

# FRAMING FEMALE ATHLETES

**THE IMPACT OF MEDIA TERMINOLOGY  
ON GENDER EQUALITY IN SPORTS WITH  
A SPECIAL FOCUS ON THE 2024  
OLYMPICS**





# STARTING POINT

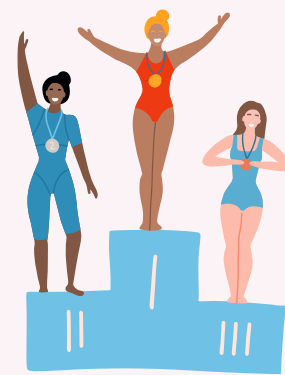
## BEIJING PLATFORM SECTION J

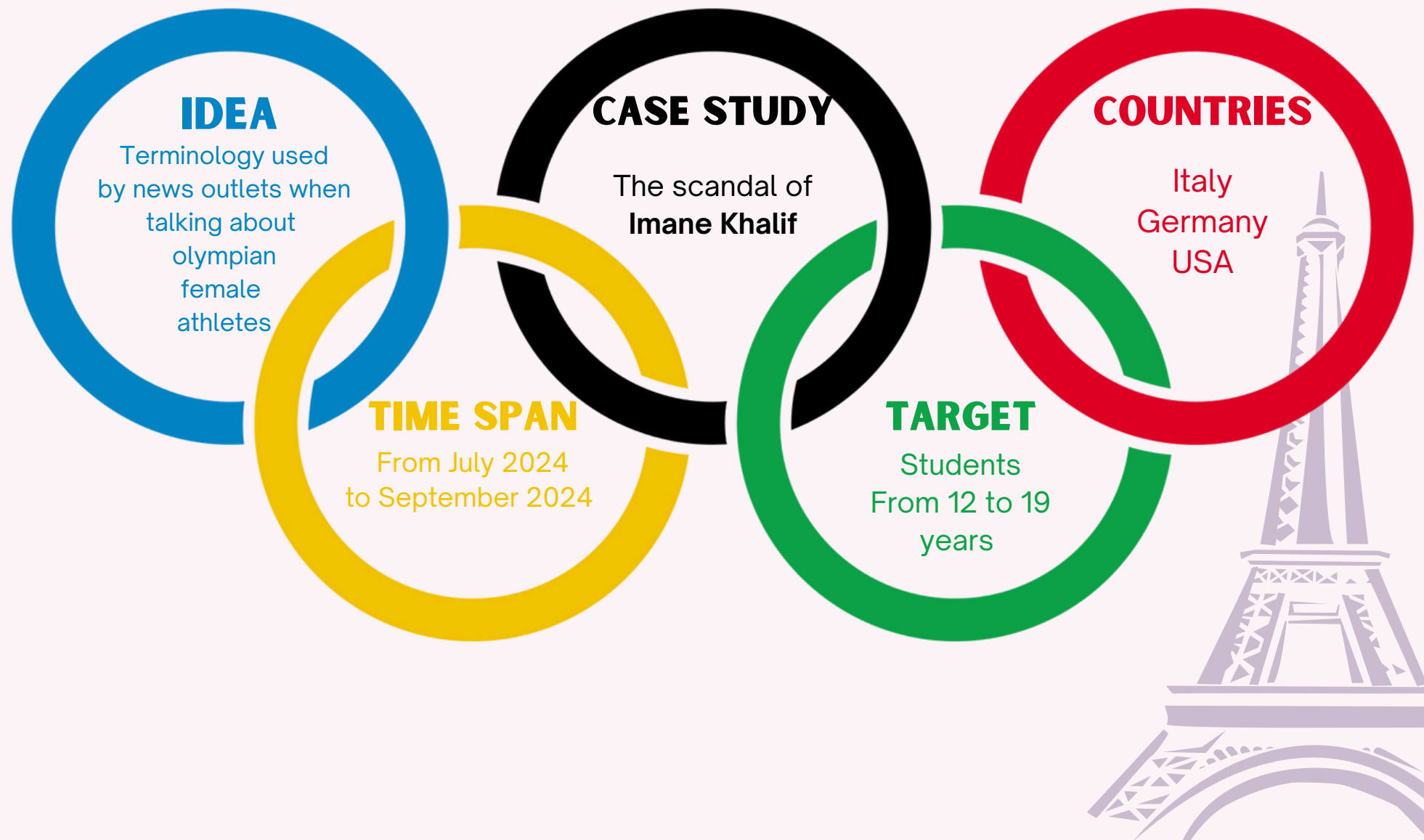
- Increasing women's participation and access to expression and decision-making in and through the media and new communication technologies.
- **Promoting a balanced and non-stereotyped portrayal of women in the media.**



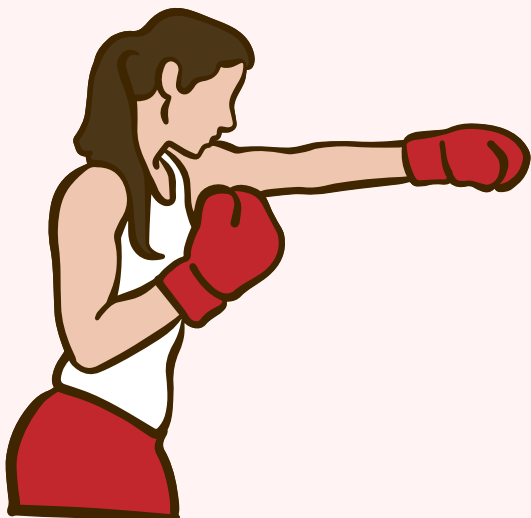
## OUR PROJECT

**Detect manifestation  
of gender inequality  
towards olympian  
female athletes**



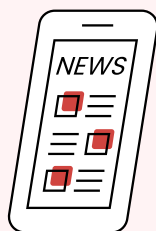


# MULTIMODAL ANALYSIS



1 case study: **Imane Khelif**

3 main countries:  
**Italy, Germany and USA**

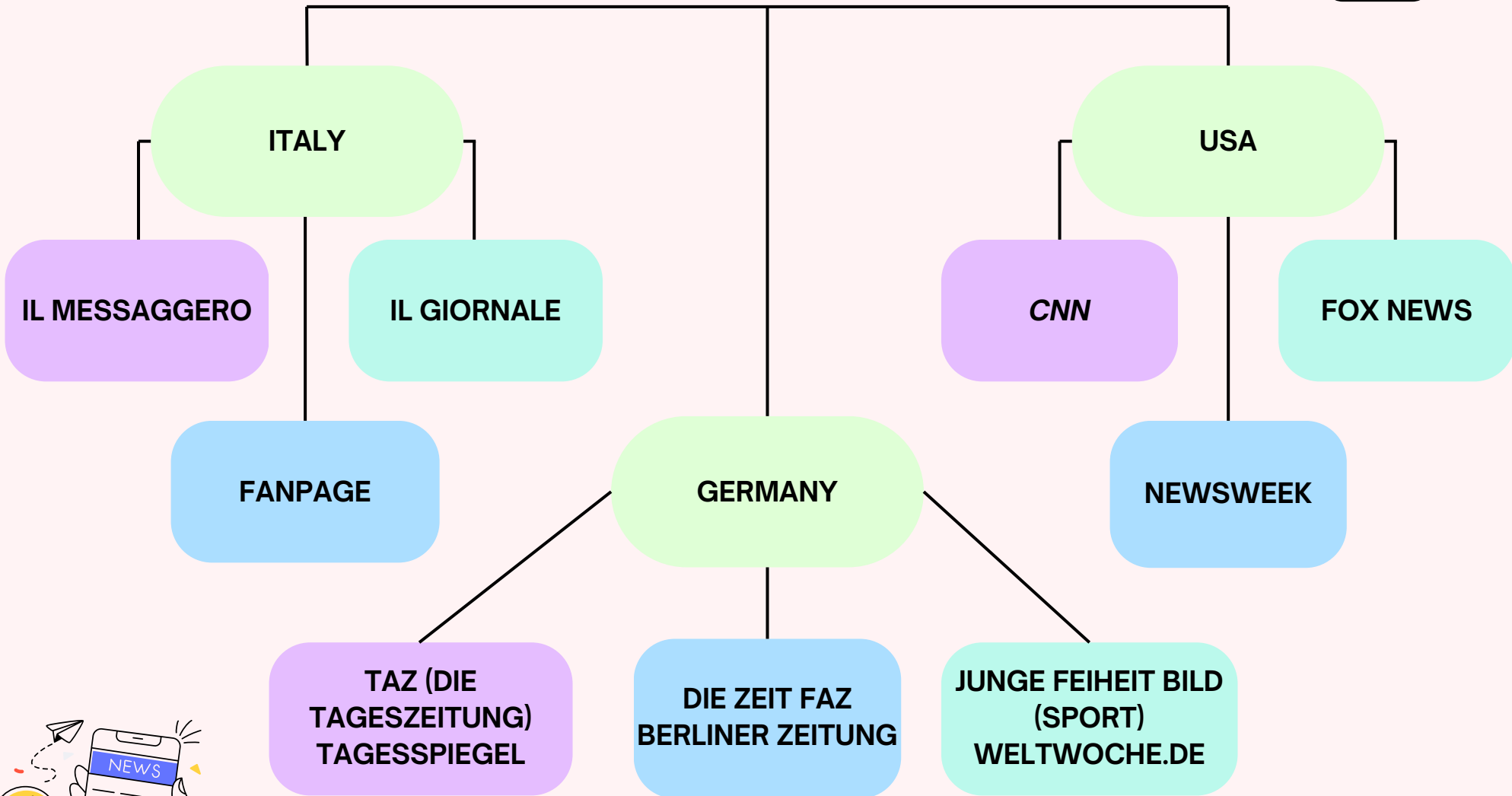


3 news outlets per country:  
**1 left, 1 center, 1 right**

*We took outlets that have an official page  
on **social media**  
and the articles analysed are posted on it*



# NEWS OUTLET METHODOLOGY



NEWS OUTLET



COUNTRY	LEFT	CENTER	RIGHT
<div>ITALY</div> <div></div>	<p>“Khelif vince ai punti contro l’ungherese Hamori e vola in finale. La sfidante fischiata dal pubblico magrebino”</p> <p>“Parigi, Carini abbandona in lacrime il ring contro Khelif, la pugile intersessuale al centro delle polemiche”</p> <p>“Angela Carini contro la pugile Khelif, Scoppia il caso Testosterone. Abodi: “non sarà una gara equa”</p>	<p>“L’Algeria difende la pugile Imane Khelif: “Per noi è una figlia e una campionessa”</p> <p>“Imane Khelif è oro nel pugilato alle olimpiadi: vittoria schiacciante”</p> <p>“L’IBA su Khelif e Lin: “i test dicono che sono uomini. non verifichiamo cosa hanno nelle gambe”</p>	<p>“Caso Khelif, la pugile ungherese si sfoga:”devo combattere con un ragazzo”</p> <p>“Non è giusto, fa malissimo” Carini lascia l’incontro con l’algerino dopo 46 secondi”</p> <p>“La Concia contro il Cio: “Lo sport femminile è morto”</p>
<div>GERMANY</div> <div></div>	<p>“Die Boxerin Imane Khelif hat Klage eingereicht gegen Elon Musks Plattform X - und gegen User:innen, die dort gehetzt und gelogen haben. Gut so!”</p> <p>“Bei vielen Sportlerinnen sind körperliche Extreme nicht nur unübersehbar, sondern Grundvoraussetzung für ihren Erfolg”</p> <p>“Analyse: Bei Olympia dürfen sie aber starten: Boxerinnen bestehen Geschlechterkontrollen bei WM nicht”</p>	<p>“Algerische Boxerin: Frankreichs Justiz ermittelt zu Anfeindungen gegen Imane Khelif”</p> <p>“Gender Debatte bei Olympia”</p> <p>“Gender-Streit bei Olympia: Nächste Gegnerin von Imane Khelif hat ‘keine Angst’”</p>	<p>“Warum ist die Boxerin Khelif so “männlich”?”</p> <p>“Imane Khelif, ein biologischer Mann und algerische Boxerin, hat bei den Olympischen Spielen einen umstrittenen Sieg errungen”</p> <p>“Mann oder Frau: Ist Imane Khelif nun eine Boxerin oder ein Boxer?”</p>
<div>USA</div> <div></div>	<p>“Algeria boxer who had gender test issue wins first Olympic fight in Paris when opponent quits”</p> <p>“Algerian boxer Imane Khelif wins quarterfinal bout and guarantees herself an Olympic medal”</p> <p>“Algerian boxer Imane Khelif wins Olympic gold after social media firestorm”</p>	<p>“Woman Boxer Abandons Fight in Tears Against Athlete Who Failed Gender”</p> <p>“Chaos in Paris: 7 Controversies Rocking the 2024 Olympics”</p> <p>“Christians Push Back Against Conservative Fury at Imane Khelif”</p>	<p>“Who is Imane Khelif: The Algerian Olympic boxer deemed to have male chromosomes”</p> <p>“Algerian boxer at center of controversy makes 4-word declaration on gender after latest Olympic win”</p> <p>“Olympic boxer who failed gender test wins quarterfinal bout, guaranteed medal”</p>

## RESULTS: ITALY, GERMANY & USA



### LEFT-WING OUTLETS



The focus is on **defending Khelif's right** to compete and celebrating her identity and achievements, with limited mention of controversy despite some use of **discriminatory imagery**.



**Support** Imane Khelif, challenge biases against female athletes, celebrate her achievements, and urge fair media representation, recognizing her as a trailblazer and **victim of injustice**.



The language highlights **transphobic abuse against Khelif**, framing it as unjust and rooted in societal prejudice.

### CENTER OUTLETS

**Balance coverage** of the controversy and public reaction, presenting both sides neutrally while acknowledging Khelif's success **without polarizing language**.

Adopt an **analytical approach**, balancing facts and expert opinions to explore the tension between individual competition and gender debates, including the role of **personalities** in and beyond sports.

The wording remains **neutral** but highlights the controversy over Khelif's gender eligibility and subtly **reinforces the broader debate** on gender identity in sports.

### RIGHT-WING OUTLETS

The emphasis is on **perceived unfairness**, framing Khelif's participation as a violation of gender norms and fairness, with **provocative phrases** like "combattere con un ragazzo"

Question Imane Khelif's legitimacy by labeling her success as a **"scandal,"** focusing on her **"masculine" traits**, and **reinforcing binary gender stereotypes** while ignoring the complexities of intersex and nuanced gender identities.

The language questions Khelif's legitimacy by **misgendering** them as "biological males," reinforcing traditional gender views and **casting doubt** on their place in women's sports.

# GENERAL RESULTS

## CROSS-COUNTRY ANALYSIS



### SIMILARITIES

#### Left-wing

In all three countries, the left **defends Khelif**, celebrates her achievements, and denounces discrimination, though sometimes **without avoiding stereotypes**.

#### Center

In all countries, the center adopts a **neutral approach**, presenting both sides of the controversy without polarizing.

#### Right-wing

In Italy and the USA, the right **emphasizes perceived unfairness** and uses **provocative language**, though with different nuances (Italy: "women's sport is dead"; USA: "biological males").

### DIFFERENCES

#### Italy and USA

The **right** uses more **explicit** and **provocative** language to question Khelif's legitimacy in women's sports.

#### Germany

In Germany, both the **left and right adopt a more unified tone**, with **less** ideological **polarization** compared to Italy and the USA, showing greater solidarity toward Khelif.

#### Overall approach

**Germany** tends to have a more **balanced** and inclusive discourse, while **Italy** and the **USA** exhibit a more ideologically **divisive debate**.





## A BROCHURE: FINAL OUTPUT

A **brochure** for developing recommendations to educate the **new generation** to detect gender bias

### LANGUAGE:

- *clear and relatable*
- *concise and youthful*
- *practical example*

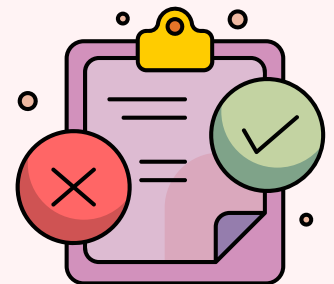
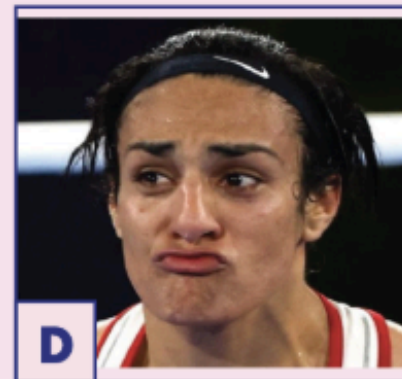




# TEST YOURSELF

Before we analyse the **brochure** together, we wanted to **test you!**

Select the picture which has no discriminations



# THE IMPACT OF MEDIA TERMINOLOGY AND IMAGES ON GENDER EQUALITY IN SPORTS

A guide for students to understand, analyse and combat gender bias



## DID YOU KNOW THAT..?

The analysis reveals consistent ideological patterns across Italian, German and U.S. media.

### Left-Wing Outlets

- Downplay controversies, celebrating Khelif's right to compete.
- Inconsistencies observed, such as the use of discriminatory imagery.

### Center Outlets

- Aim for balanced reporting with neutral language.
- Present multiple perspectives on both the controversy and Khelif's success.

### Right-Wing Outlets

- Emphasize traditional values and skepticism toward progressive changes.
- Use provocative language to frame Khelif's participation as unfair or a violation of gender norms.

QUIZ SOLUTION  
1.C 2.B

## WHY FIGHT GENDER BIAS?

*“Gender equality starts with a word written without prejudice.”*

Fighting gender bias in journalism means promoting a more inclusive and diversity-conscious media landscape.



Our aim is to educate younger students to detect gender bias, to develop greater awareness, and foster critical reflection on this topic.



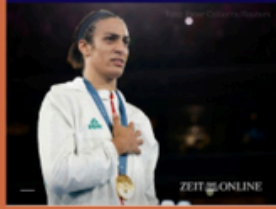
# WHAT IS A GENDER BIAS?

Gender bias is when someone is treated unfairly or favored because of their gender. It can show up in attitudes, actions, rules, or practices that give one gender an advantage or disadvantage over another.

## GOOD

Focus on her as a **gold medal** winner in the Olympics and the unjust accusations

Algerische Boxerin  
Frankreichs Justiz ermittelt zu Anfeindungen gegen Imane Khelif



## BAD

In this photo she looks **unflattering**, likely to diminish her seriousness.



# HOW TO RECOGNIZE IT?



- ✦ **Titles** that reinforce stereotypes: ex. "Biological male vs woman boxer"
- ✦ A **lack of diversity** or an overemphasis on one gender
- ✦ Women's **physical appearance** is emphasized over their abilities.
- ✦ Images that portray women in a way that reinforces **traditional societal expectations**
- ✦ When an article about a woman focuses solely on **gender roles**

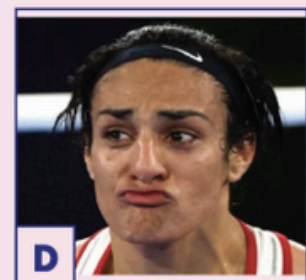
# DO'S & DON'TS

## TEST YOURSELF !

**1** Choose the title which better represent a well written news outlet

- ☐ **A.** Carini leaves the meeting with the Algerian man after 46 seconds
- ☐ **B.** The Race against the Cio: "Women's sport is dead"
- ☐ **C.** Imane Khelif, a leader in her field who inspires the youngest

**2** Select the picture which has no discriminations





# MEMBERS OF GROUP TASK

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## SOURCES: NEWS OUTLET



### Italy:

- **Khelif vince ai punti contro l'ungherese Hamori e vola in finale. La sfidante fischiata dal pubblico magrebino:** [https://www.instagram.com/p/C-NtnlvOLyU/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRlODBiNWFlZA==](https://www.instagram.com/p/C-NtnlvOLyU/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==)
- **Parigi, Carini abbandona in lacrime il ring contro Khelif, la pugile intersessuale al centro delle polemiche:** [https://www.instagram.com/p/C-HMmauHTn/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/C-HMmauHTn/?utm_source=ig_web_copy_link)
- **Angela Carini contro la pugile Khelif, Scoppia il caso Testosterone. Abodi: "non sarà una gara equa":** [https://www.instagram.com/p/C-FXrms7UR/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/C-FXrms7UR/?utm_source=ig_web_copy_link)
- **L'Algeria difende la pugile Imane Khelif: "Per noi è una figlia e una campionessa":** [https://www.instagram.com/p/C-KFIPYtqgm/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRlODBiNWFlZA==](https://www.instagram.com/p/C-KFIPYtqgm/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==)
- **Imane Khelif è oro nel pugilato alle olimpiadi: vittoria schiacciante:** <https://www.instagram.com/p/C-dthV0Nc34/>
- **L'IBA su Khelif e Lin: "i test dicono che sono uomini. non verifichiamo cosa hanno nelle gambe":** <https://www.instagram.com/p/C-VWXnyNJ6X/>
- **Caso Khelif, la pugile ungherese si sfoga: "devo combattere con un ragazzo":** [https://www.instagram.com/p/C-M\\_v29txOL/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/C-M_v29txOL/?utm_source=ig_web_copy_link)
- **"Non è giusto, fa malissimo" Carini lascia l'incontro con l'algerino dopo 46 secondi:** [https://www.instagram.com/p/C-IEJFUtHyo/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/C-IEJFUtHyo/?utm_source=ig_web_copy_link)
- **La Concia contro il Cio: "Lo sport femminile è morto":** [https://www.instagram.com/p/C-fJbe5NciC/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRlODBiNWFlZA==](https://www.instagram.com/p/C-fJbe5NciC/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==)

### Germany:

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- **"Bei vielen Sportlerinnen sind körperliche Extreme nicht nur unübersehbar, sondern Grundvoraussetzung für ihren Erfolg":** [https://www.instagram.com/p/C-ajcU2sP4t/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRlODBiNWFlZA==](https://www.instagram.com/p/C-ajcU2sP4t/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==)
- **Analyse: Bei Olympia dürfen sie aber starten: Boxerinnen bestehen Geschlechterkontrollen bei WM nicht:** [https://www.instagram.com/reel/C-K0nITMxFq/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRlODBiNWFlZA==](https://www.instagram.com/reel/C-K0nITMxFq/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==)
- **Algerische Boxerin: Frankreichs Justiz ermittelt zu Anfeindungen gegen Imane Khelif:** [https://www.instagram.com/p/C-rqBzqt7q8/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRlODBiNWFlZA==](https://www.instagram.com/p/C-rqBzqt7q8/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==)
- **Gender Debatte bei Olympia:** [https://www.instagram.com/p/C-dXDvVtCvI/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRlODBiNWFlZA==](https://www.instagram.com/p/C-dXDvVtCvI/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==)
- **Gender-Streit bei Olympia:** Nächste Gegnerin von Imane Khelif hat „keine Angst“: <https://www.berliner-zeitung.de/news/gender-streit-bei-olympia-frauenboxen-naechste-gegnerin-von-boerin-imane-khelif-hat-keine-angst-li.2241365>
- **Warum ist die Boxerin Khelif so "männlich"?:** [https://www.instagram.com/p/C-K1cn2oOSZ/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRlODBiNWFlZA==](https://www.instagram.com/p/C-K1cn2oOSZ/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==)
- **Imane Khelif, ein biologischer Mann und algerische Boxerin, hat bei den Olympischen Spielen einen umstrittenen Sieg errungen:** <https://www.facebook.com/share/r/19h1Ynu7b2/>
- **Mann oder Frau: Ist Imane Khelif nun eine Boxerin oder ein Boxer?:** [https://www.instagram.com/p/C-KuOsxly-A/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRlODBiNWFlZA==](https://www.instagram.com/p/C-KuOsxly-A/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==)

### USA:

- **Algeria boxer who had gender test issue wins first Olympic fight in Paris when opponent quits.** <https://edition.cnn.com/2024/08/01/sport/khelif-carini-womens-boxing-paris-olympics/index.html>
- **Algerian boxer Imane Khelif wins quarterfinal bout and guarantees herself an Olympic medal.** <https://edition.cnn.com/2024/08/03/sport/imane-khelif-quarterfinal-win-anna-luca-hamori-spt-intl/index.html>
- **Algerian boxer Imane Khelif wins Olympic gold after social media firestorm** <https://edition.cnn.com/2024/08/09/sport/imane-khelif-gold-medal-boxing-spt/index.html>
- **Woman Boxer Abandons Fight in Tears Against Athlete Who Failed Gender Test:** <https://www.newsweek.com/boxer-imane-khelif-olympics-gender-test-1933160>
- **Chaos in Paris: 7 Controversies Rocking the 2024 Olympics:** <https://www.newsweek.com/olympics-2024-controversy-opening-ceremony-boxer-imane-khelif-1935493>
- **Christians Push Back Against Conservative Fury at Imane Khelif:** <https://www.newsweek.com/christians-imane-khelif-paris-olympics-transgender-1934167>
- **Who is Imane Khelif: The Algerian Olympic boxer deemed to have male chromosomes:** <https://www.foxnews.com/sports/who-imane-khelif-algerian-olympic-boxer-deemed-have-male-chromosomes>
- **Algerian boxer at center of controversy makes 4-word declaration on gender after latest Olympic win:** <https://www.foxnews.com/sports/algerian-boxer-center-controversy-makes-4-word-declaration-gender-after-latest-olympic-win>
- **Olympic boxer who failed gender test wins quarterfinal bout, guaranteed medal:** <https://www.foxnews.com/sports/olympic-boxer-who-failed-gender-test-wins-quarterfinal-bout-guaranteed-medal>

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