



MORE THAN A GAME

Framing Gendered Stereotypes

Charlie.

Charles.

Lucy.

Kyle.

Braeden.

OUR OBJECTIVES

Get:

Current UO students and staff.

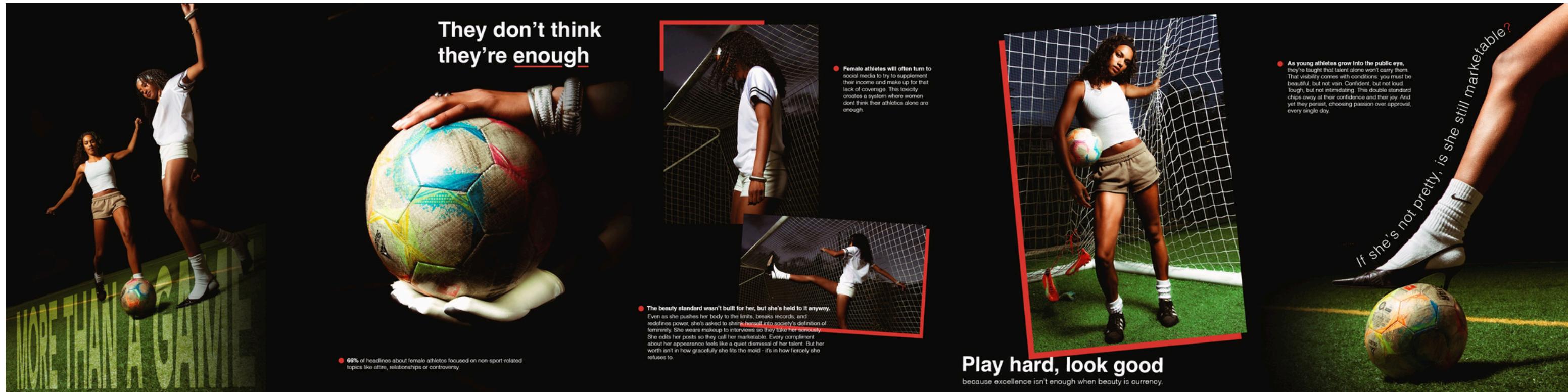
To:

understand gender normatives and stereotypes pertaining to women in sports.

By:

engaging with an educational social media post.

OUR MEDIA PIECE



Instagram carousel

**It all started with an
understanding of research
and mood-boarding.**

Photographer's Take + Explanation

1.

Had an understanding that in sports women are given a double standard where they aren't just pressured to perform well in their sport, but also that they are judged for how well they are able to conform to what society deems as attractive.

2.

I asked myself how can I make this an over exaggerated/ironic portrayal of how women supposedly showcased through the view of the media or white cis men who are in power?



unrealistic the expectations placed on female athletes' appearances are.

3.



mini moodboard

dynamic and dramatic movements partnered with hyper feminine styling (heels, short-shorts, jewelry, tight silhouettes).

4.



"Female athletes are often expected to balance high end performance with a socially acceptable image, which can be very draining both physically and mentally and is usually unrealistic anyway."

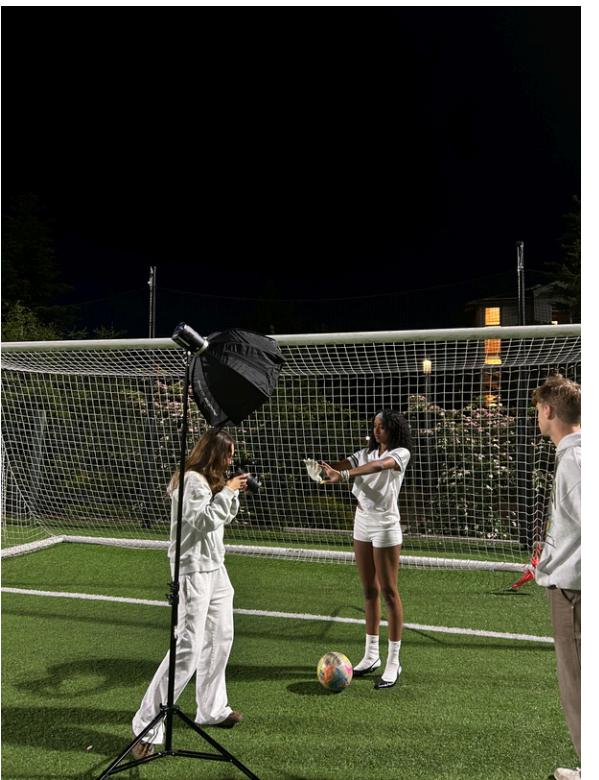


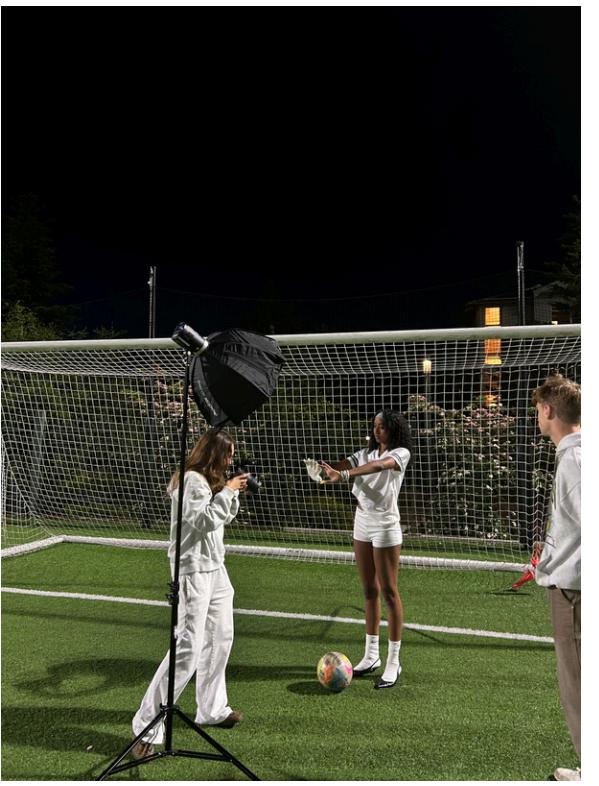
Hand with jewelry on top signifies that appearance outweighs the actual performance hence the goalie gloves on the bottom



Example of what poses "Sports Illustrated" might do for women athletes. Soft gaze and highly posed. Grasping onto the soccer ball just as a prop further downplaying the actual performance in the sport.

BTS





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more!**



**Now moving onto the research
side of things...**

Identifying the Norms

- “Only 30% of parents believe playing sport is very important for their daughters, compared with 41% of parents for their sons”
- “By the time they reach puberty, 1.3 million girls who once loved sport are disengaging.”
- “Boys are generally taught to be aggressive and active whereas girls are taught to be more passive and nurturing.” (Hannon)



Connections

The Current Culture

-An overall lack of media coverage when it comes to women's sports

- Only 4% and no meaningful increase since 1990

-The male gaze and its prominence in women's sports coverage

- Women are constantly attacked and belittled for not fitting gender norms in sports.
- “In a world ordered by sexual imbalance, pleasure in looking has been split between active/male and passive/female.” (Mulvey)



Imane Khelif

- The media advanced a narrative that Khelif's olympic success was due to her being biologically male.
- This narrative diminished her validity as a female athlete and reinforced feminine norms in boxing



Norwegian Handball Team



- Protested the use of bikini bottoms as uniforms
- Were fined by the European Handball Federation for not conforming to uniform protocol
- This decision was met with global outrage

Changing the Narrative

We want to live in a world where female athletes are respected and are not questioned for their abilities as athletes due to their appearance and not fitting the norms that are associated with female athletes. Media has the power to connect us and help shift the social culture.

THANK YOU!