

## ***Women Media And Sport Challenging Gender Values***

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*Gender Equality in Sports Media - UNESCO  
The challenges now facing women's sport in  
bid to build on recent momentum ... Equal pay  
and support from media and sponsors are two  
areas that come as no great surprise.*

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*Media and Sport: Challenging Gender Values* by Pamela J. Creedon (Editor) 4.5 out of 5 stars 2 ratings. ISBN-13: 978-0803952348. ISBN-10: 9780803952348. Why is ISBN important? ISBN. This bar-code number lets you verify that you're getting exactly the right version or edition of a book.

*The media's role in accommodating and resisting ...*

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*3 Inspirational Social Media Campaigns to Empower Women*

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*visibility of women's sport in the media*  
*Executive Summary* The media has a significant influence both as a vehicle to transform society's views on women and gender equality as well as in normalising women's sport. It has tremendous reach and the power to reinforce positive attitudes in society.

## *Exposure to Women's Sports: Changing Attitudes Toward ...*

A study in 2010 showed that of all sport-related coverage in the Australian media, only 9% related to women's sport. The lack of media coverage of women's sport in Australia has presented challenges to female participants in several areas, including providing few role models and making it hard to acquire money from sponsors .

## *Women, Sport, and Globalization: Competing Discourses of ...*

While the media remains unable at best, unwilling at worst, to meet the challenge of covering women's sport, the sports organisations themselves are meeting the issue head on.

## *Research Report: Where are all the Women ... - Women In Sport*

The media's role in accommodating and resisting stereotyped images of women in sport. In P. Creedon (Ed.), *Women, media and sport: Challenging gender values* (pp. 28-44). Thousand Oaks, CA: Sage. Google Scholar |

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## Crossref

*Women, Sport and the Media: A Complex Terrain*  
*Media Exposure of Women's Sports* Gender inequality, as noted, has many negative consequences for female athletes. In addition to the unequal type of coverage that female athletes receive, they also receive less overall coverage (8, 19, 30, 47, 56). Women's sports are also perceived as less exciting and slower than men's sports (40).

The challenges now facing women's sport in bid to build on ...

57 *Women, sport and the media ... male athletes receive on a regular basis. As McGregor (2006) points out: The main thing women want from the media is to be in it. We don't just want to be firsts, bests and onlys, sex symbols, wives, mothers or victims. We want to be recognised in both our complexity and diversity. (p. 30)*

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To celebrate and inspire active women throughout England, Sport England launched "This ... red faces, and all. The video, which has over 8 million views, a dedicated website, social media ... The video now has a whopping 58 million views. The campaign offers a valuable reminder that challenging the status quo can result in an ...

# Read Free Women Media And Sport Challenging Gender Values

*Media still failing challenge of women's sport coverage*

*Media has the ability to challenge these norms, promoting a balanced coverage of men's and women's sports and a fair portrayal of sportspeople - irrespective of gender.*

*Portrayal of Women in Sports Media. Media representations of sports and athletes can contribute to the construction of harmful gender stereotypes.*

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