

**To understand the difference in coverage  
between men and women's sports in India  
with specific reference to the cricket world  
cup of 2015 and 2017**

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## **Declaration**

I hereby certify that this material, which I now submit for assessment on the programme of study leading to the award of the MA in [insert your programme name here, eg: Journalism & Media Communications], is my own; based on my personal study and/or research, and that I have acknowledged all material and sources used in its preparation. I also certify that I have not copied in part or whole or otherwise plagiarised the work of anyone else, including other students.

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## **Abstract**

Gender bias is becoming further understood through modern societal trends. Women are beginning to stand up for equality in every social and professional field. Media plays a big part in bridging this gender imbalance. Indian culture perpetuates a society in which women are considered not equal to men and as such should be taking part in a so-called manly endeavour such as sports. The coverage difference between female and male sports is vast and has been a major topic for researchers to analyse.

This dissertation analyses the difference in coverage between male and women's cricket world cup in India. Cricket is the biggest sports and Indian cricketers are often considered gods; thus, cricket was used as the basis for this research paper. Two Indian newspapers were analysed during the quarter - final and semi-final of the 2015 men's Cricket World Cup and the semi-final and the final of the 2017 women's Cricket World Cup. The aims of this dissertation are to understand the reasons for this inequality in sports coverage in India.

The analysis showed that interest drives the coverage of women's sports in India. Findings showed that for the women's sports coverage to increase in India first interest would need to be instilled within the readers. There were a number of themes that were analysed to prove the research questions. The complete newspapers were looked at, to understand the difference in location and the additions that would be part of the newspaper during the World Cup. The newspapers analysed shows that women's sports coverage is under-reported all over India.

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## **Chapter 1- Introduction**

Gender bias is a historical and often studied concept, however, in modern culture there seems to be an active social understanding of it that was not previously present. In many fields of life, women are standing up for themselves and are fighting for equality, where previously this was not achieved. The same trend can be seen in in the field of sports. This is an area in which women are fighting for equality and trying to gain equal pay, equal participation, equal chances and even equal coverage by the media. This has been a topic that has interested a lot of researchers. This research often looks into the reason why there is such a difference in media coverage and the reason for this difference.

The media is supposed to be a part of the democratic process and in doing so remain as objective as possible. This involves it having little to no bias, hence the question arises as to why there is such a difference in the way male and female sports are covered? Other secondary questions such as, why there is a tone difference in the way articles are written and also why the number of words and the use of pictures are not equal? As past research suggests, the question remains the same, as to why there is such a big difference and if there has been a growth in women's sports coverage in India.

Men's sports are more popular economically, however, female participation in sports has never been higher, they are breaking records. This raises the question as to why female participation in sports continue to be underrepresented in the media. This is due to patriarchal ideas that men are stronger than women and that they tend to be supporters of

the family. This is paired with the idea that women need to tend to the home and be subservient, which is still the more prevalent ideology of India. This further leads to the more obvious forms of inequality and furthers attitudes that make it more difficult for women to be involved in sports. The outcome of this research will promote the understanding of coverage difference in India.

The difference in gender coverage has been a mainstay of the media since its inception. In India there is the added pressure of a society that is built to enhance the gender bias, and this is especially pronounced in the media. Gender bias and related topics are a more common and popular topic internationally and when this is looked at through the realm of sports there are some interesting findings. The tendency towards controversial women's headlines and artificially posed sexist images attached to the articles. In sports coverage in Indian media publications provided an interesting area of research. The Indian newspapers not only have less coverage of female participation but from a qualitative perspective there is also clear bias in the writing style. Through reading newspapers, it was noticed that female sports are covered considerably less than the male sports, especially in India. This issue is not only about fewer number of articles but the way in which the articles are written is the main basis of this dissertation.

Studies show that there is a growth of women's sports coverage after major events like the Olympics. With specific reference to India, it was noticed that the coverage in regard to women was the highest during the Cricket World Cup of 2017. The highest media coverage occurred during the final because it was a historic event for Indians. A clear pattern was noticed when it came to difference in coverage; the fact that the women only

receive recognition when they achieve beyond the men's team is the crucial aspect of this research.

Research shows that women's sports only accounted for 3% of the total coverage, but there has been an average increase of the number of articles written per day from 0.9% to 1.9%, which overall demonstrates the slow but gradual rise in women's sports coverage (WSF, 2006). Other researchers agree that although the number of women taking part in sports is growing the coverage remains a constant. This close analysis helped develop the research question for the dissertation. 'To understand the difference in coverage between men and women's sports in India with specific reference to the Cricket World Cup of 2015 and 2017'.

Over the years there have been many researchers who have studied the difference in coverage between male and women in sports but there has not been any specific research relating to Indian sports coverage. The findings in this research will be an integral part of study in the journalism and media field of India. Many media companies could further understand the manner in which they cover women sports in India and what they could do differently to bridge the gap.

The topics of gender equality and the biases are gaining ground in contemporary culture. The research is initially developed by looking into prior research on the same topic either related to India or international media, in order to determine whether the findings would be similar and comparable. Previous literature suggests that there are a number of themes in existing research that concern a number of aspects of coverage difference of

women. The themes include gender bias, the Cricket World Cup, article type and individual vs team sports are highlighted throughout the analysis.

A gap in research exists in the coverage difference of sports in India. There are not many studies comparing the sports coverage difference in India with respect to the Cricket World Cups. Once women in sports in India are given the same priority as the male sports and interest grows accordingly their coverage could increase, this has the potential to result in a bridge of the gender gap.

This dissertation compares the inequality in male and female sports coverage difference in two Indian newspapers. The aims are to see if it is merely interest that drives the difference in coverage in India and highlight factors that show women's sports as subordinate to male sports.

The aims can be broken down into research questions:

1. Why is there a difference in coverage between men and women in sports?
2. Is it just sexism or merely interest that drives women's coverage in sport?
3. Why is there a difference in coverage between Indian newspapers?

In order to answer these questions, the research design consists of qualitative content analysis with aspects of quantitative analysis were used. "Content analysis is any research technique for making inferences by systematically and objectively identifying specified characteristics within text" (Stone, et.al, 1996, p.5). This type of analysis is most used to examine media because of its accuracy and its ability to understand nuanced language.

To Indian national newspapers were examined to prove the above research questions. *The Times of India* and *The Hindu* are the most widely read newspapers in India and cover sports differently. Articles from these two newspapers were looked into during the men's quarter-final and semi-final of the 2015 Cricket World Cup and the women's semi-final and final matches of the 2017 Cricket World Cup. The newspapers studied were looked at in their entirety through their digital archives.

The research design consists of a number of phrases that were analysed. These are the two primary aspects that lay the foundations for this research. Firstly, the overall difference in articles between the two newspapers were analysed. Once this difference was made clear about how many articles were totally published during this sample duration other aspects could be analysed. Secondly, the difference in the number of articles between each World Cup needed to be highlighted.

Another way the coverage is analysed is in terms of the use of figurative language. This includes when the author places an emphasis on strength and stamina, and also through words that highlight players importance. These themes were outlined by Cooky, Messner and Hextrum in their 2013 paper 'Women Play Sport, But Not on TV'. These will be examined more in detail in chapter 3, Methodology.

The readership of both *The Times of India* and *The Hindu* are similar and thus can be used to compare the difference in coverage. Further details on the methodology that are used to discuss this dissertation can be found in chapter 3. The results are discussed through analysis in chapter 4. This will ascertain if and to what extent, the research questions have

been answered. The following chapter, the conclusion discusses the findings and notes areas in which further research can be conducted, the chapter also states solutions that can be made through the findings.

Examining the coverage difference between male and female sports in India needs a lot of further investigation. Research shows that interest could be the basis for this difference in coverage and further research can strengthen the understanding into the reasons behind the coverage difference. This research can also prove evidence that has the potential to encourage newspaper owners in India to realise the gender bias in this area and come up with solutions to bridge this gap in Indian sports media coverage.

## **Chapter 2- Literature Review**

The feminist movement is making strides towards equality, one area in which this is not yet achieved is the media and its reaction to women in sports in India. There are a number of reasons for the difference in sports coverage between men and women, it could be because of the lack of interest or the under representation of women sports. Research shows that the major difference between the coverage is gender bias. The research also suggests that sports are categorised into masculine and feminine sports and this notion brings about the gender difference in the coverage of women sports in India. Females taking part in more gender appropriate sports, like gymnastics or swimming are covered equally as the men, the difference arises when females take part in sports that are considered more masculine like wrestling or cricket. Research shows that the gender appropriate factor is one of the major reasons for journalists to cover sports that are more aesthetically pleasing, as they feel this will appease the readers.

There exists extensive research regarding this inequality in sports coverage. The gap in the research is this inequality in the coverage with specific regards to India. Cricket is the most popular sport in India, it is the sport that is widely reported on, thus making it culturally significant to analyse the difference in coverage. Studies also show that there is a significant difference between the coverage of male and female articles in terms of tone and language used. Through specific coverage during the Olympics it was clearly noted that women's coverage was mainly focused on the feminine aspects, like physical attractiveness and grace as compared to the sports related aspects like strength and agility.

The inequality in coverage of media can be clearly established under the following themes that re-iterate the difference in the number of articles that cover women's sports and the tones of the article. Additionally, research proves that not only were the number articles written about female sports fewer, but the tone of the articles is more related to the women's personal life rather than the records that the women have broken.

## **2.1 Gender Bias**

Literature suggests that there has always been a gender bias when it came to sports. Recent analysis has come to the conclusion that if the equal number of men and women play a sport, then equality would have been achieved, but it is not this simple. This issue needs to be taken more seriously and people need to understand that the relationship between women and sports is much more complex (Bryson, 1983). This means that women in sports are not considered as important as male sports. This shows that society as a whole still looks at women sports as inferior and believes that sports should be played by strong and courageous men whereas women are considered to be lacking in those characteristics. The gender bias in coverage of male and female sports is evident and research shows that female athletes were more often shown in a state of passivity (Romney and Johnson, 2019). This shows that women are not considered as active as men in sports. Women are forced into sports which are more passive and not as dependent on stamina and skill, making them covered more frequently by the Indian media.

When looking at the gender bias in sports coverage, Indian media is different. The media in India portray women sports in a different light to fulfil the standards of Indian societal norms. Indian society is still not as open to women leaving their homes to take part

in sports, and that fact is made clear by the media. Findings indicate that women in India are considered second-class citizens and that they are less deserving of the coverage as compared to their male counterparts. Even when the coverage does happen, women are always represented as feminine and glamorous off the field rather than talented athletes who have worked hard (Chattopadhyay, 2017). Chattopadhyay's paper goes into details about the gender bias in India and the reasons for why women in sports are not covered as much as the male sports. Additionally, through his paper it was proven that "Newspaper reports are likely to show gender bias by dedicating fewer numbers of lines to and carrying fewer photographs of female Indian athletes during the Games" (Chattopadhyay, 2017, p.5). This re-enforces the gender norm in India to balance societal norms. Societal norms in India are very biased towards women and that is further clarified in the report wherein women sports are covered with fewer words in articles along with differences in tone and language used in their reporting.

Research in sports shows that there is a tendency to classify them gender wise. Women are expected to take part in feminine sports to get their recognition, whereas they do not get as much recognition when they take part in masculine sports. Although coverage is already unequal, women who take part in sex-appropriate sports such as tennis, swimming and gymnastics get a lot more coverage than women who take part in racing, football and weightlifting (Schmidt, 2016). Additionally, Schmidt in his paper shows that "less than one-third of all newspaper coverage of high school sports is focused on female athletes" (Schmidt, 2016, p.276). Schmidt's research also proved that women's sports articles are written differently as compared to male sports articles. Schmidt notes that majority of the time women's articles have a sexist tone. These articles further propagate misogynistic

patriarchal structures that become societal norms “at times this involves using sexist language or focusing on physical attractiveness and appearance instead of athleticism and competence” (Schmidt, 2016, p.276). This shows the media gender bias in sports where women who do not participate in feminine appropriate sports receive less coverage. It further goes to show that women sports coverage contains an undertone of sexist language to propagate patriarchy and societal norms within the society. Women in society who do not take part in gender appropriate sports receive far less attention as compared to women who do take part in more feminine sports. Additionally, this can be noted through the articles that cover women sports where there is more focus on attractiveness rather than athleticism.

Existing research shows that there are multiple ways in which women are often deprived and given second class status by the media. These differences are seen in every sport and a clear instance of sexism in the media is the Olympics. Bissell and Perry in their book ‘Olympics, Media and Society’ go into details about the difference in coverage by the media in different aspects of the sport. This shows that in society, women are not marginalised only in print media but in broadcast media as well. Commentary is one of the main areas for this difference with less female commentators in the industry and the way they carry out their commentary. Society shows that commentary of women sports is under appreciated and conducted as more of a duty rather than a want. “Studies show that less than 10% of the news was covered on female athletes, out of which less than 2% of the coverage was about women who took part in male sports” (Shakti, 2005, p.12). Shakti in the 2005 paper ‘A study on gender issues in sport in India’ proves that this gender bias does not vary between different sports and different countries but between men and women

competing in the same sport. This shows that the coverage of women in sports in every country is similar, but the main difference lies within society. India does not accept men and women taking part in the same sport and that is the primary reason for the difference in coverage.

Research suggests that when female athlete's representation in the media in terms of photographs focus on the poses of the athletes. Females are often posed in ways that reinforce the gender stereotypes (Romney and Johnson, 2019). Additionally, it was proven that females were often shown in a state of passivity and not actively participating in the sport. "These passive depictions divest females of recognition of their athletic power by placing equal emphasis on their nonathletic characteristics such as beauty and grace" (Romney and Johnson, 2019, p.12). It was noted that 50% of images which contain women are often showed the female in a context away from the sport (Romney and Johnson, 2019). This proves the notion that women are looked at in a subordinate notion where the main focus of the journalists are the beauty and grace and not the strength and stamina. This is seen through the images which are attached to the articles where women's primary poses are off the field and in a more sexualised way.

## **2.2 Women's Cricket World Cup**

Cricket is the biggest sport in Indian culture, it was long considered a masculine game, but women are slowly making their entrance into the sport. It has been only recently that women have begun to compete professionally in cricket on a global level. Women who took part in cricket were not considered as sports personalities, they had to fight to get that status and the number of women taking part in the sport have grown over the years.

Findings show that journalism is ruled by the male population. In a 2011 International press survey which looked at 80 newspapers across 22 countries, it recorded the gender of the people writing the sports article. The results of the survey show that out of 11,000 sports articles which carried a by-line only 8 percent were written by women (Horky and Nieland, 2011). In the paper 'Women reporting sport: Still a man's game?' *Journalism: Theory, Practice and Criticism* it was concluded that "a mere 2.65% of sports stories" is covered by women journalists, especially with respect to cricket (Franks et. al, 2014, p.487). This shows that the lack of coverage is not just because of the indifference in the sport but mainly because of the disparity in journalists.

In Indian newspapers there is a clear distinction between the numbers of reports of women's Cricket World Cup games as compared to the men's Cricket World Cup of 2015. During the women's Cricket World Cup every newspaper in India gave follow-ups on the men's cricket games which had finished a few months earlier. The number of articles on the men's cricket team in three major newspapers was 65 articles; on Indian men's cricket whereas the women's articles were only 55 in spite of reaching the finals of the Women's World Cup (Nair and Karthika, 2018) This further proves that male sports in India have majority of the interest and thus are the most written about.

The study further proves that newspapers published photographs of the men's cricket team more than the women's cricket team. *The New Indian Express* published only 9% of their articles on the women's Cricket World Cup with pictures whereas it was 36% on the men's team (Nair and Karthika, 2018). Karthika and Nair in their paper 'Gender

Unevenness in the Sports Pages of Newspapers: A Case Study Based on Indian Women's Cricket Team' analyse the notion that the twentieth century brought a rise to the number of women competing in sports due to the modern societal standards, but the gender disparity still existed in the coverage of cricket especially in some parts of India, the gender discrimination was clearly portrayed in Indian newspapers (Nair and Karthika, 2018). Although the number of women taking part in sports has grown, Indian society still does not fully accept it and this un-acceptance is portrayed by the media in India.

Women are only considered equal to men in sports as fans of the sport not in terms of participation but in terms of their ability to spectate during the game. Toffoletti in the paper 'Advertising the 2015 Cricket World Cup: Representing Multicultural Female Sports Fans' analyses the 2015 cricket world cup advertisement poster in which the women are portrayed in a similar way as the men (Toffoletti, 2015). The advertisement implies that cricket empowers women's participation as fans and tries to achieve their equal status to men through this outlet (Toffoletti, 2015). This can be argued in both ways, it is proved because there are differences in the posters of men and women where the women are made to feel just as important, however, the women who are made to feel important are the women representing fans. This shows that women who are merely spectators are more important than women who are players.

Data indicates that the position of women's cricket is still framed in the same aspect of men's cricket when it comes to quality and style of cricket reporting, but it is the number of articles along with the positivity and negativity that vary (Biscomb and Griggs, 2012). Biscomb and Griggs in their 2012 paper 'A splendid effort! Print media reporting of

England's women's performance in the 2009 Cricket World Cup' draws an international comparison to the women's coverage in cricket on a global scale, to give an understanding that this gender difference in cricket coverage is not only limited to a few countries.

Additionally, it is proven that women's coverage in the United Kingdom has reached an all-time high which is 4.8 percent (Biscomb and Griggs, 2012). It is argued through the paper that women's coverage increases based on interest. This shows that the growth in the coverage of women's cricket was directly linked to the great performance by the English women. The English women won the 2009 Cricket World Cup and that is the main reason for the women's cricket coverage reaching an all-time high, however, this was not the case with the Indian women's cricket team.

### **2.3 Article Type**

There is a difference between the styles of writing for different sports. The mainstream sports and leagues benefit from profits whereas the lesser sports have been neglected. (Schmidt, 2016). Through analysis of different newspapers around the world researchers have found a pattern in the way sports articles have been written. The pattern that has been found is that the coverage of women is always as a subordinate to the men. Additionally, research shows that women are compared to the men in their sports on the basis of their achievements.

The pattern showed that in American newspapers, less than one-third of all high school sports coverage are focused on females. Although more women are taking part in sports in several ways, they have been reduced to second class status. The pattern shows that newspapers mainly refer to female athletes by their first name, whereas men are

usually referred to by their full name. The status of women's sports is also reinforced by the practice of attaching gender marking to sports like Women's Final Four or Women's Singles Finals, this doesn't apply to men as it is understood that men are in the final whereas there is a need to specify the fact that women are taking part in the sport (Schmidt, 2016). This shows that majority of women sports have gender markings attached to them. The main reason for the gender markings is because in society sports are automatically considered male. For example, when people talk about the Cricket World Cup it is automatically assumed to be the men's Cricket World Cup and thus gender markings need to be attached to signify the difference. As traditionally sports were considered to be masculine and women were not allowed to participate but stand and watch. Although these gender markings signify the difference in the sport, they can also be used to highlight the subordinate status of women's sports.

The Olympics is a major sporting event and lays down trends for the rest of the sports world to follow. Research shows that in relation to the 2010 Winter Olympics, it is seen that there is a marginalisation in females where the commentators do not talk about their heroism or success but mainly about their model aspects (Bissell and Perry, 2013). Studies show that the news and the photographic coverage of female athletes in the 1996 Olympics mainly talked about their physical appearance, family role and posed for photographs more than their talent and strength (Vincent, 2000). This shows that women are not portrayed in an important state in articles but mainly portrayed in poses that enhance their physical attractiveness. It can be argued that women are portrayed in this manner to gain the interest of the reader but, it can be proved that women are recently portrayed more on the field and playing the game, just as much as the man. It also showed

that with respect to the Olympics, male athletes received more prominence, in a number of words and sections of the newspaper as compared to the females (Chen Yu, 2009). The main focus of a number of papers was the theory that women sports are less covered than male sports because of the lack of interest in the game. This notion of interest driving readership in a newspaper is the main focus of all arguments. The articles written during the Olympics mainly focus on male sports and that could mainly be because male sports are what drives readership.

Research suggests that women are reported on in a more sexist way. Schmidt in his paper, 'Women's sports coverage remains largely marginalized' found that men's articles are usually longer in word count and are accompanied by images, whereas women articles are shorter and if they have images the athlete's poses are usually non-sports related poses (Schmidt, 2016). Schmidt's research proves his hypothesis that the growth of women's coverage in sports is parallel to the growth of women's participation. Without an increase in women's participation and an interest in women's sports, women's sports coverage will not have equality in the media.

Studies have found that there is not only a difference between the number of articles, paragraphs and lines but even in the language of the headlines. There is also a difference when it comes to articles with photographs attached to it (Teso, 2007). This shows that not all articles have pictures that are attached to it when it comes to both men's and women's articles. It can be proved that women's articles have not as many pictures attached to it as the men's articles. Additionally, it was proven that female sports articles

had a more sexist language or focusing on physical attractiveness and appearance rather than the athleticism and competence shown by women.

Lumpkin in the paper, 'Female Representation in Feature Articles Published by Sports Illustrated in the 1990s' found that female athletes were more frequently referred to by first name whereas men are usually referred to by their family name (Lumpkin, 2009). This re-emphasise the ideology of women sports being subordinate to male sports. By referring to women sport's personalities by their first name they do not give them the much-deserved respect. Male sports personalities are often referred to by their family names giving them respect.

The number of published articles is very different in relation to men and women. Research between the *USA Today* and the *New York Times* showed that, men's sports received five times more space than women in the *USA Today* whereas in the *New York Times*, which is a bigger newspaper, "men received 10 times as much space as women" (Coche, 2015, p.225). Research found that the inequality in the number of articles is not as important as traditional media where the difference in production "value is almost 80%" between the two genders (Coche, 2015, p.227). The paper argues that women sports have always been covered less than male sports. Traditionally, women sports were always under-represented. The paper goes into detail about the symbolic annihilation of women in traditional media. The arguments stand that this coverage difference is mainly found online where journalists and editors have unlimited space.

## 2.4 Individual vs Team sports

Through history there have been a difference between individual and team sports, they all have aspects of their own. Since the 20<sup>th</sup> century women have been taking part in both these different aspects of sports, but one has been more prominent than the other. Schmidt in his 2016 paper, 'Women's sports coverage remains largely marginalized' talks about the reasons for women's coverage to be less than male coverage. One of the main hypotheses that Schmidt proves is that women's individual sports are given more importance as compared to team sports. "Just 3 percent of newspaper sports stories are about women's teams and 5 percent are about individual female athletes" (Schmidt, 2016, p.276). This shows that gender bias is not the only difference in media coverage but there is a difference in coverage between individual and team sports. Indian society prefers individual sports as compared to team sports. Individual sports are considered more appropriate for the women in society and thus their coverage is a lot more than the team sports. Individual sports are more women appropriate because of the attractiveness and physical beauty whereas team sports are considered more male appropriate because of the strength that goes along with it.

Researchers have looked into the Olympics to find the distinction between team and individual sports coverage. There are traditional women's sports, which are usually individual and considered more newsworthy. Studies show that during the 2008 Olympics 75% of the women's coverage was devoted to traditional women's sports such as swimming, gymnastics and beach volleyball (Schmidt, 2016). Additionally, it was noticed that women who compete in traditionally women's sports are given more emphasis on, the articles and the words used highlight their success as well as their family life. Women who

compete in masculine sports are given the titles of subordinate and portrayed more off the field.

The difference between coverage of team sports which were considered masculine and individual sports has been around as early as the 1980's. This difference has grown over the years and ratio between the two has increased. Studies have shown that in Olympic coverage of women athletes tends to primarily focus on sports that are pleasing to the eyes, such as figure skating, gymnastics and synchronised swimming. These sports were considered gender appropriate for women to be a part of. If the women chose masculine sports, they would not receive the coverage, instead the coverage would be given to events where the women wore swimming suits or equivalent outfits, such as diving and track and field (Coche, 2015). This argues that women sports are reported on their physical attractiveness and not mainly on competitiveness. These trends are also noticed throughout Indian society which is reflected in the media through their coverage.

Romney and Johnson in their 2019 paper 'The Ball Game Is for the Boys: The Visual Framing of Female Athletes on National Sports Networks' Instagram Accounts' proved that stereotypically it was women competing in individual sports that received more coverage than team sports. In addition, research noted whether sport could be categorised as aesthetic sports where grace and precision were the focus of gender -neutral sports (Romney and Johnson, 2019). Research proved that the sexual exploitation of women's representation in both visual and written elements is significantly more than men (Romney and Johnson, 2019). This shows that the sexualisation of women are not just in the images that are used to go along with the articles but are part of the article as well. This trend is not

followed in Indian newspapers as the women's coverage is not given prominence. As the women sport's articles are covered more by third party journalists they do not have a human aspect to them and thus cannot carry words that highlight sexualisation.

Coche in his paper 'The Amount of Women's Sports Coverage on International Sports News Websites' Home Pages' talks about the fact that the coverage of female athletics will emphasize individual sport compared to team sports. Coche also proves his hypotheses that the most coverage that women's sports receives are from sports that are traditionally perceived as feminine (Coche, 2015). This argues that the coverage difference in the media is not only in India but is international as well. These articles are given more importance in terms of words and the language used as compared to sports where females are considered more masculine like football and cricket. (Davis and Tuggle, 2012). This highlights the importance of equal coverage for both men and women in the media. The women's coverage is not nearly as in-depth and explanatory as the men's coverage and that is one of the main problems in society.

According to Scraton and Flintoff in their book *Gender and Sport: A Reader*, they realised that individual women's sports are more prominent as they allow women to remain true to the stereotype of being glamorous and graceful whereas team sports are considered to make the women rougher, thus more stereotypically masculine and this provides a reason why they get less coverage (Scraton and Flintoff, 2002). This links back to gender bias seen that women taking part in contact sports is not reported as much as women that take part in non-contact sports. These offer them the benefits of segregating female athletes from other women, this continues their participation in femininity (Scraton and Flintoff,

2002). This shows that the notion of women competing with each other and thus possessing masculine traits is what makes people uncomfortable because it confronts their own biases about the way in which women are supposed to be.

Part three of the book *Gender and Sport: A Reader*, talks about the media and representation of women. Scranton and Flintoff prove that females competing in team sports and individual sports get negligible airtime as compared to men. Additionally, it was observed that women are frequently excluded from the media for participating in team sports denying them the opportunity to influence the sporting world. Additionally, it was observed that sport was seen as something that enables one to exert power over another, this is one reason for the lack of coverage that women's sports are given, as the male dominated ideology does not allow women to exert power and will always try and take power away from the feminine (Scranton and Flintoff, 2002). This is something which enables the male to further themselves and continue the genders grasp on power while women are not given any power (Scranton and Flintoff, 2002). This shows that men are a dominant force in society and the coverage in India simply reflects this notion.

In conclusion, literature suggests that women's sports are covered far less than male sports. The coverage difference has always existed, but with the number of women participating in sports increasing the question arises as to why the coverage of women's sports has not increased. Researchers have noted patterns in relation to sports coverage and one of the biggest patterns is the parallels between participation and coverage. It is proven that with increase in participation, increase in coverage is automatic, but this is not

the case with women. Schmidt's main argument proves that sports is considered a male sector and women are seen as just visitors.

Over the years it has been apparent that women have always been portrayed as the weaker sex. More so in the field of sports where the physical characteristics can be clearly highlighted. Irrespective of the level of accomplishment, women coverage has been significantly poor. Whether it is to do with the type of sport, the number of articles, the number of photographs or the lack of coverage, it goes to show that women have always been under-represented in the media. More so in the Indian media where societal bias has always been in the favour of men in all walks of life. Other than films, sport is one of the fields that Indian women have excelled in, in the last few years. However, the public perception of the changes is yet to come to terms with it.

## **Chapter 3- Methodology**

In order to investigate the coverage difference between male and women sports coverage in India, qualitative analysis of newspaper content with aspects of quantitative analysis was used. To poses the question, 'To understand the coverage difference between male and women's sports in India with specific reference to the Cricket World Cup of 2015 and 2017 ', firstly the details of quantitative analysis and qualitative analysis will be understood along with the two newspapers that were used to prove the research questions and the duration for the research. The measure for the analysis will be clearly stated for better understanding. Additionally, challenges faced during this research will also be highlighted upon.

### **3.1 Research Methods**

Research into the media and its function is often a studied concept. This is because women are half the population, however, they have been under-represented in many fields which in turn needs further study to prove this to be the case and understand the reasons behind it. Qualitative content analysis is a key and vital part of these studies and often allows for research into the social aspects of culture "as feminist researchers and others adopting more critical and interpretative approaches favour it" (Neuman, 1997, p.273). This shows that those in the social sciences can use this as a model for their study.

Qualitative content analyses were started in the 20<sup>th</sup> century and has been used in many studies since then. The use of this method to understand the portrayal of women in sports dates back to the 1970's (Schmidt, 2016). When focusing on media for a study, qualitative content analysis is considered the most fitting and often the most followed

method, as it allows for the most accurate result. Within the field of critical research and analysis there are many approaches to study like quantitative analysis, or case studies. However, only qualitative content analysis offers a “technique which aims at describing, with optimum objectivity, precision, and generally, what is said on a given subject in a given place at a given time” (Lasswell et. al,1952, p.34). This shows that qualitative analysis is an accurate research method for analysis of media content.

Qualitative content analyses can be defined as a “technique for gathering and analysing the content of text. The ‘content’ refers to words, meanings, pictures, symbols, ideas, themes, or any message that can be communicated. The ‘text’ is anything written, visual, or spoken that serves as a medium for communication” (Neuman, 1997, p.272-273). This shows that the nature of it includes what will be the subject of study within this paper and also allows for the wider scope of understanding than just quantitative analysis.

The purposes of the research technique mean that the content is first described by its message, its characteristics, it then infers to the producers of the content and also to predict the effects that this then will have on an audience (Berelson, 1952). Berelson in his paper ‘Content analysis in communication research’ comes to the conclusion of these five purposes of content analysis being the key to proving researcher’s hypothesis in qualitative content analysis. These five techniques that are used are the key measure to content research, they form the backbone for other research to be developed over. Berelson notes that the purposes of qualitative content analysis act as a framework and guide for researchers to follow in order to conduct their research in an accurate way by looking at all angles of the content to come to reasonable conclusions.

Although Qualitative analysis is the proven means for media research, for this dissertation there will be aspects of quantitative analysis that will be used as well to prove conclusions. "Quantitative research seeks to explain the causes of changes in social facts, primarily through objective measurement and quantitative analysis" (Firestone, 1987, p.16). This means for the research questions to be answered objects of measurements need to be used and quantitative analysis "portrays a world of variables and static states" (Firestone, 1987, p.19). The perfect method for this dissertation would be mainly qualitative content analysis with aspects of quantitative analysis which would be represented in terms of graphs. This meshing of both these methods would be about the most accurate analysis.

### **3.2 Research Questions:**

For any research to work, there needs to be questions that are asked and answered through proper understanding and research. Research shows that qualitative content analysis is the most proven method in understanding media, because in the media words can have a subtle understanding whereas numbers are too harsh. Although qualitative content analysis is the best, each research will have some aspects of quantitative analysis, because numbers are the basis of comparison. This method of qualitative content analysis with aspects of quantitative analysis with respect to Indian newspapers will be used to answer the following questions:

1. Why is there a difference in coverage between men and women in sports?
2. Is it Just sexism or simple interest that drives women's coverage in sport?
3. Why is there a difference in coverage between Indian newspapers?

### 3.3 Sample:

This study involves in-depth analysis on articles published in the *Times of India* and *The Hindu*. These two newspapers were picked for different reasons. The *Times of India* is one of the most circulated national newspaper in India. It also is ranked number one by the Indian readership survey in 2019 in the first quarter with a readership of 15,236,000. *The Times of India* is also read by both men and women thus making potential differences between the sports coverage of men and women more noticeable rather than a newspaper that had mainly a male audience.

*The Hindu* newspaper was also picked for similar reasons. *The Hindu* is perceived to be a higher quality newspaper and thus will bring a different dimension to the analysis. *The Hindu* is the second most circulated newspaper in India with a readership of 6,226,000 according to the 2019 Indian readership survey first quarter findings. *The Hindu* newspaper is a more general newspaper and does not have a fixed audience; this paper is chosen as it would help in finding differences in coverage of women between newspapers.

Articles were picked from both these newspapers on the day of the matches and the day after the matches were played. These articles were chosen as they would be the first reactions of the author as well as the most accurate pre-game and post-game analysis. The articles from the day after are picked as the coverage of the match usually happens the next morning. The post-match articles are analysed as they have the most content about the games.

The research is based upon important cricket matches and the coverage on consecutive days around the time of the match, however, there is a big enough interval between the matches and with the time in between the tournaments it gives a good framework as it will allow for a detailed analysis. The time difference between the tournaments will not allow for current media trends, like the #MeToo movement, to affect the research findings.

The practice of creating a fixed time and period for articles is used as it allows for more reliable data. As Neuman, Lasswell and Berelson state the most common and accurate studies often rely on randomised samples and this would mean picking randomised days for the articles, however, as this research will be based around the Cricket World Cup if this method was used then there would not be a big enough sample size. The practice of picking articles from consecutive days is used as it will allow for a more reliable analysis than random articles during the Cricket World Cups, as the news day cycle would mean that there would be a chance of not having the data. Another reason the random method was not used was that many articles have both pre-match and post-match reporting which would show the differences in reporting.

The main difference in media coverage would be seen during the semi-finals of both the men's and women's tournaments, as they both played against the same team and had noticeable differences in coverage. The men's matches were reported on the front page and had a number of articles that dealt with the analysis of how the team was performing.

The complete newspapers were looked at and not just the sports section as it was noticed that men's coverage of matches made the front page whereas the women's coverage was limited in the number of articles and to the sports section. To identify overall trends in the sports coverage between men and women, newspapers from 2015 and 2017 are analysed. Additionally, analysis was conducted to determine specific changes in reporting between the men's and women's Cricket World Cup. Although they were two years apart it could clearly be seen that men were given more prominence and would rightfully fit into the sports field whereas, women were just visitors to the game.

### **3.4 Measure:**

An excel sheet was used to measure the analysis, it was partially based on Turner's, 'Longitudinal content analysis of Gender and Ethnicity portrayals on ESPN's sport centre' which included, length of the article and the type of the words used to describe the content within the article. The difference in content between male and female sports articles are the basis of understanding why there is difference in sports coverage in India. Turner's hypothesis was proven when findings shows that while males continued to dominate positions of authority in the sports industry. The theme of each article was the centre of focus (Turner, 2014). Turner's paper proved that although inequality exists in the media between races as well as gender, men still get more coverage as compared to females, weather they are white or have African heritage the gender bias will always exist.

To determine the themes of the articles, the four major themes developed by Cooky, Messner and Hextrum were analysed; the themes included "(1) rare moments of respectful coverage of women; (2) sexualized gag stories; (3) fights, assaults, and scandals; and (4)

women as wives, girlfriends, and mothers” (Cooky et.al, 2013, p.216). The themes set out by Cooky give an overview as to how the media covers women sports and thus, these themes were adapted and partially used to develop a set of themes that would help understand the coverage difference between men and women sports: Sexualization of stories; respectful coverage of women; women in supporting roles like wives, family and girlfriends. The same themes were looked at to bring out differences between the themes of men’s articles. Additionally, headlines were also looked at, with specific analysis on the length of the headline and the phrasing of the headline. The difference in tone of the headline between male and women spots coverage in India highlights a major factor for the reasons for the difference in coverage.

These measures prove to be the most useful and accurate measure for proving the answer to the research questions of gender bias in the media and the reasons for the coverage difference. This method and the themes that are looked at will further emphasize the second-class status that is attached to women who take part in sports. The themes that are looked into will help prove the hypothesis that women are often written about based on their family life and their sexuality instead of their competitive nature and their strength. This measure will include graphs that will go into details about the words that are usually attached to the headline and the tone that is carried throughout the article.

This measure will also prove the research question as to whether it is just sexism or simply interest that drives women’s coverage in sports. The analysis of this dissertation will analyse 11 topics; (1) General difference in number of articles between *The Hindu* and *The Times of India*; (2) Articles difference in each world cup; (3) Location of Article; (4) Author;

(5) Gender Markings; (6) Player Profiles; (7) Highlighted Players; (8) Emphasis on strength and stamina; (9) Figurative language; (10) Headlines; (11) Pictures. The themes that are looked into will help note what drives the coverage of women and what was the trigger for the rise in coverage. The graphs that are attached would signify the analysis and would help prove the findings that are accurate.

### **3.5 Ethical problems:**

Every research comes with questions and problems in itself, but this research does not face any ethical problems as it does not involve interviews or surveys. Research based on qualitative content analysis mainly faces the problem of being biased and one-sided rather than ethical problems.

### **3.6 Challenges faced:**

The problem that was found was that the findings were specific to print media whereas sports journalism has broadened into broadcast, web-based and radio; which would be needed to clearly define the reasons for the difference in coverage. Print media just falls under one category of media and thus cannot give a completely accurate result for the difference in coverage. The availability of digital archives was another challenge that had come out while looking into the data. Additionally, which articles to specifically look at was a challenge.

Through this research additional questions arose regarding the readers opinion on sports journalism and the coverage difference between men and women; extra research would have to be carried out for these questions to be answered. There are a number of

reasons for the difference and readers opinion and interest need to be analysed as well to come to accurate findings for the difference in coverage in India.

The research was conducted only using two Indian newspapers, making the research sample not clearly defined to prove that the coverage difference trend was international. Using only major Indian newspapers this proved that the trend exists in major Indian newspapers and might not exist in local newspapers. Additionally, advertising and sponsorship were not looked at as this dissertation mainly focused on content. Advertising and sponsorship are big parts of the reasons for difference in coverage in India and would need to be analysed for accurate results.

The coverage difference in Indian sports coverage is common and has not increased over the years. The men's and women's Cricket World Cup coverage by the media in India is not covered properly and this can be seen through the topics mentioned earlier in the chapter. Articles from both *The Times of India* and *The Hindu* during the above stated duration will be looked at in great detail to prove the research questions. Through qualitative content analysis and aspects of quantitative analysis the research questions stated earlier will be analysed and proved.

## **Chapter 4- Analysis**

In light of the discussion in the literature review, it can be informative to look at the difference in coverage between men and women in sports in India. This topic has been researched before, but this dissertation is only looking at the difference in coverage during the women's Cricket World Cup of 2017 and the men's Cricket World Cup of 2015. Primary research in this field suggests that there have been a number of reasons for the coverage difference in sports media in India. Through qualitative content analysis with aspects of quantitative analysis the research questions stated in the previous chapter can be proved under these 11 topics.

The analysis included newspaper articles from the *Times of India* and *The Hindu*. The two most widely read newspapers in India. The articles that were looked at were during the quarter-final and semi-final of Men's Cricket World Cup of 2015 and the semi-final and final of the Women's Cricket World Cup of 2017. A trend developed through the writing and the findings show that the number of articles that was written during the World Cups were different in number and style.

### **4.1 General difference in number of articles**

To understand the difference in coverage between men and women's sports articles published. Both newspapers have a difference number of articles that are published. This difference in the number of articles shows that each newspaper is different and there are no fixed standards on the number of articles that need to be in a newspaper. These depend on the readership of each newspaper and their target audience. Findings showed that *The*

*Times of India* published seventy-two articles (fifty-five men's articles, thirteen women's articles and five men's articles during the women's World Cup) whereas *The Hindu* published forty-one articles (twenty-five men's, nine women's and seven men's articles during the women's World Cup). This difference in the number of articles published shows that the readership for each newspaper is different and that *The Times of India* has a lot more focus on sports as compared to *The Hindu*.

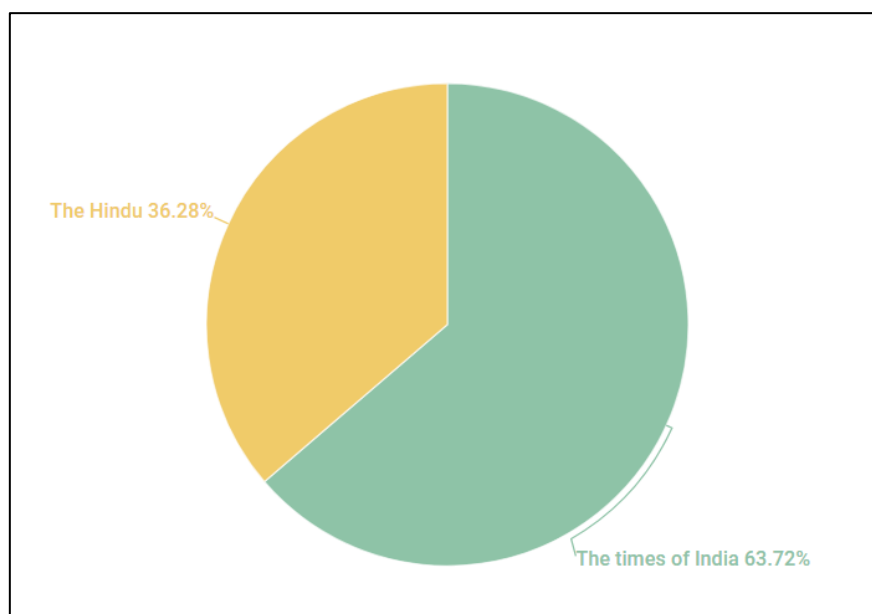


Figure 1: Difference in number of articles published for both men and women during the Cricket World Cups of 2015 and 2017

Figure 1 shows that the total number of articles published for both men and women during the Cricket World Cups of 2015 and 2017. Green signifies the articles published in *The Times of India* and Yellow signifies the number of articles published in *The Hindu*. The graph shows that there is a difference in the number of articles that are published by each newspaper. The difference in the number of articles is significant and can show that each newspaper has a different number of articles published based on the readership of each

newspaper and their target audience. This proves the research question there is a difference in coverage between Indian newspapers in India.

#### 4.2 Articles difference in each World Cup

Findings show that there was a difference in the number of articles that was written during each World Cup. *The Times of India* had published fifty- five articles during the quarter -final and the semi- final. *The Hindu* on the other hand had published twenty-five articles relating to the men’s Cricket World Cup. The number of articles published during the semi-final and final of the women’s Cricket World Cup do not even come close to the number of articles published for the men’s Cricket World Cup. *The Times of India* published thirteen articles during the Cricket World Cup whereas *The Hindu* published nine articles. Both these newspaper articles combined does not equal the number of articles that was published to the men’s Cricket World Cup.

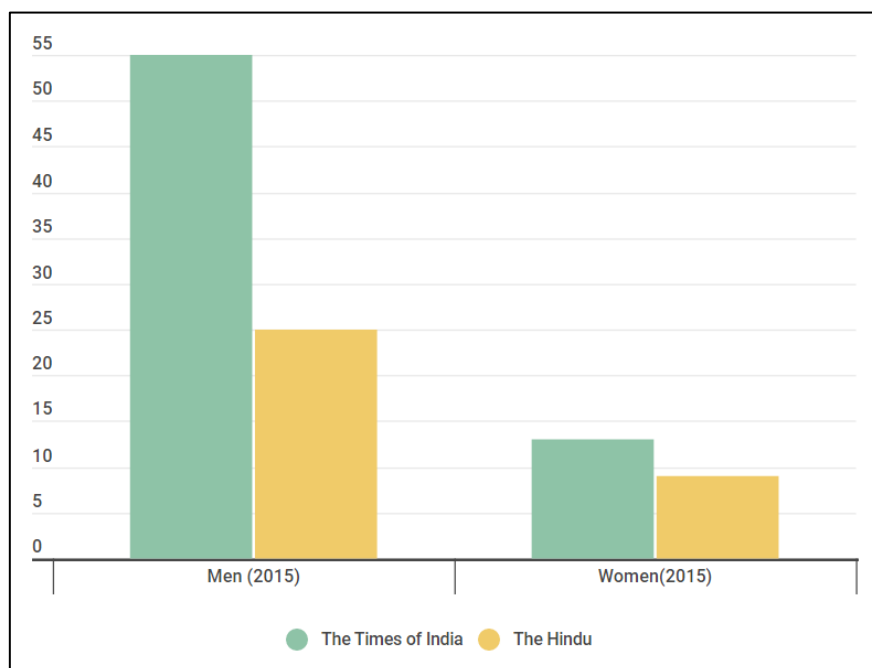


Figure 2: The number of men and women articles published in each paper

Figure 2 shows that each newspaper had a difference in articles published during the men's Cricket World Cup in 2015 and the women's Cricket World Cup in 2017. Although there was a significant difference in the number of articles that were published in each paper, the ratio to the number of articles published in each Cricket World Cup is significant. Articles written by *The times of India* can be seen in green whereas yellow signifies articles written by *The Hindu*. There is a definite difference in articles that were written for the men's Cricket World Cup in 2015 and the women's Cricket World Cup in 2017. The difference is mainly due to the fact that the public is more interested in male sports as women sports in India is still considered 'second class'. Women in India did not always take part in sports, until recently there has been a growth in women sports. The interest has grown as well but readers of both *The Times of India* and *The Hindu* still show interest in male sports.

Research suggests that the coverage for women's sports has significantly increased over time but there is still not equal to coverage during the men's Cricket World Cup. Additionally, findings suggest that the newspapers during the men's Cricket World Cup were designed differently. *The Times of India* had an addition to the front page of the newspaper called 'GalaticOz' which was blue in colour. This contained Information graphics and player profiles. They were colourful and full of facts. This addition did not exist during the women's Cricket World Cup. (See Appendix A) This specifies the difference in coverage between men and women in sports. Where newspapers had additional sections to highlight men's cricket but did not do the same for women's sports. It is interesting to note these differences in the

layout and style of newspapers between men and women's cricket World Cup coverage, which reinforces the gender bias within the media in India.

Additionally, findings show that during the women's Cricket World Cup in 2017 there were still a number of articles in *The Times of India* and *The Hindu* which were relating to men's cricket. Articles were written about the upcoming men's Cricket World Cup in 2019 and how some players would be the key players in the 2019 team. This re-emphasised the difference in coverage between men and women's coverage of sports.

Men's cricket is considered superior and given more importance to as compared to the women's cricket. Even with the women performing as well as they did and reaching the final, the spotlight was not on the females but rather on the men who would be looking forward to the 2019 World Cup, which was still two years away. The media in India reports almost every day on men's cricket but their coverage with regards to women's cricket is only during times of great success. The lack of women's coverage before or during the women's Cricket World Cup reiterates this notion of male sports being more dominant.

#### **4.3 Location of Articles**

Newspapers have fixed designs and outlines and each section of the paper has a fixed framework. The national section contains news from the nation, the business section contains business news and the sports section contains sports news and what is happening in the sports world. Each section of the newspaper is specific and fixed and limited.

Research suggested that the location of each article has importance as well. The articles are not just placed anywhere they want, they have a structure and important articles go on the

first page and are bigger than the other articles. The newspaper is designed in a way to get people to draw attention to the stories they want to be important, its designed according to readership.

The location of articles is very important, and findings suggest that there is a significant difference between the location of the articles during the men's Cricket World Cup and the women's Cricket World Cup. Findings suggested that during the men's World Cup there were match reports on the front page of both *The Times of India* and *The Hindu*. The articles went into detail about the match and player profiles along with information graphics. However, during the women's Cricket World Cup there were fewer articles on the front page and the majority of the articles on the front page were just information graphics or what match was coming up next.

Additionally, findings also suggested that there was an addition to the front page of *The Times of India* called the 'GalaticOz' which was specified to the men's Cricket World Cup and their journey during the series. *The Times of India* had this attachment for the men's Cricket World Cup, but this was not available during the women's Cricket World Cup in 2017. (See Appendix A) The paper did not have specialised sections and did not have articles on their journey. Findings also showed that during the men's Cricket World Cup in 2015 there were articles in the editorial section and in the school (Educational) section whereas articles about the women's Cricket World Cup mainly stuck to the sports section.

These findings further emphasise the previous findings of women being subordinate in sports coverage. During the men's Cricket World Cup, a lot of thought went into design of

the newspaper with men's cricket articles having their own theme and designs that are across the front page. The sports section had different headers with interesting illustrations as well. These findings reiterate the previous findings that newspapers do not have guidelines and mainly design their layout with their readers interest in mind. Additionally, since the articles written during the men's Cricket World Cup were part of all sections of the newspaper, but the women's articles were specified to just the front page and sports section. These findings showed that newspapers wanted the readers to be proud of the men's cricket team and thus included articles in different sections, but this was not done during the women's Cricket World Cup.

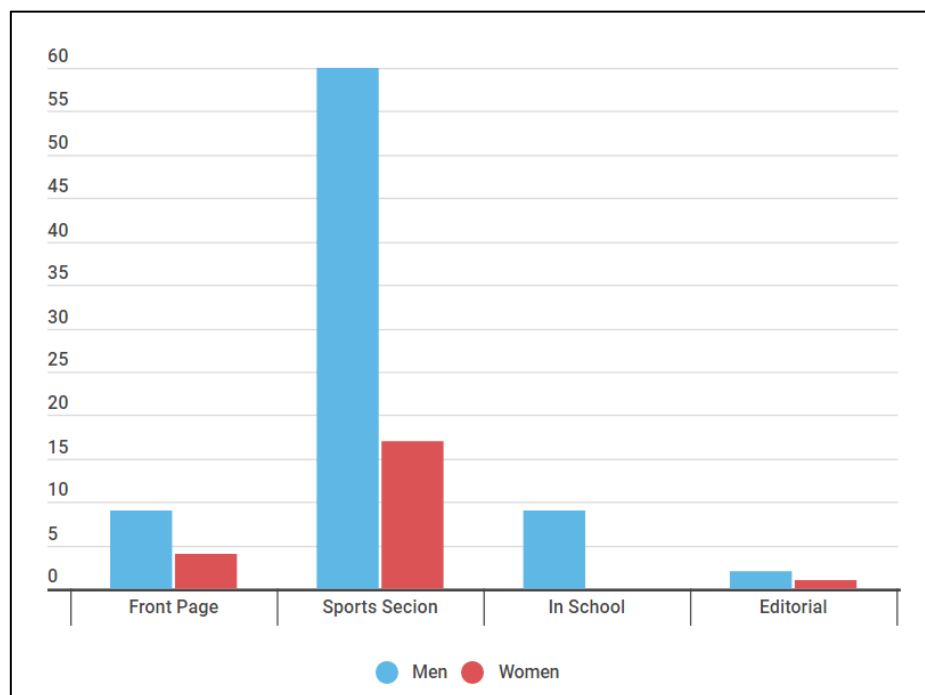


Figure 3: Location of articles in both *The Times of India* and *The Hindu*

Figure 3 shows the location of the articles during the men and women's Cricket World Cup. The graph shows both the articles from *The Times of India* and *The Hindu* together. Red signifies the articles written during the women's Cricket World Cup, whereas

Blue signifies the articles written during the men's Cricket World Cup. Findings showed that the men's articles that were on the front page were nine whereas the women's articles on the front page were four. The articles in the sports section where the most significant difference with sixty articles written during the men's Cricket World Cup and only seventeen articles during the women's Cricket World Cup. This difference shows that there is a clear gender bias between men and women's sports coverage by the media in India. The difference in the articles in the School section were nine during the men's Cricket World Cup and none during the women's Cricket World Cup. Additionally, it was found that the articles written in the editorial section were similar in number with two articles written during the men's Cricket World Cup and one article written during the women's Cricket World Cup.

This difference in the location of the articles between the men and women shows that there was more focus given to the men's Cricket World Cup as compared to the women's Cricket World Cup. Research signifies that this difference in coverage is based on interest and the fact that men's cricket is much more interesting as compared to the women's cricket. The sports section is mainly focused on men's cricket and women's cricket is still the second option. Findings suggested that during the men's Cricket World Cup there were no articles written about women's cricket whereas during the women's Cricket World Cup there were articles written in preparation for the next Men's Cricket World Cup which would be in 2019. These articles were just articles that were focused on men's international cricket and not the domestic cricket. These findings show that newspapers cover stories that would interest their readers; men's sport is considered more interesting than women sports and thus is covered all the time. Women sports are considered less interesting and thus not covered as much as male sports.

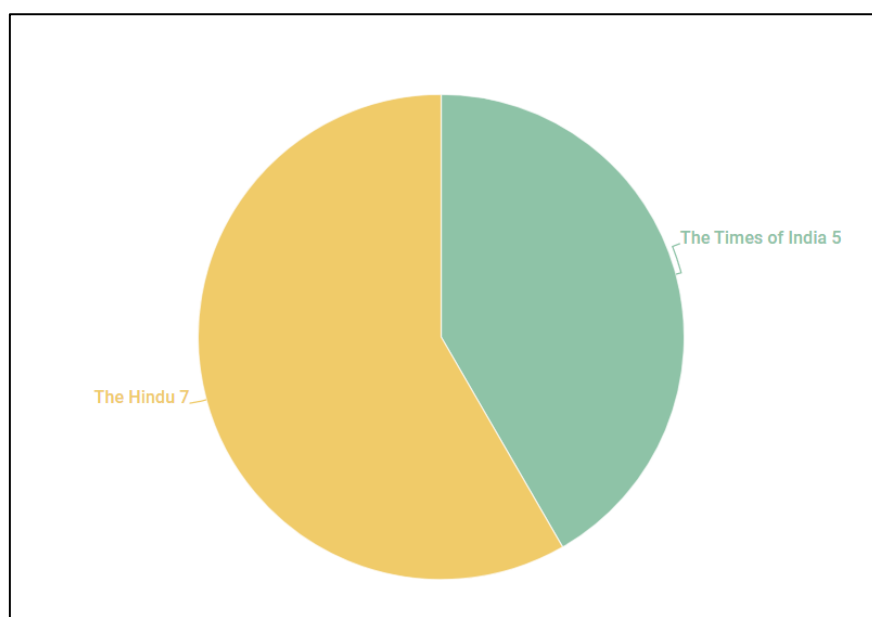


Figure 3.1: The number of men's cricket articles written during the women's Cricket World Cup.

Figure 3.1 shows that there were significant number of men's cricket articles written during the women's Cricket World Cup matches. Green signifies the number of men's articles written in *The Times of India*, which was five, However, yellow signifies that there were seven articles written about the men's cricket during the women's Cricket World Cup. As seen earlier, Figure 2 represent the number of articles written about women during the women's Cricket World Cup, it can be seen that *The Times of India* published thirteen articles about women during the Cricket World Cup, whereas they had published five articles about men's cricket at the same time. Although the coverage difference was not a lot there was a significant coverage difference. *The Hindu* on the other hand published nine articles about women during the women's Cricket World Cup whereas they published seven articles about men at the same time. There was a mere two article difference between

articles about women's cricket during the World Cup where the women reached the final and men's cricket articles about the 2019 World Cup, which was still two years away.

#### **4.4 Author**

The author of the articles makes a difference. Research suggests that women sports journalists are far fewer as compared to the men sports journalists. In the journal 'Women reporting sport: Still a man's game?' *Journalism: Theory, Practice and Criticism* it was concluded that a "mere 2% of sports" is covered by women journalists, especially with respect to cricket (Franks et. al, 2014, p.487). Research suggests that male journalists write about men sports as that is where their interest lies in. It is difficult for men to write women sports as their interest does not lie in women's cricket. During the men's Cricket World Cup, it was found that the majority of the articles were written by men themselves whereas during the women's Cricket World Cup the majority of the articles were written by third parties like the Press Trust of India and Agencies.

The difference in the author of the articles also shows that women sports journalists are fewer in number and this divide goes further than just the media coverage but also the difference in the number of journalists. The second research question states that the difference between men and women journalists is one of the reasons for the difference in coverage in India. This difference in the number of writers is proof towards the second research question which is to prove whether it is just sexism or interest that drives the difference in media coverage. The coverage difference shows that interest is a primary factor in the difference in number of male and female sports journalists.

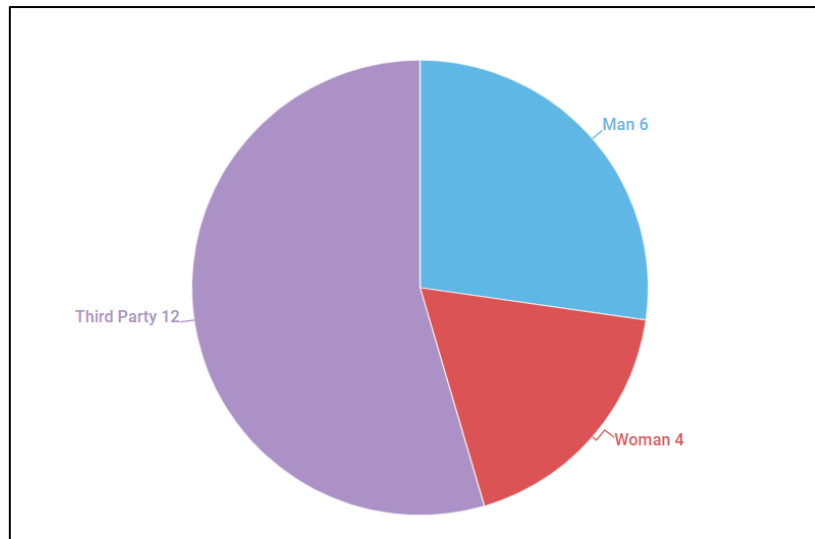


Figure 4: Shows the authors of the articles written during the women's Cricket World Cup

Figure 4 shows the authors of the articles during the women's Cricket World Cup. The graph shows the authors of each article including the information graphics that were written during the women's Cricket World Cup in both *The Times of India* and *The Hindu*. Blue represents the articles that were written by the male journalists which was six, Red signifies the articles that were written by the women which was four and purple represents the articles that were written by third parties like; the agencies, the Press Trust of India and the Times of India networks which was 12.

The fact that the majority of the articles written during the women's Cricket World Cup were written by a third party shows that newspapers do not generally hire staff to write articles about women's cricket, newspapers would rather pay and recycle the same articles in different newspapers. Additionally it was found that during the final of the women's Cricket World Cup *The Times of India* reported an article that was written by a woman in London, the article's title was 'Women in Blue's long journey ends 9 runs short of history'

which was the only article located on the front page after the women lost their final. The same article was re-used in the sports section under the title 'Women cricketers made millions of fans today' the words in the article were not changed. The article talked about how appreciative and proud the fans were of their women's team. (See Appendix B)

Through findings this article stuck out while the research was conducted. The same article was reused in the front page and in the sports section as well. Findings showed that articles were never re-used in male cricket coverage as there was enough content. Every aspect of male cricket is considered interesting be it their games or their personal life. This is not seen within women's cricket coverage; editors feel the need to re-use articles as they feel as if there is not much to report about women. Additionally, it can be said that editors re-use women's articles as they feel that the readers would not notice that an article has been re-used because of the perceived lack of interest.

These differences in the authors help answer the research question that women's articles are not given as much importance as the men's sports articles because of lack of interest among the writers as well as the readers of the newspaper in India. Both *The Times of India* and *The Hindu* bought the majority of their articles from agencies. Additionally, it was seen that although the majority of the articles were written by third parties the articles were not the same in both the newspapers.

#### **4.5 Gender Markings**

Women's cricket is portrayed as a subordinate sport. Women are often considered not strong enough and able to take part in sport. Research shows that women's sports

coverage tends to come with gender markings attached. This re-enforces the second-class status of women. Findings suggest that in both *The Times of India* and *The Hindu* the articles that were written for the women's Cricket World Cup had gender markings that were attached. The term 'Women's Cricket world cup' was used more often. According to Lumpkin in the paper 'Female Representation in Feature Articles Published by Sports Illustrated in the 1990s', where women are often called by their family name and other gender markings that were attached to the sport (Lumpkin, 2009). Findings did not prove this statement as both men's and women's articles in both the newspapers are filled with both first and last names of the players. There is no bias according to names within the articles.

Findings showed that gender markings like 'women's Cricket World Cup', 'Wonder Woman', 'Women in Blue', 'Women Cricketers' were used in all the articles written during the women's Cricket World Cup. These gender markings are not seen in the men's articles as they are assumed to be men taking part in the sport. Traditionally when sports were spoken about it was always assumed to be a man taking part in it as women were not appreciated to take part in sports by society.

These gender markings were also attached to player profiles and match previews that were placed in the newspaper in the form of Information graphics. Additionally, it was noticed that these gender markings were also used in the articles in the form of comparison to the men's cricket. Sentences like "It was inarguably one of the finest ODI innings ever, and certainly the best ever by an Indian woman" (Agencies, 2017). "Already, comparisons were being drawn with the famous triumph of the men's team in 1983 at the same historic

ground of Lord's" (Canton, 2017). "Their success means the world to the girl child campaign" (India's fight against femicide) and "They shackle the girls from the time they are born" (Lokapally, 2017). Sentences like these re-enforce the idea that women are considered subordinate to men when it comes to sports.

The gender markings held a tone of the article and they could either be gender markings in a negative tone or gender markings in a positive tone. The positive tone of the gender markings implied that it re-enforced gender in a positive outlet and brought up women to show their importance. The article that had a positive re-enforcement of women was written in *The Times of India*: it was a personalized article written about one of the female cricketers who was performing exceptionally well at the time. The article was about the players father stating how proud he was about his daughter and used words like; 'This was a blessing in disguise since she became a lot tougher than what she was earlier' and 'My daughter is fulfilling my dreams now' (Basu, 2017) were words that signified importance of women in sports.

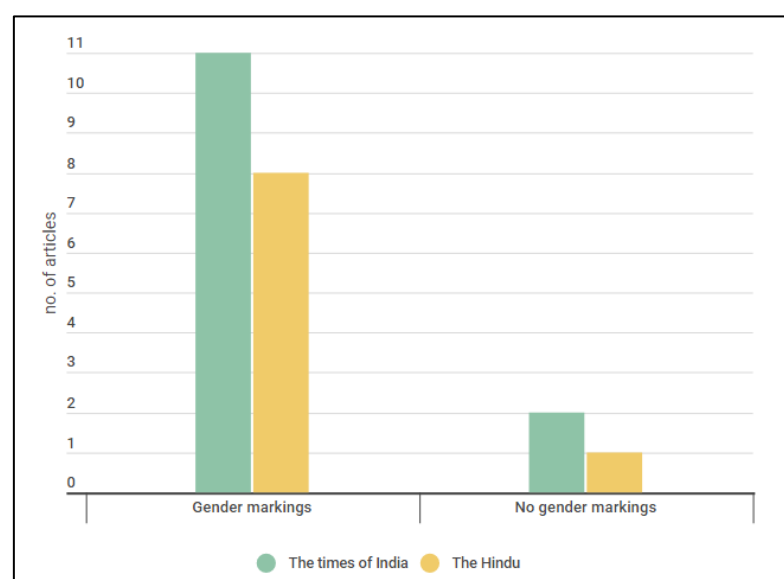
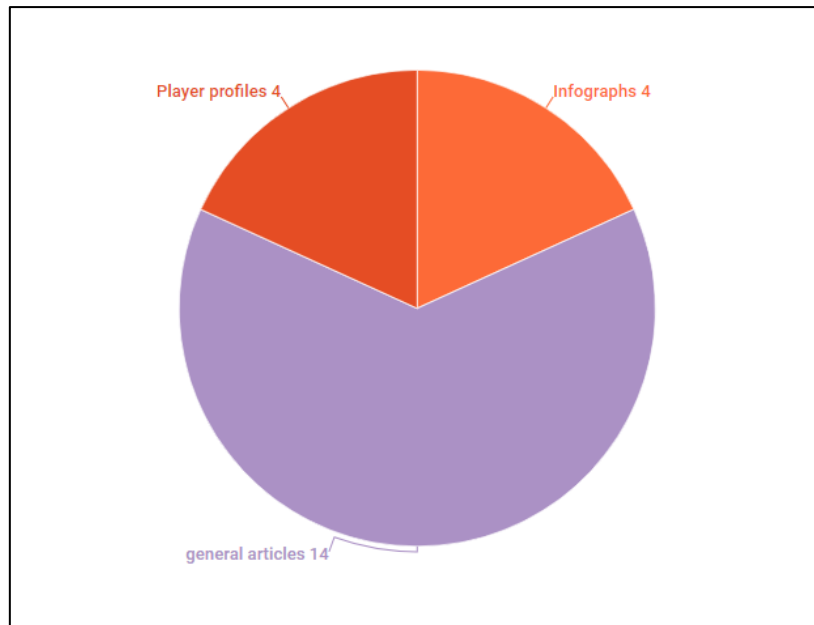


Figure 5: Gender markings in the women's Cricket World Cup articles.

Figure 5 shows the gender markings that were attached to each article during the women's Cricket World Cup. These gender markings were the reinforcement of the word women. The idea of comparison to men's cricket and the reinforcement of sentences that compare the women to the men. Sentences like 'Women in Blue' were used with a highlight to the women's Cricket World Cup. Other Sentences like 'women creating history' and 'women bringing glory to India' were often parts of the articles. Green signifies the articles from *The Times of India* and Yellow signifies the articles from *The Hindu*. Out of the thirteen articles that were written by *The Times of India* during the women's Cricket World Cup, eleven articles consisted of gender markings and a mere two articles did not consist of gender markings. *The Hindu* on the other hand had published only nine articles during the women's Cricket World Cup out of which only one did not consist of gender markings.

Findings also show that out of the three articles that did not consist of gender markings two of the articles were information graphics that stated only key points of the match. These information graphics just had bullet points, with a few facts for readers to just glance over and get the idea of what happened in the match. These information graphics were very colorful and gave the uninterested reader just a summarized version of a match report during the women's Cricket World Cup. Additionally, it was found that these information graphics were located in prime spots of the newspaper like the left-hand bottom corner of the front page and the right-hand upper corner of the sports section to make it easy to read.



*Figure 5.1: Different type of articles written during the women's Cricket World Cup.*

Figure 5.1 shows the difference in the type of articles that were written during the women's Cricket World Cup. Dark orange signifies the player profiles which is four and light orange signifies the number of articles that are information graphics and purple signifies the general articles written during the women's Cricket World Cup. Additionally, it was noticed that both the number of articles that are information graphics and player profiles are exactly the same. This further answered the research question that women's sports coverage by the is mainly dependent on interest in India.

#### **4.6 Player Profile**

When writing about sports and match reports it is important to know that players are highlighted and talked about with importance. Players are made to feel important with words used to hint at what they can achieve. Through analysis of articles during the men's Cricket World Cup it was noticed that all the articles had players highlighted and talked in a

way that made them seem important. It also highlighted players to be made so important that articles portrayed the men and the cricketers as 'god' and the fact that the men can achieve the inevitable.

Findings showed that even when the team lost their match the men in the team were always written about in a way that made them seem great and that they performed well. The semi-finals of the men's Cricket World Cup in 2015 was against Australia. The men's team did their best, but they did not win the match, yet the articles were written in a tone that showed their important and how well they played. Both *The Times of India* and *The Hindu* had profiles on players where the journalists went into great detail about how well they played and what they could have done better. *The Times of India* had articles like 'Not shameful, just lost to a superior side', 'Kohli feels the heat for mistimes pull shot' and 'We will win again'. These articles mainly talked about what the men could have done better and what they can do differently for the next Cricket World Cup. *The Hindu* had articles that mainly talked about how India lost, the headlines had more of a negative undertone; 'The Reign Ends', 'Pressure got to India' and 'Disappointed with India's pacers' (a cricket term), which consisted of profiles of players.

The articles written during the men's Cricket World Cup were all about hope and the areas the men could work on. The women's Cricket World Cup semi-final took place against Australia as well and although India won but women were not praised in the papers. There was no doubt that the number of articles were lesser than the men but none of the articles written during the women's Cricket World Cup were profiles of players and how well they played. During the women's Cricket World Cup there was a number of articles with a

positive headline tone but there were articles with a negative tone as well. The number of player profiles that were written during the women's Cricket World Cup were much less compared to the men's Cricket World Cup. The articles written during the women's Cricket World Cup were on more of a general tone.

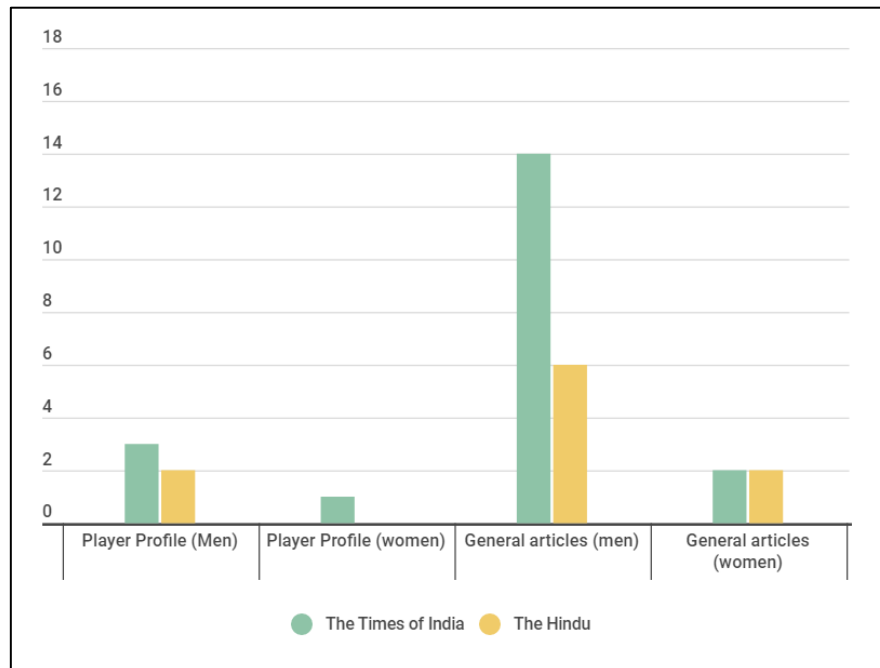


Figure 6: The difference between player profiles and general articles during the men's and women's matches against Australia.

Figure 6 shows the difference between the article type during the men's and women's Cricket World Cup. The semi-final matches were used as the base of comparison as both the semi-final matches were played against Australia. India lost in the men's Cricket World Cup semi-final whereas the women won in their semi-final. Green signifies the number of articles written in *The Times of India*, where seventeen articles were general articles and three articles were profiles of players during the men's Cricket World Cup; whereas during the women's Cricket World Cup three articles were general articles and only one was a profile. The article that was a profile was about how proud a father was with his

daughter, who was the highest run scorer for India. Yellow signifies the articles that were written in *The Hindu* where eight articles were general articles and two were profiles during the men's Cricket World Cup whereas two were general articles during the women's Cricket World Cup and none were profiles against Australia in their matches.

Findings showed that although the women had won the match, they still did not receive any recognition and praise in the media unlike the men who received a number of praises and constructive criticism even after losing. Additionally, it was found that women's player profile was not about her strength and stamina and how well she was playing but mainly about how proud her family was of her achievements. These findings re-emphasise and prove the findings of researchers that women's articles that are player profiles are mainly based on family life in India. This re-emphasises the second-class status of women by the media in India.

#### **4.7 Highlighted Players**

Sports articles are usually written in a way to make the players feel important and the fact that they are good and have performed their best. The way the author writes the articles writes the players in a way to make them seem important in the match, makes the players feel like they did their best and make them feel like their game mattered. The writer usually boasts the players up to make them feel like everything that the team achieved they did because of the player.

Findings showed that articles written during the men's Cricket World Cup had references to make the players seem important. The articles were written with words and phrases to make the players seem more important. During the men's Cricket World Cup sentences like

“His splendid, vital hundred led India to a 109-run demolition of Bangladesh” (Chidananda, 2015). In another article in *The Hindu* the author goes into great detail to express how important a player can be “He is a fine touch player with beautiful hands — a flick of the wrist and he can send the ball racing to the boundary” (Hadlee, 2015). There were other sentences like “India’s pace trio of Mohammad Shami, Umesh Yadav and Mohit Sharma have claimed 42 wickets between them, but it will be the off-spin of Ravichandran Ashwin that Dhoni will turn to if the pitch takes turn” (Agencies, 2015) or “ But it was in the last 18 balls of his innings that he changed the complexion of the game, hitting 35 runs off it” (Rao, 2015). Phrases like ‘spectacular performance’ and ‘brilliant shot’ became a common trend in the articles as well. Additionally, findings also showed that even when India lost their semi-final the articles still used sentences to highlight their importance “it was Mohammed Shami, with 17 wickets in the tournament, who showed some purpose once again” (Rao, 2017) There were other sentences that highlighted players importance like “India's top player” (Datta, 2015) and “Rohit Sharma and Shikhar Dhawan made bright starts at the beginning of the run chase” (Chidananda, 2015). These show the importance of the players within the articles.

These phrases and sentences were very common in the articles written during the men’s Cricket World Cup in 2015 but these were not seen in many of the women articles in spite of them making it to the final. The articles written during the women’s Cricket World Cup were very one-dimensional and stated the main points and nothing else. Additionally, it was found that even though the Women’s team beat Australia, which was the same nation the men lost to in their World Cup, the women’s articles did not use words that highlighted this importance. All the wording was on a more general level like “the many who were left

stunned by the 28-year-old's power hitting” (Agencies, 2017) or “Captain Mithali Raj led the rebuilding but her uncharacteristically powerful start was soon curtailed” (Agencies, 2017). Analysis into the articles showed that when the women lost in the final, they were not highlighted in the media because of their performance it was mostly because of the fact that they had not reached that far before in the Cricket World Cup. Phrases like “as the inexperienced lower order imploded” (Canton, 2017) and “as India, bidding for a first World Cup title on the ground where its men won the World Cup in 1983, slumped to 219 all out” (Agence France Presse, 2017). This difference shows the way the players are highlighted in men and women’s cricket articles, re-emphasise the notion that women are subordinate to men, this is represented in terms of coverage of sports in India.

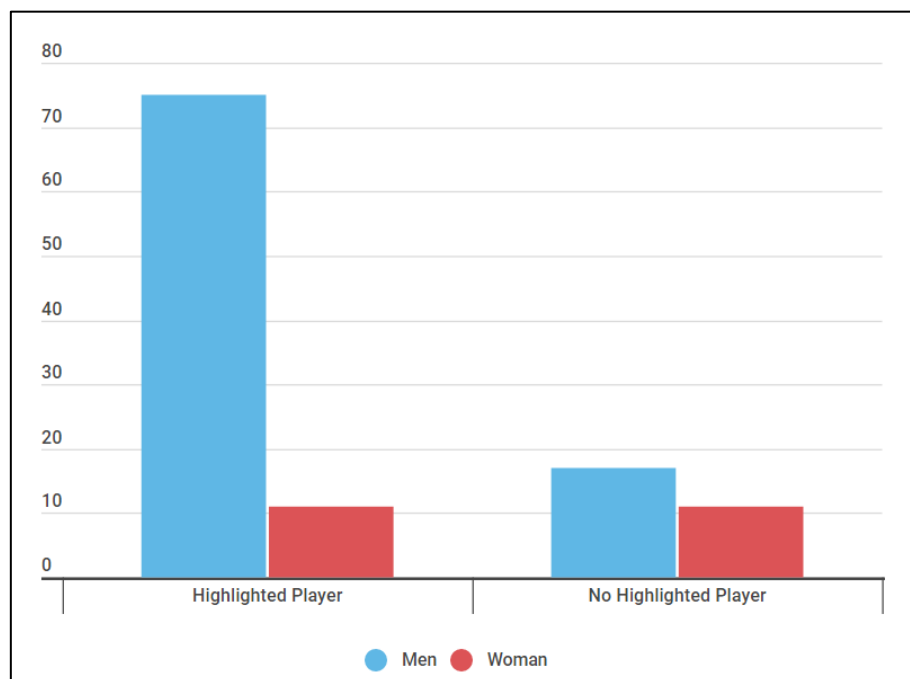
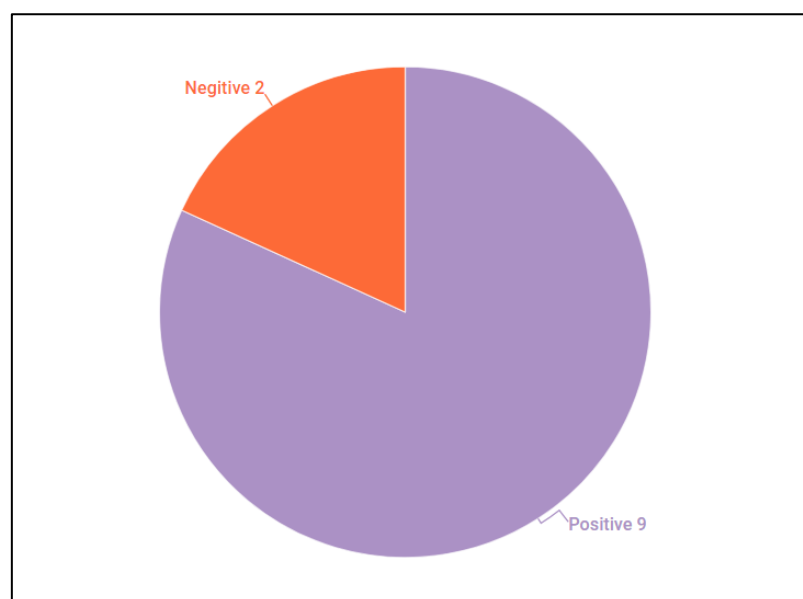


Figure 7: Difference in number of articles that highlight players.

Figure 7 shows the difference between men and women’s articles that involve highlighted players. Blue signifies the articles that were written during the men’s Cricket World Cup and the men’s articles written during the women’s Cricket World Cup. It can be

understood that there were seventy-five articles that had highlighted players importance and seventeen articles that did not highlight the importance of players. Red signifies the number of women's articles that highlighted players to make them seem important. It can be seen that both the number of articles that highlighted players and did not highlight players importance are exactly the same, eleven articles in the women's Cricket World Cup highlight players importance and eleven do not.

The importance of players is a key factor in articles and since both the number of articles written during the women's Cricket World Cup is exactly the same it answers the research question that women sports are considered second class and lesser than male sports by the media in India. Additionally, it was proved that women sports do not highlight players importance but just state the facts and what happened in the match for people to read about. It gives the reader just details about what went on but does not go into details about how the players performed and what they could have done better.



*Figure 7.1:* Positive and Negative tone in women's Cricket World Cup articles that Highlight players importance

Figure 7.1 shows that in each of the articles that highlighted players there was an undertone of either highlighting the players in a positive way or in a negative way. Purple signifies the articles that were positive which was nine and orange signifies the two articles that had a negative undertone within the article. Findings showed that the articles that highlighted players in a negative way had sentences like, “her branding is delighted that the response has been growing in terms of considering Mithali as a brand value” (Subrahmanyam, 2017) and “Smriti Mandhana again failed to give the team a start” (Times News Network, 2017). This shows that even though women’s articles had highlighted players to show their importance they could also do this in a negative way to make the women feel merely like objects. Objectification of women was clearly seen in the article written by Subrahmanyam in 2017 in *The Hindu* paper which was titled ‘Brand Mithali hitting new highs’ which goes into details about how her performance during the Cricket World Cup helped her brand grow and become better.

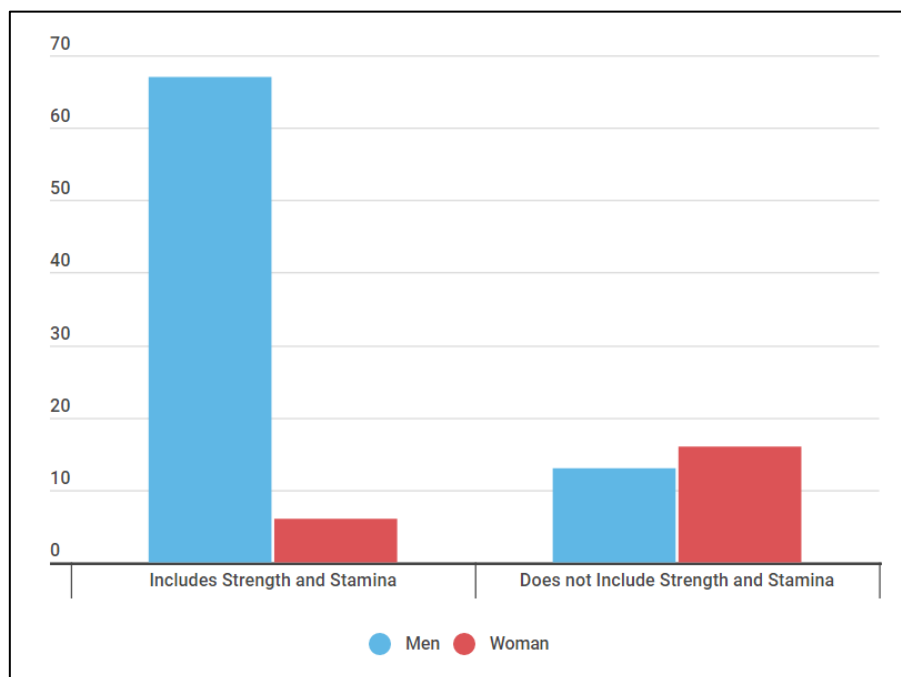
Findings suggests that the articles that are written during the women’s Cricket World Cup have aspects that highlight players in a negative way. This re-enforces the idea that women are subordinate to men. Findings show that this negative tone of highlighting players are mostly about their brand as a sports personality or what they could have done instead of being a female sports player. Additionally, the articles that are written about the brand that the women are endorsing becomes the centre of attention and how them playing is only good for making their brand better. It was also found that these kinds of articles were not written during the men’s Cricket World Cup.

#### **4.8 Emphasis on strength and stamina**

Strength and stamina are two key features of every sports article. It is what forms the basis of any sports article, strength and stamina showcase great sports, they make players to be more than they are. Indian cricketers are often written about in ways to make them seem greater than they are. The articles carry words to emphasise their strength and stamina which a lot of writer claim women do not have. Findings suggest that articles written during the men's Cricket World Cup all contained words and phrases that emphasise strength, stamina and courage. This was not seen during the articles written during the women's Cricket World Cup. Although like it was mentioned earlier, that the articles written during the women's Cricket World Cup were different to the articles written during the men's Cricket World Cup. Since the articles written during the women's Cricket World Cup were just written most by agencies, there was no personalized touch that was added to it and hence that could be one of the reasons why the women's Cricket World Cup articles do not have emphasis on strength and stamina.

Findings shows that even though the articles written during the men's Cricket World Cup were written with a personalized touch, they were emotions and figures of speech attached to it whereas these did not exist within the women's Cricket World Cup articles. As seen earlier in Figure 7, the articles during the women's Cricket World Cup had only eleven articles that highlighted players it is easy to note that one cannot emphasise strength, stamina and courage without highlighting players and therefore both these figures are inter linked into one and another.

Findings show that the majority of the articles written in the men's Cricket World Cup and references to strength and stamina like "Raina did not hold back" (Chidananda, 2015), "his one-handed diving effort" (Correspondent, 2015), "Mohit Sharma is, very quietly, playing a key role" (Bhogle, 2015). There were other common phrases that were noticed through articles like 'amazing performance', 'Powerful batting', 'long and straight bowling' and 'fantastic catch' all these sentences and phrases showed the strength and stamina and courage of the men. It signifies their courage and strength by doing what they thought would help their team get a win and nothing came in their way. None of these phrases were seen in the articles written during the women's Cricket World Cup.



*Figure 8: The difference between articles that emphasise on strength, stamina and courage*

Figure 8 shows the difference between articles that emphasise on strength, stamina and courage between men and women's articles. It can be seen in the above graph that the

majority of the male articles are written with the idea of strength, stamina and courage behind it. Red signifies the articles written during the women's Cricket World Cup and blue signifies the articles written during the men's Cricket World Cup. It was seen that there were sixty-seven articles had emphasis on strength, stamina and courage whereas thirteen articles did not during the men's Cricket World Cup, however, during the women's Cricket World Cup only six articles contained this emphasis on strength, stamina and courage whereas sixteen articles did not. Through this graph it can be proved that women's sports articles are second class compared to men's articles. There not as much emphasis on characteristics that sports personalities usually have in the men's Cricket World Cup articles.

Research suggests that women are usually portrayed in a more traditionally feminine way and do not have characteristics that are usually attached with sports personalities. Women in sports are usually shown as more of family figures and not as being strong and courageous. The articles written during the women's Cricket World Cup were plain and one dimension and did not have many references to courage. Additionally, it was noticed that a few of the articles written during the women's Cricket World Cup had references to family life and their life off the field whereas, the articles written during the men's Cricket World Cup did not carry these references.

During the women's Cricket World Cup three articles stood out that had references to family life and life outside the game. 'When Punjab govt snubbed Harmanpreet for a police job', 'Harman fulfilling my dreams, says father' and 'Brand Mithali hitting new highs' These articles all had different notions and different references to life outside the sport. This further answers the research question that interest in women's sport is much less than male

sports by the media in India, it further emphasizes the notion that women are mostly associated with family rather than sports and that journalists bring in the references to family to help bring in interest into women's sports. This shows that there is a natural interest among readers regarding male sport, but editors feel as if they need to place an emphasis on family life among the women's cricket to make their form of the sport interesting and thus give them meaning.

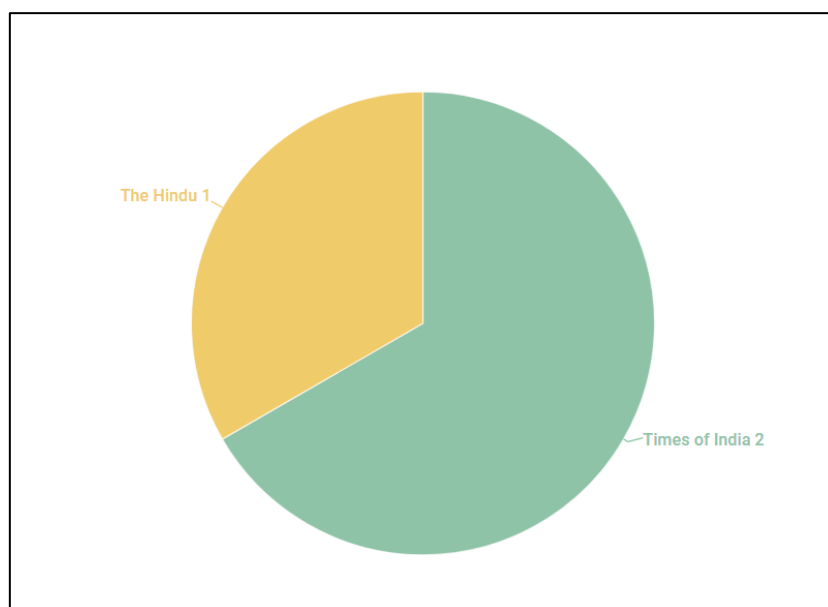


Figure 8.1: Articles that have reference to life outside the field in  
*The Times of India* and *The Hindu*

Figure 8.1 shows that both the newspapers *The Times of India* and *The Hindu* had at least one article that had reference to family life and life apart from the sport during the women's Cricket World Cup. Green refers to the articles written by *The Times of India* which was two and yellow signifies the articles written by *The Hindu* which was one. All these articles did not mention the women's greatness on the field and only talked about their achievements off the field. Additionally, it was seen that all these three articles that talked

about family lives were written by third parties. It could be said that one of the reasons for the articles to not have references to sporting life was because of the writers of the articles did not have the ability to humanize them. This further answered the research question that women's sports are often written about with more of a reference to life outside the field in India, making them lesser than male sports.

#### **4.9 Figurative language**

Language is one of the biggest parts of any sports article. Language is what makes the article whole and give it depth and meaning. Language can transform an article and make the readers read the article the way the author wants them to. Language and words can either give the article a positive tone or a negative one, it makes the article what it is and without language it would just be words that do not really make sense. Language is a big part of sports articles. Writers and researchers state that sports articles are usually more dramatic and have a lot of figurative language running through it. Figurative language is the key to making sports articles what they are.

Findings suggested that the majority of the articles written during the men's Cricket World Cup articles consisted of a number of sentences that emphasised figurative language. The men's articles had a number of descriptive words to further emphasise the male sport and help make the players achievements seem more important. The articles that were written during the men's Cricket World Cup had figurative language even in the headlines such as "High-flying India holds all the cards", "Another demolition job", "For Shami, a fairy tale World Cup", "On a stroll" and "Like a stroll in the park". These kinds of headlines are full

of figurative language that heightens importance and gives the articles so much more meaning than they actually would have wanted to.

The headlines were only one part of the articles that consisted of figurative language, this language was seen throughout the articles in phrases such as “spectacular play”, “Brilliant knock”, nail-biting finish” and many others. Amongst these common phrases sentences such as “While India will fancy their chances while chasing against Bangladesh” (Bhogle, 2015) “The mantle was then picked up by the bowlers, who were as good as ever” (Karthik, 2017) and “Thereon in, India was always fighting a losing battle”. “M.S. Dhoni made a gallant 65, striking a few lusty blows towards the end” (Chidananda, 2015). These are just some instances of figurative language that exists in articles written during the men’s Cricket World Cup.

The articles written during the women’s Cricket World Cup did not have figurative language as much as the men’s articles did. The headlines during the women’s world cup were more to the point such as ‘Harmanpreet puts India in World Cup final’ and ‘Women cricketers made millions of fans today’, they did not have figurative language. The figurative language was not seen in the articles either. The articles during the women’s Cricket World Cup as proved above do not have much descriptive language and are more to the point like match reports. This answered the research question about the difference in coverage between male and women sports, as there was hardly any figurative language seen in the women’s Cricket World Cup articles. One of the few women’s Cricket World Cup articles that did have figurative language was written by *The Hindu* titled ‘India implodes in a thrilling finale at Lord’s’, there was not that much figurative language within the article,

however, the article was mainly negative in its tone; there were some phrases like “gaining revenge for the opening group stage loss to India” and “for a duck to trigger celebrations in the England camp” (Agence France Presse 2017).

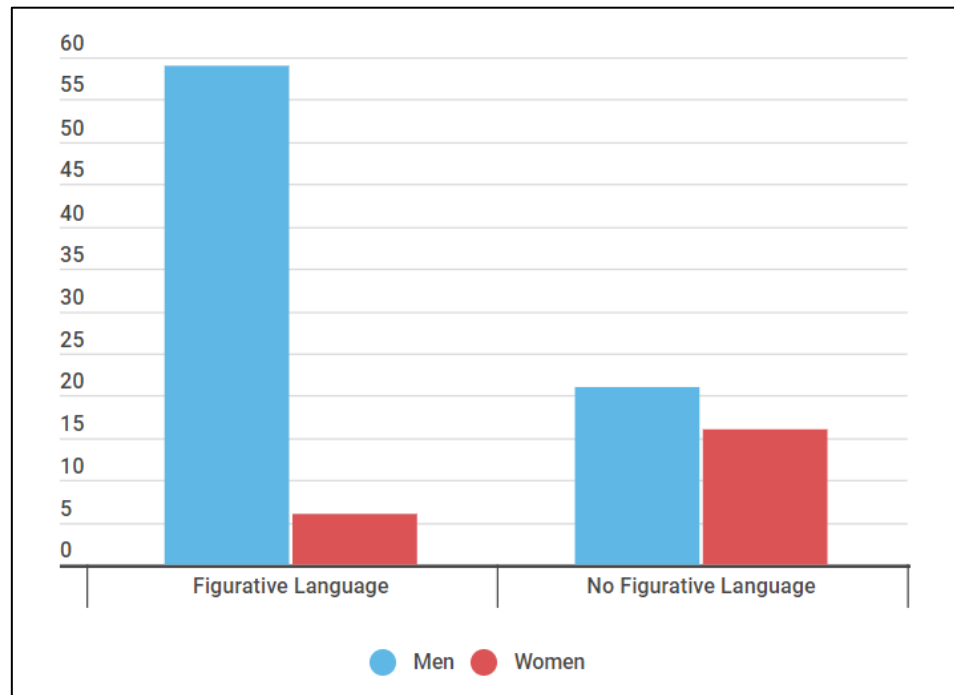
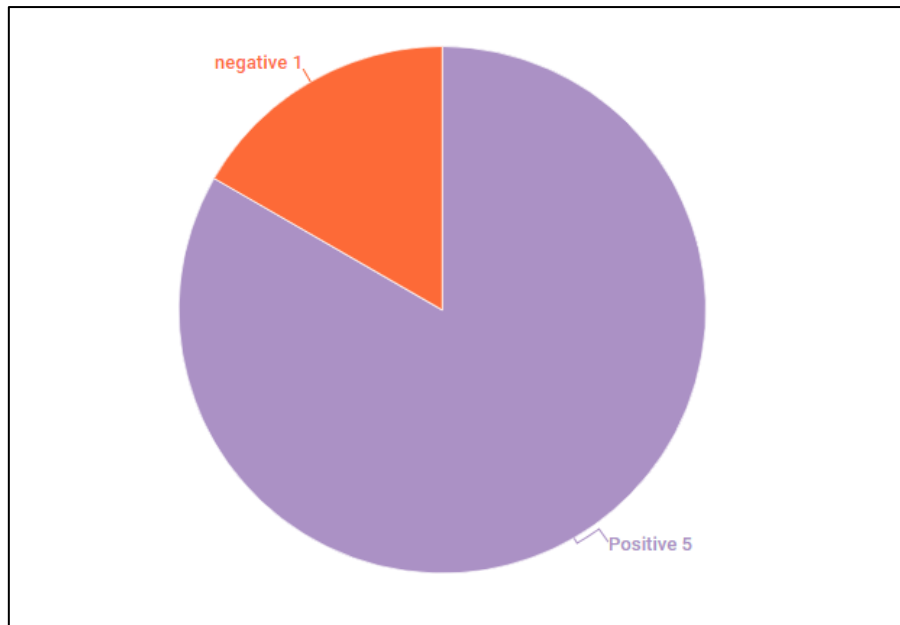


Figure 9: The difference in articles that consisted figurative language

Figure 9 shows the difference in the number of articles that consisted of figurative language and the articles that did not. Blue signifies the articles written during the men’s Cricket World Cup which had fifty-nine articles that consisted of figurative language and twenty-one articles did not consist of figurative language. Red signifies the articles that were written during the women’s Cricket World Cup where more than half the articles were written without figurative language. It can be seen that sixteen articles did not have figurative language and only six articles had figurative language. Additionally, as seen in figure 5.1 it can be proved that the number of articles that are player profiles are the same as the information graphics; it can be said that since the number of articles that are

information graphics are the same as the player profiles that is one reason for the lack of figurative language in women's Cricket World Cup articles.

Findings also suggest that the articles that do have figurative language, can have the language either in a positive way or a negative way. The article that had figurative language in a negative way was written by *The Hindu* with the title 'Harmanpreet goes Berserk' it was written with the intention of saying about how well the player performed but the words that the author chose gave the article a more negative aspect. There were sentences like "Harmanpreet Kaur's belligerent unbeaten century" (Agencies 2017) and "took on the role of aggressor" (Agencies 2017). The author kept emphasising how aggressive the women were throughout the article which highlights the players in a negative way. This aggression is considered an un-attractive feminine trait, however, for the men who may also be aggressive this is a considered a positive trait and their natural form. This aggression is considered un-attractive as it is not considered maternal. This highlights that women are given worthiness factors based upon their ability to provide a family for a man.



*Figure 9.1: The positive and negative articles that contain figurative language.*

Figure 9.1 shows the number of articles that contain figurative language out of which the majority of them have a positive tone. Purple signifies the number of articles that had a positive tone and orange signifies the articles that had a negative tone. It was noticed that out of the six articles that do have figurative language one article had figurative language in a negative tone. This difference in tone of figurative language was not seen in the articles written during the men's Cricket World Cup. This further answered the research question that women's articles are not given as much importance as the men's sports articles because of lack of interest among the writers as well as the readers of the newspaper in India.

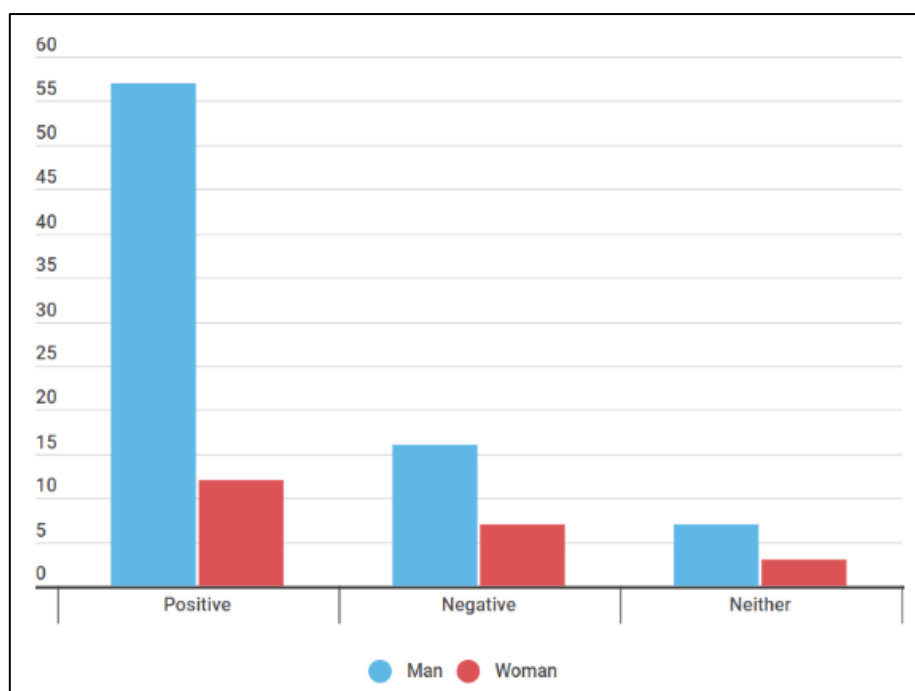
#### **4.10 Headlines**

There are a few main guidelines that every article has to contain, and headlines are the biggest part of a story. Headlines are usually in bold at the beginning of the article and tell

the readers what the story is on. There are different types of headlines, ones that are factual, ones that are humorous and ones that are sensational. Each story has a headline that is either one of these three.

Findings suggested that the articles written during the men's Cricket World Cup had headlines that were part of all these categories. There were headlines like 'To Be or Not to Be...', 'India Sail Into Semifinals' and 'For Shami, A Fairy Tale World Cup'. The articles written during the women's Cricket World Cup were different they were more straightforward and to the point, they only relied on facts. The headlines during the women's Cricket World Cup were 'India eager to upset Australia' and 'Women in Blue's long journey ends 9 runs short of history'.

Research also suggested that every headline either had a positive tone to highlight the importance of the team or a negative tone which did not emphasise the players importance. Findings showed that the majority of the articles written during the men's Cricket World Cup had a positive tone like 'The wining habit' or 'We will win again' these headlines emphasised the importance of the men. There were articles that had a negative tone during the men's Cricket World Cup as well but most of the negative headlines were written after India lost to Australia in the semi-final. The headlines were 'India had chances squandered them' or 'Cup dreams crushed'. Although they had a negative headline the article was still positive, however, the headlines during the women's Cricket World Cup had more of a negative tone that highlight the importance in a negative light such as 'So Near... Yet So Far' or 'India implodes in a thrilling finale at Lord's'.



*Figure: 11: Difference in tones of the articles during the men's and women's Cricket world cup*

Figure 11 shows the difference in the tone of the articles during the men's and women's Cricket World Cup. Blue signifies the articles that were written during the men's Cricket World Cup and it can be seen that the majority of the articles had a positive headline tone whereas there were sixteen articles with a negative headline tone and seven articles had neither a positive nor negative tone. Red signifies the articles that were written during the women's Cricket World Cup and it can be seen that twelve articles had a positive tone, seven had a negative tone and three articles had a neutral tone.

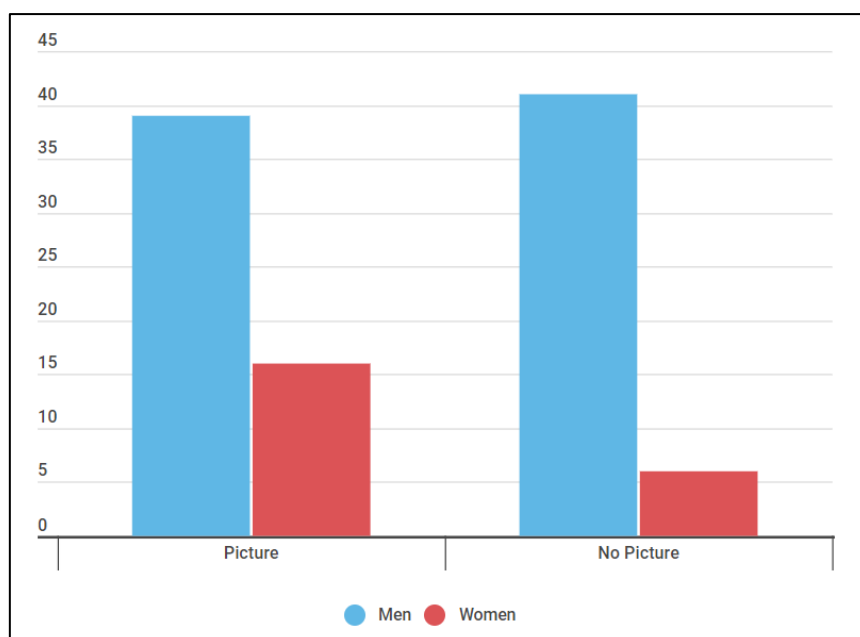
The findings above show that even if the negative and neutral headline tone articles are put together in the women's Cricket World Cup coverage, the number of articles with a positive headline tone were more. This does not help answer the research question that the majority of the women's articles are written with a negative tone because of the lack of

women's sports interest by the media in India. This proves the research question that there is a lack of interest in women sports.

#### **4.11 Pictures**

Articles in the newspaper usually come with a picture attached. The picture in the articles signify a number of aspects within the article. Each article usually has a picture that is linked to the article and what the article is about. Previous research states that pictures in the women's articles are usually off the field and do not show their strength and stamina, whereas pictures that are attached to the men's Cricket World Cup articles have pictures that are on the field and playing the sport they love to showcase their strength. Findings suggest that pictures in women's articles are usually off the field and in more sexualized poses as they attract readership and are more appealing to the audience.

Findings suggest that the number of articles during the women's Cricket World Cup did not have as many pictures attached as the articles that were written during the men's Cricket World Cup. The pictures during the men's Cricket World Cup were more on the field and during the game whereas, the pictures during the women's Cricket World Cup were either after the game or the articles did not have pictures attached. Pictures within the articles have a lot to say about the story, they can be the base of the story as they are one of the first few things that the reader sees. Pictures are the starting point of the article and they can either make the reader want to read the article or not read the article.

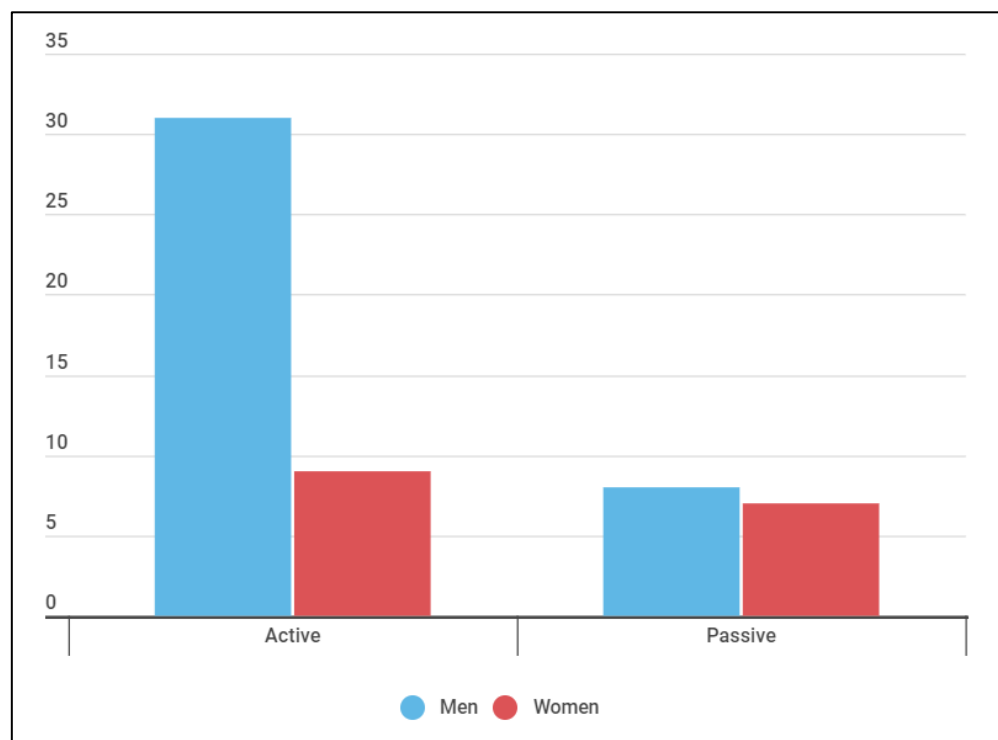


*Figure 11: The difference in the number of articles that have pictures and do not have pictures*

Figure 11 shows the difference in articles that do have pictures and the articles without pictures. Blue signifies the men's articles that do and do not have pictures, it can be seen that there are thirty-nine articles with pictures and forty-one without pictures. Red signifies the articles written during the women's Cricket World Cup where sixteen articles have pictures and six articles do not have pictures. It can be seen that the majority of the articles in both the men's and women's Cricket World Cup had pictures that backed the articles. Additionally, it needs to be pointed out that although sixteen articles in the women's Cricket World Cup did have articles four of these were information graphics which had to have pictures attached.

Findings show that the majority of the women's Cricket World Cup articles did not have pictures that were on the field, they were mostly after the game and the few pictures that did have pictures on the field were information graphics that did not really have a story

attached to the picture. Pictures were put into two categories active and passive. Active images were those images that were on the field and playing the game whereas passive pictures were pictures that were off the field and only headshots of the players. Women were not portrayed in pictures while playing the sports as these were considered traditionally not feminine. Traditionally, women pictures had to be posed and beautiful instead of the more accurate pictures of them playing the game, women sweating and tired are not accepted as they do not fill the criteria of the traditional feminine picture.



*Figure 11.1: Difference in number of articles that have active and passive pictures*

Figure 11.1 shows the difference in the dynamics of the pictures. The pictures can be either active or passive and it was noticed that the number of active pictures during the women's Cricket World Cup were more than the number of passive images written during the women's Cricket World Cup. Blue signifies the articles that were written during the

men's Cricket World Cup and findings showed that thirty-one articles had active images whereas, eight articles had passive images. Red signifies articles that were written during the women's world cup and it was found that nine articles had active images and seven articles had passive images. The difference between the active and passive images is not as much as the difference between the dynamics of the images during the men's Cricket World Cup. (see Appendix C)

The above Figure 11.1 shows that the active images during the women's Cricket World Cup is nine, but it has to be taken into account that a most of those active images are information graphics which have to contain playing images to be information graphics. The other articles had images like a group of Indian women being emotional after they lost a match, or a zoomed in image of a player's face holding her helmet. Very few of the active images actually had women participating in the game. As women taking part in sports is not considered traditionally feminine, images are the same. Women are not portrayed in active photographs as traditionally women should not be on the field. Editors feel that pictures off the field of women would bring in more interest rather than pictures on the field.

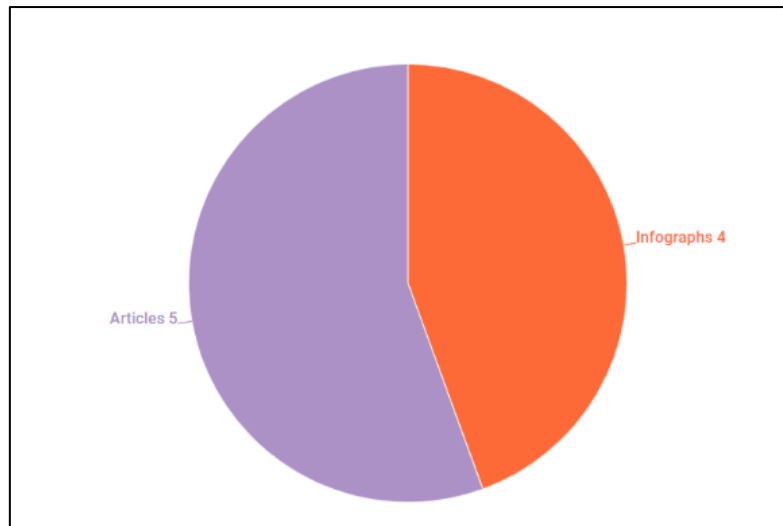


Figure 11.2: The active images that were part of articles or information graphics

Figure 11.2 shows the active images that were part of articles and the ones that were part of information graphics. Orange signifies the articles that were part of information graphics and purple signifies the articles that had other active images like players holding their helmet on the field. Through the above graphs if all these factors are taken into consideration it can be assumed that the majority of the articles did not contain images of women on the field during the game. This proves past researchers questions that women are often pictured off the field and in non-playing poses.

In conclusion to the analysis it could be proved that lack of interest in women sports in India is one of the main reasons for the difference in coverage. To specify the findings only involved articles from *The Hindu* and *The Times of India* during the quarter-finals and semi-finals of the men's 2015 Cricket World Cup and the semi-finals and finals during the 2017 women's Cricket World Cup. The coverage difference between both the newspapers were vast but it was clear that *The Times of India* covered far more articles than *The Hindu*.

There were a number of words that signified male dominance in the sports coverage in India. Findings showed that there were a number of factors that proved the ideology that women are considered subordinate to men with respect to sports. Words were used to place an emphasis on strength, stamina and the use of figurative language was clearly portrayed during the coverage of the men's Cricket World Cup, but these phrases and language were missed during the women's coverage in India.

India is a patriarchal society, and, in many ways, this shows no signs of changing, sports often get disparaged as base or 'un-cultured' but in truth they are the cornerstone of cultures. Sports offer an insight into cultures and each sport has a rich history. They also allow for the society to be mirrored with them. The coverage of women's sports in India shows this as they are not equal in their treatment of men and women, although this paper focused on the Cricket World Cup this is an everyday occurrence for the women of India. The media's coverage of the women's Cricket World Cup perpetuates this ideology, if the coverage of women in India does not change there is no hope for the deeper and more important problems within the society. These findings bring further insight to the lack of equality in sports coverage in India and the reasons editors do not focus on women's sports coverage. For the Indian media to change, the Indian societal norms need to change, which is a big challenge. The readers need to be more open towards women branching out from tradition; and the editors and journalists need to accept these changes and reciprocate them within the media.

## **Chapter 5 - Conclusion**

This dissertation analyses the difference in coverage of male and female sports in India with the men's Cricket World Cup of 2015 and the women's Cricket World Cup of 2017 as the main focus of the analysis. The aims were to see what lead to the growth of women's coverage in India and the main reasons for the difference in coverage in India. The research questions were:

1. Why is there is a difference in coverage between men and women in sports?
2. Is it just sexism or simple interest that drives coverage in women's' sport?
3. Why is there a difference in coverage between various Indian newspapers?

Gender bias is one of the main issues that the world is constantly facing with women struggling to achieve equality. The gender bias in the media has been around since the beginning of newspapers, but over time women have garnered more coverage within the media. Through time the gender bias has changed within the media, but the gender bias in the sports section has not reduced, this is especially true for India. As seen in the Literature review the difference in media coverage is vast and not confined to just one reason.

The gender bias in sports is an area a number of researchers have studied for years, Schmidt, 2016; Coche, 2015; Nair and Karthika, 2018; Tesco, 2007; Scraton and Flintoff, 2002; and Chattopadhyay 2017 are just a few. Researching this topic tells the readers how gender bias exists within the sports coverage especially in India. A gap in the literature shows that there is not much study done into women's Cricket World Cup coverage in India. Societal norms in India still hold a number of traditions and women taking part in contact

sports is not widely accepted. This dissertation tries to address that gap by using women's Cricket World Cup of 2017's coverage as the basis to note the difference in sports coverage in India.

The analysis endorses the bias in the coverage of sports between men and women in India. Findings within the eight days newspapers that were analysed, it was found that there was a difference in coverage between each newspaper. In the previous chapter a number of reasons were given for this difference in coverage in different newspapers. *The Times of India* being more widely read by the people in India had a number of more articles published overall as compared to *The Hindu*. This shows that each newspaper has its own disparity in the number of articles that were published. That being said, the coverage of women's sports does not adhere to any specific guidelines but tend to increase with the interest of the public.

This differences between each newspaper is a reason why there is a discrepancy in the number of articles published. Findings showed that the main cause for this variation depends on the readership of the newspapers. It was also noticed that male sports will always be the centre of the sports section, as even during the women's Cricket World Cup, when the women reached the final there were still twelve articles written about the upcoming men's cricket World Cup in 2019.

Findings showed that one of the main reasons for the difference in coverage in women's sports in India was mainly due to the lack of interest in female sports. Statistics showed that majority of the number of articles written during the world cup were written

by third parties. The shortage in the number of women journalists is apparent. This again raises the question as to why newspapers would not write their own articles. This shows that without women taking interest in sports journalism the interest in women sports cannot increase within the readership. Sports articles mainly being written by male journalists highlight the difference in coverage, male journalists give in to societal norms in India and do not give equal coverage in terms of words, phrases and structure. This is one of the reasons why the coverage in India is mainly due to the gender disproportion in journalists covering the sports.

The difference in coverage not only exists in length of the article but in sentences and structure as well. Through findings in this paper it is proven that women sports coverage re-emphasises the subordinate status of women. Findings suggests that the majority of the articles analysed contain gender markings. These gender markings reinforce the idea of women being subordinate to men. Through findings it was seen that women sports always contain gender markings; this is due to the fact that sports are assumed to be male. History suggests that sports are not traditionally feminine and thus the coverage needs to carry gender markings to highlight the idea that women are also taking part in sports.

The articles analysed showed that both newspapers contain similarities and factors that re-enforce the gender bias in sports coverage in India. The previous chapter shows that there were a number of themes that prove the gender bias in sports. The media uses different words to emphasise women sports being subordinate. Through words, phrases and language male sports are covered more predominantly than female sports. Additionally,

the kind of pictures attached to articles add to the gender disparity in coverage. This in turn furthers gender stereotypes in the Indian society.

The difference between men and women's sports coverage in India still exists. There is no doubt that women have been receiving more sports coverage in recent years, but the contrast between male coverage is still vast. Through findings in the previous chapter it can be proven that women's coverage is linked to interest and readership. Thus, it could be said that by increasing the number of women journalists, instead of third parties, would consequentially give a rise to the coverage of women sports. Additionally, it could also be shown that if publishing houses employed more women journalists the sports coverage in India would be on a more equal basis.

As shown in this dissertation the difference between the coverage of men and women in sports is different in India. Male sports are covered more and, in more detail, than women sports. Findings could prove this difference in Indian sports coverage. These trends in findings can be applied to any publication in India. While writing this dissertation the men's 2019 Cricket World Cup took place and the same media trends that were proved in the previous Cricket World Cup could be seen in the Indian media. The men's coverage in both *The Times of India* and *The Hindu* were twice the coverage of the women in sports. The same trends in words used, headline tone and overall number of articles could be seen in the 2019 men's Cricket World Cup as well. It would be interesting to note the coverage difference between the 2015 and 2019 Cricket World Cups. They are both male World Cups and although this dissertation proved the coverage difference between male and female

Cricket World Cups. Research in the coverage difference between both the male World Cups would answer further questions about the sports coverage in India.

The gender biases in the media exists in every field and in every country. Countries are trying their best to bring in equality in the media. This proves a bigger challenge as societal pressures add to the challenge. Indian society plays a big role in the difference in coverage in the media, for the coverage to be equal interest needs to be brought in for women sports among the Indian people.

Indian culture is still traditional and societal norms are a big part of the thinking of Indians. The media only reflects these ideologies. For equality to be achieved within the sports media ideologies need to be changed. The readers need to be more open-minded and accepting of new traditions. Appreciation and praise need to be given when it is achieved and not just based on their gender. Women are breaking barriers in every field both internationally and in India and this needs to be accepted in sports as well for equality to be possible.

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## Chapter 7- Appendix

### 7.1 Appendix A



Page design during the 2015 Men's cricket World Cup



Pages attached to the front page during the men's Cricket World Cup 2015

## 7.2 Appendix B

## Women in Blue's long journey ends 9 runs short of history

### Keywords

**London:** With its rows of grand old buildings and green parks, London, history-lover's haven, the birthplace of modern cricket, is already celebrating its 100th birthday. A century on from the birth of the game in 1817, at the same time as the first Test match, the city has not only changed but also has become a completely different place. In the game's history of growth, slowly a victory for British women would become a real-life transformation for itself. Could it be that the 100th birthday is just the beginning?

Unborn and unborn and unborn  
Unborn and unborn and unborn

\* FULL COVERAGE ON PAGE 17

Three days spent through the Indian housing, it sticking with the heat over signs in a Women's World Cup final — 0 for 36 — and the glory of the match itself, on the importance of home center implied, both as a gateway to the heartbreakers, making further on what might have been.

Later, singer Nikhil Duggal said she was proud of Sonoma. Prime Minister Narendra Modi took to Twitter to praise the singer's "remarkable skill and tenacity". A generation of Indian fans has become aware of her.



England's Arpa Shrubbery (left) combines the structural forms of shrubs and trees for its 15' Shrubbery tree 5/48 as well as collapsed from 2013 to 2/8 all over to have the 100' Shrubbery Model Cup (left) to 1/8

men's cricket. The boys just had been sent to this, but they have won a billion rupees, and that could make a huge difference to the lives of the poor.

The final bid (higher in several conditions) that did not change throughout the induction, stayed in the middle, where only a few subjects from the control

► 'They made millions of tons', page 17

Article on the front page

**'Women cricketers made millions of fans today'**

**► Products IP1**

**M**ahesh Patel, 71, a Gujarati builder from Harrow, who moved to the UK 28 years ago from Kenya, was having a drink in the Land's End Village.

"It's the second time India has come to a final so if they win it will be another country breaking the men and women's cricket world record more in India," he said, beaming with optimism.

His friend Amit Patel, 25, an inside agent from Harrow, said: "There are no equal opportunities in India if they win, it will help all women in India and encourage women to play sport."

Then a crowd of British Indians from the Warste Army burst into singing and dancing of Gungahappa Marya to the beats of dhol drums, dancing with flags draped around them.

It'sa Bhabhi, 34, from Delhi, whose family is of Punjabi origin, was one of them. Despite being born in the UK, she said she supported India. "Cricket is our national sport in India, it's where our parents are from, it's our roots."

Her father Dewey Buchanan, 44, added: "I don't think women's cricket has ever had a following like this before. It has always been dominated by men. If India wins, more investment will come."

there is information with which to make an informed choice. I wanted to show my daughter that women can make it in a men's sport.<sup>2</sup>

With Indian flags pinned on her hands, a British woman, Kevia Patel, aged 8, who lives in Surrey, said: "I wish all the men just played rounders. I always wanted to play cricket but it was all boys so I just never joined it."

Her father Steven Patel, 48, a business development manager, said "The fact the women's team have played so well shows they are



**SEVEN TIME:** England have won golds in the men's event with the trophy.

before the men."

For the first time in its history the Bharat Army had been allowed to bring their shield drum into Lord's.

About 200 members were dancing, eating and singing to disco beats in the basement of the town hall. "This match is very significant because it puts Indian women's cricket on the map and shows

they can represent truths in cricket," explained Rod Patel, 58, who had come down from Leicester. Then blazers' heads started and they all stood up for a quick dance. "I like bringing the dhal because it creates a carnival atmosphere. I think Lord's was a bit stuffy before. The whole point is it's a day out," he said, clashing some symbols and wearing a Bharat Arora shirt.

Then England won. "I feel gutted," said Maddy Jiles, a London-based solicitor. "That is two finals where we have beaten the champions and then lost the final on occasions and then lost the final on occasions being the men's Champions Trophy earlier this year. We lost to Pakistan and then to England. We were the underdogs so we deserved to win. We set no class."

"I am still the biggest fan of Indian women's cricket. They have created millions of fans today," said Rahul Vora, 38, from London.

*Article on the sports section*

## **Article on the front page:**

### **Women in Blue's long journey ends 9 runs short of history**

With 29 runs to go and 33 balls and five wickets in hand, history beckoned the Indian women's cricket team. Already, comparisons were being drawn with the famous triumph of the men's team in 1983 at the same historic ground of Lord's. That win had not only changed Indian cricket but also catalysed a complete shift in the game's balance of power. Surely a victory for India's women would have a similar transformative effect? Could a women's IPL be far behind? Unfortunately, England, and Anya Shrubsole in particular, had other ideas.

Shrubsole ran through the Indian line-up, finishing with the best ever figures in a Women's World Cup final -6 for 46 -and the player of the match award, as the inexperienced lower order imploded. Indian supporters were left heartbroken, musing forlornly on what might have been.

Later, skipper Mithali Raj said she was proud of the team. Prime Minister Narendra Modi took to Twitter to praise the squad's "remarkable skill and tenacity". A generation of Indian fans has become aware of women's cricket. The team may not have won the title, but they have won a billion hearts, and that could make a huge difference to the future of the sport.

The final had begun in overcast conditions but that did not dampen the spirit of the Indian fans, draped in the tricolour, who danced and sang right from the outset. Mahesh Patel, 37, a Gujarati builder from Harrow, who moved to the UK 20 years ago from Kenya, was having a drink in the Lord's Food Village.

"It's the second time India has come to a final so if they win it will be another country breaking the form and women's cricket will get promoted more in India," he said, beaming with optimism.

His friend Amit Patel, 35, an estate agent from Harrow, said: "There are no equal opportunities in India. If they win, it will help all women in India and encourage women to play sport."

Then a crowd of British Indians from the Bharat Army burst into singing and dancing of Ganpati Bappa Morya to the beats of dhol drum dancing with flags draped around them. Riya Bhambra, 14, from Hayes, whose family is of Punjabi origin, was one of them. Despite being born in the UK, she said she supported India. “Cricket is our national sport in India. It's where our parents are from. it's our roots. “

Her father Danny Bhambra, 41, added “I don't think women's cricket has ever had a following like this before. It has always been dominated by men. If India wins, more investment will come in women's cricket. I wanted to show my daughter that women can make it in a men's sport. “

With Indian flags painted on her hands, a British Gujarati Keeya Patel, aged 8, who lives in Surrey, said: “At school we just played rounders. I always wanted to play cricket but it was all boys so I have never played it. “

Her father Hiren Patel, 40, a business development manager, said “The fact the women's team have played so well shows they are better than men. “

For the first time in its history the Bharat Army had been allowed to bring their dhol drum into Lord's.

About 200 members were dancing, eating and singing to dhol beats in between overs in their own zone. “This match is very significant because it puts Indian women's cricket on the map and shows they can represent India in cricket, “ explained Raj Patel, 50, who had come down from Leicester. Then bhangra beats started, and they all stood up for a quick dance. “We like bringing the dhol because it creates a carnival atmosphere. I think Lord's was a bit stuffy before. The whole point is it's a day out, “ he said, clutching some cymbals and wearing a Bharat Army shirt.

Then England won. “I feel gutted, “ said Madhu Jain, a Londonbased solicitor. “That is two finals where we have beaten the champions and then lost (the earlier occasion being the men's Champions Trophy earlier this year). We lost to Pakistan and then to England. We were the underdogs, so we deserved to win. We got so close. “ “I am still the biggest fan of Indian women's cricket. They have created millions of fans today, “ said Rahul Vyas, 39, from London.

## **Article on the sports section:**

### **Women cricketers made millions of fans today'**

**Canton, N, 2017**

With 29 runs to go and 33 balls and five wickets in hand, history beckoned the Indian women's cricket team. Already, comparisons were being drawn with the famous triumph of the men's team in 1983 at the same historic ground of Lord's. That win had not only changed Indian cricket but also catalysed a complete shift in the game's balance of power. Surely a victory for India's women would have a similar transformative effect? Could a women's IPL be far behind? Unfortunately, England, and Anya Shrubsole in particular, had other ideas.

Shrubsole ran through the Indian line-up, finishing with the best ever figures in a Women's World Cup final -6 for 46 -and the player of the match award, as the inexperienced lower order imploded. Indian supporters were left heartbroken, musing forlornly on what might have been.

Later, skipper Mithali Raj said she was proud of the team. Prime Minister Narendra Modi took to Twitter to praise the squad's "remarkable skill and tenacity". A generation of Indian fans has become aware of women's cricket. The team may not have won the title, but they have won a billion hearts, and that could make a huge difference to the future of the sport.

The final had begun in overcast conditions but that did not dampen the spirit of the Indian fans, draped in the tricolour, who danced and sang right from the outset. Mahesh Patel, 37, a Gujarati builder from Harrow, who moved to the UK 20 years ago from Kenya, was having a drink in the Lord's Food Village.

"It's the second time India has come to a final so if they win it will be another country breaking the form and women's cricket will get promoted more in India," he said, beaming with optimism.

His friend Amit Patel, 35, an estate agent from Harrow, said: "There are no equal opportunities in India. If they win, it will help all women in India and encourage women to play sport."

Then a crowd of British Indians from the Bharat Army burst into singing and dancing of Ganpati Bappa Morya to the beats of dhol drum dancing with flags draped around them. Riya Bhambra, 14, from Hayes, whose family is of Punjabi origin, was one of them. Despite being born in the UK, she said she supported India. "Cricket is our national sport in India. It's where our parents are from. it's our roots."

Her father Danny Bhambra, 41, added " I don't think women's cricket has ever had a following like this before. It has always been dominated by men. If India wins, more investment will come in women's cricket. I wanted to show my daughter that women can make it in a men's sport."

With Indian flags painted on her hands, a British Gujarati Keeya Patel, aged 8, who lives in Surrey , said: "At school we just played rounders. I always wanted to play cricket but it was all boys so I have never played it."

Her father Hiren Patel, 40, a business development manager, said "The fact the women's team have played so well shows they are better than men."

For the first time in its history the Bharat Army had been allowed to bring their dhol drum into Lord's.

About 200 members were dancing, eating and singing to dhol beats in between overs in their own zone. "This match is very significant because it puts Indian women's cricket on the map and shows they can represent India in cricket," explained Raj Patel, 50, who had come down from Leicester. Then bhangra beats started and they all stood up for a quick dance. "We like bringing the dhol because it creates a carnival atmosphere. I think Lord's was a bit stuffy before. The whole point is it's a day out," he said, clutching some cymbals and wearing a Bharat Army shirt.

Then England won. "I feel gutted," said Madhu Jain, a Londonbased solicitor. "That is two finals where we have beaten the champions and then lost (the earlier occasion being the men's Champions Trophy earlier this year). We lost to Pakistan and then to England. We were the underdogs so we deserved to win. We got so close." "I am still the biggest fan of Indian women's cricket. They have created millions of fans today," said Rahul Vyas, 39, from London.

### 7.3 Appendix C

Active Image of Men's Cricket World Cup Articles and Women's Cricket World Cup article



*Men's Action image*



*Women's action Image*



**THEIR FACES SAY IT ALL:** Dejected members of the Indian team after the match at Lord's on Sunday

*Women's action Image*



*Men's action Image*