



# Women on the field

## Revised description of the project

Andrea Corazza-2125739, Natalia Gobba-2141731, Nicole Monge-2141725  
Giulia Romito-2131451 and Riccardo Vicentini-2130995

15/01/2025

Communication Practices, Diversity and Inclusion  
Communication Strategies Master's Degree  
University of Padua

**Group name:**

Women on the field

**Title of the project:**

Women on the field: A study on gender inequality in Italian football and the representation of women in the sports environment.

**Members of the group and respective tasks:**

Andrea Corazza - Screenwriter, director and editor

Natalia Gobba - Producer

Nicole Monge - Research Analyst

Giulia Romito - Interviewer

Riccardo Vicentini - Media analyst

**Outline**

Women on the field is a short documentary that sheds light on gender inequality in sports, specifically in football in Italy. By interviewing former national team captain Melania Gabbiadini and Sara Zanferrari, an Italian sports journalist and literary critic, the documentary seeks to illustrate the challenges women face in the sport. The main issues that are underlined in this audiovisual product are the sexualization, objectification, underrepresentation and misrepresentation of professional athletes in the media, the language used when portraying women in the media, which is crucial in both reinforcing and challenging stereotypes, the differences in opportunities for recognition, in comparison to male colleagues for both footballers and journalists, and also the evident pay gap between male and female athletes and journalists. The documentary expects to also examine initiatives aimed at increasing visibility of these issues and supporting female athletes towards a more gender equal sport environment.

Additionally, a paper is being delivered as an extended presentation of the entire communicative product. This paper provides an extensive historical and theoretical analysis, a media evaluation, and an examination of the role of media monitoring in relation to the project. These elements are presented in the paper rather than in the documentary due to the narrative choices.

**Goal and Target**

The primary goal of this project is to investigate and document how gender inequality manifests in Italian football and its media portrayal, with The Beijing Platform for Action's Section J as the main framework, together with the UN WOMEN Sports for generation Equality Framework, the International Charter of Physical Education, Physical Activity, and Sport, the Kazan Action Plan and the Declaration of Berlin, the documentary has the intention of delivering a personal, clear, and impactful message intended to inspire advocacy for more inclusive and equal representation.

Through interviews with influential figures in Italian women's football, both the documentary and the paper present firsthand accounts of the struggles faced by women athletes and journalists, while exploring actual efforts to bridge the gender gap.

The target audience includes sports media professionals, football players and fans, students, academics, and political actors. The project ultimately seeks to raise awareness among its target audience about gender inequalities in sports, encouraging viewers to critically engage with sports media and inviting them to support gender equality in the sports environment.

### **Methodology**

The project employed a qualitative approach. Key primary sources included filmed interviews, media analysis to examine the coverage of Italian women's football across various platforms, including traditional media, social media, and television, and literature research, to study the crucial theoretical frameworks that acted as the inspiration for the final outcome. Both the media analysis and literature research were aimed to assess the relevance of normative gender roles on how female players and professional journalists are represented and the media's role in shaping public perception.

All the group members have been responsible for different aspects of the pre-stages, pre-research, production and post-production of the documentary. The entire team was responsible for the ideation of the documentary, and Andrea Corazza wrote the script. Then, together with Giulia Romito, they coordinated the interviews, and Romito was responsible for the interviewing, while Corazza did the filming. For the creation of the paper and in order to have a clear framework for the documentary, Nicole Monge was responsible for the literature review, together with Ricardo Vicentini who was responsible for the media analysis. Finally, with constant feedback from the team, Andrea edited the documentary and, on the other hand, Natalia and Nicole wrote the final paper. As for the production, Natalia was in charge of the strategic planning, supervision and the coordination of meetings to ensure cohesion and consistency across all elements of the project.

### **Challenges and Limitations**

Some anticipated challenges included potential difficulty in accessing the interviewees and gathering comprehensive media coverage data. However, the team managed to interview Gabadini and also an important Italian journalist, even if it was on Zoom, due to schedule limitations. Another relevant limitation to address regards the access to all necessary broadcasts on online media platforms that may have been narrowed due to subscription restrictions.

### **Reflection based on the final outcome**

The current situation of women in sport and media allows one to understand that enroute to equality, especially in Italy, there are still many serious problems. Many female athletes and journalists are not taken seriously; the pay disparity, lack of recognition, and scarce opportunities for advancement are some of the issues that have lingered on. Their presence in Italian sport media is remarkably insufficient, and the female athletes and teams are almost always stereotyped by inappropriate wordplay. Cultural expectations often discourage them from developing an interest in sporting activities, thus making them struggle even harder to earn the respect of their male colleagues. Moreover, the media's fixation on women's bodies, most especially on television and social media, creates crippling narratives that demean the athlete's hard-won professional success. These systemic issues can only be resolved if media professionals, educators, and leaders incorporate a gender-sensitive approach into their work. By creating conversation on gender disparities, not only within



academic circles but also on social media and personal networks, we have the capacity to amplify the voices of female role models, like the team intended with sharing the documentary. These experiences of women in sport can serve as a wake-up call to action by policymakers, professionals, and youth for making sport an inclusive space. Cooperation is needed in reshaping the sport ecosystem to one valuing and respecting women equally alongside men to such an extent that their talents and contributions would be appreciated and not be confined to outmoded cultural expectations.