

Developed societies claim that men and women are equal at anything they do. There is no real distinction of roles and everyone is free to do what they wish to do. When we start looking closely we see gaps emerging out of this positive approach; we begin to see that males and females are not really equal and one of many examples is the area of employment. Women simply do not have the same opportunities as men do.

The same applies to sports, women are discouraged from some “masculine” sports such as rugby and the same applies vice versa, men are discouraged from “feminine” sports such as aerobics. The problem arises when the media steps on to the scene. Because then they start deciding what gets more coverage, what is shown and repeated in the media, therefore they decide what is accepted in the society as a norm.

This topic is interesting not only because it deals with equality between coverage of male and female sports, but it also looks at what is in nature male and female according to our society. That is something each of us deals with everyday either directly or indirectly. It has to be acknowledged that there have been improvements in accepting women as offering different qualities than men and it has been reflected into the coverage of sports too. These are the building blocks for the future, where the margin between the amount of coverage of female and male sports can shrink, and in ideal circumstances even out. In the same manner the way of portrayal of male and female can be equalized. The inequality of sports coverage in the media can reflect on how male and female roles are set in Western society.

This topic is also essential because the physical appearance started to be a commodity that can be sold. The society seems to speed up too much and we forget to examine and analyze the consequences of focusing on appearance. Sports might turn out to be another display of pretty faces and well build bodies. On the other hand, it needs to be understood that this is the copyright of media, which created such image. The importance and the effect of media is huge on the society. Therefore it is key to study it with the connection of forming certain ideas or beliefs in society.