

Gender inequality in print media coverage of the Rio Olympic 2016

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Abstract

The present study was an attempt to investigate “The Gender In-equality in print media coverage of Olympic-2016”. The research is based on an investigation on four Hindi newspapers of India published from Lucknow capital of Uttar Pradesh.

In this research researcher investigated all sixteen Issues of four Indian Hindi newspapers (Danik Jagran, Hindustan, Amarujala and Navbharat Times) from 5th August to 21st August 2016. One issue is not published on 16th August due to national Holiday on 15th August 2016 in India.

The result shows the print media given less attention to the achievement of women’s in compression to men’s in Rio Olympic 2016.

Keywords: gender inequality, print media, and Olympic

Introduction

We are proud to be 21st century Indian, where the birth of a son is celebrated with happiness and *silent* on the birth of a daughter. We believe women on one side, Goddess Lakshmi, but do not give them equality in work and behavior *in society*. Our society is running on double standards. While women are winning medals in *sports*, yet they do not have proper place in the society.

Gender inequality or gender imbalances mean a concept or state the men and women are not equal. Gender inequality refers to unequal treatment or perceptions of individuals wholly or partly due to their gender (Gender inequality, 2010) [1]. Gender inequality is a result of stubborn discrimination of society.

Print Media generally refers to communication by the printed matter in the form of newspapers and magazines. India has the second-largest newspaper market in the world, with over 10 crore (100 million) copies of newspapers sold per day as of 2013. Hindi-language newspapers have by far the largest circulation (List of newspaper in India, 2018).

The Olympic Games are considered the world's foremost sports competition with more than 200 nations participating. The modern Olympic Games are main world level sports event in which thousands of athletes from whole world take participation in different sports (Overview of Olympic Games 2008) [3].

Purpose of the study

The present study was an attempt to investigate “The Gender In-equality in print media coverage of Olympic-2016”. The attention of print media coverage on male and female sports persons was investigated.

Methodology

In this research researcher have just taken a measuring tape and measured length and width of a page in which Olympic

news was published. Calculated total area and differently area given for male athletes and female athletes or male and female sports events by the editor in sports pages. Simply mark the area for male and female and take the length and width of area denoted then multiply them to calculate area.

Data Analysis

After calculating area for male, female area and total area we can get every day percentage area.

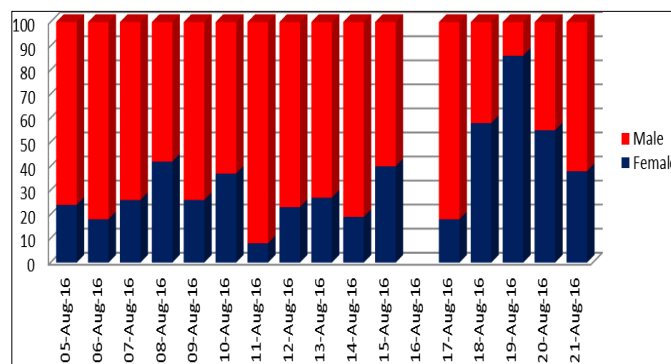


Table 1: Percentage of Area of Male and Female News in Print Media Coverage

On the date of 5th August that was 2nd day of Olympic and 1st publication of Olympic news. The newspapers given 24% area for females and 76% for males on 5th August 2016. On 6th August 2016 the area for female decreases to 18% only. Least area given to female athletes on 11th August 2016. 18th 19th 20th female athletes get more area because they win the medals for India. Again on 21st female athletes get area below 50%.

Conclusion

In four sportspersons awarded the 2016 Rajiv Gandhi Khel

Ratna three were females (Sporting Sprit, 2017) ^[5]. In spite of productive advancement of female athletes and women sports and the latent for strong women to be optimistic role models, the representation of female athletes in the print media has been biased in comparison to male athletes or men's sports. This inequality within world level sport like Olympic will continue to stay alive until the media re-examines its representation of female athletes.

Recommendations

In the light of conclusion drawn, the following recommendations are made:

1. Media should give equal attention to both genders, they should not bias.
2. Similar study may be conducted for long period of time.
3. Similar study may be conducted for individual and team sports separately.
4. Similar study may be conducted in electronic media and Social media.

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