



ISSN: 0976-3031

Available Online at <http://www.recentscientific.com>

International Journal of Recent Scientific Research
Vol. 6, Issue, 8, pp.5753-5755, August, 2015

**International Journal
of Recent Scientific
Research**

RESEARCH ARTICLE

AN ANALYTICAL STUDY OF SPORTS COVERAGE OF BENGALI AND ENGLISH PRINT MEDIA FOR FIFA WOMEN'S WORLD CUP AND COPA AMÉRICA

Sil, Pintu

State Institute of Physical Education for Women, Hastings House, Alipore, Kolkata, India

ARTICLE INFO

Article History:

Received 14th, July, 2015
Received in revised form 23th,
July, 2015
Accepted 13th, August, 2015
Published online 28th,
August, 2015

Key words:

Gender favoritism, Sports coverage, Bengali and English newspapers, FIFA Women's World Cup and COPA América.

ABSTRACT

Women emancipation leads women to take part in each game and sports in sports arena. The purpose of the research was to analyze the content of the sports section of leading Bengali and English newspapers from the angle of gender inequality in sports news publication and their comparison. Analysis was done using the media coverage of international sports events-the FIFA Women's World Cup 2015 and COPA America 2015. Four leading daily newspapers on Bengali and English published from Kolkata, West Bengal were selected for this study. Variables considered for this study were area covered for news writing (ANW) and area covered for photograph (APH). Measurement was done by calculating the area in Sq. Cm. of the newspaper using simple geometric scale. Mean and standard deviation were calculated for each variables and comparison was done between the male and female coverage using T-test. All statistical calculations were done using standard statistical software. Only 0.05 level of significance was considered for the present study. Results revealed that mean values of ANH and APH for COPA America and male football players were much higher than the FIFA Women's World Cup and female footballers. Calculated t-values for ANW and ANW have found statistically significant. Both English and Bengali newspapers published higher sports coverage in the form of ANW and APH for COPA America than Women's World Cup and no significant difference was found in this attitude of sports publication between these two different language's newspaper. From above results it was concluded that there was significant biasness exists in favour of male footballers in respect of ANW and APH in Bengali and English newspaper of Bengal.

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INTRODUCTION

Gender inequality refers to unequal treatment or perceptions of individuals based on their gender. It arises from differences in socially constructed gender roles as well as biologically through chromosomes, body structure and hormonal differences. Several study reported about existence of gender disparity in the field of sports in society.^{[1][2]} Newspapers through the world also does not paid same importance and equal treatment for men and female athletes. Several studies reported this trend of discrimination for women sportsperson in print media throughout the world.^{[3][4][5][6][7]}

The FIFA Women's World Cup, an international football competition was started on 1991 and has been held every four years.

The first Women's World Cup, the then called the Women's World Championship, was held first time in China. Under the tournament's current format, 23 national teams are chosen for 23 slots in a three-year qualification stage (The host nation's team is automatically entered as the 24th slot.) The tournament proper, alternatively called the *World Cup Finals*, is contested at venues within the host nation(s) over a period of about three

weeks. The seven FIFA Women's World Cup tournaments have been won by four different national teams, including the USA (3 times), Norway, Germany (2 times) and Japan.

This year the United States won the title and became the highest time winner since its inauguration. At the same time another football tournaments was going on in the opposite hemisphere of the world, called Copa América at Chile. The 2015 Copa América was the 44th edition of the Copa América, the man's international football tournament for national teams in South America, and took place between 11th June 2015 to 4th July 2015. The competition was organized by CONMEBOL, South America's football governing body.

Present study attempted to reveal the gender discrimination in the section of sports news and photograph coverage in leading newspaper of West Bengal, India. The content of sports section was analyzed on the basis of sports coverage of these two international football events in respect of the gender. Sports news and pictorial coverage were analyzed for both women and men footballers and inference was drawn on the basis of statistical analysis.

*Corresponding author: **Sil, Pintu**

State Institute of Physical Education for Women, Hastings House, Alipore, Kolkata, India

MATERIALS AND METHODS

A total of four daily leading newspapers on and from 6 June to 6 July 2015 for the FIFA Women's World Cup and from 11th June to 5th July 2015 for Copa América were considered for the present study (list of the papers considered are attached in Appendix). This list includes selected leading newspapers published in Bengali and English in West Bengal, India.

Variables measured for this study were area covered for news writing (*ANW*) and area covered for photograph (*APH*).

Simple geometric scale was used as tool of measurement.

Mean and standard deviation were calculated as descriptive statistics and difference between two means was computed by t-test. Significance level was set only 0.05 level in this study.

RESULTS AND DISCUSSION

Mean and standard deviation of *ANW* and *APH* for both female and male footballer have presented in Table-1. The results of t-test of different variables between female and male footballer have also been presented in the Table-1. Results have shown that the mean values of both variables were higher for male footballers than the female and all the mean differences between two genders (t-values) for each variable were statistically significant.

The *ANW* and *APH* of sports news as measured in this study for both female and male footballer were converted into percentage value and result presented in Figure-I. The figure has shown the superior coverage in all aspects of sports publication in print media for men footballers than the women footballers.

Table-1 Mean and standard deviation of considered variables and t-values between two genders

Sl No.	Variables	Female Footballers		Male Footballers		t-value
		Mean (cm ²)	SD	Mean (cm ²)	SD	
1	ANW	41.54	67.28	664.07	462.41	3.14*
2	APH	6.39	14.26	177.93	125.33	4.66*

* Significant at both 0.05 and 0.01 level (CR 2.06 at 0.05 level and 2.77 at 0.01 level).

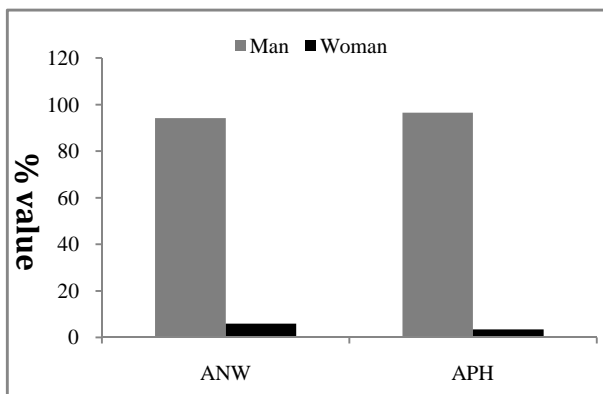


Figure-I Sports coverage of print media for different variables in respect of gender

The mean and standard deviation of *ANW* and *APH* for female and male footballer published in Bengali and English newspapers have been presented separately in Table-2. It indicated that both of the newspapers published more news and pictorial materials in favour of male footballer than women and there was no difference between two newspapers of different languages in this attitude. Table-2 also revealed that English newspapers published significantly more pictorial materials of women footballers than Bengali newspapers. Figure-II and Figure-III represented these results in graphical form.

Table-2 Mean and standard deviation of considered variables and t-values between two genders in English and Bengali newspapers

Variables	Subjects	English Newspapers		Bengali Newspapers		t-value
		Mean (cm ²)	SD	Mean (cm ²)	SD	
ANW	Female	68.73	79.57	10.15	28.41	2.66*
	Male	663.53	462.07	664.69	481.68	0.005
APH	Female	10.2	18.21	2.00	5.66	1.65
	Male	194.4	135.74	158.92	114.52	0.75

* Significant at 0.05 level only (CR= 2.06 at 0.05 level).

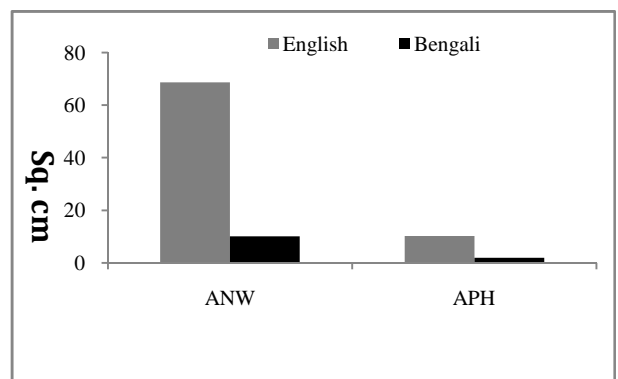


Figure-II ANW and APH for female footballer in English and Bengali newspapers

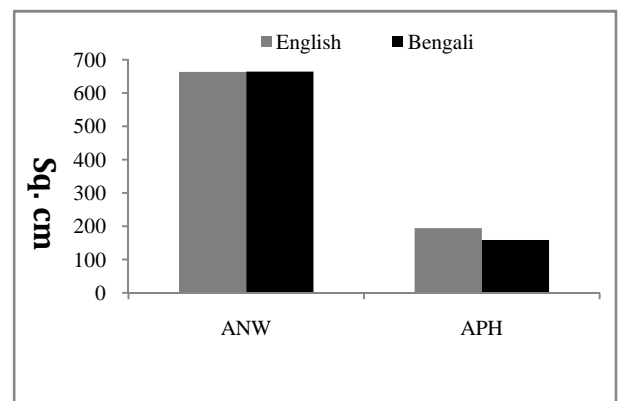


Figure-III ANW and APH for male footballer in English and Bengali newspapers

Table-1 shows that significant gender biasness in favour of male footballer exists in the sports coverage of Bengali and English newspapers in West Bengal.

Different recent studies reported significantly higher sports coverage in favor of male athletes than women in print media of Bengal and India.^{[8][9][10]} This discrimination in sports news coverage for female athletes or female team is not only exists in the print media of West Bengal, India but it is the general

trend of some other countries in the world also. Several studies reported that in sports media sportsmen received more overall coverage than sportswomen in all levels of sports.^{[11][12][13][14]}

CONCLUSION

On the basis of above discussion following conclusion have been drawn for the present study:

1. Bengali and English newspapers of West Bengal published significantly more news and photograph for Copa America 2015 in favour of male footballer than FIFA Women's World Cup 2015 for women footballers.
2. Gender biasness exists in favour of male athletes in sports news and pictorial coverage in the Bengali and English daily newspapers published in West Bengal.

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How to cite this article:

Sil, Pintu., An Analytical Study Of Sports Coverage Of Bengali And English Print Media For Fifa Women's World Cup And Copa América. *International Journal of Recent Scientific Research Vol. 6, Issue, 8, pp.5753-5755, August, 2015*
