



Activity N°24: Off to the Olympics!

Analysis
France

Key words: *Gender / Representations / Media treatment*

Target groups:

- Professional journalists
- Journalism trainers
- Media literacy trainers

Duration: 90 minutes

Context: Like their male counterparts, the Belgian women's hockey team qualified for the Olympic Games! Did the media treat the two teams in the same way? How did the Belgian press describe these hockey "heroes"? Issues of gender and journalistic style arise.

Objectives:

- **To analyse media treatment of sports news, representation mechanisms in relation to non-discrimination and the gender issue**
- **To identify possible differences in the media treatment of men's and women's sports events**

Equipment:

- Pens and paper
- Computer

Media Resources: A range of media content (printed, radio, TV, Internet links) relating to the event concerned. The event will preferably be a win for both the men's and the women's' national teams.

Observations: We have taken Belgium as our example, but this exercise can be applied to any other country's national women's and men's teams in one and the same sporting discipline.

Organisation:

| Class configuration | Time in minutes | Sequence of activities |
|---------------------|-----------------|--|
| GR | 10' | Introduce the activity and present the objectives Introduction to the sports event in its context (wins for both the men's and the women's team). |
| GR | 15' | Show selected TV commentary on the event. Play back the corresponding radio excerpts. Distribute printed press reports on the event. |
| PRS | 20' | Create an even number of sub-groups. Ask half of these groups to work on the men's win and the other half to work on the win by the women's team. Ask each sub-group to analyse the material (audio, printed and video), identifying the following: - The narrative elements within the lexical field of emotion - The narrative elements within the lexical field of information - The narrative elements used to tell the story |
| GR | 20' | Ask each sub-group to present to the others their analysis and their interpretation of the observations. |
| GR | 20' | Ask participants to identify the differences in media treatment (if any) of the wins by the women's and the men's teams. |

Variants: The target audience may be composed of a mixture of students and news professionals. This analysis may also be applied to other news fields (politics, economics, etc).

Suggested follow-up activities:

- **Sport** Unit: Activity n° 22. *What a story!*
- **Stereotypes and representations** Unit: Activity n°22. *What a story!*
- This is the final activity of the **Gender** Unit.