

Abstract

This thesis aims to analyse the representation of female athletes in action sports media on the example of Red Bull movies. Its purpose is to reveal how much female athletes are represented quantitatively as well as to show in which frames they are portrayed. In order to provide these insights a quantitative analysis and a framing analysis have been conducted for this thesis. Although there is a decent amount of research on the representation of female athletes in mainstream sports media, their representation in action sports media is still a niche topic with little published literature. This thesis will help contribute to the still small body of research on the topic.

This study finds that female athletes are still clearly less represented in action sport media when compared to male athletes. Furthermore they are represented in less sports disciplines as well as less extreme disciplines. Being represented in fewer frames than male athletes, female athletes are restricted to specific ways of practising action sports, while male athletes are portrayed in many different frames that define action sports. Lastly, some of the found frames also promote a stereotypical portrayal of genders.