

Magazine Representation of Female Athletes Topic of Thesis

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Amanda Wade presents her master's thesis on July 30, 2008 at 10 a.m. in 01-3381. Amanda will discuss her research titled "A Content Analysis of Black Female Athletes and White Female Athletes in Sports Magazines."

Research suggests that female athletes receive less media coverage than male athletes and that representation more often focuses on femininity than athleticism. Yet factors other than gender may influence media representation. The race and gender of target readers may impact representation of female athletes. This study reports the results of a content analysis of representations of white and black female athletes in 92 magazines. Representations of black female and white female athletes in Sports Illustrated, Sports Illustrated for Women, and Her Sports from two different time periods, 2000-2002 and 2004-2008, were compared. Results reveal that the race of the female athlete and the gender of the reading audience influence the depiction of the athlete as primarily athletic or feminine.

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