

## **Correlation between News Components with Women's Presentation in Leading Iranian Sport Newspapers**

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### **Abstract**

**Background:** Evaluating of the correlation between news management components and gender orientation in sport newspapers in Iran was the main purpose of the present research. **Method:** The research method was content analysis. Statistical population of the research was five Iranian highly published sport newspapers in 2017. The sample (4290 news) was selected using cluster sampling method. **Results:** The results showed that news about women covered small parts of the newspapers' pages compared with news regarding men. **Conclusions:** According to the results of the research, most parts of sport news in the journals focused on athletes, and this focus was in favor of men. In addition, the focus of sport print media was mainly on authorities, coaches and trainers of men's sports.

**Keywords:** Gender orientation, newspaper, news management

## INTRODUCTION

The newspaper is the printing media in which all information of the national and international level news is printed. Reports of events occupy more space in newspapers. The ability to front the action in a lively, informative and accurate way is an essential knack for any sports journalist. The competitions taking place between individual athletes or teams are what sport is all about, and they are the spring from which all forms of sports journalism ultimately flows.

Often, the media simply reports the action on the day, but the more important events require much more space on the sports pages for a much longer period. Indeed, major events such as the Olympic Games, Soccer, Rugby and Cricket World Cups, the Baseball World Series or the Super Bowl in American football obsess sports journalists' minds for weeks or even months before the events. In such cases, the event itself forms only part of a continuum that, for the media, begins well before and after the given event. It can consist of a number of different types of sports writing, including build-up or scene-setting pieces, previews, 'running' reports, considered reports, delayed reports, and inquest pieces (Andrews, 2005). In addition to reporting the event, news broadcasting is one of the most important tasks of sport newspapers. News is the main component of all kinds of journalism (Andrews, 2005). According to the definition, news is a narration or objective interpretation of realities consisting of one or more news values and probably influenced by intra-organizational and extra-organizational factors (Roqaniha, 2003).

Another kind of story with which sport news is dealing may be additive reports, exploring an item or a person deeply (Andrews, 2005). As a report is a form of news and writing in print media, it is inevitable to generalize the definition of news to it. Therefore, report is defined as: The journalist narration or interpretation of the process between two ends of a connection to achieve reality with one or more news value. This narration is both influenced by bilateral characteristics of the process of communication and intra- and extra-organizational factors (Ghazizadeh, 2000).

News management is the management of messages, journalism, knowing events, narration, including many subjects such as item management, headline management, photo management, news classification management, news form management, news content

management, management of data identification in news, information management, news gate keeping, piece to camera management, narration management, discussion management, motivation management, relationship with audience management, etc. (Ghazizadeh, 2000).

Considering some principles in news management can be effective in the attractiveness of news. For example, letter size and words are important. Important and exciting news should be printed in large and bold letters in the headline. However, less important news should not be written in that way. The importance of the news determines its size, and this is the new attribute that defines the letters' shape (Mousavi, 1994).

Agenda-setting is a process by which mass media prioritizes some events and items and attracts the attention of its audience. Priorities increase or decrease the importance of the events in a definite period of item. Thus, an event is an important case in the society if the media gives prominence to it (Eshaqi, 2009).

One of the important factors for introducing female athletes and attracting the women of the society to sport activities is the reflection of sportswomen in print media. There are many studies on how sportswomen are reflected in print media, and most of them show results in favor of men in print media. Greendorfer (1987) in her study on using female socialization into sport as an example showed that A social role-social systems approach, previously applied to male sport socialization and purported to predict a high degree of sport involvement when positive social influences are exerted by significant others, was applied to female athletes and non-athletes. Results from several stepwise regressions suggest that this conceptual approach does not adequately capture the process that pertains to females, as more variance is accounted for in the case of nonathletic, who have lower levels of sport involvement. The implications of such findings suggest that existing conceptual notions pertaining to sport socialization may in reality be a more accurate portrayal of gender role-appropriate behavior in sport rather than actual sport role behaviors.

Theberge and Cronk (1986) examined the process of news making and production in an effort to ascertain why women have been underrepresented in sports media. To that end, they used a newspaper from a southwestern city in the United States (population = 250,000) with professional basketball and football teams and a major university. They

found two reasons for the lack of coverage of women's sports. First, the format of a major portion of the sports page was the same every day (Crossman, Hyslop, & Guthrie, 1994); specifically, box scores (which are primarily devoted to men's events) and rosters of local sports events. Second, the content is often obtained from outside sources, such as wire services, thereby pushing responsibility for the lack of coverage away from the small newspaper and onto the larger sports world. Further, journalists who standardize and bureaucratize newspaper production often assume that the general public has a greater interest in men's sports. According to the authors, these factors, as well as the fact that greater resources are allocated to men's sports, contribute to the disproportional print media coverage of women's sports. Another factor contributing to male bias in sports coverage may be that the vast majority of sports editors and writers are male (Anderson, 1983; Eberhard and Meyers, 1988).

Lumpkin and Williams (1991), in their comprehensive study of Sports Illustrated feature articles, found that white females in golf, tennis, and swimming received the most coverage. They found black females featured in only basketball, tennis, ice-skating, and track and field.

Lim (2018), in a synthesis of the literature on media coverage of female athletes which included a review of newspaper and magazine printed between 2000-2018 showed that women sports were given lesser coverage time on media. Not only that, it was also shown that whenever female athletes were highlighted in media, they tended to be seen as a sexual objects instead. Barforush (2002) showed that in most newspapers, photos were published on the front page, and there was no connection between the images and the content of the magazines. Women's images were not used on the front page and just a little of the images were used inside the magazine. Also, Afchangi (2001) analyzed the content of five famous Iranian newspapers in the 1995-2000 period. The results showed that there was a significant difference between considering women's and men's sports in the under-study newspapers during 1995-2000. In 1995, women's sports comprised only 3.7% of sport news of newspapers, while in 2000, only 2.2 % was devoted to women, and totally, 96.3% of sport news was for men. Harris and Clayton (2002) as well as Pederson (2002) showed that in sport print media, a little was written about women in comparison with men. Despite

the fact that women's sport is developed at an elite sport level, Bernstein's (2002) research indicated that only 10% of media news frontage was dedicated to women. Fink and Kensicki (2002), in the analysis of the content of some sport journals and their link with the sale of the journals, found that the new publishing process of women's sport helped to sell the newspapers, but the number of published news of men was more than that of women. Vincent, Inwold, Johnson, and Massey (2003), in a research on sport newspapers of America, Canada and England, showed that "gender appropriate" sports like gymnastics, swimming and tennis received more print media frontage than "gender inappropriate" team sports such as volleyball, football, hockey and softball. Even the number of the images of this group, due to their sexual attractions, were more than the average images in the front of other pages.

A research on 2100 sport reports of 16 journals in 2004 showed that female athletes of individual fields were considered only in 5% of the reports (whereas 35% was dedicated to men) and female athletes in team sports encompassed only 3% (36% for men). The results of Capranica et al.'s (2005) research showed that in the Sidney 2000 Olympic Games, only 29.3% of the articles and 38% of the printed images in journals of Belgium, France, Denmark and Italy belonged to women. Kiefer and Scharfenkamp (2012) in a study on The impact of physical attractiveness on the popularity of female tennis players in online media showed that that physical attractiveness increases significantly the popularity on Facebook, WTA news, Kicker.de, the homepage of the Tennis Life Magazine and Google. Fink (2013) studied on The 2012 London Olympic Games were heralded as the "Year of the Woman" as every delegation sent a female athlete to compete in the games, and nearly 45% of all athletes were women.

Results of her study showed despite of sport participation amongst girls and women was considerable and they delivered remarkable athletic performances. However, female athletes and women's sport still receive starkly disparate treatment by the sport media commercial complex compared to male athletes and men's sport. Also Akalan (2012) in his study about the role of mass media in women's sport showed that Mass Media in current situation play a little and so little role in women's sports coverage. While, in desired situation, it can play an important role in

women's sport. Also results showed a meaningful difference between subject's viewpoint about desirable role of Mass Media in current and desired situation in women's sport. Difference between current and desired situation in all variables showed that Mass Media has high potential role in women's sport, but for some reasons, they don't do it properly. So, the proper use of Mass Media is essential for women's sport improvement. Nicely (2007), in an investigation of 3 important American newspapers, found that female athletes were displayed in four concepts: Weakness of thought, men reference, to be mother and sister, and fame. In addition, the results of this research showed that the media considered individual sports among women more than team sports.

Indeed, all the news about female athletes or women's sport in these newspapers were presented in a media framework and definite goals in which they showed women in a traditional framework. Frideres, Palao, & Mottinger (2008) studied the difference in sports coverage in relation to gender in online newspapers in two western countries, Spain and the United States. They (2008) showed that women's sport received less coverage than men's sport in total number of articles as well as in front-page stories, article length, and number of photographs.

Mazaheri (2009) showed that since 1997, only 38 cases (5.2 %) of 676 published items in sport illustrated were dedicated to women. Of 38 cases, 6 cases (15.6%) belonged to women in a section of detailed reports about the different aspects of sport (ticket price, fans, and good universities for sport) and 12 cases of (31.6%) regarded women for advertising sport goods such as swimsuit. The results of the investigation of 385 newspapers in America in 2009 showed that about 25% of editors in chief agreed with this belief that women naturally have less athletic characteristics than men do.

Even, half of these editors believed that sport was only for men. O'Neill and Mulready (2015) studied the coverage of women's sport in UK media across a week in February 2012, six months before the London Olympics, with coverage in a week in February 2013, six months after the Olympics, to see if there has been an Olympic "legacy" that increased coverage. They showed that there has been minimal change in everyday coverage of women's sports after the Olympics, and that female athletes continue to be hugely under-represented in the UK press.

Almeida and Oyinate (2016) analyzed images of women in newspapers of West Africa. They found that women were characterized in relatively patterned ways, and women play only a minor role in West African news accounts. The findings of Oropeza and D'Amico (2017), with the purpose of exploring the relationship between sport and gender by examining their photographic images coverage in local media of Venezuelan newspapers, indicate that men dominated photographic coverage in local papers, and, by comparison, female athletes' media attention focused on their physical attractiveness or non-sport-related activities. Also, Altmann (2017) studied the existing relations between representing women in magazines and street running. They showed that the image and the content transmitted by magazines do not correspond with the reality of the participants. It emphasizes beauty standards associated not only with the sports world, but with women in general instead.

Conversely, the interviews demonstrate an intense relation between these women and running, in which experiences of competing positively influence training regularity, intensification and engagement. Hovden and Lippe (2017), in their studies on the gendering of media sport in the Nordic countries, showed that online newspapers mostly reproduce the gendering found in former newspaper studies. Men's football dominates the coverage and female athletes are still exposed as the 'other' gender through stereotyping and trivialization.

News management is applied based on thinking method and mental orientation of the media. Thus, news management method in media is effective in mental orientation of the audience. One of the biased issues in world media is gender beliefs in news broadcast, which are revealed in different aspects of men's and women's life and noticed more in sport than other fields.

The content and news locations (up-to date, orientation, type of headline, financial aspects, news extension), visual news (location of the news, photo color, type of frontage, photo location), and the characteristics of news processors (license owner of the newspaper, the type of license, gender of journalists, gender of license owners) are the main variables and sub-variables considered in news management, and, in this research, they are used as research variables.

The current research was conducted with the general purpose of the investigation of gender orientation considering all news management components and women's sports reports in highly-circulated sport newspapers, and the special goals were considered in this research as follows:

- Investigating gender orientation in vision components of sport print media news
- Investigating gender orientation in writing location of the news of sport print media news.
- Investigating gender orientation in news broadcast considering the characteristics of news processors.

## **METHOD**

The method of this research was content analysis. Collected data were encoded and SPSS 18 software was used for data analysis.

The statistical population of this research was five highly-published Iranian sport newspapers in 2016. The sample (n=4290) was selected using the cluster sampling method, and four seasons of the year was selected. In each month, one week and in each week, two issues were selected randomly. Ultimately, 40 newspapers were chosen. The data analysis tool was coding sheets and an inverse **questionnaire** prepared based on research variables and research data.

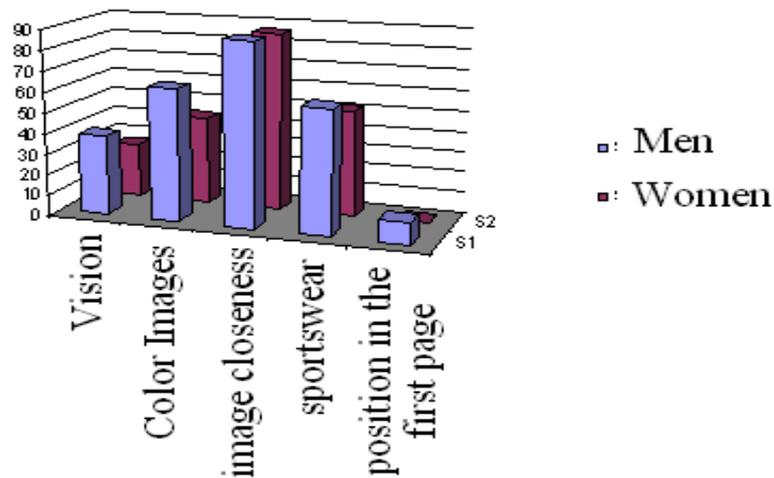
## **RESULTS**

In terms of frequency distribution of the number of investigated items based on gender separation, the topics in the selected newspapers showed that 6.2% and 93.4% of news was dedicated to women and men, respectively, and 0.4% were devoted to both of them.

The results of the visual nature of news and reports, and also sub-variables of this component, showed that the number of visual news of men (48.6) were more than women's visual news (16.9), and the statistics value of the Chi-square test indicated a significant difference in visual presentation of news among women and men.

Results showed that most of the news devoted to men had colorful images while most of the women news had black and white images, and the results of the Chi-square test (14.84) showed a significant difference in the color of images among women's and men's sport. The distance (being close or far in the image) of the images were investigated, and it

was shown that the number of close images of women were less than men's. The results of the Chi-square test (30.49) showed a significant difference in the distance of men's and women's images. The results showed 51.4% of visual news were devoted to women and 60.1% of the news was for men with sportswear. The test statistics showed that there was a significant difference in the frontage of items in women's and men's images. The results indicated that men's visual news was published much more on the front page in comparison with women's news. The results of the Chi-square test (20.66) indicated a significant difference in the location of visual news among men and women.

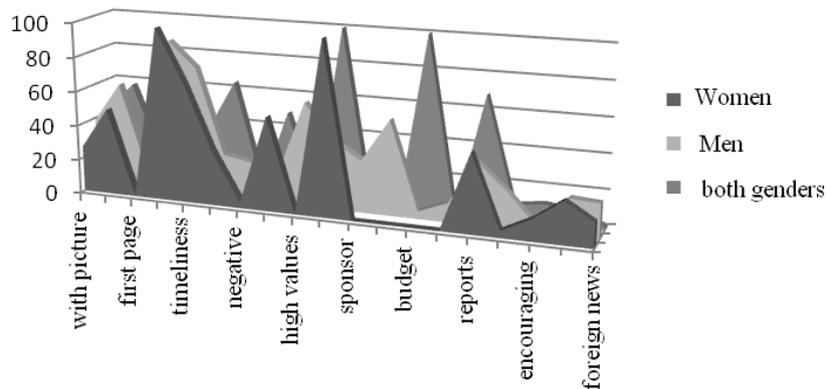


**Chart 1:** Gender orientation and variables related to visual news and reports

The results of writing location and news content component and the related sub-variables showed men's news was mostly written (14.3) in the front page of the newspaper that was high in news value but women's sport news was mostly written (0.9) in the other pages with less news values. The results of the Chi-square test indicated a significant difference in news location of the two genders of men and women (20.66). The calculations showed men's news was more up-to-date than that of women's. The results of the Chi-square indicated a significant difference in the up-to-date nature of news for men and women (33.34) (Table 1).

Positive orientation of women's news (54.1) was more than men (17.9) and vice versa, whereas negative news in men's news was more than women's news. The results of the Chi-square test showed a significant difference in news orientation of both men and women (165.80). The news of men's sport with two high and low values written in the front page of the newspaper was more than women's news (Table 1).

Women's news with high valuation was not written in the front page of the newspaper, and only one news with low valuation was written on the first page. The result of the Chi-square test showed a significant difference in the amount of news broadcast in the front page of the newspaper for both men and women (10.08). All financial news of the newspapers under study was dedicated to men and no news about financial issues was written about women. The results of the Chi-square test showed a significant difference in financial aspects of news for both men and women (40.44) (Table 1).



**Chart 2:** Frequency Percentage of Variables: Writing Location and News Content are based on Gender Separation

The study of news content variable showed the highest amount of analytic-critical news and foreign competitions belonged to men. The results of the Chi-square test showed a significant difference in sport news content in both men and women (101.118). The ANOVA test displayed the difference in news extension in both men and women in which the average of women's news (2.8049) was less than that of men

(3.4873) and F value (182.513) indicated a significant difference in men's and women's sport news (Table 2).

**Table 1:** The results of the Chi-square test for each of sub-variables of news content and writing location

Chi-square	Visual news	Writing location	Up-to-date	Orientation	Headlines valuation	Headlines valuation	Financial	News content
<b>Statistics</b>	33.23	20.66	33.34	165.80	10.08	10.08	40.44	101.118
<b>df</b>	2	2	2	4	2	2	3	8
<b>Sig.</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

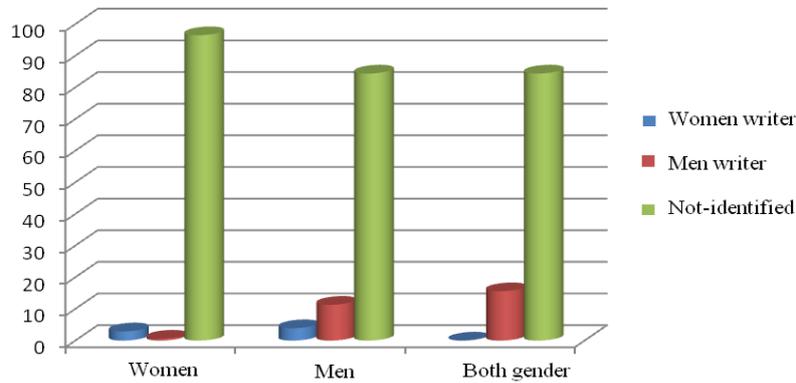
P=0.05

**Table 2:** Frequency and results of one-way analysis of variance of news space

	Gender of news writer	Frequency	M	SD	F value	Sig.
<b>Space</b>	Woman	123	2.8049	1.42379	182.513	0.00
	Man	353	3.4873	0.88259		
	Unknown	2793	2.3709	1.04924		
	Total	3269	2.5078	1.10593		

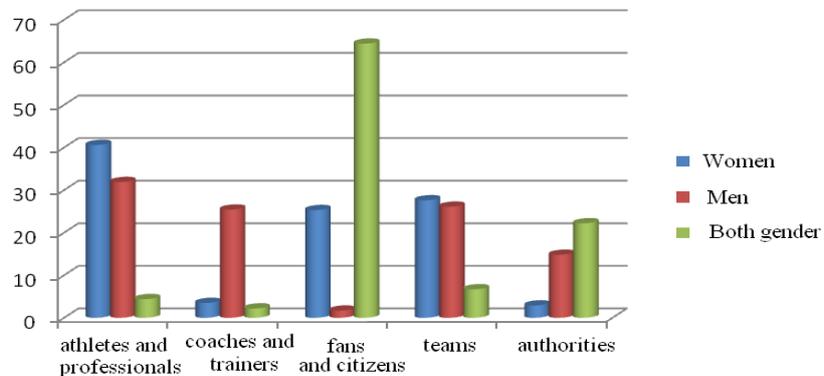
- Calculations of news processors components characteristics and the related sub-values showed Abrar had the highest gender orientation level and Navad newspaper had the least gender orientation level among newspapers. 5.2% of news was dedicated to women, 93.4 % for men, and 1.4% for both of them. Considering the value of test statistics of 15.94 with 8 degrees of freedom, as well as the significance level, indicated a significant difference between the amount of items presented for men and women in each of the underlying newspapers. The results showed that 8.2% of women's news was in government newspapers, 91.8% of women's news was in non-government newspapers, 21% of men's news was in government newspapers, and 79% in non-government newspapers. The calculations showed there was a significant difference between significance level of news and

presented items among women and men considering the type of newspaper license (23.18) (Table 1).



**Chart 3:** Frequency percentage of the presented issues based on the gender of the news writer and gender orientation in the under-study newspapers

The results showed women writers had written about 2.9% of women’s news and 3.9% of men’s news, and men writers had written about 0.6% of women’s news and 11.3% of men’s news. The results showed a significant difference between the amount of news produced, and men’s and women’s sport items based on the gender of the writers (22.69).



**Chart 4:** Frequency of the presented items based on news item and gender orientation in sample newspapers

News items both in men and women were mostly dedicated to athletes. Women’s sport authorities including authorities (2.5), coaches and trainers (3.5) were less considered in comparison with men. The

results showed a significant difference between the amount of women and men sport items considering news items (759.16).

## **DISCUSSION**

The results of the present research obviously show gender orientation in news management and reports of sport newspapers in Iran. The study indicates the difference of news based on gender orientation in research variables and sub-variables is significant.

Accordingly, it is observed that the maximum news for men's sport in comparison with the minimum news of women is a calculated issue. As Collins (1975) and Saltzman (1990), prominent sociology theorists, believe, if power in a society sides with either men or women, it causes superiority of his/her power on the opposite sex and leads into the dominance of the other gender.

For example, if in a society, men are at the top levels of management, women will be dominated by this superior power; but as Collins (1975) says, if the government gives the top positions of management to women by creating some strategies, one-way dominance of the superior power on the inferior will be decreased.

Currently, despite the presence of women in top management levels in Iran, the number of men is more than women at these jobs. As Collins (1975) and Saltzman (1990) state, men's superiority attitudes in comparison with those of women are transferred to the lower layers of social management, and the newspapers license of this research considerably belong to men. They apply news management by emphasizing on men and, hence, most of the content of the sport newspapers focus on men's sport. These results are supported in research by Niknejad (1996), Afchangi (2001), Barforush (2002, 2009), Lumpkin and Williams (1991), Harris and Clayton (2002), and Pederson (2002).

Greendorfer (1987), a sociology theorist, believes in social beliefs. She states that based on social beliefs and clichés, everybody thinks that sport is only for men and requires physical power and, thus, men are stronger than women and women should keep their feminine characteristics and be far from sport violence. The results of the research of Women sport foundation (2009) imply female athletes in American print media are considered as some creatures with sexual and feminine attractions, while men are shown as strong, bold and aggressive ones. Also, research shows that print media reflects more individual fields of

women such as tennis, and track and field, in which sexual attractions of women are obvious in comparison with team sports. The results of *Journalism & Mass Communication Quarterly* (2005) indicate that chief-editors of sport journals do not advocate women's sport activity.

All this research supports Greendorfer's theory (1987) that attributes gender orientation in women's sport news to social beliefs. The results of the present research suggest that news content, local competitions, and news reports belong to women, and the highest amount of analytical-critical news and foreign competitions belong to men, and the positive orientation of women sport news is much more than men. However, analytical-critical news as well as news with negative orientation are more about men than women. This is consistent with the idea of Greendorfer (1987), and it shows journal managers manage sport news in such a way to fix the accepted image of women as individuals who are away from violence and are full of feminine features. Therefore, agenda-setting of men's sport news by putting them on the front page with high valuation and dedicating much of the newspaper space and financial news to men all goes to show news management advocates men's sport in the society. The results of research by Afchangi (2001), Barforush (2002, 2009) and Niknejad (1996) support this notion. The results of these studies show that the characteristics of news processors have significant correlation with genders in publishing sport items in sport print media. Also, the investigation of each of the sub-variables of news processors' features show a significant association between each of them in terms of gender orientation in sports broadcast.

According to Collins's theory (1975), today, stratification is an important field of our lives. He believes when one gender controls power tools, he/she can use this power to dominate the opposite sex and, consequently, an unequal gender system is created. When these two genders control financial resources, they can control life affairs. Thus, the results of the research supports the theory by Collins (1975). As it was shown in this research, since most newspaper license owners are men, it can be concluded that commanding resources is dedicated to men and as Collins (1975) say, the ones who are in charge of controlling the resources can affect the newspapers content based on their whims. The results of this research are supported by the studies conducted by Lumpkin and Williams (1991), and Nicely (2007).

On the other hand, Saltzman (1990) believes that two factors exist in each society leading to the formation of continuous gender stratification system. A classification of these factors is obligatory and other factors are optional. According to Saltzman (1990), if labor division is gender-based, gender stratification is dependent upon labor division in the macro-level of a given society, for instance the workplace, which is defined and distributed based on gender. In this case, men have more resources than women, and, on the other hand, these financial resources of honor and respect lead to the difference in power control among men and women at individual and interpersonal levels. The more financial share and power men have in comparison with women (the power arising from physical labor division), the more men use this power in their relationship with women. In addition, the more opportunities are distributed in both power and job roles outside the house for men. When these conditions are dominant, attitudes and behaviors about job roles work in favor of men. Saltzman (1990), like Collins (1975), refers to the priority of men due to having power resources and points to the physical power of men as an important reason for their superiority in comparison with women. Based on this fact, we can conclude that since financial and legal power resources of sport newspaper licenses are for men, the weak reflection of women's news in Iran's print media and a lack of understating regarding women's capabilities in sport is inevitable. The results of Nicely's (2007) studies support the above-mentioned theory. Gender beliefs of the society have an important share in media reflection of women presence in sport activities. Greendorfer (1987) states powerful gender beliefs are overwhelming and effective on all aspects of life and parents, teachers, mass media, and other society acceptors transfer gender beliefs directly or indirectly. Gender beliefs affect social processes, namely social evaluation and gender bias. The gender belief system has penetrated in sport and physical activities and sport activities are related to gender stereotype thoughts and gender beliefs and, consequently, this leads to the restricted presence of women in media.

According to Sen (2015), most of the theorists rarely investigated inequality (income inequality). Therefore, the important thing today is taking a factor-based strategy about women. As Sen (2015) believes, we can again refer to men and women gender inequality in social area in terms of the resource power available to them, and, as he says, this gender

inequality can be improved by social attitude change. In addition, Collins (1975) believes that controlling dominance tools is something more than physical power differences among people, and this control can be reduced or improved by powers beyond the genders. The legal system or government and the presence or absence of relatives is two factors affecting the type and nature of men and women relationships.

The results of the current research show news writers' genders influences the type and content of presenting news of women's sports. As it is shown in the research results, despite the presence of women journalists in Iran's print media organizations, most of the news about women's sport is written by men, and this fact is influenced by two major reasons:

Firstly, the number of men journalists is more than women journalists, and secondly, giving newspaper licenses to men is an important factor to provide and publish information by men. As it is shown in the results of the current research, all the leading sport newspapers license owners are men. The results of research by Nicely (2007) support this study's finding.

## **CONCLUSIONS**

The results of the present research show that, in some of the investigated journals (Abrar), not only are nothing written about women's sport, but also there is anything about sport news of both men and women, and all the sport news is dedicated to men. It can be said that men have access to the resources - as Saltzman (1990) believe - dominating the total centrality of men's news in these newspapers.

The interesting point of the research is that the amount of women's sport news in governmental sport news is less than men's sport news (8.2% vs. 91.8%). Although total sport news of both genders in non-governmental newspapers is more than government newspapers, the above difference is important.

According to the results of the research, the main part of sport news in journals focus on athletes, and this focus is in favor of men. In addition, the focus of sport print media on authorities, coaches and trainers of men's sports are more than the focus on women authorities, trainers and coaches, and this fact indicates less attention of newspaper license owners to the presence of women's sport in sport development (Barforush, 2002, 2009).

Gender orientation is observed in visual reflection of sport news in Iran's print media. In addition, the investigation of each of the sub-variables of the visual nature of news and reports in the research show the gender orientation in visual broadcast of sport news regarding each of the research variables. Newspaper images should show the excitement of new images, and clarification in terms of technical issues, and it should show anger, hate and concern of its audience. Of course, print media chief editors are responsible for selecting images, knowing that selecting each image brings a message with itself and causes the audience to perceive the message of the item. Thus, printing images on the front of the newspaper indicates the importance of the news. By using images in other pages inside the newspaper, the audience will pay more attention to the content of the newspaper. By printing the image of events in a given newspaper, the audience will be attracted to the news subject. Each time the newspaper pages are turned, printed images will be seen but written texts are not read.

Needless to say, all classes communicate with the printed images in newspapers. In black and white images, what subjects transfer is not weak, and all the realities are reflected to the reader, but color images in the newspaper brings joy and total observation for the reader (Mazaheri, 2009) and besides, the subject will be more interesting. The results of the research show that most of women's sport news is without images, and, as it was said, it reduces news sensitivity and attraction. Sportswomen's images, in comparison with those of sportsmen, are less colorful, and, in most news about women, they are shown with no sportswear. This prevents the importance of sportswomen, and not showing them with sportswear may discourage them. The results of the research also indicate that visual reflection of sportswomen in all sport fields is restricted. Perhaps, as the social beliefs theory implies, sport in the society is dedicated to men, and this comes true by publishing more images of women out of sports fields, and transferring this to the society. This mentality and increasing number of sportsmen indicates the lesser importance of sportswomen in comparison with sportsmen. Newspaper license owners are men, there is no woman in this field, and the labor division at higher levels of print media and society are left with men, and sportswomen are at a lower level. As a result, they will be dominated by men's attitudes that are obviously shown in print media images and news.

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