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## Analysis of newspaper reports on sporting events from the aspect of gender inequality

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### Abstract

The aim of our research was to establish how Slovene media report on sporting events. We were especially interested if there is a prevalence of reports about male athletes, and if there are differences in manner, amount and style of reporting between the articles about male and female athletes. We analysed two daily newspapers and compared the size, the number of articles, and the photographs. We have classified the articles into three groups; articles about male athletes, articles about female athletes and articles about both. We took a closer look at the style of writing. The photographs also play an important role. Therefore, we also compared the amount, type, size and static/dynamics of photographs. The results of this study confirm some of the preliminary conclusions that the newspapers offer less space, publish less articles and pay less attention to female athletes. By studying the photographs we have reached the conclusion that photographs of male athletes are better positioned and more frequently in colour. The female athletes are depicted in a way that highlights their physical appearance and not their role in sports.

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