

## ANALYSIS OF REPORTING ON MALE AND FEMALE ATHLETES IN SERBIAN MEDIA DURING THE OLYMPIC GAMES IN LONDON 2012

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**Abstract.** *The main goal of this paper was to find out more about how and to what extent the local media reported on sporting events at the 2012 London Olympics and to determine the difference in reporting on male and female athletes in the local media. The subject of the research are newspaper articles about sports in electronic news editions, which influence the formation of the media image about athletes, and which can contribute to the affirmation or marginalization of women in sports. In this research for collecting data and information about athletes at the Olympic Games, three media sources were used: RTS, KURIR and POLITIKA. The data have been collected since the opening of the Olympic Games until their official closing ceremony and every day was thoroughly processed in all three media sources. The information included information on the gender of the author of the text, the number of photos in the text, the number of words in the text, the gender of the actors who are on the photos, the level of exposure of the actor's bodies in the photos, the emotions in the photos, the angle of the camera, individual and group display of athletes, active or passive on-site and out-of-court conditions. Generally speaking, the findings of this research in the media space of Serbia show that there is still an imbalance in the way men and women athletes are represented, and that in this respect, there is a need for certain changes in this issue.*

**Key words:** *Athletes, Men, Women, Olympic Games, Serbia*

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## INTRODUCTION

Sport is a global social phenomenon which is determined by a variety of different processes, including: the fast development of the industrial society and capital, an increase in leisure time, the development of a liberal democracy and the media (Bazić, 2018). Scientists from various fields such as gender studies, sports management, communication and sociology have long researched the Olympic Games in terms of gender equality, as well as how the media advocate gender equality (Petca, Bivolaru, & Graf, 2013; Pedersen 2002). Very often there is a significant difference between the level of media attention given to men's and women's sports. Scientists argue that the participation of women in sports is seen as a departure from (male) norm. At best, "gross under-reporting" of media about athletes and their sports gives readers and viewers the "impression that scant number of women participate in sports" (Tuggle, Huffman, & Rosengard, 2007).

In this study, we began from the view that greater media visibility of the results achieved by women in sports will contribute to the overall equality in the field of sports. Also, the intention was to contribute to the strengthening of the electronic media role in the affirmation of women's sport in Serbia.

The reality is that our media do not take interest in women in sports, and when they do, they do not do it in the right way. The impression is that in addition to the results, a female athlete should be physically attractive for the media to pay attention to her. Thus, often, in the foreground, instead of her results, a female athlete's appearance is placed.

The reasons for the poor media presentation of the female athletes are seen in the editorial policy of the media and the insensitivity of sports journalists (who are mostly men). It is also believed that such representation in the media is accompanied by the sponsors' demands, commercial campaigns in which famous female athletes advertise different products by putting their body in the limelight, not the sport they are playing.

Everything listed above is completely contrary to the proclaimed principles represented by international and local sports organizations, the Olympic Committee and the relevant institutions in Serbia.

Discrimination of women in this area is reflected in: low participation rate of women in recreational sports, lack of adequate care for especially vulnerable groups of women, their less representation in the referee and coaching professions, the unacceptable low representation of women in governance and decision-making in sports, spreading prejudices in terms of the participation of women in certain sports, and in the significantly lower coverage of women's sport in the media, etc.

When it comes to comparing the description of women's and men's sports and the appearance of athletes in the famous sports journals, it is considered that the advantage of publishing athletes' photos on the front pages as one aspect of promoting sports is in large proportions to male sports (Bruce & Wensing, 2012).

It is not a secret that female athletes are generally insufficiently represented in the media in comparison to male athletes. The Olympic Games proved to be the primary event for analyzing gender bias in sports, because men's and women's competitions are under one athletic framework. As a result, several studies have been carried out advocating the theory that athletes are generally represented in accordance with their gender stereotypes. Thus most of these papers have concluded that women athletes are marginalized during Olympic sports coverage.

According to the previous research in the electronic media, which included sports competitions, a greater representation of the male population was observed. All processed

electronic media generally paid more attention to the male population in the field of sports. (Bruce & Wensing, 2012).

The Global Media Monitoring Project 2010 - North America Regional Report states that in the frequency of appearances in sports television news, men accounted for 67% of the overall number. Also, statistics show the existence of a minor mentioning of women in sports news that accounts for 27% of the total number for North American (Wolff, 2014).

Mass media indeed control the attitudes that viewers have at the Olympic Games. In addition, research has shown that the method of writing used in the media plays an important role in presenting and describing gender differences in the media, especially when it comes to representing male and female athletes (Koivula, 1999).

The 2012 Olympics in London were highlighted as a major victory in gender equality based on three accomplishments: the largest percentage of participating female athletes of any age (44.3% of all participants), female athletes competed in each sport and no country prevented women to compete in the Olympic Games. (Lumby, Caple, & Greenwood, 2010).

The thirtieth in a row, the Olympic Games were held from 27 July to 12 August 2012, in London (UK) and were organized by the Olympic Committee of Great Britain and the International Olympic Committee (IOC).

The Olympic Games were held on sports grounds (halls, courses, swimming pools, etc.) within the Olympic Village in London but also in some places outside the city, with the participation of around 10,500 competitors from 204 countries competing in 26 sports. For London this was the third time to host the Olympic Games since it had previously hosted the Games in 1908 and 1948.

The program of the Olympic Games event included competitions in 26 Olympic sports, in 29 sports disciplines, with the participation of the best athletes in the world.

Serbia participated in the Olympic Games in London in 2012 for the third time as an independent country.

The colors of Serbia at the 2012 London Olympics were defended by 116 athletes in 15 sports, 12 individual and 3 team sports, and in the Olympic team there were 80 male athletes and 36 female athletes.

Serbia finished Olympic Games in London with a totally four Olympic medals (one gold, one silver and two bronze medals). Milica Mandić won the first Olympic gold medal in history for Serbia as an independent nation in taekwondo. The men's national water polo team repeated their success from Beijing, they won bronze medal. Two remaining medals were conquered in the athletics and shooting disciplines.

The aim of this research was to present the coverage of female athletes in the Serbian media during the London 2012 Olympic Games in order to determine the percentage of women's media coverage in Serbian press releases during the 2012 Olympic Games in London, and whether there is a difference in media representation and the coverage of the male and female athletes and possibly in this way, the ideological modeling of gender in sports.

## METHODS

The sample for this research consisted of newspaper articles about sports in electronic news editions. These articles influence the formation of a media image about female athletes, which can contribute to the affirmation or marginalization of women in sports.

The research included two approaches, a quantitative and qualitative examination of the gender representation in the case of male and female athletes, in the Serbian media during the Olympic Games in 2012 and it formulates the following main question:

How female athletes are presented in selected media articles and media sources of these articles in relation to the male athletes?

Such a question creates three sub questions:

1. Are there quantitative differences in the coverage of male and female athletes (in terms of such measures as number of articles, number of photographs, text size, etc.)?
2. What are the differences and similarities in the presentation of male and female athletes comparing the selected media?
3. What types of gender representations appear in the reporting? Do gender representatives differ? If so, how are they different?

In response to these questions, content analysis was conducted using articles from three Serbian media.

For the purpose of carrying out the quantitative analysis, the number of articles, words, photographs and proportionality of the observed variables in relation to gender were determined. Photographs were selected because they are powerful cultural communicators; they are "equally burdened with ideology" as a text, making them as important as the text for critical analysis (Duncan, 1990). Sports photography is a multidimensional art for many reasons. When we say "multi", it primarily refers to a wider range that sports photography has to offer, which means sports photography is not only directed at presenting athletes on the move and the main actors who contribute to achieving the results by their engagement – it also has the role of sports "psychophotography" which is an analysis and capture of the emotional reaction of an athlete after winning or losing from the opposing team (Stamenković, 2018).

Answers to individual questions were obtained using the analysis of the content of selected articles and photographs in them.

Content analysis allows one to systematically comprise a large number of texts by quantifying media content using predefined categories and to statistically analyze data (Wimmer & Dominick, 2003). It counts and measures categories such as words, phrases or images (Gillespie & Toynbee, 2006: 120). By analyzing the content, it is possible to draw conclusions about how media cover and represent male and female athletes.

After data collection and analysis procedures proposed by Kimberly Neuendorf (2002), the researcher needs to identify firstly the possible content to be explored, based on the theory and prior consideration of information on media coverage of athletes. In the second step, the coding of the appropriate categories representing the content of the texts in a certain way is performed.

The gender of the athlete, number of words, number of photographs, gender of the author of the text, the place where the athlete is shown, the level of activity, the angle of camera recording, the level of body exposure comprise the variables encoded for this research, and are defined with certain changes based on the research of some authors who have investigated similar issues (Schwarz, 2017; Petca et al., 2013; Jones, 2006).

### **Research material**

A sample of research material is based on the Serbian media in electronic edition. Two daily newspapers were selected (Politika, Kurir), as well as the portal of the RTS media

public service. Such a focus is determined, first of all, because the newspapers continue to play an important role in the representation of the Olympic Games (Markula, 2009).

The data sample is made up of articles downloaded from the websites of the mentioned media. This decision is based on the fact that more and more people are reading the news online. This is contributed by a large number of mobile users who access newspapers web pages by phone or tablet. That is why the newspapers get a lot of reading through their online services, which makes them a relevant subject of research.

According to the site traffic monitoring system data, the selected media have high ratings and the number of pages viewed.

Therefore the sample is made up of two daily newspapers and one media portal which differ in the way information is presented, and are at the top of the most visited media in Serbia. All articles were published in the period from July 27, 2012 to August 12, 2012, were taken from the archive of the sports sections of these media and then discussed. These dates coincide with the dates of the opening and closing ceremonies of the Olympic Games in 2012.

Statistical analysis of data was performed in SPSS for Windows (IBM SPSS 24.0). Descriptive statistical parameters were calculated for all variables, and the differences between the groups was analyzed with Chi square test.

## RESULTS

The largest number of articles in the research period was published by *Kurir* (308) (more than *Politika* (149) and RTS (119), together. This also led to the fact that its percentage participation in all the categories considered was the largest.

**Table 1** Gender of the main characters in the text

	Character gender in media sources			Total
	Politika	Politika	Politika	
Men	<u>100</u> (67%) (27%)	<u>207</u> (67%) (55%)	<u>66</u> (55%) (18%)	<u>373</u>
Women	<u>25</u> (17%) (19%)	<u>81</u> (26%) (61%)	<u>26</u> (22%) (20%)	<u>132</u>
Both	<u>18</u> (12%) (55%)	<u>12</u> (4%) (36%)	<u>3</u> (2%) (9%)	<u>33</u>
None	<u>5</u> (4%) (13%)	<u>8</u> (3%) (21%)	<u>25</u> (21%) (66%)	<u>38</u>
Total	<u>148</u>	<u>308</u>	<u>120</u>	<u>576</u>
$\chi^2 = 67.532$ , $df = 6$ , $\chi^2/df = 11.26$ , $P(\chi^2 > 67.532) = .0000$				

Considering the distribution of the sources of the text, it can be seen that the largest number of articles in the research period was published by *Kurir* (308) and the least by RTS (120), and that all sources feature significantly greater number of texts reporting on male athletes. Table 1 shows that all three sources allocated significantly more (percentages than

the total number of articles) space to male athletes in relation to other categories, and in comparison to female athletes, this difference is the highest in the *Politika* newspaper. *Politika* and *Kurir* had an approximately equal number of texts covering male athletes (67% each). Regarding the allocated space for female athletes, these sources differ, but female athletes are mostly represented in *Kurir*. *Kurir* also wrote about athletes most comparing all three sources, while *Politika* more than two other sources covered both gender athletes in individual texts, and RTS had the largest share in texts of a general character. The difference between these sources in the representation of male and female athletes is statistically significant.

**Table 2** Text length

	Textual representation per sources (average article length– number of words)			Total
	Politika	Kurir	RTS	
Men	556	214	172	942
Women	431	204	143	778
Both	585	200	187	972
None	325	206	324	855
Total	1897	824	826	3547

The conclusion that can be drawn from Table 2 is that *Politika* had the most extensive articles in all categories, while *Kurir* had approximately the same volume of texts for all categories, and that RTS devoted the longest texts to topics that were not dedicated either to male or female athletes, but to those of a general character and had the shortest texts about the female athletes.

**Table 3** Number of photos

	Number of photos per source			Total
	Politika	Kurir	RTS	
Men	(66%) 104	(68%) 346	(70%) 139	589
Women	(27%) 43	(29%) 145	(19%) 38	226
Both	(6%) 10	(3%) 16	(10%) 20	46
None	(1%) 2	(0%) 2	(1%) 2	6
Total	159	509	199	867

$\chi^2 = 20.063$ ,  $df = 6$ ,  $\chi^2/df = 3.34$ ,  $P(\chi^2 > 20.063) = .0027$

Table 3 shows that male athletes are more represented in photographs and that this ratio is present in all three sources, and in this sense they differ slightly (in percentages): among them *Kurir* paid most attention to female athletes and RTS the least. RTS

represented male and female athletes together the most as compared to the other two sources. *Kurir* had the largest number of photos, and *Politika* the least. The table also shows that there is a statistically significant difference between the sources in the way of representation in these four categories.

**Table 4** Gender of text authors

	Gender of authors per sources			Total
	Politika	Kurir	RTS	
Men	(59%) 89 (70%)	(11%) 34 (27%)	(3%) 4 (3%)	<u>127</u>
Women	(1%) 1 (12%)	(1%) 3 (50%)	(2%) 3 (38%)	<u>8</u>
None (agency)	(13%) 20 (10%)	(57%) 175 (89%)	(1%) 1 (1%)	<u>196</u>
Not determined	(23%) 34 (60%)	(7%) 20 (35%)	(3%) 3 (5%)	<u>57</u>
Does not exist	(4%) 6 (3%)	(24%) 75 (40%)	(91%) 108 (57%)	<u>189</u>
Total	<u>150</u>	<u>308</u>	<u>119</u>	<u>576</u>
$\chi^2 = 438.502$ , $df = 8$ , $\chi^2/df = 54.81$ , $P(\chi^2 > 438.502) = .0000$				

Observing the distribution by sources in Table 4, it can be seen that *Politika* has the highest number of signed texts (full name and surname, initials or references of the agency from which the news was taken). *Politika* has the most male authors of texts, *Kurir* mostly uses agency news, but also has a lot of unsigned texts, and RTS has the most unsigned texts. The difference between these sources in the presence of male and female authors of texts is statistically significant.

Table 5 show that male athletes are more represented in all three sources both on the field and out of the field. *Kurir* has devoted most of its attention to women, both on the field and outside the field, and RTS the least while *Politika* and RTS were more dedicated to male athletes in both categories. It can be noted that there is a statistically significant difference between the sources in displaying male and female athletes on the field and outside the field.

Table 6 show that all sources covered more male athletes in both active and inactive coverage whereby in *Kurir* this ratio is approximately the same in active and inactive coverage, while in other two sources this ratio is more pronounced in favor of an active coverage. *Kurir* was the most inclined to represent female athletes in the active coverage, while *Politika* and RTS showed female athletes more in an inactive position. A statistically significant difference among sources exists in the active display of both male and female athletes.

**Table 5** Coverage on and out of the field

	Coverage in the field - difference per source			Total
	Politika	Kurir	RTS	
Men	(80%) 78 (15%)	(71%) 307 (61%)	(80%) 121 (24%)	506
Women	(20%) 19 (11%)	(29%) 126 (71%)	(20%) 31 (18%)	176
Total	97	433	152	682
$\chi^2 = 6.736$ , $df = 2$ , $\chi^2/df = 3.37$ , $P(\chi^2 > 6.736) = .0345$				
	Coverage outside the field - difference per source			Total
	Politika	Kurir	RTS	
Men	(83%) 29 (28%)	(66%) 41 (39%)	(85%) 34 (33%)	104
Women	(17%) 6 (18%)	(34%) 21 (64%)	(15%) 6 (18%)	33
Total	35	62	40	137
$\chi^2 = 5.975$ , $df = 2$ , $\chi^2/df = 2.99$ , $P(\chi^2 > 5.975) = .0504$				

**Table 6** Active and passive representation

	Coverage of active representation			Total
	Politika	Kurir	RTS	
Men	(77%) 76 (15%)	(68%) 303 (61%)	(77%) 116 (24%)	495
Women	(23%) 23 (11%)	(32%) 141 (71%)	(23%) 35 (18%)	199
Total	99	444	151	694
$\chi^2 = 5.726$ , $df = 2$ , $\chi^2/df = 2.86$ , $P(\chi^2 > 5.726) = 0.0571$				
	Coverage outside the field - difference per source			Total
	Politika	Kurir	RTS	
Men	(62%) 36 (23%)	(69%) 68 (43%)	(67%) 54 (34%)	158
Women	(38%) 22 (28%)	(31%) 31 (39%)	(33%) 26 (33%)	79
Total	58	99	80	237
$\chi^2 = .759$ , $df = 2$ , $\chi^2/df = .38$ , $P(\chi^2 > 0.759) = .6844$				

Table 7 show that all three sources have devoted much more space to male athletes. They also show that *Kurir* had the smallest difference between male and female athletes in the lower level, i.e., female athletes were the most represented at this level, and *Politika* and RTS ranked roughly the same in the athletes' representation. *Politika* and *Kurir*

equally portrayed both male and female athletes at eye level, and RTS out of these three sources displayed least female athletes in this way and had the most pronounced difference in this way of showing both male and female athletes. Female athletes are much less represented by the angle of the camera above eye level. *Politika* was the most representative of these three sources in portraying female athletes in this way and had the least pronounced difference between them in this way of representation, and *Kurir* had the largest difference. It can be concluded that the RTS had the most uniform way of displaying female athletes in all three categories and showed them most in the third level, *Kurir* was most prominent in favor of portraying male athletes, and *Politika* in favor of portraying female athletes. A statistically significant difference among sources exists in the presentation of male and female athletes in the first and third levels.

**Table 7** Camera angle

	Camera angle (lower level) - difference per source			Total
	Politika	Kurir	RTS	
Men	(76%) 53	(64%) 189	(76%) 74	316
	(17%)	(60%)	(23%)	
Women	(24%) 17	(36%) 108	(24%) 24	149
	(11%)	(73%)	(16%)	
Total	70	297	98	465
$\chi^2 = 7.048, df = 2, \chi^2/df = 3.52, P(\chi^2 > 7.048) = .0295$				
	Camera angle (middle level) - difference per source			Total
	Politika	Kurir	RTS	
Men	(64%) 35	(65%) 83	(73%) 52	170
	(20%)	(49%)	(31%)	
Women	(36%) 20	(35%) 44	(27%) 19	83
	(24%)	(53%)	(23%)	
Total	55	127	71	253
$\chi^2 = 1.688, df = 2, \chi^2/df = .84, P(\chi^2 > 1.688) = .4300$				
	Camera angle (upper level) - difference per source			Total
	Politika	Kurir	RTS	
Men	(62%) 24	(81%) 104	(75%) 43	171
	(14%)	(61%)	(25%)	
Women	(38%) 15	(19%) 25	(25%) 14	54
	(28%)	(46%)	(26%)	
Total	39	129	57	225
$\chi^2 = 5.991, df = 2, \chi^2/df = 3.00, P(\chi^2 > 5.991) = .0500$				

Table 8 show that *Kurir* represented female athletes significantly more than male athletes in the first (the closest) level of the body exposure; in the second level, all three sources represented almost equally male and female athletes (and this was significantly more with male athletes), the third level is similar to that of the second level and in the

other (with *Kurir* having a dominant share among sources), while male athletes were particularly dominantly represented in the fourth level (*Kurir* is also the most dominant here). A statistically significant difference in the sources exists in the first (closest) approach to the representation of male and female athletes.

**Table 8** Body exposition

	Body exposition 1 - difference per source			Total
	Politika	Kurir	RTS	
Men	(53%) 30 (25%)	(35%) 55 (46%)	(62%) 35 (29%)	<u>120</u>
Women	(47%) 27 (18%)	(65%) 100 (68%)	(38%) 21 (14%)	<u>148</u>
Total	57	155	56	268
$\chi^2 = 13.949$ , $df = 2$ , $\chi^2/df = 6.97$ , $P(\chi^2 > 13.949) = 0.0009$				
	Body exposition 2 - difference per source			Total
	Politika	Kurir	RTS	
Men	(72%) 23 (16%)	(80%) 76 (53%)	(73%) 44 (31%)	<u>143</u>
Women	(28%) 9 (21%)	(20%) 19 (43%)	(27%) 16 (36%)	<u>44</u>
Total	32	95	60	187
$\chi^2 = 1.361$ , $df = 2$ , $\chi^2/df = .68$ , $P(\chi^2 > 1.361) = .5062$				
	Body exposition 3 - difference per source			Total
	Politika	Kurir	RTS	
Men	(73%) 37 (12%)	(78%) 194 (65%)	(79%) 68 (23%)	<u>299</u>
Women	(27%) 14 (16%)	(22%) 56 (64%)	(21%) 18 (20%)	<u>88</u>
Total	51	250	86	387
$\chi^2 = .821$ , $df = 2$ , $\chi^2/df = 0.41$ , $P(\chi^2 > .821) = .6633$				
	Body exposition 4 - difference per source			Total
	Politika	Kurir	RTS	
Men	(95%) 21 (23%)	(97%) 60 (65%)	(92%) 11 (12%)	<u>92</u>
Women	(5%) 1 (25%)	(3%) 2 (50%)	(8%) 1 (25%)	<u>4</u>
Total	22	62	12	96
$\chi^2 = .667$ , $df = 2$ , $\chi^2/df = .33$ , $P(\chi^2 > 0.667) = .7164$				

## DISCUSSION

The subject of this research were newspaper articles (texts and accompanying photographs) on sports in electronic news editions of three different sources (*Politika*, *Kurir*, RTS), which are presumed to influence the formation of a media representation about women in sports and which by their writing and their way of reporting and presentation can contribute to their affirmation or marginalization. The aim of the research was to present an analysis of the female athletes' reporting in relation to the male athletes in Serbian media during the 2012 Olympic Games in London, in order to determine the percentage of media coverage of women's sport in selected newspaper editions in Serbia during this most important world sports event, as well as whether the media make a certain difference in covering male and female athletes and possibly in that way, contribute to the creation of a certain gender stereotype in sports. Bearing in mind the current research of this issue, the starting assumption of the research is that the media representation of the female athletes continues in a certain way to pose a certain problem in today's society.

All articles on the websites of these media published in the period from 27.07. to 12.08.2012 were used as research material from the archive of the sports section of these sources, whose contents were related to this sporting event. In total there were 576 such articles (*Kurir*- 308, *Politika*- 148 and RTS - 120).

Using a quantitative analysis, the number of articles, words, photographs and the proportionality of the observed variables in relation to sex were determined, and based on them, an appropriate analysis was made.

Results of the analysis by sources showed that male athletes in all categories were more represented than female athletes. *Politika* has allocated the least space to the female athletes, and *Kurir* the most. *Kurir* also had the largest share among the sources in displaying female athletes. A more dominant presentation of male athletes than female ones was expected, and this research confirms the results from previous research from various areas where male athletes are more dominant in the media than female athletes (Wolff, 2014; Bruce & Wensing, 2012; Billings & Angelini, 2007; Bishop, 2003; Pedersen, 2002; Lenskyj, 1998; Lee, 1992; Lumpkin & Williams, 1991). The difference in sources for this category is statistically significant.

The results of the number of words (volume of texts) showed that the texts on men were on average longer than those on women. Taking into account the total number of words, it has been found that the total volume of texts on male athletes is more than three times higher than the texts on female athletes. *Politika* had the largest volume of texts (i.e. the most consistent reporting), *Kurir* was the most balanced in all categories reporting, and RTS had the shortest texts in almost all categories. Some other studies confirm this percentage of media writing about male and female athletes, where more space was devoted to male athletes than to female ones (Lavrinc & Doupona-Topić 2006; George, Hartley, & Paris, J., 2001; Alexander 1994).

Photographs are an integral part of reporting from sports events, so analysis of articles published in research media included them. Photos often speak more than words. In some other similar studies, female athletes are most often shown in a way that primarily emphasizes their physical appearance. The number of photos is also an important element in perceiving the importance attached to certain sports events, but also to the actors of those events. This fact arises from various studies (Jones, 2006; Menzies, 1989). As part of this research it was shown that all three sources devoted more photographs to male athletes, and

in this respect they differ slightly, but there is a statistically significant difference in the proportion of displaying by individual categories considered.

As authors of texts, men are more present in relation to women, and here the difference is most pronounced. There are almost no female writers. Some earlier studies (Lapchick, 2006; Alexander 1994) showed significant differences in this category between men and women who participate in sports in this way. The researched sources differ on this issue in relation to the extent to which they use agency news, how many of them have unsigned articles, and how many have full names and surname or initials only. The difference between them is statistically significant.

According to some surveys, during sports media reporting, female athletes are more often represented on photographs in an environment outside the sports field. Within this research, it was revealed that male athletes in all three sources are more displayed on the field in photographs than female athletes and the difference among sources in this respect is statistically significant.

In traditional terms, men are perceived as active, aggressive, and combatant, and women as passive, emotional, and gentle (Jakšić, 2002). Such an approach is also reflected in a certain way in the media where women are represented in less active displays. This is reflected in sport. In his research, Duncan (1990) found that men were presented as active participants, while women were more often represented as inactive or passive objects. Similar results can be found in some other studies (George et al., 2001). Some other studies, however, have obtained different results. Research by Canadian, South African, British and American newspapers reports that men and women are most often shown in action and that the percentages vary very little by gender (Lee, 1992). Research of Hardin, Chance, Dodd, & Hardin (2002) shows that 78% of female and 81% of male athletes are represented in "active photos" in American newspapers. Comparing some media reporting, Vincent, Imwold, Masemann, & Johnson (2002) state that women and men are most often represented in active (competitive) situations. Women are more often portrayed inactive, but men were more often on photographs in photographic poses. As part of this research, all sources were more representing athletes both in active and inactive play, and statistically significant difference among them exists in active display.

The angle of the camera shooting athletes below eye level according to Duncan (1990) suggests inferiority positions while eye-level shooting suggests superiority and outlines the results by which women were camera shot in the first manner. Hardin et al. (2002) have come up with results that have been shown opposite, i.e. that a higher percentage of men were shown in lower-angle photographs, and in all newspapers, men were more likely to be shown from the bottom and not from the top. A statistically significant difference between the mode of display among the sources exists in the camera shooting below and above the height of the eye.

Another category discussed in this research is based on the traditional stereotypes as well as on the results of some research. Petca et al. (2013) explored whether women in photographs were more often presented with a higher level of exposure of the body. The results of this study show that the investigated sources statistically significantly differ only in the first level of exposure which male and female athletes display the least exposed.

### CONCLUSION

The philosophy of Olympism should not be connected with gender differences. Men's domination at the Olympics, as well as the promotion of gender stereotypes, was most pronounced at the start of the modern Olympic Games, but it has been significantly reduced over time. At the 2012 Olympics, the ratio of men and women was 55% to 45%, and this difference is not very significant in quantitative terms. However, there is still an imbalance in the media representation of the male and female athletes. By showing the higher incidence of representing male athletes in relation to female athletes, the media maintain a stereotype that sport is more characteristic of men and limits women to stereotyped gender roles. Due to the fact that media in contemporary society have great significance, the imbalance in reporting on male and female athletes can contribute to the inequalities between men and women in society. This research contributes to the knowledge of how male and female athletes are displayed and represented in the Serbian media.

The results show that male athletes are significantly more represented in the sports texts of all analyzed media, they much more write about them (texts are longer), they are more visually presented through photographs (in all sources) and women as authors of sports texts are negligible. Male athletes are more represented in both individual and collective sports. Men and women are more represented on the field, as well as in active poses, but male athletes are also dominant here. Individual and group display in photos is also in favor of men. Female athletes are less often camera shot from above than male ones, and the sources are statistically significantly different in the first and at the bottom corner of the camera shooting. The difference in the representation of the highly emotional states within this research is only present in the display of a hug. Also, among the sources there is a difference in the presentation of male and female athletes in the first (least open) level of behavior.

Overall, the findings of this research on the media area in Serbia show that there is still an imbalance in the way of showing male and female athletes, but that the differences in the way they are presented in the analyzed media are not very important and that they were mostly more inclined towards men and that in this respect there is a need for certain changes.

This research is one of the few in Serbia that investigates male and female athletes by comparing quantitative and qualitative elements. It is based on previous research, but it is extended by directing the analysis to a sample that has not been studied earlier. The contribution of this research is that it provides new data for comparison with previous research. Selecting a particular pattern inevitably limits the generalization of the results. Nevertheless, it can contribute to research literature by obtaining results that point to variations in the concepts of women and men in sports media. This issue is important because media have a major impact on how men and women perceive themselves in society. The results of this research show the ratio of representation in the media of male and female athletes.

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## **ANALIZA IZVEŠTAVANJA O MUŠKIM I ŽENSKIM SPORTISTIMA U SRPSKIM MEDIJIMA TOKOM TRAJANJA OLIMPIJSKIH IGARA U LONDONU 2012. GODINE**

*Osnovni cilj ovog rada bio je da se dođe do novih saznanja o tome kako su i u kojoj meri domaći mediji izveštavali o sportistkinjama na olimpijskim igrama u Londonu 2012. godine, kao i da se ustanovi razlika u izveštavanju između muških i ženskih sportista u domaćim medijima. Predmet rada su novinski članci o sportu u elektronskim novinskim izdanjima, koji utiču na formiranje medijske slike o sportistkinjama i koje mogu da doprinesu afirmaciji ili marginilizaciji žena u sportu. U ovom istraživanju za prikupljanje podataka i informacija o sportistima na olimpijskim igrama korišćena su tri medijska izvora: RTS, KURIR i POLITIKA. Podaci su prikupljeni od otvaranja olimpijskih igara do njihovog svečanog zatvaranja i svaki dan je bio temeljno obrađen za sva tri izvora. Podaci su uključivali informacije o polu autora teksta, broju slika u tekstu, broju reči u tekstu, polu aktera koji su na slikama, nivo izloženosti tela aktera na fotografijama, emocije na fotografijama, ugao snimanja kamere, individualni i grupni prikaz sportista, aktivno ili pasivno stanje na terenu i van terena. Ukupno gledano nalaz ovog istraživanja u medijskom prostoru Srbije pokazuje da i dalje postoji neravnoteža u načinu prikazivanja muškaraca i žena sportista i da u tom smislu postoji potreba za određenim promenama po tom pitanju.*

Ključne reči: *sportisti, muškarci, žene, olimpijske igre, Srbija*