

Template for final Report CPDI 2024/25

Framing Female Athletes
The impact of Media Terminology on Gender Equality in Sports
with a special focus on the 2024 Olympics

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Outline

The aim of this project is to analyze the terminology used by the media, in particular by journalists, to talk about women in sports: specifically we would like to stress the importance of news written during the Olympic Games of 2024. In fact, as we will try to explain in our study, nowadays an increasing number of newspaper articles describe women, particularly in their professional careers or, as we want to highlight, in sports, using language that perpetuates stereotypes and reinforces gender inequality in representation within our society.

In our opinion, the issue is problematic because the way in which the media talks about women in sports often reinforces stereotypes, which harms gender equality. In democratic societies, the media should represent everyone fairly, but biased language affects how people see women and limits their recognition and value in sports and other areas.

Since the Olympics are a recent event, at first glance, our reflection was immediately focused on this news media event, widely reported around the world, which involves Imane Khalif, an Algerian boxer who drew significant media attention. News outlets focused not only on her athletic performance but also on non-sport-related aspects, using terms that emphasized her "determination" and "femininity" in ways that implied gender stereotypes. Many articles highlighted personal details and emotions rather than showcasing her skill and professionalism, thereby perpetuating unequal representation of women in sports.

As evidence from literature we found out some initiatives, studies and reports that sustain our thesis. One of these are new portrayal guidelines set by the International Olympic Committee, which hope for gender-equal, fair, and inclusive media reporting at the Paris 2024 Olympics. Such guidelines aim to bridge the gap between sports media, where women's sports receive significantly less attention and are often told through biased or stereotypical storytelling. The revised IOC guidelines now demand

that media organizations and journalists implement fair practices, avoid the use of gender stereotyping, and give equal exposure to both male and female competitors.

Another significant example are the UN Women's Gender-Responsive Sports Organizations guidelines which offer strategies on how to ensure equal rights of men and women in sports leadership, media presentation, and support for athletes. Secondly, the UN Women's handbook about violence in sports exposes critical issues on the safety of athletes by furthering efforts to reduce incidents of gender-based violence within the sport community.

The Paris 2024 Olympics aims to be a key moment for gender equality in sports, not just because it will be the first Olympics with equal numbers of male and female athletes, but also because of the efforts to improve how the media portrays women in sports, helping create a more inclusive global sports culture. While progress is being made, new studies show that women's sports still only receive about 15% of media coverage. Because of this, guidelines like those from the IOC are crucial to keep changing how people view and support female athletes.

Through the articles we have cited and analyzed and taken into consideration our target we aim to develop clear and effective guidelines that encourage journalists to use language that accurately reflects female athletes' skills and achievements, rather than personal attributes or relationships. We will create educational materials to inform both media professionals and the public about the impact of language on perceptions of female athletes.

Final output

A brochure for developing recommendations to educate younger students to detect gender bias. The aim is helping the new generation to be more sensitive and aware, and to create into themselves a critical reflection to these topics.

Idea and methodology

Through a multimodal analysis, we analyzed one main Olympic female athlete scandal: the one of Imane Khelif. This international scandal will be analyzed by taking into consideration some articles from three main countries: Italy, Germany and USA. In particular, these articles were organized like this: for each country we found three news outlets and we choose to study three article from left wing, three from the centre and three from right wing, in order to have at the end 9 articles for each country, referring to the scandal of Imane Khelif (in total we have 27 articles).

We'll prefer articles with images, because the latter has an important role for delivering stereotypes thanks to the visual impact. Since the younger generation tend to have less attention and focus principally on the main titles and photographs, we think that these aspects are the main ones to study in our research.

Time span

The articles we found are written during the olympic period so from july to september 2024

Target

Teenagers, students from 12 to 19 (middle and high school students). The language should be clear and relatable, eye-catching, engaging, informative, concise, youthful, creative and with practical

examples. In the brochure there is a focus on what is good, so what is well representative and what is not good, which means what is discriminative.

In the section above there is the table with all the titles of the articles we found for each news outlet, referring to Italy, Germany and USA.

COUNTRY	LEFT	CENTER	RIGHT
ITALY	Ilmessaggero.it → INSTAGRAM	fanpage.it → INSTAGRAM	ilgiornale.it → INSTAGRAM
	<p>“Khelif vince ai punti contro l’ungherese Hamori e vola in finale. La sfidante fischia dal pubblico magrebino” https://www.instagram.com/p/C-NtnlvOLyU/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==</p> <p>“Parigi, Carini abbandona in lacrime il ring contro Khelif, la pugile intersessuale al centro delle polemiche” https://www.instagram.com/p/C-H_MmauHTn/?utm_source=ig_web_copy_link</p> <p>“Angela Carini contro la pugile Khelif, Scoppia il caso Testosterone. Abodi: “non sarà una gara equa” https://www.instagram.com/p/C-F-Xrms7UR/?utm_source=ig_web_copy_link</p>	<p>“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=MzRIODBiNWFIZA==</p> <p>“Imane Khelif è oro nel pugilato alle olimpiadi: vittoria schiacciante” https://www.instagram.com/p/C-dthV0Nc34/</p> <p>“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/</p>	<p>“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</p> <p>““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</p> <p>“La Concia contro il Cio: “Lo sport femminile è morto”” https://www.instagram.com/p/C-fJbe5NciC/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==</p>
	<p>2x taz (die tageszeitung) 1x tagesspiegel</p> <p>INSTAGRAM</p>	<p>Die Zeit Frankfurter Rundschau Berliner Zeitung</p>	<p>Sport Bild Junge Freiheit weltwoche.de</p>
	Die Boxerin Imane Khelif	Algerische Boxerin:	Warum ist die Boxerin

	<p>hat Klage eingereicht gegen Elon Musks Plattform X - und gegen User:innen, die dort gehetzt und gelogen haben. Gut so! https://www.instagram.com/p/C-sXnkGKCAV/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==</p> <p>“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==</p> <p>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==</p>	<p>Frankreichs Justiz ermittelt zu Anfeindungen gegen Imane Khelif https://www.instagram.com/p/C-rqBzqt7q8/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==</p> <p>Gender Debatte bei Olympia https://www.instagram.com/p/C-dXDVvTcvl/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==</p> <p>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</p>	<p>Khelif so “männlich”? https://www.instagram.com/p/C-K1cn2oOSZ/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==</p> <p>Imane Khelif, ein biologischer Mann und algerische Boxerin, hat bei den Olympischen Spielen einen umstrittenen Sieg errungen https://www.facebook.com/share/r/19h1Ynu7b2/</p> <p>Mann oder Frau: Ist Imane Khelif nun eine Boxerin oder ein Boxer? https://www.instagram.com/p/C-KuOxIy-A/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==</p>
USA	<p>CNN INSTAGRAM AND ONLINE NEWS</p> <p>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-olymp</p>	<p>NEWSWEEK INSTAGRAM AND ONLINE NEWS</p> <p>Woman Boxer Abandons Fight in Tears Against Athlete Who Failed Gender Test: https://www.instagram.com/reel/C-LDsImNE1H/?igsh=ODhkNmpmc253cWE</p>	<p>FOX NEWS INSTAGRAM AND ONLINE NEWS</p> <p>Who is Imane Khelif: The Algerian Olympic boxer deemed to have male chromosomes: https://www.foxnews.com/sports/who-imane-khelif-algerian-olymp</p>

	<p>pics/index.html</p> <p>https://www.instagram.com/p/C-J0z7NloaC/?igsh=OGltZXRyZDJjZWts</p> <p>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</p> <p>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</p>	<p>https://www.newsweek.com/boxer-imane-khelif-olympics-gender-test-1933160</p> <p>Chaos in Paris: 7 Controversies Rocking the 2024 Olympics https://www.newsweek.com/olympics-2024-controversy-opening-ceremony-boxer-imane-khelif-1935493</p> <p>Christians Push Back Against Conservative Fury at Imane Khelif https://www.newsweek.com/christians-imane-khelif-paris-olympics-transgender-1934167</p>	<p>ic-boxer-deemed-have-male-chromosomes</p> <p>https://www.instagram.com/p/C-SZZBCttOp/?igsh=bmt1b2w0eWVjeTAy</p> <p>Algerian boxer at center of controversy makes 4-word declaration on gender after latest Olympic win: https://www.instagram.com/reel/C-NPqLAVKtq/?igsh=NW1oMmVhN3ByMm04 https://www.foxnews.com/sports/algerian-boxer-center-controversy-makes-4-word-declaration-gender-after-latest-olympic-win</p> <p>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 https://www.instagram.com/p/C-RUve1ouxi/?igsh=dXB3enUxMGxtd3hr</p>
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ITALY ANALYSIS

	SINISTRA: MESSAGGERO	IL	CENTRO: FANPAGE	DESTRA: IL GIORNALE
TITLE	“Angela Carini contro la pugile Khelif, scoppia il caso testosterone. Abodi: “Non sarà una gara equa”		“L’IBA su Khelif e Lin: “i test dicono che sono uomini. non verifichiamo cosa hanno nelle gambe”.	“Non è giusto, fa malissimo” Carini lascia l’incontro con l’algerino dopo 46 secondi
EXPLANATION OF DISCRIMINATION IN THE TITLE	IN: “il caso testosterone” EN: “the case of testosterone”		ITA “i test dicono che sono uomini. non verifichiamo cosa hanno nelle gambe”. EN "The tests say they are men. We do not check what they have in their legs"	IN: “l’algerino” EN: “the algerian man”
IMAGE				
EXPLANATION OF DISCRIMINATION IN THE IMAGES	There is evident discrimination in the representation of 2 female athletes; the left is more feminine, and the right is more masculine.		The photos used for the two female athletes were purposely chosen with poses and expressions that would keep them as far away as possible from being seen as “female.” This was done to “justify” them being deliberately called men.	In the title of this article Imane Khelif is called the Algerian male despite being a woman.
CONCLUSION	The left-wing outlets Focus on defending Khelif's right to compete, celebrating her achievements (e.g., "oro nel pugilato alle olimpiadi"), and highlighting her national and personal identity, with minimal emphasis on controversy. Otherwise, they used discriminatory images.		The centre outlets Balance reporting on the controversy and public reaction, but refrains from polarizing language. They report both sides, noting the complaints while maintaining a neutral tone regarding Khelif's success.	The right-wing outlets Strongly emphasize perceived unfairness, framing Khelif's participation as a violation of traditional gender norms and unfair competition, often using provocative language like "lo sport femminile è morto" or "combattere con un ragazzo”.

- The left-wing outlets focus on defending Khelif's right to compete, celebrating her achievements (e.g., "oro nel pugilato alle olimpiadi"), and highlighting her national and personal identity, with minimal emphasis on controversy. Otherwise, they used discriminatory images.
- The centre outlets balance reporting on the controversy and public reaction, but refrains from polarizing language. They report both sides, noting the complaints while maintaining a neutral tone regarding Khelif's success.
- The right-wing outlets strongly emphasize perceived unfairness, framing Khelif's participation as a violation of traditional gender norms and unfair competition, often using provocative language like "lo sport femminile è morto" or "combattere con un ragazzo"

GERMANY ANALYSIS



	LEFT	CENTRAL	RIGHT
TITLE	<p>DE: 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>ENG: The boxer Imane Khelif has filed a lawsuit against Elon Musk's platform X - and against users who have agitated and lied there. That's a good thing!"</p>	<p>DE: Frankreichs Justiz ermittelt zu Anfeindungen gegen Imane Khelif</p> <p>ENG: France's judiciary investigates hostilities against Imane Khelif.</p>	<p>DE: Imane Khelif, ein biologischer Mann und algerische Boxerin, hat bei den Olympischen Spielen einen umstrittenen Sieg errungen"</p> <p>ENG: Imane Khelif, a biological man and Algerian boxer, has won a controversial victory at the Olympic Games'</p>
TEXT	<p>ENG: Imane Khelif has fought her way through. Late Tuesday evening, she secured a convincing and unanimous points victory against Thailand's Janjaem Suwannapheng. The 25-year-old Algerian now advances to the final in Paris. On Friday evening, Khelif will face China's Yang Liu for the gold medal in the welterweight category. Meanwhile, the debate surrounding the boxer will also enter its final round—delivered with heavy blows, particularly below the belt. Is she allowed to do this? Isn't Khelif far too masculine to compete as a woman?</p>	<p>ENG: After hostilities directed at Algerian boxer Imane Khelif during the Paris Olympics, France's judiciary has launched an investigation. The Paris prosecutor's office announced that the probe focuses on cyberbullying based on gender, public insult, and public incitement to discrimination.</p> <p>According to the authorities, Khelif filed a complaint on Monday. Her lawyer, Nabil Boudi, stated on the social media platform X that the investigation aims to identify those behind the "misogynistic, racist, and sexist campaign" targeting the boxer. Additionally, it seeks to address individuals who fueled the "digital lynching." The complaint reportedly</p>	<p>ENG: Imane Khelif, a biological male and Algerian boxer [fem. form], achieved a controversial victory at the Olympic Games, sparking widespread debate. Khelif claims to be bullied because of her identity and has announced legal action against those who deny her identity. Critics accuse her of playing the victim to overshadow doubts about her athletic performance. This incident raises significant questions about fairness and integrity in sports.</p>

	<p>That Khelif's alleged physical peculiarities—never even proven—have become a global controversy is hardly surprising but still utterly absurd. After all, in nearly every discipline, physical extremes are not only visible among athletes but are often a prerequisite for their success.</p>	<p>includes the names of British author J.K. Rowling and U.S. billionaire Elon Musk, the owner of the X platform.</p>	
ANALYSIS	<p>Reinforcement of Stereotypes:</p> <ul style="list-style-type: none"> Highlights Khelif's "masculinity" Amplifies scrutiny of her physical traits Dramatic terms like "heavy blows" emphasize the controversy, detracting from her athletic accomplishments <p>Counteracting Stereotypes:</p> <ul style="list-style-type: none"> Calls the debate "utterly absurd," challenging societal double standards in judging female athletes Celebrates Khelif's victories and skill, positioning her as an accomplished athlete <p>Points out the broader issue of physical extremes being normalized in sports but unfairly scrutinized in women</p>	<p>Possible Reinforcement of Stereotypes</p> <ul style="list-style-type: none"> Risks perpetuating gender-based scrutiny by emphasizing the controversy over her gender and eligibility. Might overshadow her achievements by focusing heavily on the legal and social backlash surrounding her case <p>Counteracting Stereotypes:</p> <ul style="list-style-type: none"> Frames Khelif as a trailblazer who overcame systemic bias and harassment Shines a spotlight on institutional flaws and the broader societal issues of cyberbullying and discrimination 	<p>Reinforcement of Stereotypes:</p> <ul style="list-style-type: none"> Referring to Khelif as a "biological male" undermines her identity and reinforces harmful stereotypes about women in sports not conforming to traditional femininity. Amplifies stereotypes about women in sports being subject to gender scrutiny and diminishes Khelif's identity and accomplishments Frames her success as illegitimate and uses inflammatory language to cast doubt on her fairness as a competitor
IMAGE	 <p>„Bei vielen Sportler:innen in fast allen Disziplinen sind körperliche Extreme nicht nur unübersehbar, sondern Grundvoraussetzung für ihren Erfolg.“</p> <p>taz-Redakteur Gereon Asmuth zu den Diskussionen um den Körper der algerischen Boxerin Imane Khelif</p> <p>taz</p>	 <p>Algerische Boxerin</p> <p>Frankreichs Justiz ermittelt zu Anfeindungen gegen Imane Khelif</p> <p>Foto: Peter Cziborra/Reuters</p> <p>ZEITUNG ONLINE</p>	 <p>JF JUNGE FREIHEIT Öffentlich</p>
ANALYSIS	Focus on her in the ring,	Focus on her as a gold medal	A photo was chosen in

SIS	concentrated, emphasizing her sportive performance	winner in the Olympics and the unjust accusations she has to face	which she looks unflattering, likely to diminish her seriousness.
CONCLUSION	Focus on her athletic achievements while challenging gender norms	Focus on the debate instead of her athletic achievement, but blaming societal flaws instead of the athlete.	No effort is made to address the debate properly; instead, discriminatory language continues to fuel it.

- Left wing→ Show solidarity with Imane Khelif, collectively critique societal and media biases against female athletes, celebrate Khelif's athletic accomplishments by emphasizing her skill and victories, and stress the responsibility of media to portray female athletes equitably, highlighting Khelif as both a pioneering athlete and victim of unjust narratives.
- Centre→ Take an analytic approach, offering a balanced view through facts and expert opinions, focusing on the tension between individual competition and broader gender debates, and exploring the interactions of personalities both within and outside the sporting arena
- Right wing → Reinforce stereotypes by questioning Imane Khelif's legitimacy, often framing her success as illegitimate with terms like "scandal" and emphasizing her "masculine" physicality, while headlines adhere to a binary view of gender, aligning with biological determinism and dismissing the complexities of intersex identities and nuanced gender issues

USA ANALYSIS

Headline	Images	News (discriminatory message)
CNN Left Wing: <i>Algeria boxer who had gender test issue wins first Olympic fight in Paris when opponent quits.</i> https://edition.cnn.com/2024/08/03/sport/imane-khelif-quarter-final-win-anna-luca-hamori-spt-intl/index.html		The unwarranted comparison to men and the debate about physical advantages are discriminatory as they target her gender. <i>(It also triggered an onslaught of online abuse, with transphobic commentators incorrectly calling Khelif 'a man' because of the alleged physical advantage.)</i>
NEWSWEEK Center: <i>Woman Boxer Abandons Fight in Tears Against Athlete Who Failed Gender Test:</i> https://www.newsweek.com/bo		References to Khelif as a "man" and the description of her and another athlete's gender eligibility as controversial due to failing "gender tests" are transphobic. <i>The phrase "against an</i>

xer-imane-khelif-olympics-gender-test-1933160		<i>opponent who previously failed a gender eligibility test" implies controversy over Khelif's gender identity.</i>
<p>FOX NEWS</p> <p>RIGHT WING: <i>Olympic boxer who failed gender test wins quarterfinal bout, guaranteed medal</i></p> <p>https://www.foxnews.com/sports/olympic-boxer-who-failed-gender-test-wins-quarterfinal-bout-guaranteed-medal</p>		<p>The phrase "biological males compete against women" is used in the article to discuss the athletes' participation in women's sports. It implies that the athletes are not legitimate female competitors, which is a form of misgendering. This language contributes to the narrative that questions the validity of their gender identity and participation in women's categories.</p>
<p>LEFT WING CONCLUSION:</p> <p>The language focuses on highlighting the online abuse and transphobic comments directed at Khelif, framing the debate as discriminatory and unjust. It criticizes the stereotypes and misinformation, portraying Khelif as a victim of societal prejudice.</p>	<p>CENTER CONCLUSION:</p> <p>The wording appears more neutral but still discusses the controversy around Khelif's gender eligibility, referring to the failed "gender test." While it presents both sides, it subtly reinforces the narrative of controversy and debate around gender identity in sports.</p>	<p>RIGHT WING CONCLUSION:</p> <p>The language is more explicit in questioning the athletes' legitimacy, using terms like "biological males" to describe Khelif. This phrasing directly misgenders the athletes, emphasizing traditional views on gender and casting doubt on their participation in women's sports.</p>

- Left-wing outlets→ The language focuses on highlighting the online abuse and transphobic comments directed at Khelif, framing the debate as discriminatory and unjust. It criticizes the stereotypes and misinformation, portraying Khelif as a victim of societal prejudice
- Center outlets → The wording appears more neutral but still discusses the controversy around Khelif's gender eligibility, referring to the failed "gender test." While it presents both sides, it subtly reinforces the narrative of controversy and debate around gender identity in sports.
- Right-wing outlets → The language is more explicit in questioning the athletes' legitimacy, using terms like "biological males" to describe Khelif. This phrasing directly misgenders the athletes, emphasizing traditional views on gender and casting doubt on their participation in women's sports.

GENERAL ANALYSIS OF EACH WING

In the U.S., left-leaning media outlets often emphasize progressive values, inclusivity, and social justice, focusing on issues like equality and diversity.

Center outlets aim for balanced reporting, presenting multiple perspectives but sometimes perpetuating controversy through neutral language.

Right-leaning outlets typically uphold conservative values, stressing traditional views and questioning progressive narratives, often using language that aligns with conventional gender roles and skepticism toward modern social changes. These characteristics reflect the ideological spectrum in their approach to news coverage and framing of social issues.

SIMILARITIES

- In all three countries, the left defends Khelif, celebrates her achievements, and denounces discrimination, though sometimes without avoiding stereotypes.
- In all countries, the center adopts a neutral approach, presenting both sides of the controversy without polarizing.
- 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

- In Italy and the US the right uses more explicit and provocative language to question Khelif's legitimacy in women's sports.
- 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.
- The overall approach sees Germany tends to have a more balanced and inclusive discourse, while Italy and the USA exhibit a more ideologically divisive debate.

FINAL OUTPUT

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



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**

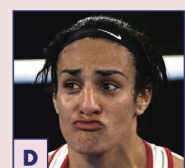
DO'S & DON'TS

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



REFERENCES AND WEB RESOURCES

IOC publishes updated Portrayal Guidelines to help ensure gender-equal, fair and inclusive media coverage of Paris 2024.

<https://olympics.com/ioc/news/ioc-publishes-updated-portrayal-guidelines-to-help-ensure-gender-equal-fair-and-inclusive-media-coverage-of-paris-2024>

Gender-equal, fair, and inclusive representation in sport.

<https://olympics.com/ioc/gender-equality/portrayal-guidelines>

Paris 2024 Olympics: A new era for women in sport.

<https://www.unwomen.org/en/paris-2024-olympics-new-era-for-women-in-sport>

Facts and figures: Women in sport.

<https://www.unwomen.org/en/paris-2024-olympics-new-era-for-women-in-sport/facts-and-figures-women-in-sport>

Guidelines for gender-responsive sports organizations.

<https://eca.unwomen.org/en/digital-library/publications/2021/6/guidelines-for-gender-responsive-sports-organization#view>

Tackling violence against women and girls in sport: A handbook for policy makers and sports practitioners.

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