

# 20 Media 'Rules' of Gender Representation in Sport



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Bruce, T. (2016). New rules for new times: Sportswomen and media representation in the third wave. *Sex Roles*, 74(7-8), 361-376.

# Gender difference

*Rules to avoid*



## 5 Older Rules

- Lower broadcast production
- Infantilization
- Non-sport-related aspects
- Comparisons to men's sports
- Gender marking



## 4 Persistent Rules

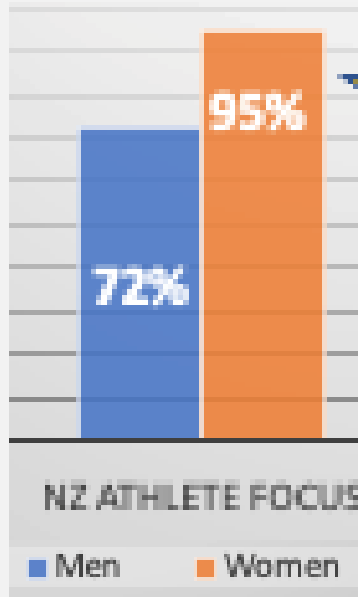
- Sportswomen don't matter
- Emphasize heterosexuality and femininity
- Sexualization
- Ambivalence



# Similarity & Agency

## 5 Current Rules: Similarity

- Athletes in action
- Legitimate athletes
- National citizens
- Us and them



## 2 New Rules: Agency

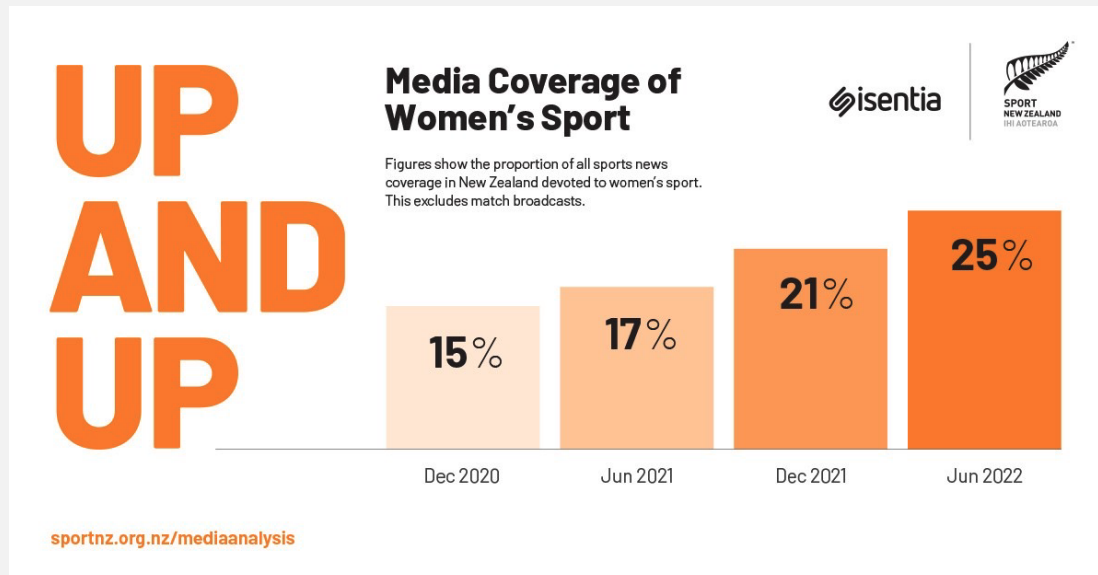
- Our voices
- Pretty and powerful



# Changing Ideals of Sporting Femininity

## 4 Emerging Rules

- Visible gender equity narratives
- Supermum to athlete-mother
- Normalise queer relationships
- Sportswomen matter more to media



# Sports Organisations: Set gender as a criteria and audit

## Scheduling and location

- Make it easy for media: matches at same venues

## Equalise number of teams

## Broadcast contracts: include women in agreements

## Review representation on own media

## Make it *easy* to follow women via apps

## Activate athletes to promote events

## Review equity right across organisation

- Employment, pay/travel conditions, uniform style and replacement policies, coach numbers, leadership positions, access to medical treatment, changing rooms

