basketball	311	107
8	Billiards and Snooker	363	112
9	Gymnastics	102	36
10	Golf	657	134
11	Kabaddi	689	97
12	Motorsport	544	122
13	Tennis	176	86
14	Table Tennis	233	144
15	Volleyball	451	167
16	Weightlifting	138	65
17	Swimming	221	86
Total		6761 (72.96%)	2505 (27.04%)
Grand Total		9266	
Chi-Square test		$\chi^2 = 58.45, (p=0.000)$	

Graph 1

Sports Gender distribution in the Daily 'The News' (English Newspaper)

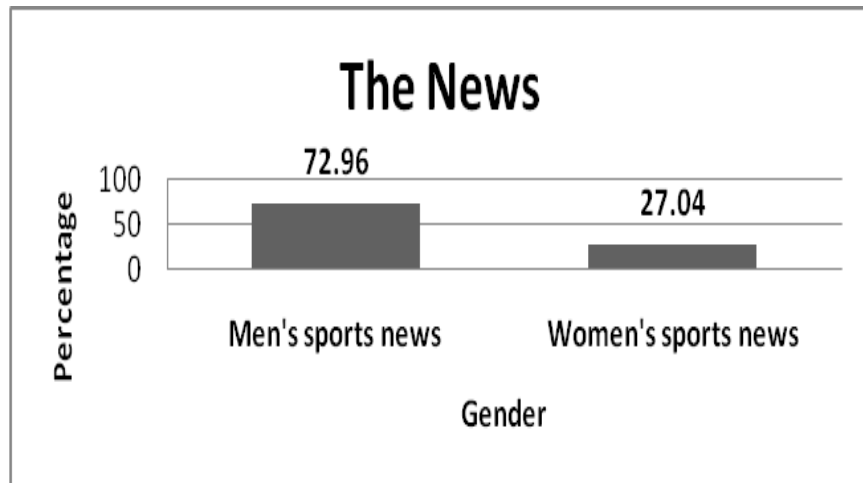


Table 1.1

Chi-square test

Test	Value	D.F	P-Value
Pearson chi-square	58.45	16	0.000
Total	9266		

For the value of chi-square,

$$\chi^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i} \text{ and under } H_0, \chi^2 \sim \chi^2_{\alpha, (c-1)(r-1)}$$

Hypothesis: 1

It's more likely to be that, the Daily 'The News' (English Newspaper) covers more women sports news.

The table 1 illustrated that, the Daily 'The News' (English Newspaper) has covered the issue of men's sports 72.96% while 27.04% women's sports out of total 9266 news items in the one year of 2017. The difference was statistically significant at $\chi^2 = 58.45$, ($p=0.000$). So, we reject H1, and conclude that the Daily 'The News' (English Newspaper) covers more men sports news than female sports news. (Refer Table 1, 1.1 and Graph 1)

Table 2
The Daily 'Express' (Urdu Newspaper) 2017

S. No:	Sports	Frequency	
		Men's Sports	Women's Sports
1	Cricket	997	377
2	Hockey	443	281
3	Squash	144	88
4	Football	304	144
5	Athletics	334	142
6	Badminton	518	236
7	Basketball	371	135
8	Billiards and	226	77

	Snooker		
9	Gymnastics	132	56
10	Golf	517	116
11	Kabaddi	739	41
12	Motorsport	443	127
13	Tennis	136	67
14	Table Tennis	273	177
15	Volleyball	353	131
16	Weightlifting	122	46
17	Swimming	131	55
Total		6183 (72.92%)	2296 (27.08%)
Grand Total		8479	
Chi-Square test		$\chi^2 = 36.12, (p=0.000)$	

Graph 2

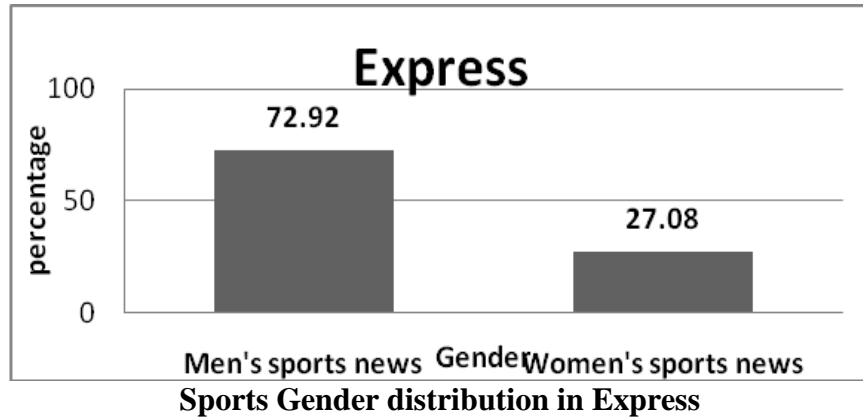


Table 2.1

Chi-square test

Test	Value	D.F	P-Value
Pearson chi-square	36.12	16	0.000
Total	8479		

For the value of chi-square,

$$\chi^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i} \text{ and under } H_0, \chi^2 \approx \chi^2_{\alpha, (c-1)(r-1)}$$

Hypothesis: 2

It's more likely to be that, Express (Urdu Newspaper) covers equally men and women sports news due to its enlightened outlook.

The table 2 analyzed that, the Daily 'Express' (Urdu Newspaper) has covered 72.92% of men's Sports news, while 27.07% of women's sports news out of the total 8479 news items in the year of 2017. The difference was statistically significant $\chi^2 = 36.12$, ($p=0.000$). So, we reject the hypothesis 2, and conclude that the Daily 'Express' (Urdu Newspaper) has given more news of men sports as compared to women sports. (Refer Table 2, 2.1 and Graph 2)

Table. 3**The Daily 'Kawish' (Sindhi Newspaper)**

S. No:	Sports	Frequency	
		Men's Sports	Women's Sports
1	Cricket	697	142
2	Hockey	403	211
3	Squash	132	68
4	Football	338	133
5	Athletics	364	112
6	Badminton	315	176
7	Basketball	247	122
8	Billiards and Snooker	244	48
9	Gymnastics	112	46
10	Golf	441	103

11	Kabaddi	535	34
12	Motorsport	334	112
13	Tennis	113	66
14	Table Tennis	108	97
15	Volleyball	153	101
16	Weightlifting	227	87
17	Swimming	155	42
Total		4918 (74.31%)	1700 (25.68%)
Grand Total		6618	
Chi-Square test		$\chi^2 = 62.31, (p=0.000)$	

Graph 3

Sports Gender distribution in the Daily 'Kawish' (Sindh Newspaper) 2017

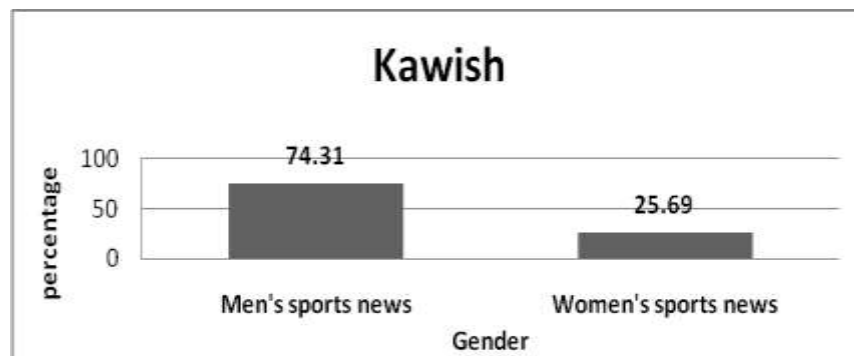


Table 3.1**Chi-square test**

Test	Value	D.F	P-Value
Pearson chi-square	62.31	16	0.000
Total	6618		

For the value of chi-square,

$$\chi^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i} \text{ and under } H_0, \chi^2 \sim \chi^2_{\alpha, (c-1)(r-1)}$$

Hypothesis: 3

It's more likely that, the Daily Kawish (Sindhi Newspaper) covers more men sports news than women.

The table 3 elaborated that the Daily 'Kawish' (Sindhi Newspaper) has given 74.31% of male sports, while 25.68% of women's sports out of the total 6618 news items in one year of 2017. The difference was statistically significant $\chi^2 = 62.31$, (p=0.000). So, we conclude that the daily 'Kawish' (Sindhi Newspaper) covers more male sports news than female due to its perceptual mindset. (Refer Table 3, 3.1 and Graph 3)

Discussion & Conclusion

Women sports are socially constructed as well as multi-faceted issues, which are not based on biological differences. Newspapers are powerful sources of socialization and play an influential role in the construction of masculinity and femininity perception of readers. It has been found that there is little difference in the coverage of women

related sports news in three newspapers. The Daily 'The News' (English Newspaper) has slightly more coverage to women sports news as compared to the Daily 'Kawish'(Sindhi Newspaper) and the daily 'Express'(Urdu Newspaper). But, the research further discloses that the Daily 'Kawish'(Sindhi Newspaper) has reported less news concerning to women sports as compared to the Urdu Newspaper the Daily 'Express' The hypothesis 1 , 2 and 3 of the study have been rejected and found that women sports news were less published in three selected newspapers as compared to men sports news on the account perceptual mind set of the editors in 2017. However, the study of Petty & Pope (2019) found inverse results that 'the sports media typically marginalized female athletes and trivialized their achievements'. Furthermore, the study confirms that 'there has been a shift towards more positive coverage of women's sports'(Petty & Pope, 2017).

However, it is revealed that all the newspapers in Pakistan are not giving proper coverage to women sports. Only instances where pictures of women were given the sufficient space in newspapers were to show their bodies instead of their sports skills. There were even instances when there was only a photo of the event of female player and the news of actual sport was missing from sports page. It has been also found that Pakistani women receive less coverage in the field of sports as compared to international sports. However, women take active role in sports, particularly, in tennis. As far as Pakistan's newspapers are concerned, the sports events of girls' college and women's universities have received good coverage. Moreover, the selected newspapers have published a lot of photos of girl players and spectators. Further, it revealed that the English newspaper the Daily 'The news' relatively gave higher coverage to women sports as compared to Urdu newspaper the Daily 'Express' and the Sindhi newspapers the Daily 'Kawish' in 2017. Similarly, coverage of women sports in the Daily 'Express' (Urdu newspaper) was higher than the Daily 'Kawish' (Sindhi Newspaper).

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