

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



Imane Khelif, ein biologischer Mann und algerische Boxerin,

BAD

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

HOW TO RECOGNIZE IT?



Angela Carini contro la pugile Khelif, scoppia il caso testosterone. Abodi: «Non sarà una gara equa»

- ✧ **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

