

A Comparative Analysis of Gender
Disparities in British Football and British
Athletics

Donna Louise McGuigan

UNIVERSITY OF
BIRMINGHAM

University of Birmingham Research Archive

e-theses repository

This unpublished thesis/dissertation is copyright of the author and/or third parties. The intellectual property rights of the author or third parties in respect of this work are as defined by The Copyright Designs and Patents Act 1988 or as modified by any successor legislation.

Any use made of information contained in this thesis/dissertation must be in accordance with that legislation and must be properly acknowledged. Further distribution or reproduction in any format is prohibited without the permission of the copyright holder.

UNIVERSITY OF
BIRMINGHAM

University of Birmingham Research Archive

e-theses repository

This unpublished thesis/dissertation is copyright of the author and/or third parties. The intellectual property rights of the author or third parties in respect of this work are as defined by The Copyright Designs and Patents Act 1988 or as modified by any successor legislation.

Any use made of information contained in this thesis/dissertation must be in accordance with that legislation and must be properly acknowledged. Further distribution or reproduction in any format is prohibited without the permission of the copyright holder.

MPhil thesis, submitted to
*The Department of Languages, Culture,
Art, History and Music*

University of Birmingham

September 2011

Abstract

The aim of this thesis is to demonstrate the insidious reproduction of gender norms in contemporary sporting arenas. The focus on elite sport derives from the work of Veblen who places a significant faith in the ability of elite sport to impact and transform sport at all levels, also commonly known as the 'trickle-down effect'. As such, this work compares the organisation of British athletics and football at administrative level, the gendered media coverage of these sports, as well as the public perceptions of sport and gender. The thesis borrows from the work of Pirinen, who claims that the struggle to secure gender equality in sport is far from over. Utilising a triangulation of data, the research incorporates the following three methods; Semi-structured interview, online questionnaires and a content and discourse media analysis. The research concerns itself with attitudes and behaviours associated with gender and thus endeavour to expose the attitudes of sportsmen and women, whilst also stressing the relationship and importance of the media and the administrative bodies of sport. This work problematise's the gendered ideology surrounding sport; ideologies which regard women and men as having a fixed biological and psychological nature that are essentially different. In other words, this thesis contends that a gendered ideology in sport works in the continued reproduction and construction of binary differences between men and women. This thesis criticises elite sport for naturalising such gendered differences and, most importantly, for the way in which sport has been linked to hegemonic masculinity. Overall, the main aim of this work is to uncover the exclusionary practices in sport which reproduce naturalised gender(ed) categories.

This thesis is dedicated to:

my sisters, Nicola and Laura McGuigan, and my parents Carol and James McGuigan

Acknowledgments

Throughout my entire MPhil process I have received a great deal of help and support and for this reason I should like to thank the following:

All of my Questionnaire respondents; whose opinions and beliefs have been invaluable and informative.

Charlotte Ross: for your support and guidance.

Amanda Bennett – for giving up your time to participate in the project, it was kindly appreciated.

The University of Birmingham Women's Football team: for the friendships and memories which have kept me sane whilst completing this project.

Jackie O'Keeffe: for your support and friendship. Inspiring me throughout school to further my studies, whilst never forgetting football and finally for assisting me in the data collection.

My sister Nicola McGuigan and her fiancé Ben De Laune, who have been extremely supportive of me and who have always been happy to entertain and feed me when my own fridge was empty or I just couldn't be bothered to cook.

My sister Laura McGuigan, for your continued support through all of my endeavours and most importantly, for playing football with me in the garden every day when we were growing up, you showed me that 'girls could be as good as the boys'.

Nanny, Marian Fuce: For your continued support and interest and for your constant phone calls and regular food parcels.

My Mum and Dad, Carol and James McGuigan: I am thankful for so many things; for believing in me without hesitation time and again, for funding and supporting me in my academic studies (even when, as Dad puts it, I am no longer a child and should really be in full time employment), for your kind words and love that has always kept me on track. Mum – Thank you for always being there, it's impossible to count the number of times I have rang you with a question, for help or merely for a chat. Dad – Thank you for introducing me to football and giving up all those evenings and weekends to help me pursue my dream. Without this, there would be no thesis. Mum and Dad - You have always taught us that we can, that everything is possible and lastly that the 'world is our oyster' – I love you both so much.

Lastly and most importantly my supervisor and friend Dr Emma Foster, who without, none of this would have been possible. Thank you for your continued support, guidance and encouragement (often when I needed it the most) which enabled me to complete this thesis. Without your enthusiasm, personality and teaching, I would not have been inspired to take the Gender Studies MPhil. Thank you for showing a great deal of interest in my work and my life, I couldn't have asked for a better supervisor.

Contents

<i>Introduction</i>	<i>1</i>
---------------------	----------

<i>Chapter 1: Gender and Sport – A History</i>	<i>5</i>
--	----------

- *Sport as a sexist institution*
- *Doing Gender in sport*
- *The ‘Boys Club’*
- *The Gender Neutrality of Athletics*
- *Women and Football – The effect of the 50 year ban*

<i>Chapter 2: “Unfortunately’ for women, the media and television sports schedule are built around male and not female preferences’</i>	<i>18</i>
---	-----------

- *The coverage of women in sport*
- *Related Studies*

<i>Chapter 3: Methodology</i>	<i>28</i>
-------------------------------	-----------

- *Qualitative Research*

- *Questionnaires*
- *Media Analysis*
- *Administration*

Chapter 4: Findings and Analysis

37

- *Website Analysis*
- *The Football Association (FA)*
- *UK Sport*
- *Interview with Head of policy at UK Sport*
- *Media Analysis*
- *Questionnaires*

Chapter 5: Conclusion

66

Bibliography

69

Appendices

79

Introduction

In most Western societies, sport has traditionally been regarded as male-dominated and male-centred, leaving little space for women to enter into, thrive or succeed. As Pirinen argues, ‘men’s participation in sport has traditionally been regarded as a ‘natural phenomenon’ whereas women’s involvement in this traditionally androcentric arena has often been viewed as anomalous’ (1997, p.239). Nonetheless, the condition for women in sport has improved dramatically, with an expansion of sports now open to women and an increase in the number of women entering into traditionally all-male sports. However the ‘struggle to secure equality is far from over, as both popular and academic debates on women’s participation in sport show’ (Ibid).

This thesis focuses specifically on gender and elite sport in Britain, using football and athletics as its primary case studies. It seeks to demonstrate the insidious reproduction of gender norms in contemporary sporting arenas. The Football Association (FA) has advocated that football is as healthy and successful as ever with the game having ‘more spectators, participants, revenues and media interest [than] at any time in its history’ (<http://www.thefa.com/TheFA/WhoWeAre>). More decisively, football has been branded ‘the Nations Game in more than just a spectator sense; the scope and reach of the game across various levels of participation is considerable’ (Ibid). Nevertheless, football has traditionally been regarded as a male-sport, dominated and controlled in all areas by men, which in some ways is unsurprising given that the nation has also been historically considered masculinised. Women have thus, from the start, been excluded and marginalised, failing to receive adequate and comparable opportunities and treatment to men. As a result, it is one of the few sports unwilling and unlikely to fully accommodate for an influx of women into its spaces.

Athletics, on the other hand, has predominantly been regarded as gender neutral in recent years, allowing both its sportsmen and women to enter into its spaces and thrive. Indeed, as my research

suggests, sportswomen in athletics fare greater than women in other sports. Evidence of this can be found in the recent development of the Equality/Equity Standard: A Framework for Sport for Governing Bodies and National and Regional Sports Organisations. The Equality/Equity Standard, introduced by the four home country sports councils (UK, Welsh, Scottish and Irish Institute of Sports) demonstrates a 'commitment to achieving equality within sports organisations' and is an 'action planning tool that supports sports bodies in taking practical steps to achieve equality' (UK Sport, 2011).

The focus on elite sport derives from the work of Veblen who places a significant faith in the ability of elite sport to impact and transform sport at all levels; also commonly known as the 'trickle-down effect'. The work of Veblen suggests that society relies upon this 'trickle down' of consumption patterns from the top of the social hierarchy (Trigg, 2001, p.99). In relation to sport, this necessarily suggests that elite sport effects and controls a large part of sporting consumption trends. For example, this could transpire when an unconventional sport is successful on a national scale or, it could follow after a positive and celebratory evaluation of women in sport. Any one of these examples could impact upon or encourage a snowballing affect, in terms of, an increase of membership and participation, or a greater coverage and portrayal by the media. For that reason, elite sport is an important and contributing factor to the sporting patterns of mass participation. Contemporary research identifies that the status and prominence of elite sport in Britain has improved substantially, with a noticeable shift from mass sport to a more specific concern with elite sport (for example, see Green, 2004, p.371; Trigg, 2001). As a result, this thesis assesses the state of elite British sport and explores the varying provisions, opportunities and treatment which are offered to sportsmen and women in their respective fields. Overall, the thesis concludes that because elite sport has become so dominant in terms of politics and policy, as well as media and society, a gendered assessment of said sport is imperative.

The first chapter will comprise of a review of the literature surrounding the topic of gender and sport. It will begin with a discussion of the perceptions of sport; the ways in which its spaces have been constructed through the incorporation and celebration of hegemonic forms of masculinity and male

dominance. The section then moves on to consider West and Zimmerman's (1987) concept of 'Doing Gender', which claims that 'a person's gender is not simply an aspect of what one is, but, more fundamentally, it is something that one does, and does recurrently, in interaction with others' (ibid., p.140). As a result, sport has often been cited as a space where gender is performed, reproduced and legitimated. Further, the chapter moves on to discuss the ways in which sport is largely dominated by men (as empirical bodies) at all areas, paying specific attention to the administrative level. Lastly, the section considers the condition of both British Athletics and British Football at an elite level, identifying the history of both sports, and the roles that women have played.

The second chapter explores the media and its relationship with sport, its competitors and the administrators. The inclusion of the media in this research is justified by its undeniable role in the representation and (re)production of gender norms both generally and within sport. Furthermore, despite the rapid growth of women's sport and an enormous increase in the opportunities available for women to compete professionally in the last 30 years, sports coverage in all parts of the media is still largely devoted to men (The Women's Sport Foundation, 2011). This thesis is based on the premise that through the media the public is repeatedly exposed to the continued underrepresentation, under-exposure, trivialisation and stereotypical sexist attitudes of women by men. Therefore, it is important to consider the media's role in producing, representing and circulating ideological images (Jackson *et al.* 2007, p.187). Moreover, this chapter works to identify the areas of previous discussion, the main themes and most importantly the gap in the current research. The chapter then moves on to discuss how this thesis works to both complement and extend these previous studies.

The third chapter presents my own research methodology, exploring my choice of methods, analysing why they were most appropriate and presenting the possible limitations to each. The research benefits from a triangulation of data, whereby the research incorporated three methods in an attempt to achieve a greater and more accurate picture of contemporary British elite sport. As such, the following methods were used; online questionnaires with grass root level athletes, semi-structured interview (with Head of policy at UK Sport) and lastly a content and discourse analysis of the media. Leading on from this, the final chapter combines and integrates both the results and discussion section,

alongside a number of informative and revealing graphs, and ultimately this thesis contends that gender continues to be operational in the organising of contemporary elite sport.

Chapter 1

Gender and Sport: A History

The following is a review of the literature around the topic of gender and sport and offers an interrogation of the various divisions of sport, for instance; administration, participation, and the media. Firstly, the review explores the association and relationship that men and women have had with sport historically. It explores the way in which sport has culturally been defined as a male domain and more importantly an exclusionary practice in relation to women. The review then moves on to discuss gender ideologies in order to assess how this affects sport in terms of participation. Subsequent to this, the review introduces the underlying themes relating to the administrative level of sports, which will then be advanced upon later in the thesis. The chapter then explores the history of elite athletics and elite football in the UK, identifying the nature of its treatment towards its female participants. Finally, the review identifies and analyses the role of the media in the coverage of gender (difference) and sport.

Sport as a sexist institution

The realm of sport has often been criticised for its clear association with hegemonic masculinity and male domination. 'From a feminist perspective sport has been viewed for a long time as a sexist institution, male-dominated and masculine in orientation' (Bernstein, 2002, p.415). For Whannel (1983), English sport can be defined as 'one of the most distinctly male of all social institutions. Sport has been played more by men, watched more by men, and crucially, controlled by men. This is not a product of the nature of sport; it is part of a more general pattern in which social power is exerted by

men over women' (p.50). And so, sport is deeply and overtly gendered, or rather in most instances masculinised. In fact, a number of authors argue that, 'perhaps more than any other social institution, sport perpetuates male superiority and female inferiority' (For example see Bernstein, 2002, Duncan and Hasbrook, 1998, Cole, 1993; Hall, 1996; Hargreaves, 1994; Messner, 1988; Willis, 1982; Young, 1995). Similarly, for Duncan and Messner (1998), sport is becoming increasingly significant as it 'provides opportunities for men to assert their dominance at a time when male hegemony is continually challenged and opposed in everyday life' (p.170). In reference to this, the notion of hegemony signifies a position of cultural authority and relates to an overarching ideology of ideas and beliefs which have been practiced and performed with consent and without coercion. Essentially hegemonic masculinity is not assumed to be normal, in fact only a minority of men might enact it. 'It embodies the currently most honoured way of being a man, it requires all other men to position themselves in relation to it, and it ideologically legitimated the global subordination of women to men' (Connell, 2005, p.832). Men may receive benefits of patriarchy without necessarily enacting a 'strong version of masculine dominance' (Ibid), but instead by showing a complicit masculinity. 'It was in relation to this group, and to compliance among heterosexual women, that the concept of hegemony was most powerful. Hegemony did not mean violence, although it could be supported by force; it meant ascendancy achieved through culture, institutions, and persuasion' (Ibid). In today's society, dominant hegemonic masculinity is continually challenged and opposed; men are expected and demanded to be strong, masculine, powerful and dominant, whilst at the same time are expected to become more 'emotionally literate' (see Allen, 2007, p.139). As a result, borrowing from the ideas of Duncan and Messner, the thesis argues that sport remains to be one of the few spaces where a more 'traditional' masculinity can be exercised and celebrated in abundance. Furthermore, sport offers far more opportunities for men than women to participate; instead women are marginalised as cheerleaders, spectators and advertising images. As it stands, the realm of sport has seen little shift in the dominance of traditional versions of dominant hegemonic masculinity. As such, it remains to be one of the last spheres of modern society where 'traditional masculinity' continues to perform an integral part; reflecting and reinforcing, rather than challenging the present gender order.

Conversely, the role of women in sport has largely been neglected, with many regarding sport as a systematic exclusionary process. As such it can be suggested that women have thus been ‘discouraged from participating in sport’ (King, 2007, p.28). In this way, sport has been duly criticised for serving the particular needs and interests of men. Birrell and Richter (1994) go further to suggest that ‘men make sport and sport makes men’ (p.227). Effectively, women are kept out of the entire sporting processes, helping to sustain ‘sport as a male preserve’ (Hargreaves, 1986, p.110). In support of Hargreaves the research approaches the topic of sport as being prominently sexist and patriarchal. In all sectors of sport, women are vastly underrepresented, participation rates being a clear example. Correspondingly, the 2002 MORI Report and the 2010 Sport England Active Peoples survey draw attention to and target women in terms of participation numbers. The report stated that women are 19% less likely to take part in sport and physical activity than men. Furthermore:

the number of male participants recorded by Active People Survey 4 (4.176 million, 20.3%) is 149,100 greater than Active People Survey 2 (4.027 million, 20.0%). Compared with Active People Survey 2, there has been a decline in participation among females from 2.787 million (13.1%) to 2.761 million (12.8%) (Sport England Active people Survey 4, 2010).

In a further survey of 3,000 young people aged 6–16, commissioned by Sport England, it is reported that even by the age of seven, girls are expressing negative attitudes towards sport and physical activity’ (Potter, 2001, p.53). This suggests that both sexes are affected greatly by gender norms and, furthermore, that this is evident at a very young age. As a result, my research explores these gender norms and assesses the effect that these have upon aspiring sportswomen.

Indeed for Vertinsky (1994), the notion of a “sporting woman” can be regarded as an anomaly, if not an oxymoron, (p.12) which thus implies women as holding no real place within sport. However, there is discrepancy with such claims; it is important to stress that over the last twenty years, women have ‘made many advances in organised, competitive, high performance spectator sport’ (Bernstein, 2002, p.415). The world of sport has been transformed by the noticeable shift in the mid-1990s by both the Labour and Conservative administrations towards supporting elite sport objectives (White and Kay,

2006, p.465). Such sport objectives are ones that arguably prioritise both sportsmen and women and thus help to pursue gender equality in sport.

Doing Gender in Sport

Sport has often been considered as the natural domain of men, and it has achieved such a status through the continued reproduction of gendered ideologies. These ideologies regard 'men and women as having a fixed biological and psychological nature that are essentially different' (Hargreaves, 1986, p.110). Conversely, West and Zimmerman maintain that 'gender is not something we are, but something we do. People act with the awareness that they will be judged according to what is deemed appropriate feminine or masculine behaviour (1987, p.128). Historically, the exclusion of women was supported by the belief that feminine qualities were incompatible with the demands of sport. This was further rationalised by the belief that women's sports were seen as an 'unattractive spectacle' and moreover that 'qualities and behaviours associated with sport were contrary to "real" femininity' (Houlihan, 2008, p.132). Consequently, the research corresponds with the findings of West and Zimmerman; sport works to reproduce problematic gender binaries by providing a suitable site for the construction and reproduction of perceived gender differences. Thus, sport can be seen as performing a crucial role in society and everyday life, one being the distribution and maintenance of ideological beliefs, norms and values. For instance, men and women become aware, in part through sport, of the appropriate behaviour and activities that they are 'meant' to replicate and those that they are 'meant' to avoid. Furthermore, gender ideology works in the continued reproduction and construction of binary differences between men and women, as, for example 'girls are socialised into 'feminine' activities such as netball, gymnastics, or hockey and into a 'feminine physicality', and boys are socialised into 'masculine' sports such as football, rugby or cricket and into a 'masculine' physicality' (Scruton and Flintoff, 2002, p.32). Therefore, elite sport can be seen as naturalising the gender differences, inscribing bodies (see Butler, 1993) and 'further serves to reaffirm the gender dichotomization' (Koivula, 2001, p.1). In support of this, sport is presented as an institution whose

ideology and norms and values are expressed and reproduced in a way that is normalised and naturalised.

Not only can sport be regarded as an arena where masculinity can be reproduced and performed but furthermore scholars have depicted it as a particularly powerful setting for the construction of masculinity (Houlihan, 2008). 'Sport has long been inflected by an embodied hegemonic masculinity in the context of which, it can be argued, all other versions of masculinity have to be negotiated' (Woodward, 2005, p.3). Hegemonic masculinity is 'hegemonic not just in relation to other masculinities, but in relation to the gender order as a whole' (Connell, 1996, p.209). More specifically, hegemonic masculinity proposes a 'form of masculinity or gender practice which is in contrast to other less dominant or subordinated forms of masculinity – complicit, subordinated and marginalised' (Hearn, 2004, p.55). Feminist scholars have argued that in the 20th century the:

institution of sport has provided men with a homosocial sphere of life through which they have bolstered the ideology of male superiority. Through the exclusion of women and the association of males with physical competence, strength, power and even violence, sport has provided a basis through which men have sought to reconstitute; an otherwise challenged masculine hegemony (Messner *et al.* 1993, p.121).

Related to the above, Han (1993), suggests that due to gender role socialisation, 'women are often discouraged from viewing themselves as strong, competent, and self-determining individuals' (p.47). Sports which reflect and represent a perceived femininity tend to fare better on the main stage than those female sports which see women imitate masculine traits and characteristics. This is apparent in the recent and greatly publicised story of Caster Semenya, a South African female runner accused of being a man. The controversy took place during the 2009 Athletics Championships, where she was made to take gender tests, over doubts raised concerning her sex. Semenya took Gold in the 800m, but her success was overshadowed by the public debate regarding her gender. One headline in a *Daily Mail* newspaper asked the question; 'Is she really a HE? Women's 800m runner shrugs off gender storm to take gold' (*The Daily Mail*, 19 August, 2009). The evidence demonstrates that gender and its

construction is paramount to sport and the ways in which people respond or react to athletes. Sportsmen and women are persistently judged according to gender norms and characteristics expected of them. Consequently, my work borrows from Hans theory of gender role socialisation, suggesting that sport greatly separates individuals into masculine and feminine and as such there is no room and no recognition for those in between or outside of these arbitrary constructions. Similarly the evidence suggests that sportswomen receive far greater coverage when their femininity is overtly performed. A great example of this can be seen in the recent high media profile Atlanta and Sydney Olympics, where female sports stars were ‘scantly clad in Lycra and were afforded high status and visibility because of sex appeal rather than sporting prowess’ (Lines, 2001, p.291). Therefore it is clear that female sport continues to be packaged and constructed for the heterosexual male gaze. ‘Sportswomen, therefore, live in two cultures, the sport culture and their larger social culture, wherein social and sport ideals clash’ (Krane *et al.* 2004, p.315). For instance, a recent attempt by badminton's governing body to enforce professional female players to wear skirts or dresses, based on the pretence that women athletes need to appear more feminine in an attempt to ‘revive flagging interest in the sport from fans and corporate sponsors’ (The Guardian, 2011). This draws attention to the continued problems facing sportswomen; their gender and sexuality is valued and glamorised above all else, including sporting ability. Nonetheless, Minister for Sport, Hugh Robertson, condemned the dress code as ‘a regressive and damaging attempt to sex up the game’ (Ibid), confirming that not all men in power adhere to and agree to such dated and sexist ideals. Likewise, the majority of sports can be criticised for (re)creating and emphasising differences between men and women, more specifically focusing on the inferiority and weakness of women compared to men. For example:

only “real” men play football, a game in which any display of “female” qualities will be considered a weakness. Female qualities are unwelcome; I consider both violence and sexism to be core characteristics of male-dominated football. The maleness of football is established by excluding women and gays, which results in sexism and homophobia (Sulze, 2005, p.48).

Evidently sport, in particular football, is fabricated as a site where masculinity is solely expressed and legitimated. It further provides explanation as to why women are often reluctant to compete and succeed in typically masculine sports.

‘Male-stream sports’ not only naturalise men’s power and privilege over women but work to ensure the marginalisation and trivialisation of female athletes and in doing so serve to reproduce the structural and ideological domination of women by men (Messner and Sabo, 1990, p.2). In this way, sport can be described as a rite of passage to male adulthood, teaching toughness and eliminating what can be regarded as effeminate. For example, football is a sphere of male culture, male bonding, and male power. Bad players are called ‘girls’ or ‘faggots’ (Walther, 2006, p.6), which in turn, implies that women (and homosexual men for that matter) cannot play football and are thus inferior to their (heterosexual) male counterparts. The rejection, by men, of all things effeminate, is echoed in the work of Dale Spender and *Man-made language*. For Spender, one of the ‘fundamental rules for making sense of our male dominated world is – predictably – that the male represents the positive while the female, necessarily then, represents the negative’ (1980, p.2). Consequently, male language is taken as the norm and women are measured against this, moreover in a society where women are devalued, it is not surprising that their language and actions are devalued also. To conclude, ‘all words – regardless of their origin – which are associated with females acquire negative connotations, because this is a fundamental semantic ‘rule’ in a society which constructs male supremacy’ (Ibid).

The ‘Boys Club’

Evidence (Hargreaves, 1982, Messner and Sabo, 1990, Scraton and Flintoff, 2002) suggests that women fail to receive adequate and comparable opportunities and provisions to their male counterparts in the sporting ‘world’. Most studies have addressed issues relating to performance and participation rates of women as athletes, yet there have been relatively few analyses of gender in relation to the power structure of sport and more specifically one which incorporates the two. As such, it is evident that a gap in the literature prevails and furthermore supports my thesis’ aims in

uncovering further the gender relations in the current British administrative bodies. At all sporting levels, men have been found to control administrative decisions, government policy rulings and many other general sporting decisions. As will be mentioned in chapter four, women, on average, hold fewer positions than men in sport, whilst the positions that women do hold tend to have far less power than those held by men. For example, positions within team management and coaching are significantly gendered, with 69 per cent of managers and 61 per cent of coaches in English football being male, and 67 percent of club secretaries being female (Scraton *et al.* 2005, p.77). Thus, the relationship between the sexes within sport can be characterised as the exclusion of women in decision making and leadership roles, as well as participating roles, which thus provides a helpful insight into the way in which sport is produced and reproduced.

Indeed, Scraton regards the institution of sport as a set of 'discriminatory practices which prevent women from having equal access to sporting opportunities' (2002, p.32). The evidence proves that on the whole, women in the UK continue to be 'under-represented across the full spectrum of sports provision, including the PE profession, local government leisure services, sports governance, and regional and national policy-making organisations' (Houlihan, 2008, p.141). For White, the 'increase in participation of women in sport has not been matched by a similar increase in the involvement of women as administrators and decision makers' (White and Brackenbridge, 1985, p.95). Mean (2001), suggests that institutions like sport act in ways which systematically exclude women from its organisations. Hence, masculinity, heterosexuality and the discourses surrounding gender and sport are produced, reproduced and legitimated (p.790). On the other hand, however, there are a growing number of women involved in the running of sport, Karen Brady, Vice-Chairman of West Ham United FC, Tessa Jowell, Olympics Shadow Minister, Kelly Simmons, Head of Football Development at the FA and Barbara Slater, Director of Sport BBC (Pearson, 2002, p.141). Alongside this administrative progress can be linked to a growing number of female football officials, journalists and television presenters, such as Gaby Logan and Amy Lawrence (Donohoe, 2004, p.22). However, these women mentioned are notable exceptions and are, therefore, not the rule, and, in this way, they are focused on because they are not the norm which is indicative of the sexism inherent in most sporting

arenas. For Scraton and Flintoff (2002), there continue to exist ‘obvious limits in the liberal quest for gender equity in sport... first as the popularities, opportunities, and funding for women’s sports have risen, the leadership positions have markedly shifted away from women to men’ (p.20). This control of women’s sport, by men, merely reflects the valued characteristics of men’s sport; ‘hierarchy, competitiveness and aggression’ (Hall, 1996, p.91). As it stands, exclusionary practices continue to dominate sport; when equality is reached in one area (such as opportunities and funding), the gap of sexism and obstruction occurs elsewhere (in this case leadership and administration). Therefore the structure and organisation of sport today, remains to be male-dominated, male-centred and male-biased.

The Gender Neutrality of Athletics

When the modern Olympic Games were revived they were meant to be reserved for men only, as they had been in ancient times. In the first modern Olympics, in 1896, there were no women members but from the 1900 Games on, the number of female members and the sports they participated in increased steadily — although for many years women’s sports remained marginal’ (Bernstein, 2002, p.416). Nonetheless, Bernstein’s (2002) work suggests that athletics gradually became accepting to the increasing numbers of women taking part in its sports.

By 1912, the International Amateur Athletic Federation was founded, which occupied a role of governing authority. Initially, the sport of athletics was ‘something done for love and other noble principles, which permitted only a limited group of athletes to achieve high level performances by virtue of privileged social and financial situation’ (Ibid). Yet, with the continual evolution of modern society came tremendous enthusiasm for the sport, which in turn, had a knock on effect to the growing interest of athletics and the improved image and profile of its games. Similarly, the TV coverage of athletics improved, with an increased interest of companies to involve and align them with the sport (Ibid). Changes to the amateur ideals of the sport followed, since the time and resources needed to

train and maintain elite athletes were considerably high. Further to this, the IAAF created trust funds for athletes and high performance of athletics was opened to larger groups. 'By the Sydney Games in 2000 more women athletes than ever competed in 118 events, including new women's events such as water polo, and weightlifting. However, they were still left out of sports like boxing and wrestling. It should also be noted that, with all the increase in numbers, women were still but 30 per cent of the athletes participating in the Sydney Games' (Bernstein, 2002, p.416). Despite the continued disparities between participation rates and medal counts at the Olympics, the WSFF claim that women enjoy a spotlight in terms of the interest and media coverage it receives' (WSFF Media centre, 2007).

Today's Olympic Games, to a certain extent, demonstrate gender neutrality in athletics and provide a positive picture for contemporary sport in Britain. More prominently, it provides a milestone for the rest of sport to follow. For example, in athletics there are currently 47 events held at the Olympics, 24 male and 23 female events. The events within the men's and women's programmes are either identical or have a similar equivalent. Importantly, the title athletics does not include a gendered addendum whether it is female or male participated, instead it maintains neutrality and thus implies some level of equality. This is not the case for football, as Williams (2006), so eloquently states:

I would ask you to consider the myth of equality that attempts to preserve the character of football as a 'manly sport' by using the title 'women's football'. This seems to me to be romantic paternalism and to help discriminatory attitudes to persist. This is an historical construction dating back at least to 1902 when women in Britain were banned from the sport (p.164).

The evidence demonstrates that football is packaged and sold as a predominantly 'masculine' sport, regarding all other forms as a deviation from the proper game. In this way, women's football is regarded as inferior to men's football, and furthermore, this separation and contradiction is reproduced consistently. Contrary to this, athletics has been demonstrated as gender neutral; having no adherences to either gender. The type and quantity of athletics events available to men and women are proportionately similar, suggesting that there is little weighting to either 'sex'.

Women and Football – The effect of the 50 year ban

Historically, football has been recognised as a masculine/androcentric sport. From the 1870s onwards, football became more of a working-class sport. Initially, football in the UK was seen by those in power as beneficial, ‘keeping the working class men away from pubs after collecting their wages’ (Skelton, 2000, p.6). Since then, football has continued to hold many associations with men and masculinity. However, football is not a new sport for women, records of competitive women’s football date back to the First World War. As William’s notes:

While women’s participation has taken place in several countries for over a hundred years, there has been hostility to female participation on behalf of the sporting bureaucracies that has been the most defining feature for the women’s game. This includes a fifty year ‘ban’ imposed by the English Football Association from 1921 to 1972 (2006, p.153).

The banning of women’s football emerged from the idea that it was an inappropriate sport for women to take part in. Since the repeal of the ban, however, women’s football has grown from strength to strength. The FA was responsible for the revival of the game ‘since taking over from the Women’s Football Association (WFA) as its governing body in 1993’ (The FA, 2010). For Potter (2001), ‘the women’s game has undoubtedly benefited from the greater resources and expertise, but the severe lack of representation of women in football administration, specifically the FA Council, has been highlighted as a cause for concern’ (p.54).

Historically and traditionally, football has been criticised for its clear male tendencies and has been largely regarded as something of a man’s territory, with the involvement of women being heralded an invasion of male space. For Skelton (2000), ‘football embodies signifiers of conventional, hegemonic modes of masculinity’ (p.6), which are constructed in relation to women and subordinated masculinities. In this way, the involvement of women in football over the years has been met with great scepticism and negativity. For example, Jacqui Oatley, the first female commentator for the

BBC's flagship football programme *Match of the Day*, received a great number of complaints from sports fans and professionals (Standard online, 2007). 'Former Premiership Manager Dave Bassett declared himself 'totally against it' and put it down to meaningless political correctness' (Ibid.), whilst internet bloggers criticised 'her voice for not sounding right and remarked that it was 'an embarrassing and excruciating insult'' (Ibid). Such sexist remarks highlight how men continue to perceive women as inferior and holding no real place within sport. However, despite the 'infiltration of women and the perceived 'feminization' of traditionally male social quarters such as sport, the machismo culture has continued to thrive in football' (Clayton and Humberstone, 2007, p.518). In support of this, I draw upon the recent debacle involving sexism in sport today; Sky Sports presenters Andy Gray and Richard Keys both 'provoked outrage for their off-air comments during Saturday's match between Liverpool and Wolves'. Andy Gray made a number of private derogatory remarks about a female assistant referee, Sian Massey, at a Premier League football match. Evidently, neither of the men thought Sian Massey was up to the job; 'a boorish view based on prejudice. Likewise, both men concurred that female officials knew nothing about the offside rule' (The Daily Mail, 2011). The incident which attracted large media outcry, drew attention to the underlying issue; that women are often regarded by many, as 'incompetent' to successfully occupy roles in masculine sports such as referee or assistant referee in football. Initially, the incident was described as 'banter', highlighting the deep and underlying problems involving women and status. As will later be discussed in chapter two, the media provides a vast number of demonstrations of sexist attitudes, where women are regarded as inferior to men and lacking the knowledge and expertise to warrant their involvement. Despite both presenters being sacked and publicly scrutinised, the evidence proves that women continue to face discrimination at all levels and epochs of the sport.

Chapter Summary

In summary, this chapter has dealt with the relationship of sport and hegemonic masculinity and the ways in which the majority of sport is overshadowed by the notion of male dominance. The evidence

demonstrates that sport provides opportunities for men to assert male superiority. As a result, women are often neglected, sexualised and vetoed by exclusionary practices. As previously mentioned, the work of West and Zimmerman established that gender is not something we are, but something we do; we become aware, in part through sport, of the appropriate behaviours we are 'meant' to replicate and those we are 'meant' to avoid. Lastly, this section has confirmed that women hold few positions in sport and, most importantly, that the higher the status of a position the more masculine it becomes. A handful of women have been drawn upon by the media as exemplars of female success in sport; however it is clear that these few women, mentioned again and again, are part of a small exception in the sporting arena.

Chapter 2

“Unfortunately’ for women, the media and television sports schedules are built around male and not female preferences’

(Gallagher, 1995, p.425).

The following chapter explores the representation and coverage of sport within the current media and the affects that it can have on the sport, its competitors and the general public. I begin by introducing the role of the media and the ways in which female sports and sportswomen are side-lined and trivialised. The next theme focuses on the amount and type of coverage that sports receive, paying specific attention to the placement, headlines and terminology used. Lastly, this chapter explores the ways in which the media is selective in its coverage of women’s sport; for example those which focus on their most obvious feminine forms and secondly those which fit according to cultural stereotypes. It demonstrates the ways in which women’s sporting achievements are overshadowed by the persistent images of femininity, thereby weakening the sporting content of most coverage.

The coverage of women in sport

The media performs a vital role within society and in particular is a powerful tool which ‘influences our beliefs, attitudes, and the values we have of ourselves and others as well as the world surrounding us’ (Koivula, 1999, p.589). Accordingly, the media does not merely reflect reality, instead it can entail

a process of negotiation and reconstruction, which thus shapes and manages our beliefs and opinions. Hargreaves (1994) claims that ‘in recent years the mass media has played an active role in side-lining and trivializing female sporting success, with the ultimate aim of preserving sport as a male domain’ (King, 2007, p.187). For example, the Women’s Sport Foundation (2004) identify a significant disparity between the coverage of women and men’s sport in all parts of the media, despite the rapid growth of women’s sport in the last 30 years.

On average, men receive far more coverage than any women’s sport, and moreover, this coverage is much wider. The British media dedicates less than 6% of its coverage to women’s sport, confirming the view that ‘female athletes are underrepresented in the sports media as a mechanism to preserve sport as a male domain’ (Harriss and Clayton, 2002, p.398). Professional male sport is similarly presented as the ‘pinnacle of sporting value and achievement’ (Wensing and Bruce, 2003, p.387). For that reason, it can be argued that the mass media and analyses of sport have tended to ignore sportswomen, at worst treating it as marginal and inconsequential. Analyses of the western media conducted over the past 20 years have discovered consistent patterns of low coverage and inconsistent quality in women’s sport, particularly in everyday sports reporting (Wensing and Bruce, 2003, p.387). Indeed, Adam and Tuggle (2004) claim that, ‘the message is clear, female athletes are second rate, female sport is of little importance and society accepts only certain sports for female competitors’ (p.239). Similarly, Gallagher (1995) suggests that, unfortunately for women, the television schedules are built around male and not female preferences’ (p.425). Furthermore, the evidence supports the view that women are systematically excluded and side-lined, ‘in nearly every aspect – column inches, running time, persons quoted, placement of articles, presence, size, length, and placement of photographs or video type, range of sports and size of headlines – women’s coverage lags behind’ (Adams and Tuggle, 2004, p.238). An explanation for this inequality can be linked to the disproportionate number of female sports writers in Great Britain. ‘Of the 513 members of the Sports Writers Association of Great Britain only 24 were women in 1992 and there were no sports editors of British national or daily newspapers. By 2005, this picture has improved very little – of the 553 members, only 59 are women’ (UK Sport, 2001, p.4). This presents a clear disparity between men and

women, with women occupying a mere 10.6% of the sports writers, proving a male bias of 89.4%, which most certainly is reflected in the type and coverage of sports stories. Equally, for Crossman *et al.* (2007), ‘the under-representation of women in sports coverage can convey the message that women’s sports do not warrant attention’ (p.28).

The type of coverage given to women’s sports is ‘highly selective, focusing on its most obviously feminine forms’ (Houlihan, 2008, p.145). Importantly, however, according to the Sports Sponsorship Advisory Service, women should ‘play on the sex appeal card to attract more media coverage and therefore more media sponsorship’ (Bernstein, 2002, p.422). This view confirms and (re)produces sexist ideals and implies a clear gendered hierarchy as it presumes those people in positions of power are necessarily male. Furthermore, it demonstrates the way in which women are persistently overshadowed by their femininity, here women’s attractiveness and sex appeal is valued more important than her sporting skill. For Williams, the ‘cliché of a vital, skilled, accomplished football hero, who also happens to be a woman, is unfortunately much less in evidence than other more derogatory stereotypes referring to sport generally and football particularly’ (2006, p.152). More recently, women have been publicised more frequently in the media, but through ways and means which subdue their sporting careers or successes. In this instance, it can be seen that it is more likely for women to be discussed in relation to their non-sporting attributes such as their looks, attractiveness and even their personal lives (Ibid). An example of this relates to the tennis player Anna Kournikova, whom receives a vast amount of public attention and media coverage. Importantly, ‘to date, Kournikova is yet to win a major tennis tournament as a singles player’ (Harris and Clayton, 2002, p.398), yet her popularity with the media can be attributed to her ‘gender appropriateness.’ Referring to this, Harris and Clayton’s case study found that a:

typical ‘Kournikova article’ would make reference to her relationship with the ice-hockey player Sergei Fedorov, comment upon her looks with words and phrases like ‘model’, ‘glamour girl’ and ‘babe’, and picture her in a non-active, sensual pose (Ibid., p.406).

Scholars in this area therefore, suggest that the media works to produce and reproduce gender norms and ideologies. The language can be seen as a powerful tool in the reinforcement of gender distinctions, as here descriptors involving sport skill are absent in the description of Anna Kournikova (Koivula, 1999, p.591). Instead, what can be seen is a tennis player successfully conveying an image of femininity, beauty and heterosexuality.

Theorists such as Koivula, claim that the evidence typically supports the idea that ‘women athletes are presented according to cultural stereotypes which associate femininity with weakness, dependency, emotion, and submissiveness. Women are also often framed in terms of their social position, for example, as girlfriends, wives, or mothers’ (Ibid). The media successfully illustrates the idealised conceptualisations of femininity and masculinity which are so prevalent in today’s society (Harris and Clayton, 2002, p.397). By highlighting those characteristics which are traditionally associated with men and women, the mass audience is taught to distinguish between masculinity and femininity through the separation of sports into male and female appropriate. Koivula (1999), claims that the sports media ‘presents traditional expectations of femininity and masculinity, including the perspective that there exist masculine sports appropriate only for men (e.g., football, ice hockey and rugby) and more feminine sports appropriate or exclusive to women (e.g., figure skating, gymnastics, synchronized swimming)’ (p.590). Rarely are spectators and athletes free from the effects of sports messages and their behaviours are therefore appropriated and conditioned to ensure conformity (Laker, 2002, p.7-8).

The media can also be criticised for the way in which it undermines women’s achievements and sporting prowess. Sabo and Jensen argue that ‘the skills and strengths of women athletes are often devalued in comparison to cultural standards linked to dominant standards of male athletic excellence, which emphasize the cultural equivalents of hegemonic masculinity: power, self-control, success, agency, and aggression’ (Bernstein, 2002, p.418). Furthermore, the media comprises of a gender marking which entails ‘an event being identified as a women’s event, implying that viewers are getting the inferior women’s sport, not ‘real’ (men’s) sport’ (Wensing and Bruce, 2003, p.386). Boris Becker once commented on Steffi Graf in an interview about tennis: “she plays women’s tennis; I

play tennis” (Walther, 2006, p.6). This indicates that male sport is perceived by many to be superior and more worthy of the title a ‘real’ or ‘true’ sport. Furthermore, the media conveys negative and sexist remarks concerning female sports and sports stars. For example, a number of writers in the British press have often likened Women’s football to that of ‘watching paint dry’ (Williams, 2006, p.169). In support, Wensing suggests that, even at its best, media coverage of women athletes tends to be ambivalent, meaning that it juxtaposes positive descriptions and images with descriptions and images that undermine and trivialize women’s efforts and successes’ (2003, p.387).

As will be mentioned in chapter four, when sportswomen and female sports are covered in the media, it is very common for commentators and writers to concentrate and emphasise on a women’s appropriate(d) femininity:

e.g. small, weak, beautiful, graceful, emotionally unstable, dependent, self-sacrificing and concerned for others. These related techniques situate female athletes so they are not a threat to the patriarchal order: even though they may play sport (well), they conform to the ideals of a ‘real’ woman (Ibid, p.389).

The media coverage of women’s sport often tends to be framed within stereotypes which emphasise appearance and attractiveness rather than athletic skill. Overall, ‘scholars found that the media is inclined to focus on the female athletes as sexual beings, rather than as serious performers’ (Bernstein, 2002, p.421)

In conclusion, British sport has historically been masculinised and can further be described as ‘the most distinctly male of all social institutions’ (Whannel, 1983, p.50). Women and men have traditionally been divided and organised by a gender binary, which has presented clear differences in terms of norms and behaviours. As such, most sports have been typified as either masculine or feminine and these boundaries have been near impossible to break ever since. Women’s football was once banned for fifty years in an attempt to prevent women from entering into its arena. Despite women’s football continuing to receive less funding and media attention than men’s football, it currently boasts itself as the top female team participation sport in the country (The FA, 2011),

supporting the view that women are now, more than ever before, part of the sporting arena. The administrative level continues to witness women failing ‘to reach the highest positions across the full spectrum of sports provision’ (Houlihan, 2008, p.141). As will be later discussed, the media has proven to be the greatest difficulty for sportswomen in achieving equality. Most sportswomen and female sports fail to receive adequate and comparable coverage to their male counterparts. Instead, women’s sports tend to be trivialised, sexualised and commonly reduced to a perpetuation of gender roles and norms.

Related Studies

A great number of studies have been completed on gender and sport, and in particular those relating to the media and the construction of gender. Adam and Tuggle found that ‘practices for representing gender in the media – including sports – have become standardised, therefore reinforcing stereotypes’ (2004, p.240). The media has been criticised for the type and extent of coverage that it has given to sportswomen and feminised sports (Ibid, p.238). The study completed a 30 day analysis of the broadcast stories of the ESPN in a period of the 1995. The ESPN ‘aired 732 stories about men, only 29 about women, a ratio of about 25:1. The ratio in 2002 was more than 48:1’ (Ibid, p.244-245). This identifies a clear gender disparity between the coverage of sports, and furthermore suggests that the condition has in fact worsened for contemporary sport. Findings demonstrated that few females and their sports receive neither adequate, nor comparable coverage to their male counterparts. ‘There was also a great deal of difference in the presentation and placement of stories about women compared to those about men. All 16 stories about women included at least some video, but no female story involved a reporter, though 83 men’s stories were ‘packaged’ by a reporter’ (Ibid). Koivula’s study aimed to measure the ‘potential effect that mass media may have in influencing beliefs about gender appropriate sport behaviour’ (1999, p.589). Her study thus ‘examined samples of televised sports in Sweden during 1995/96 (1,470 minutes), with a follow-up examination in 1998 (528 minutes)’ (Ibid). For Koivula, the results of her study indicated that gender differences exist regarding both quantity and type of coverage. For example:

less than 10% of the total examined sports news time covered female athletes, and less than 2% of the time was used to cover women athletes in sports categorized as masculine. It seems that televised media sports coverage continues to reinforce constructions of divisions along lines of gender and to reproduce traditional expectations regarding femininity and masculinity (Ibid).

Similarly, Bernstein (2002) found a staggering difference between the sports coverage of men's and women's sports on sports-related programmes on BBC1. For instance, 'a 1998 analysis of the sports coverage resulted in the key findings that 90.2 percent of sports-related programmes on BBC1 covered men's events, 6.7 percent were devoted to women's sports and 3.1 percent related to mixed sports' (p.417). This statistic conveys a significant message to society and its audience, here male sport is prioritised and regarded as superior, whilst female sport is side-lined and accordingly seen as trivial and petty. Furthermore, 'the average duration of women's sports on BBC1 was significantly shorter than for men's sports (17 minutes versus 42 minutes)' (Ibid). However, Bernstein pinpoints a number of changes in the gendered coverage of sports in today's media. A great example can be seen in the 'extensive and successful coverage of the 1999 Women's Football World Cup – in rating terms. Even more recently, the 2001 UEFA European Women's Championship attracted a high level of sponsorship, live TV screening of the semi-finals of all four countries concerned' (Ibid, p.421). Therefore this can be seen as a vast improvement and a significant turnaround in the representation of women in typically male dominated sports within the media. Nonetheless, it is important to mention that, despite the fact that 'these could seem like major shifts, and yet the examples mentioned above are of major, international sporting events, it is safe to assume any successful athlete will get extensive media attention in his or her home country regardless of their sex' (Ibid, p.418). The examples above may present a transformation, but when compared with the amount and level of public interest and media coverage, it falls significantly short of equality and fair treatment. In addition to this, in a concluding study, Bernstein found that the representation of women in football-related stories served to confirm the portrayal of women and young girls as participating in an

essentially male sport, in which 'women are afforded only subordinate and/ or highly sexualised roles' (Ibid., p.421).

In a study which examined the amount of coverage given to women's events and female athletes by NBC at the Centennial Olympic Games of 1996, Tuggle and Owen (1999) showed that, 'the NBC's coverage of the games seemed balanced, with women receiving almost as much airtime as men' (p.243). Similarly, Tuggle and Owen (1999) found, in previous research, that sportswomen were more likely to receive media attention and coverage if they competed in socially acceptable sports, in particular individual sports. 'In fact, as they found, 61 percent of the coverage devoted to women focused only on three sports: swimming, diving and gymnastics, with gymnastics receiving more than one-third (34 percent) of all coverage devoted to female athletes' (Bernstein, 2002, p.418).

Wensing and Bruce (2003) completed an analysis of the media coverage of the Sydney 2000 Olympic Games, which aimed to identify the way in which women were depicted. From the opening ceremony, it was clear that the media was no longer interested in trivialising and sidelining female athletes. From the opening ceremony, where 'Cathy Freeman was chosen to light the Olympic Cauldron on behalf of all Australians to her gold medal race which became the most watched sporting event in Australian television history, stories and images of Freeman have saturated the popular landscape' (Wensing and Bruce, 2003, p.390). Newspaper titles described the games as being; 'above all else, remembered for one competitor. One woman. One Australian. Cathy Freeman' (Ibid). The study also found the media to deviate from the norm, as they continually challenged traditional female stereotypes. Instead, they constructed 'Freeman as being in control, with a steel ability to focus and overcome the enormous pressure placed upon her shoulders' (Ibid). Rarely are women portrayed in the media as successfully coping with such high levels of pressure. Overall 'pervasiveness of representations of emotional control outweighed any coverage that reinforced traditional gender stereotypes' (Ibid). Freeman was typically characterised as strong, powerful and physically capable. 'She was described as driving from the blocks with blistering speed, powerful muscles churning and explosive acceleration' (Ibid). There were very few, (if any) remarks and commentary regarding stereotypical femininity, instead the media took a more gender neutral and impartial view of women in athletics. Wensing and Bruce commented

on how the media focused on 'the technological or performance enhancing aspects of the uniform rather than its sexualisable aspects. Conversely, King (2007) noted that in the 2004 Olympic Games, sportswomen's achievements did not appear 'to be denigrated, trivialized or sexualized in newspaper articles. The success of Kelly Holmes in the 800 and 1500m and the failure of Paula Radcliffe in the 10,000m and marathon events dominated coverage in both *The Times* and *Daily Mail*. Kelly Holmes's achievements even overshadowed the successful men's 4 x 100m winning team' (p.196). This evidence points towards a significant change in the mass media. It is now apparent that, in terms of athletics there is less evidence of stories either sexualising or exploiting female athletes. Instead, sportswomen are covered more and more in terms of their sporting performance and abilities, rather than their conventional feminine looks. 'In terms of size, images of women in both newspapers were considerably larger than those depicting male competitors' (Ibid, p.197).

A number of scholars (Alexander, 1994, Duncan and Hasbrook, 2002), have identified the media as pigeon-holing women and girls into socially acceptable, female appropriate, individual sports. Alexander (1994) claimed that 'although television coverage of men's events strongly favours team sports, coverage of women's sport strongly favours individual events' (p.239). Furthermore:

girls and women continue to receive social acceptance for individual sports more readily than for team contests. Social approval for sports such as tennis, golf and gymnastics is high. As non-contact individual sports, they offer the dual benefits of continued segregation of the female athlete from teammates and the continued confirmation of the participants' femininity (Duncan and Hasbrook, 2002, p.84).

This provides a justification as to why team sports like women's football fail to receive comparable media coverage to individual sports events like athletics. Similarly, Duncan and Hasbrook hypothesise that 'women's participation in certain individual sports is more socially acceptable than their participation in team sports, because the former allow women to remain true to the female stereotype: glamorous, graceful, non-sweaty and definitely not roughed up by contact with other women' (Ibid, p.85).

Informed by these studies, this thesis works to demonstrate some of the themes which I have highlighted above. However, as well as acting as an extension to these previous works, this thesis also offers a comparison between football and athletics in the UK specifically. Moreover, this research as well as outlining the media representation of gender and sport, goes further than previous studies by supporting the media content analysis through a variety of other methods - detailed in the next chapter.

Chapter 3

Methodology

This thesis focuses specifically on Athletics and Football, and aims to compare the types of treatment and representation of its elite sportsmen and women. The research concerns itself with attitudes and behaviours associated with gender and thus endeavour to expose the attitudes of sportsmen and women, whilst also stressing the relationship and importance of the media and the administrative bodies of sport. The research will employ a more qualitative approach than quantitative, in order to provide a richer data set, in terms of opinions and perceptions of gender and sport. It is fundamental for me to understand the structure of the sports, the context in which the athletes participate and the beliefs and expectations which have shaped their sporting careers.

Qualitative Research

The research utilises a triangulation of data which is 'often used to indicate that more than two methods are used in a study with a view to double (or triple) check results. This is also called "cross examination' (Cheng, 2005, p.72). The purpose of using triangulation is to cross verify data and thereby produce and verify findings. In particular, 'it refers to the application and combination of several research methodologies in the study of the same phenomenon' (Bogdan and Biklen, 2006, p.254). According to Altrichter *et al.* (2008) the method of 'triangulation gives a more detailed and balanced picture of the situation' (p.147) and thus presents a richer and more complex look at human behaviour. As such, the majority of data will be assembled through a qualitative approach, but the

research will also be further enhanced by the use of quantitative methods such as the content media analysis.

Questionnaires

The online in-depth questionnaires consisted of ten questions, each ranging in size and response type. The questionnaires encouraged respondents to express their views and opinions freely without any fear of scrutiny or critique. Respondents were chosen to participate in the study only if they were involved in either the University Athletics or Football teams within the last two years. The target number of respondents was initially set at 14 participants from each football and athletics, 7 women and 7 men. With the gender variable being central to this research, it was essential that both men and women were equally represented in the study. The use of online questionnaires meant that it was quick and easy for respondents to access. Participants of the study were recruited using the popular social networking site *Facebook*, it became a space where I could communicate with all sportsmen and women involved in the study, quickly and simply. Students are renowned for using social networking sites, and therefore, it seemed an appropriate and apt place to recruit a large number of university and sporting students. *Facebook* also provided the perfect opportunity to easily distribute the direct link for the questionnaire and furthermore allowed for respondents to copy and paste the link to other acquaintances. As a result, the research aimed to be perceived as current and up to date, with the sole purpose being to encourage respondents to participate and encourage others, within their networks, to do the same. Therefore the study intended to gain honest and detailed accounts of gendered behaviour and to fully understand the relationship between gender and my chosen sports. In order to gain respondents trust, their anonymity throughout the questionnaire response process and subsequently in the production and presentation of this thesis.

The questionnaire was designed in such a way as to glean information regarding sporting participants understanding of gender, gendered assumptions and gender (in)equality. By using a package called

Survey monkey, I was able to design and customise the questionnaire to the way I wanted it. I was conscious not to use closed questions which could potentially bias respondent's answers to questions. I was able to do this by removing closed questions for open questions, which enabled me to achieve more informative responses by allowing respondents the freedom to answer in their own words. Overall, the responses allowed for a richer feedback that may provide insight into explanations for gender (in)equality and participants' opinions, attitudes, and perceptions regarding sport and gender in their chosen sports. The size of the questionnaire was kept to a minimum, with the aim being to attract a large number of respondents, and furthermore, to ensure the broadest data set possible. The short number of questions meant that students were more willing to complete the study (Foster, 2010), and secondly meant that their answers would be more thorough and exhaustive, as opposed to if there had been a many number of questions, each asking for explanation. Hence, it would have been difficult motivating potential respondents to complete questionnaires that were time consuming (Cohen, 2000). In this way, it is good to use a variety of formats so that the respondents do not get bored or mechanically tick or answer questions as it can be difficult to achieve an appropriate balance between asking sufficient questions to get useful feedback (Ibid). Questions were designed to prevent respondents from skipping questions or failing to provide an answer and in this way guaranteed the target number of responses were met. Questions were concerned primarily, with elite sport and gender, the media, the administration and then, finally, sexist discrimination. This type of question did carry with it a risk that respondents may have felt unwilling to open up or share personal, possibly upsetting incidents. However, I was able to counter this by ensuring that the actual survey was kept anonymous throughout and furthermore that not even I was able to access personal data.

Lastly, the research incorporated a snowball sampling, whereby existing study subjects helped to recruit future subjects from among their mutual associations. 'The researcher collects data on the few members of a target population he or she can locate then asks those individuals to provide the information needed to locate other members of that population' (Babbie, 2008, p.193). Consequently, the sample group appears to grow like a rolling snowball. Sportsmen and women within the target sports were then asked to send the link on to other willing acquaintances, eventually making the

sample grow to a level where enough data has been gathered. With the sample group of 50 exceeding the initial target of 28, it therefore suggests that the final gender ratio was also exceeded and therefore unbalanced due to the success and response of the snowball sampling. The success of snowballing is greatly determined by the initial contacts and connections made, and therefore it was imperative to express the significance of the snowball sampling and for the researcher to form good relationships with respondents (Heckathorn, 2002). A number of scholars (Anderson, 2005, Browne, 2009, Farquharson, 2005), have used the snowball sampling technique to either increase the number of respondents in their studies, or to gain access to a group or population or social network that was previously restrictive. Respondents were thus asked to send on the link to the study to sportsmen and women involved in other sports as well as their own, in the last two years. The reason why I felt it appropriate to allow respondents to pass on the link to non-athletes or non-footballers was in a bid to benefit from a plethora of ideas and opinions. Overall, the concern of the research was to compare the elite sports of athletics and football, but it made for a more valued and comprehensive study which then threw up some anomalies and interesting points.

Research Limitations:

The research focuses specifically on elite sports; however it was unfeasible to gain access to elite sportsmen and women in the chosen areas. To counter this, the study relies heavily upon sportsmen and women at University level. The research also had to take into consideration the time of year that the research fell (the University summer term), which meant that the majority of students were unable to participate in any substantial one to one contact. In response to this, the research has benefited from online in-depth questionnaires. Equally, although it was unfeasible, it would have been beneficial to complete a number of follow up interviews with a handful of the respondents, in a bid to go into greater detail about their beliefs and experiences. However to enable me to do this, I would have had to ask for peoples contact information, which meant that their answers would no longer be kept anonymous.

Media Analysis

A large part of my research comprised of the discourse analysis of the current media, with the aim being to evaluate and compare the coverage and reporting of elite sportsmen and women in both athletics and football. The purpose of the discourse analysis is to access ontological and epistemological assumptions behind a subject. By engaging in characteristics of manifest language and word use, description of topics in media texts, through consistency and connection of words to theme analysis of content and the establishment of central terms (Neuendorf, 2002, p.5), it was possible to deconstruct a reading and to understand the conditions behind a specific ‘problem’ and to realise the essence of that ‘problem’. Overall, the discourse analysis helped to provide a ‘higher awareness of the hidden motivations in others and ourselves and, therefore, enable us to solve concrete problems - not by providing unequivocal answers, but by making us ask ontological and epistemological questions’ (Ischool, 2011). Content discourse analysis has been ‘defined as a systematic, replicable technique for compressing many words of text into fewer content categories based on explicit rules of coding’ (Weber, 1990). It enables the researcher to sift through large volumes of data and furthermore is useful for ‘examining trends and patterns in documents’ (Stemler, 2001). In this way, the selection of content analysis in this study can be attributed to the explosion of analysis capability; for example the rapid advancement in computer text content analysis software, with a corresponding proliferation of online archives and databases (Neuendorf, 2002, p.1). For that reason content analysis, combined with advanced software, made it attainable to access and decipher a vast amount of media articles and data. And so, the technique of content analysis meant that it was possible to measure the amount of negative portrayals of women, in a representative sampling of some mass-mediated popular art form (Berger, 1991, p.25).

Due to the size and scope of the study, I decided to use one national newspaper, the *Daily Mirror*, for the media analysis. I selected the *Daily Mirror* because alongside *The Sun* it is the most popular daily newspaper in Britain when measured by circulation (Rooney, 1998). Similarly, no other daily

newspaper was capable of such cultural penetration as the Daily Mail and the Sun, thereby validating its selection. Firstly, I selected a tournament to look at for each sport, whilst also keeping in mind that the tournaments needed to be similar in size, type and significance. Consequently, the Olympics were selected for athletics and the World Cup for both the women's and men's football. The content and discourse analysis consisted of looking at the *Daily Mirror* every day for the entirety of the competitions, ending the subsequent day to the final. During this time period, all publications (within the sports section and the main newspaper) were selected and analysed using a system of categorisation, decided upon before the analysis. To make valid inferences from the text, 'it is important that the classification procedure be reliable in the sense of being consistent: different people should code the same text in the same way' (Weber, 1990, p.12). As Weber further notes, 'reliability problems usually grow out of the ambiguity of word meanings, category definitions, or other coding rules' (1990, p.15). I was able to avoid confusion and consistency through an agreed set of categorisations (see appendix 1) with my supervisor prior to the content analysis.

Such categories were in line with my research objectives (Stemler, 2001). In many examples of academic content analysis:

the indicators selected may be words. Researchers will measure the frequency with which certain words, or combinations of words, appear. Each mention of these subjects within the monitoring period was logged separately and the amount of direct speech times allocated was recorded. Each mention will also usually be classified as positive, negative or neutral towards the "subject" (Ace project, 2010).

Scholars such as Messner have found ambivalences in the media portrayals of sporting women which stressed their 'strength, skill or expertise along with negative suggestions that trivialised the women's efforts or implied that they were unsuited to sport, (i.e. that they were in some respect weak, inferior or incapable, that the sports in which they participated were not true sports' (Messner *et al.* 1993, p.123). My research borrowed from Messner in this way; I used a scale assessment, whereby I placed the item somewhere on a measure between +1 (positive) and -1 (negative), with neutral articles

receiving 0 (see appendix 2). Further categories included; date of the tournament, how the ratio of articles per day, the length and word count of each report, whether or not it related to sportsmen, sportswomen or both. An analysis of language reveals embedded social meanings, including overt and covert social biases, stereotypes and inequalities' (Messner et al, 1993, p.132). As a result, the discourse analysis focused specifically on language and the ways it was used in reference to sportswomen and men.

The duration of analysis guaranteed that all competitions were equally covered and analysed in the media. I was able to access past newspapers through the website *Nexis*, where I was then able to select and filter through the database for preferences. For every mention of the tournament, the following was noted; word count, the tone of the report (negative/ positive/ neutral), and whether or not it related to men or women. This information would then be put into a spread sheet and used to formulate a number of graphs. Its major benefit comes from the fact that it is an organised and systematic technique, one which compresses many words of text into fewer content categories (Stemler, 2001).

Research Limitations:

One limitation I found was that by completing a content analysis online using backdated articles, it was impossible to access the images for each article. It would have been useful to compare the types of images that the media conveys for both sportsmen and women. However it was essential to use comparable tournaments for the content analysis and therefore it was unavoidable but to use the *Nexis* package to access past newspapers. The media analysis then shifts to an in-depth discourse analysis, here the actual content, story and language were scrutinised and evaluated to highlight the varying representations of gender. This analysis looked more specifically at the way in which sportsmen and women were conveyed to the mass audience. Data collected from both media reports on athletics and football was compared on two levels; firstly how sportsmen and women were differentially treated in the same sport and secondly how this compared to other sports.

Administration

The study and analysis of the administration of both sports was completed through two techniques, one being a content analysis of the sporting body's websites and, secondly, an interview with a governing body representative. The content analysis of the website aimed to extrapolate the information concerned with gender and policy and sought to examine the treatment and representation of sportsmen and women. UK Sport and The Football Association, both respective governing bodies for athletics and football, had specific sections concerned with gender policy and, more specifically, provided clear examples and data of the ways in which elite sport operate in relation to gender. Each website provided an ideal opportunity to cross examine both sports and the ways in which elite sportsmen and women are conducted. The second part consisted of an online interview with the Head of Policy at UK Sport, with the aim being to expose and understand the policies on gender at an elite level. The interview took the form of an informal discussion, where I was keen to introduce myself, my university background and my thesis title, in the hope of creating a good relationship and rapport from the start. The interview was semi-structured and allowed for the development of 'in-depth accounts of experiences and perceptions with individuals. By collecting and transcribing interview talk, the researcher can produce rich empirical data about the lives and perspectives of individuals (Cousin, 2009, p.71). However, 'it requires a thorough understanding of the important questions to ask, the best way to ask them, and the range of possible responses' (Mack *et al.* 2005, p.3). Benefits of the interview included a firsthand experience of the elite sporting policies that would help to provide me with a thorough insight into elite athletics and furthermore the way in which UK Sport, as the governing body of athletics, was structured and organised. I was able to explain the aims of my research prior to the actual interview which made her aware of the data and material that I was hoping to achieve.

Research Limitations:

One limitation was that I was unable to gain access to a comparable member of staff in the FA, which could mean that my data is one sided and only offers an inside view of athletics. Nonetheless, the data provided by a colleague so highly esteemed in the Governing body of UK Sport is invaluable and when considered alongside the media and questionnaires can provide a greater and more in-depth understanding of gender and UK elite sport.

Chapter Summary

In summary, the research utilised from a method of triangulation, employed questionnaires, a media analysis and lastly an examination of the administration. As mentioned in this chapter, there were a number of research limitations, one being the absence of media images, second being the absence of follow up interviews on questionnaire respondents and lastly the absence of a comparable interviewee from the FA's administration. Overall, the advantage of using data triangulation was the 'nature and amount of data generated for interpretation' (Banik, 1993). By using both structured and unstructured techniques to collect data from different sportsmen and women, it enabled a more comprehensive understanding of how men and women respond to gender and sport in the current day (Thurmond, 2001, p.254).

Chapter 4

Findings and Analysis

This section combines both the findings and analysis of the research undertaken. The chapter begins by introducing a discussion of the website analysis which explores the arrangement and content of the websites for both governing bodies; the FA and Sport UK. Alongside this data I present an overview of the structure of each governing body and make reference to the roles and responsibilities with which women are given. This chapter then moves on to present the data and results from the interview with Amanda Bennett, Head of Policy at UK Sport. Here the type and amount of funding for elite sportsmen and women was compared. Subsequently, a breakdown of the gender ratio of the structure and positions at Sport UK were discussed. Following this section I present and conduct the media analysis, which comprised of two sub strands. First; a quantitative analysis concerned with the amount and type of coverage for the Men's and Women's Football World Cup and also the Olympics. Second; an analysis of the type of coverage given to i) the sport and ii) the sportsmen and women within those sports, in an attempt to compare and contrast the media portrayal of athletics and football and more importantly to compare the representation of women in those sports. To conclude, the chapter moves on to present the findings from the online in-depth questionnaires and to uncover the opinions and experiences of sportsmen and women involved in British Athletics and Football.

Organisation and Website analysis

Results from the website analysis, which comprised of UK Sport for athletics and The FA for football, indicated clear gender disparities between the sports. On the one hand, The FA's website was

arranged in a way which meant that the men's page was seen first and furthermore required a person to sift through numerous pages until the women's division could be located. This would support work by Williams (2006), whose study reported that the 'website of UEFA, for example, has Club, National, Youth, Women's and Futsal listed under 'other competitions' with the UEFA Champions League, the UEFA Cup and UEFA Euro 2008, the premier tournaments, and hence deserving of their own links' (p.162). Unlike The FA, UK Sport presented a far greater picture of gender equality. The home page was not dedicated more to one gender than it was the other; instead it correspondingly recorded data, events and information relating to both its elite sportsmen and women. In this way, athletics can be observed as gender neutral and unbiased towards either men or women. Conversely the governing body of football can be found as responsible for prioritising men's football over women's. Interestingly, scholars have attributed a specific problem with the titles used in football, those which attempt 'to preserve the character of football as a 'manly sport' by using the title 'women's football'' (Williams, 2006, p.164) which works to highlight the fact that football is traditionally masculinised whilst simultaneously indicating that women's football is unusual. The common division of the game into football and women's football illustrates the idea that it is merely men who play "real" or "true" football.

The Football Association (FA)

The Football Association is responsible for overseeing all aspects of the professional and amateur game in England. It is accountable for the governance of both the England men's and women's national teams. The FA's corporate structure, deemed by many to encompass all of the decision making positions, consists of 11 non-executive directors, all of whom are male (The FA, 2010). The evidence reflects an unequal and undeniable gender bias at the top of the men's and women's national game. For many scholars, gender inequality has been attributed to the unequal power relations in sports organisations (Hall *et al.* 1989; Cohen, 1993, Hargreaves, 1994). Clearly the Football

Association is dominated and controlled by men; the absence of women at its highest levels would imply that women are inadequately represented. However for Hoyden:

the growth of professional sport has meant the introduction of written job specifications and criteria which should enable women to compete on a more level playing field and eliminate the worst excesses of masculine hegemony (Hoyden, 2000, p.8).

This can be seen with the introduction of the FA Council, which offers a recovered picture, (slanted nonetheless), with women occupying six of the 19 roles in the management team (The FA, 2010). Moreover, these findings support research by Williams (2003), who found that, despite an increase of women in influential roles within football, 'they are still a very small minority' (p.471). On a closer inspection of the board of the FA Council, it is apparent that the titles and roles held by men and women vary somewhat. Examples of male titles include: Director of Football Governance and Regulation, Director of Communications and Head of Professional Game. Whereas women were located in roles such as Head of Learning, Director of England team operations, Head of Off field regulations and Group HR Director. The above roles reflect traditional and stereotypical notions of gender, with women participating in more 'human or social' centred positions, and therefore this indisputably separates men and women into traditional gender roles. This notion coincides with research by UK Sport, which found respondents to show a great lack of understanding of the issue of equality, for example 'often now in clubs we need males at the top as it is a business being run. The females are needed for balance, for organisation of the social running of the club' (UK Sport, 2010, p.3). This underrepresentation, in turn, is also viewed as creating a vicious cycle since the growth of women's sport is hindered by the lack of interest and female movement at the top of organising bodies.

However, the launch of the FA Women's Soccer League (WSL), 'a semi-professional, competitive, sustainable and commercially attractive summer league at the top of women's football' points to a significant development. The FA WSL, which launched in 2011, is set to broadcast live on ESPN. The vision of the new league is to revolutionise women's football, with the aim being to make it more

commercially sustainable. For Kelly Simmons, (Head of National Game), 'it is a brand new league and a great opportunity for the women's game in this country' (The FA WSL, 2010). Similarly, the unprecedented success of the Women's Euro 2005 media coverage was evidence of a clear revolution in women's football. The FA website covered every aspect of the tournament – before and during the event, including results, match analysis, background to the players and links to other relevant sites. You could also join in a virtual tournament on line;

a European record was set as 29,092 fans saw England beat Finland, which was testament to the effort put in by the FA, WSF and broadcasters to promote the event. The BBC also covered the England games. The BBC match commentary was delivered in the same style as for any men's match. The tournament was also covered in all newspapers, with dedicated pages, albeit not on the back pages and not to the extent Euro 2004 was covered (Culture Media and Sport Committee, 2006, p.50).

The evidence demonstrates that recently, women's football has witnessed an increase in the level of media interest and fan support and moreover is increasingly becoming a focus of the FA.

UK Sport

UK Sport is responsible for the performance and potential of sportsmen and women in the Olympics and Paralympics. Its overall aim is to 'support the development of a fair, equitable and ethical world-class sporting system in the UK that is athlete-centred and people-focused' (UK Sport, 2010). For that reason, UK Sport was selected as a focus of interest as opposed to UK Athletics, purely because its specific concerns lay with elite sportsmen and women in athletics. 'The International Olympic Committee (IOC) maintains a policy that any new sports wishing to be included in the Olympic programme must include female events' (Ibid). Therefore, it is clear that gender equity is placed at the forefront of sport policy in this rhetoric and furthermore that elite sporting bodies appear to be making athletics gender neutral. Arguably, their policies not only reflect a consideration and fostering of gender but also promote good practice and advancement in women's sport.

Results from the interview with the Head of Policy of UK Sport, which sought to extract data and figures for the current elite programmes, indicate a predominantly positive perception of gender in athletics. Questions asked concentrated on the representation of gender in the staff profile and the funding programmes (see appendix 3). The current staff profile of UK Sport consists of 98 staff, with a breakdown of 39 females in full time positions compared to 44 males in full time positions, and a total of 14 females in part time positions compared with one male in a part time position. The results show that women actually make up 54% of the staff profile, thus suggesting that UK Sport prioritises gender equality and reflects this in its workforce. Nonetheless, similar themes are recurrent with the top positions being monopolised by men. For example, the results prove that there are four female members and ten male members of the leadership team. Similarly, in the Directors team, there are two female members and five male members. This supports the work of Ferris (2000), who continues to ‘state that woman are grossly under-represented as paid executives, board members and elected chairs at the higher levels of sports management’ (p.466). Nonetheless, the results provide a far greater picture of gender representation than the Football Association, whose Board of Executive comprises entirely of 11 men. As such in terms of the administrative side of the two sports, athletics can be regarded as more gender representative, despite it still being more dominated by males. The interview then went on to source the number and ratio of male and female athletes on the World Class Performance Programme (WCPP). The WCPP is comprised of two facets; podium athletes and development athletes, and the level of funding is determined by which category they fall under. In total there are 483 podium athletes, with 270 being male and 231 being female. There are a total of 917 development athletes; 513 males and 404 female. The results show that a large number of athletes, men and women, are funded, however proves that men are somewhat favoured with a 55% of the majority. Nonetheless in 2007, the ‘gap between the two was far greater, with 571 elite female athletes compared with 832 elite male athletes received sports councils’ funding’ (UK Sport, 2010, p.15), which thus shows that the gap has been reduced significantly, offering small hope that equality is achievable. Nevertheless the report conducted by UK Sport, titled State of play, confirmed that ‘on average men are awarded £8,770 compared with £8,111 for women (Bennett, 2010). Overall, men and

women receive a positive amount of funding, and interest, but the evidence suggests that sportsmen are slightly more favoured in elite athletics.

The representation of women in decision making positions

As mentioned in chapter one, the distribution of jobs in decision making positions was predominantly occupied by men. ‘Governing bodies of sport and sports organisations can reflect on improved representation in decision-making positions, however, across the entire sector, women are still less likely to achieve senior roles in sport’ (Wensing and Bruce, 2003, p.11). On average, women make up just 17% of all governing body memberships. In traditionally female sports such as netball the membership is virtually 100% female, whereas for typically male sports like football and rugby female membership is a mere 1% (UK Sport, 2011). This highlights that women hold very few positions in the decision making process of football and more importantly proves that it is one of the most disproportionately represented sports for women.

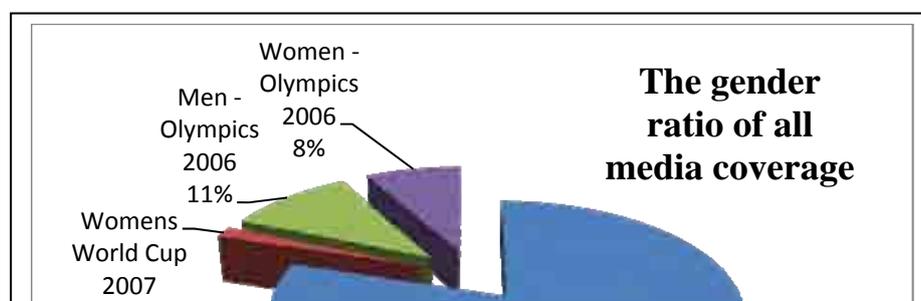
The table (see appendix 4) presents a contemporary picture of the governing bodies in question; and identifies a significant difference between the two sports. The proportion of FA members in 2005 who were female was a mere 9%, compared with amateur athletics that had 40% female membership. Therefore, the evidence suggests that sports are dominated more by men than women, particularly in traditionally male sports like football. The results show a concurrence with studies by White and Kay (2006), which ‘indicate, perhaps predictably, that women still feature strongly in the governance of the ‘female’ sports; that, in the main, women have a significant representation on the boards and committees of neutral sports’ (p.470) and that they continue to play little part within typically ‘male’ sports.

Media Analysis

Results from the initial media analysis, which compared the coverage and representation of both gender and elite sports, indicate towards a predominant male bias. This would support work by Hargreaves (1994) whose study reported that ‘in recent years the mass media has played an active role in side-lining and trivializing female sporting success, with the ultimate aim of preserving sport as a male domain’ (Hargreaves in King, 2007, p.187). The analysis now moves on to consider both the amount of coverage and the portrayal of women’s sports and female athletes by the media (See Appendices 6, 7 and 8).

During the period of the women’s World Cup 2007, the Beijing Olympics 2008 and the men’s World Cup 2010, the *Daily Mirror* ran 1171 stories, a noteworthy 75% were dominated by men’s football, whilst 24% was allotted to athletics, leaving women’s football with a mere 1% of the media coverage. Of those 1171 stories, 983 were concerned with men, 75 with both men and women and only 113 stories were concerned with women. Therefore, the evidence proves that great disparities exist between the quantity of coverage and representation of men’s and women’s sports. Evidence of this can be found in Table I, which demonstrates the media severely favouring the coverage of male sports, at the expense of an underrepresentation of female sports. The results support the research by the Women’s Sport Foundation (2004), whose study confirmed the veracity of sporting gender disparity in all parts of the media, despite the rapid growth of women’s sport in the last 30 years.

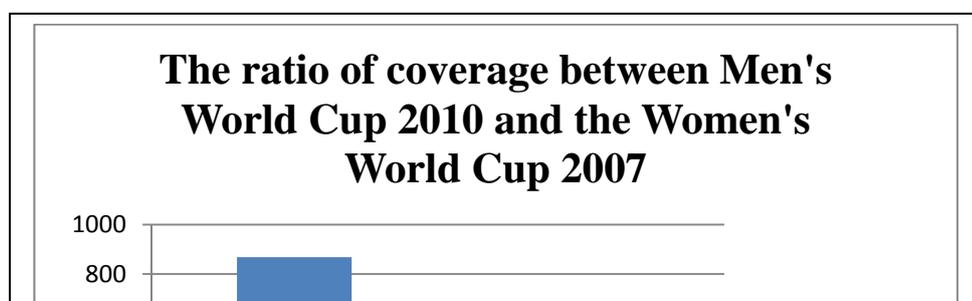
Table I.



Indeed, the results prove that the men's sports in question receive far more coverage than their female counterparts. Most notably, this 'ignoring or underreporting of existing women's events contributes to the continuation of the invisibility of women athletes in the British mass media' (Messner *et al.* 1993, p.122).

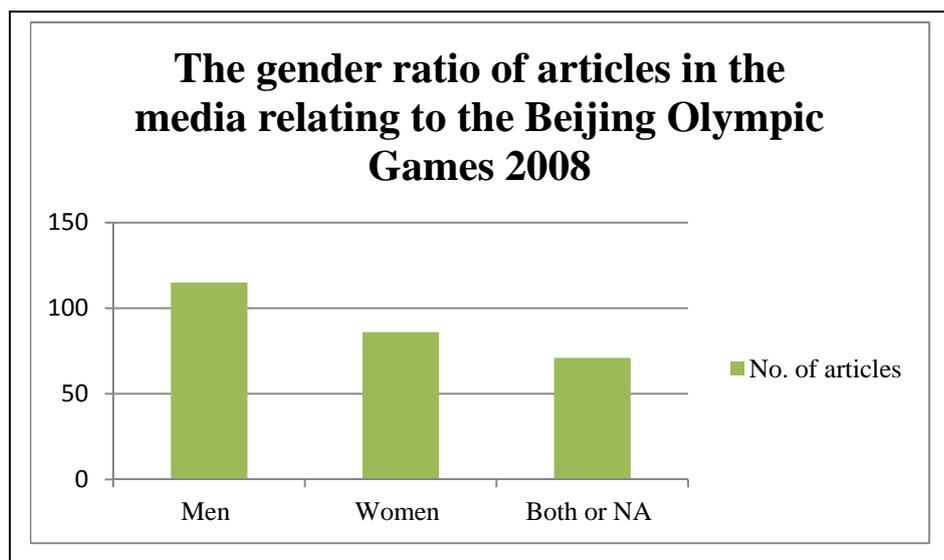
However, the most apparent disparity can be located in football, for example the men's World Cup 2010 received a total of 868 articles covered, compared to a meagre 17 articles for the women's World Cup 2007. The evidence (see Table II) systematically proves that a bias exists within the current media; working to prioritise men's football and furthermore to side-line or at worst ignore women's football. In support of Adam and Tuggle (2004), female athletes are second rate and furthermore women's coverage significantly lags behind the men's (p.238).

Table II.



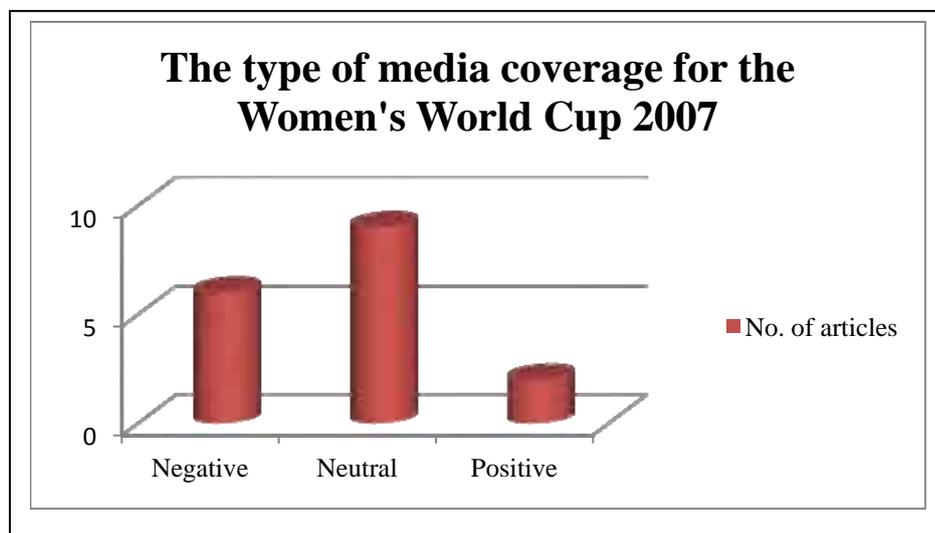
Nonetheless, the overall media results have revealed a fair and even representation of gender at the Olympics 2008, though men received considerably more coverage. Nevertheless Table III proves that the gender gap for athletics has been reduced. Over the period of the Beijing Olympics 2008, 272 stories were covered, with 115 devoted to men's events, 86 to women's and 71 stories either relating to both men and women or to the Olympics in general. Furthermore, near equality can be seen in the number of events covered, with 16 men's and 15 women's events. Therefore, it is clear that the media coverage of women in athletics is far more positive and representative than sports like football.

Table III.



The media coverage of women's football is significantly lower than its male counterparts and much lower than women's athletics, leading to the conclusion that it is an area severely ignored in the current media. The results further suggest that (Table IV), when women's football is represented in the news media, it is three times more likely to be negative than positive. This data supports Williams (2006), who suggests that there are unfortunately much less indications of accomplished, skilled female footballers, with instead the evidence seeming to suggest that more derogatory stereotypes are referred to women's sport in general and women's football in particular (p.152).

Table IV.



Conventional ideas of femininity

A specific and often recurrent focus of the media and its commentators is the emphasis of appropriate femininity. The language used in the media is a:

powerful tool in the reinforcement of gender distinctions. Descriptors involving sport skill are often absent in descriptions of women athletes. Instead, references to women athletes more typically employ expressions of aesthetic appeal such as "graceful" and/or focus on femininity or lack of it (Koivula, 1999, p.591).

A demonstrative example can be located to an article covering the eventual loss and departure of the England women's team in the World Cup quarter finals. The defeat was broken down goal by goal as follows:

Everton goalkeeper Rachel Brown, allowed a Kristine Lilly corner to float beyond the far post for striker Abby Wambach to head home the 48th-minute opener. Nine minutes later Brown was slow moving across her line as a 20-yard shot by midfielder Shannon Boxx crept inside the near post. And on the hour a dreadful mix-up by Brown and Arsenal defender Mary Phillip allowed Lilly to tap the loose ball into the empty net for the clincher (*Sunday Mirror*, 15th September, 2007).

As mentioned in chapter two, the language and terminology used to report the game imitated femininity through the use of soft, graceful adjectives such as: 'float', 'tap' and 'crept.' These related techniques situate female athletes so that they are not a threat to the patriarchal order (Wensing and Bruce, 2003, p.387-8). In contrast, the following example from the Men's 2010 World cup, reports on the men's game in a starkly different way;

Cameroon 1 Holland 2 Arjen Robben made his long-awaited World Cup debut last night to inspire Holland to victory. Robben came on for the final 17 minutes and created the winner which maintained their 100 per cent record. With six minutes to go, he crashed a 25-yard shot against the post and fellow sub Klaas Jan Huntelaar steered in the rebound. Holland took the lead in the 36th minute through Arsenal striker Robin van Persie, with a clever slick passing move (*The Daily Star*, 25, June 2010).

The language and terminology used to report the game are characteristic of being strong and masculine. For example, in comparison to 'tap' Robben was seen to 'crash a 25-yard shot, and likewise masculine adjectives and sentences such as 'inspire', 'steered' and 'clever slick passing move' were used. This demonstrates the differing ways that the media constructs gender in certain sports. Interestingly, however, the coverage of sportswomen in the Olympics successfully drew away from feminised descriptors, for example, cyclist Nicole Cooke was described as producing an

‘explosive finish to win the women’s race’ (*The Daily Mirror*, 11 August, 2008). This suggests that sportsmen and women are portrayed contrarily in differing sports; the evidence suggests that football is a masculinised sport with its male competitor’s receiving far greater press than women, whereas both women and men in athletics are seen to receive positive coverage.

However, the media has been identified for its focus on the appearance and attractiveness of female athletes. In one article focusing on the women’s world cup, a headline read ‘Football: Bootiful Kel pegged back,’ which tied in references of her goal celebration to her definite feminine looks. (*The Daily Mirror*, 12th September, 2007). Another example also relating to cyclist Nicole Cooke, made reference to her screams of joy, which could have been heard by Astronauts in Space (*The Daily Mirror*, 11th August, 2008). This can be linked to cultural stereotypes of women as being loud and high pitched. Similarly, former Olympic gold medallist advised ‘horny athletes in the Olympic village not to bother chasing skirt until they’ve got a medal around their neck’ going on further to say that he always felt sorry for the male athletes ‘who are in their physical prime, perfect specimens of manhood. The problem is, so are the women.’ (*The Daily Mirror*, 8th August 2008). The message conveyed here supports the work of Bernstein (2002), who says that the media focuses more on female athletes as sexual beings, rather than serious performers (p.421). A large number of scholars have cited the use of cultural stereotypes of women in the media (Birrell & Cole, 1994; Cohen, 1993; Creedon, 1994; Halbert & Latimer, 1994; Kane & Greendorfer, 1994; MacNeill, 1994; Salwen & Wood, 1994). As such sportswomen are often framed through their social position, for example, as girlfriends, wives, or mothers (Koivula, 1999, p.591). Evidence of this can be found in the coverage of Olympic athletes; firstly swimmer Dara Torres was described as ‘Supermom’ (*The Daily Mirror*, 11 August 2008), whilst rifle shooter Katerina was mentioned celebrating her Gold medal with husband Matt Emmons. Despite her medal winning performance, the story focused more on her conventional femininity, which helped to reinforce and support traditional gender relations.

Bending the rules

The results of the media analysis have highlighted a significant move towards the positive representation of sportswomen in the media. The coverage of athletes in the 2008 Olympics significantly challenged traditional conventions; ‘much of the reporting deviated from the usual rules’ (Wensing and Bruce, 2003, p.390). For example, the media coverage of the 2004 Games:

did not appear to be denigrated, trivialized or sexualized in newspaper articles. The success of Kelly Holmes in the 800 and 1500m and the failure of Paula Radcliffe in the 10,000m and marathon events dominated coverage in both *The Times* and *Daily Mail*. Kelly Holmes’s achievements even overshadowed the successful men’s 4 x 100m winning team (King, 2007, p.196).

Similarly, despite a potentially humiliating and formidable show at the Athens Olympics four years earlier, (which had dominated much of the media print), Paula Radcliffe received a starkly positive media exposure. For example, the coverage entailed:

Yesterday morning, she limped across the finish line in absolute agony. For the first time in her life winning wasn't most important thing. Finishing was. She has surely redeemed herself. She entered the Bird's Nest with her head held high. This time, finishing - rather than winning - the race was the goal (*The Sunday Mirror*, 17 August 2008).

Formerly, and without fail, the media has tended to express and condone a win-at-all-costs mentality, where nothing else is good enough. Yet here, the media can be seen to support and praise Radcliffe for her efforts, despite coming nowhere near a top place finish. Instead, the article went on to summarise her performance as ‘a true expression of the importance and the meaning of the Olympics’ (*The Sunday Mirror*, 17 August 2008). A related example can be located in the coverage and analysis of Gold medallist and cyclist Nicole Cooke. Attention has been drawn here to the headlines of each of the following articles; ‘The ride stuff; Britain wins first medal... and it is Gold cyclist Nicole’s in dreamland after 14 gruelling years’ (*The Daily Mirror*, 11 August 2008), ‘Much more to come, golden girl Nicole medal prediction’ (*The Daily Mirror*, 11 August 2008) and ‘It’s girls who make the

running now' (*The Daily Mirror*, 14 August 2008). Evidently a turning point has been reached for women in athletics, whereby the media coverage of events not only offers a relatively fair and equal coverage but, in addition, glorifies female achievement and sporting success. The data suggests that sportswomen in the Beijing Olympics received great coverage and representation compared with previous Olympic games and other sports. This supports previous findings by Wensing and Bruce (2003), who found that coverage of sportswomen in athletics, had improved greatly, with women actually dominating a vast majority.

Moreover, the results have further highlighted that the media representation is actually less inclined to cover negative reports on women than it is men. As a result, the evidence actually identifies that the current news media is more negative on male sports. For example, the data from the media coverage of the Beijing Olympics, proves that 13% of articles related to sportswomen were negative, compared to 27% of articles related to sportsmen. This supports findings by King (2007), who analysed the coverage of the 2004 Olympics and concluded that, men, more so than women, were criticised, with men even being personally criticised sometimes. Similarly, a headline referring to Dean Macey's failed attempt to win in the 1500m stated, 'Macey's Soul Again Fails to Carry Body to the Medal Podium (*The Times*, 25 August 2004)' (p.196). During the Beijing games, only one reference of negativity towards women could be located and this was directed towards women's hockey.¹ On the contrary, there were frequent negative headlines and articles directed towards men's events and male competitors, for example 'Fallon misery; the Olympic games: more medal heartache for Craig' (*The Sunday Mirror*, 10 August 2008), 'Belly strop, Olympic dive star Tom's bust up with partner' (*The Daily Mirror*, 12 August 2008) and 'Games over; the wait is over and at last it is here Olympic Beijing 2008 a lifetime of dreams, 4 years of training, 36 hours to go and boxer Frankie Gavin is sent home ... he is 3 pounds too heavy' (*The Daily Mirror*, 8 August 2008). These headlines do not hold back in naming and shaming sportsmen, instead they are criticised, blamed and held accountable for a whole nation's misery and disappointment. Interestingly however, in terms of medal count, men in fact did better than women. The British men successfully won a total of 27 medals, with twelve of

¹ This is arguably because female hockey players are considered to be more masculine – making them more open to critique similar to male sportsmen

them being gold, whilst the British women took home 20 medals, with only seven of these being gold (BBC Sport, 2010). Therefore, the overall performance of the British women was somewhat inferior to the men's, yet the media coverage did not reflect this.²

Conversely, this pattern cannot be corresponded with the media coverage of men's and women's football. The results prove that 35% of articles concerned with women's football were negative, compared to only 27% of negative articles for the men's game. Nonetheless, a pattern can be identified in the type and quality of the coverage. For example, the England men's team were targets of analysis, negative press and personal critique; 'Promised so much ... delivered so little; John Cross gives his verdict on Capello and his fall guys' (*The Daily Mirror*, 28 June 2010), 'You've let us down' (*The Daily Mirror*, 28 June 2010), and '£6million a year.. But not worth a penny; Germany 4, England 1... And there's just one thing left to say: come on Andy!' (*The Daily Mirror*, 28 June 2010). Furthermore in one article, each player of the World cup England squad faced personal scrutiny, each were rated a number out of ten and were then commented upon. In comparison, the England women's side on their departure received little negative press, with the headline reading 'Football: Hope is defiant in defeat' (*The Sunday Mirror*, 23 September 2007). The main body of the article described England as 'giving as good as they got', whilst later commenting on the errors of a select few players, yet by far did not match the negative criticism and coverage that the men's side received.

However, the evidence overwhelmingly suggests that men's sports receive more coverage on a whole than women's sports. 'Analyses of the western media conducted over the past 20 years have discovered consistent patterns of low coverage and inconsistent quality in women's sport' (Wensing and Bruce, 2003, p.387). For example, a women's group game between England and Germany failed to even get covered, with it only receiving a mention in a subsequent group game against Argentina; 'England's confidence has also been boosted by their goalless draw with Germany, only the second time in 17 games they have avoided defeat against a side they have never beaten' (*The Sunday Mirror*, 16 September 2007). The fact that this was the first mention of the successful draw between

² There is still a gendered process occurring here, as men receive more criticism than females perhaps due to constructions of masculinity and expected success.

the two sides proves that there continues to be relatively no hype or interest in the women's game. In comparison, when England men were due to play Germany in the knockout stages of the 2010 World cup, an incredible amount of articles were published in an attempt to build up excitement and remind readers of past performances against their long standing rivals.

Individual vs. Team sports

It is important to draw attention to the fact that media coverage of women at the Olympic Games tended to strongly favour women's individual events as opposed to women's team events. Evidence of this can be located in the innumerable articles on cycling and swimming, whilst there was very little attention paid to team sports like (basketball, football and rowing). The only mention of team sports was that of the women's hockey side; 'Hockey girls hammered; the Olympics day three' (*The Daily Mirror*, 11 August 2008), and even this was short in length compared to other reporting's on individual women's endeavours, and ultimately was expressively negative. As such the findings support the work of Alexander (1994), in that media attention is predominantly given to those women who participate in sports deemed socially acceptable for female competitors, a remit which team sports do not fit. In fact, Tuggle and Owen's (1999) study illuminated that, '61 percent of the coverage devoted to women focused only on three sports: swimming, diving and gymnastics, with gymnastics receiving more than one-third (34 percent) of all coverage devoted to female athletes' (p.418). In the same way, the coverage of Katerina Emmons highlighted a clear problem with the representation of women in 'deviant' sports. Emmons won the first Gold medal of the games in the women's 10m air rifle, yet received a substantially small coverage compared to other medallists in other more 'typically' women's events (*The Sunday Mirror*, 10 August 2008). In the same way, it is generally women who participate in individual sports who come to mass attention; 'of the 12 female winners of the Sports Personality of the Year award, six have been athletes, two tennis players, two (royal) horse-riders, one an ice-skater (jointly with Christopher Dean), and one a swimmer. That's a total wipeout for team sports' (The Telegraph, 2011). The statistics prove that the idea of women's

team events, those often tied with general levels of unsexy dishevelment, tend to put off the public and sports pages.

Women's football

From the onset, the coverage of the women's football world cup was inferior to its male counterparts, lacking the enthusiasm, hype, build up and commentary. Alongside the underrepresentation of women in the world cup (Table II), a similar pattern of disparities were discerned. Firstly, sporting celebrities offered opinions on their respective fields in both the Olympics and the men's world cup. In athletics; Amir Khan tipped Billy Joe Saunders to be a winner, Sir Steve Redgrave hailed 'Britain's rowers', and Kelly Holmes 'backed Kelly Sotherton to follow her example and become Britain's Beijing star'. Similarly, David Seaman claimed 'James was spot on' and one of the most iconic figures in world cup history, Pele, singled out 'Wayne Rooney as the man to lead England to glory'. Nonetheless, the women's world cup offered little coverage and no celebrity sports commentary. Similar differences were noticeable throughout the entire media analysis, for instance, during and even after England men had been knocked out of the World Cup, newspapers encouraged readers to continue to watch more of the games. Likewise in athletics, frequent articles encouraged and advised readers on those events that were; 'Must see, a Medal watch, or Worth staying up for'. Equally, football reports included betting columns, with bets of the day, match day reviews, wall charts, KO times, stadium choices and team selections. On the contrary, women's football lacked any real interest or involvement from the British media, failing to publicise the initial group games that were to be played and most importantly lacking any real coverage and report of the games themselves. The men's world cup was amply publicised and advertised in a way that encouraged all people to support their country and get involved. The media even targeted the participation and support of women, with one headline titled, 'The wags to watch, the lads to lust after; world cup 2010 Girls guide' (*The Sunday Mirror*, 27 June 2010). Further articles managed to link football with typically feminine ideals such as shopping; 'Support in style; a football shirt isn't exactly the most stylish outfit for us girls, so if you want to cheer on the England team but still look glamorous, try doing it in red and white' (*The Daily Mirror*, 11 June 2010).

The final theme that emerged from the media analysis was that there is a great level of discrimination and stereotyping surrounding the women's game. Frequent articles mimicked the game and the players themselves; 'I watched England beat Argentina on Monday afternoon and the game rarely seemed to rise above the level of farce, especially when the ball was anywhere near the Argentina goalkeeper' (*The Daily Mirror*, 19 September 2007) and 'I still prefer watching women's beach volleyball' (*The Daily Mirror*, 22 September 2007). Often the women were compared to their male counterparts in a way which unsurprisingly reflected inferiority. One article described women as having a fair bit of skill, although never having the strength of men, whilst others stated that the game would never be 'on par with the men's game' (*The Daily Mirror*, 22 September 2007), whilst another claimed that:

As a bloke I'll happily watch women's tennis on telly because they play at a level I can only dream about and I'll also happily watch women's athletics because some of those runners are well fit, but women's football? Pull the ugly one. There are better players in my local pub team than in the England women's World Cup squad but you don't see them on telly - apart from Crime watch. When blokes watch women's football, the first thing they think is that if they were a woman they would be playing international football (*The Daily Mirror*, 26 September 2007).

Consequently, the media operates to encourage and reproduce stereotypical androcentric beliefs, indicated in typical statements like: 'the women's world cup is a frivolous embarrassment to a beautiful game', and lastly 'I feel sorry for the England team's husbands and boyfriends – because they must be hungry and walking around in creased clothes' (*The Daily Mirror*, 25 September 2007).

Questionnaires

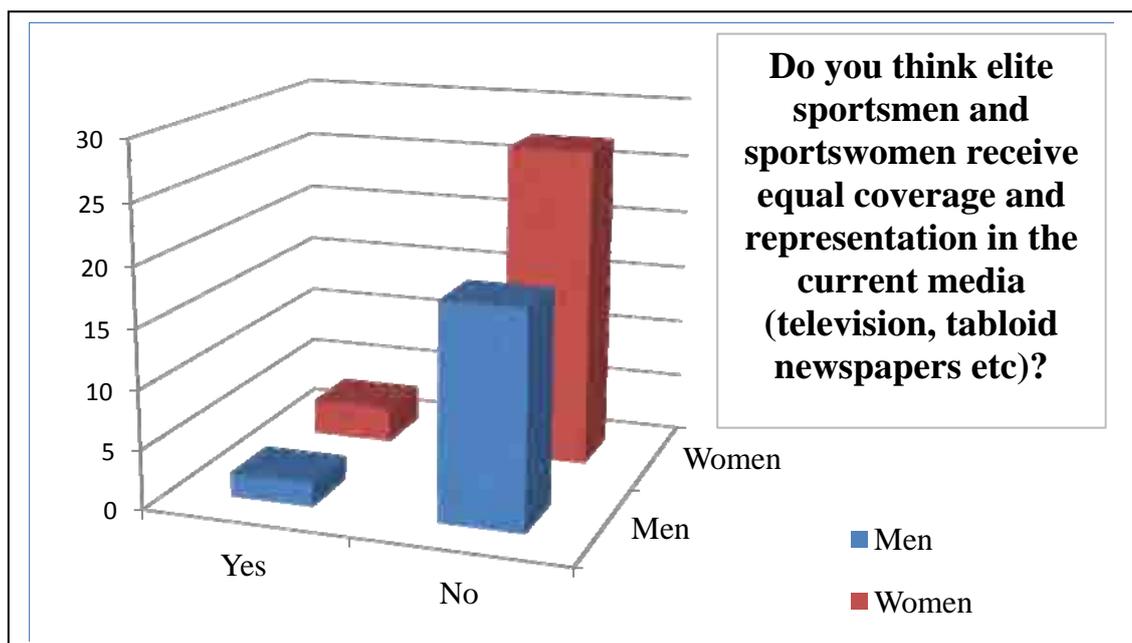
Continuing on from the interviews and media analysis, the short in-depth questionnaires aimed to explore the opinions and experiences of sportsmen and women of athletics and football. The main

themes related to the representation of elite athletes, the type of coverage and exposure offered to men and women in athletics and football and the perceptions of the administrative side of elite sport (see appendix 8).

“England is dominated by men’s football; it saturates the market and drives the media coverage”

The idea that sport has for a long time been a ‘sexist institution’ (Bernstein, 2002, p.415), working alongside the media in an attempt to ‘sideline and trivialise female sporting success’ (King, 2007, p.187) remains valid. The questionnaire results identified that 45 out of 50 participants considered the coverage of sportsmen and women to be unequal, leaving a mere 5 respondents who alleged the media to be fair and representative. Table V proves there to be dominance in the number of respondents viewing the media coverage as imbalanced. Prior to the questionnaires, it was assumed that women, rather than men, would perceive the media representation as unfair and unrepresentative. But interestingly, a higher number of women than men thought that there were equal media coverage of sportsmen and women, which could relate to the contemporary reluctance of women to acknowledge sexism and the wider female rejection of feminism (for more on this see Morrison *et al.* 2005).

Table V.



Overall, the type of responses meant that it was recognisable that the sports media coverage in Britain was significantly one-sided, whereby the imbalance largely favoured men's sport in particular. A great number of male participants attributed this fact to football being significantly dominant in the current news media in all aspects. For example, one interviewee stated that sports like athletics rarely received media coverage, and when it did, it tended to be:

Very small and only relative to sporadic events like the Olympics which are only every four years or the world championships. Other sports like football are in the papers every day and receive a vast amount of coverage. I guess men's football is watched by more people and is probably the sport of the nation (see appendix 8).

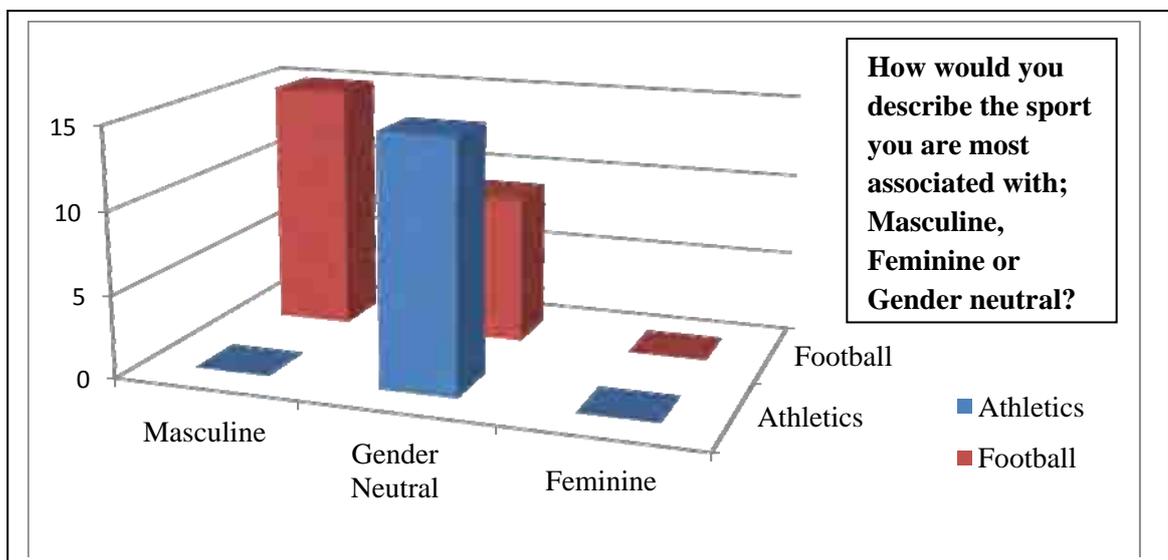
As a result, men's football has been underlined as the dominant force, 'saturating the market and driving the media coverage.' In support of this, one respondent stated that 'the status quo has always dictated that men's sport is more prominent and thus more important. There is far more money in men's sport which, given the way of the world we live in, means that it automatically demands more attention' and, furthermore, that men receive more coverage due to the society we live in being patriarchal. A handful of respondents even went so far as to say comments like; 'there is much more interest in male football and male sports' whilst another respondent claimed the reason for male sport to receive more advertising space is that it is 'generally faster and more exciting'.

Similarly, female respondents attributed a significant blame on 'a traditionally male dominated society', which also regarded football as typically masculine. Nearly all respondents mentioned the fact that men's professional football receives far more coverage than women's football. For instance, one respondent noted that 'only one game a year is shown on TV for women's compared to about 5 a week with the men's, which also fails to reach the newspapers'. When women's sports like football do make it into the news print, it fails to 'receive anywhere near as much coverage or representation and when it does it does not compare in size, image, and layout.' Frequent comparisons were made between typically masculine sports and other more 'female friendly sports', for example, 'where sports have a split of both males and females, for example athletics, I feel that both sexes receive the

same coverage. The only time males and females have something close to equal representation in the media is during a major sporting competition such as the Olympics' (see appendix 8). Lastly and most importantly one respondent suggested that for women to have any fair chance of representation in the media they must perform exceptionally well, indicating towards a belief that men's sports secures media coverage regardless of outcome and performances, unlike women's sports which have to reflect exceptional success or overt sexuality to even get noticed.

Masculine vs. Feminine

Table VI.



Athletics in relation to table VI

Results from Table VI demonstrates that elite athletics is perceived as neither more masculine nor feminine, instead all 15 respondents believed it to be gender neutral. Interestingly, the categories of masculine and feminine failed to receive a single vote, offering a resounding assessment that athletics is apt for both sportsmen and women alike. 'Athletics on the whole is gender neutral as both sexes appear to get similar coverage, compared to team sports like football where there is an imbalance towards male coverage.' This supports a post feminist view whereby gender is no longer relevant in

today's society; men and women are now considered to be equal in contemporary Western Societies (even where they are not) (Pollitt, 1995). Likewise, in athletics, gender parity is more prevalent. The involvement of either gender in athletics does not bring about a contestation or frenzy over appropriate masculinity or femininity. For instance, 'at adult level men and women are able to compete in the same events (with slight weight adjustments) and the only reason events are different at Junior level is due to physical development meaning it would perhaps not be safe for women to throw a hammer at age 15'. As a result, all athletes can successfully display conventional gendered behaviour regardless of the event they involve themselves in. For example, 'athletics is good in the way its women look feminine and its men look masculine, it clearly shows off the bodies in a positive way'. As such, respondents generally highlighted that athletics is so broad in the way that it includes so many different events, that it is impossible to define it as being more masculine or more feminine.

Some female athletes are talented sprinters, requiring them to, perhaps, need a more masculine body (strong, muscular, less feminine) whereas some female athletes are talented long distance runners which require them to be strong, but in a less powerful way than sprinters, allowing them to keep their feminine physique more than sprinters. However, this applies to both men and women. to appear 'masculine' it is often assumed that a male needs to be muscly, broad shouldered etc, yet for long distance runners, high jumpers, etc... their physique is required to be more slender rather than bulky and in a different sport, e.g. rugby, this would be perceived as being weaker, not as strong, but in terms of athletics, this is not the case (see appendix 8).

As such, athletics was described frequently in a positive light. Respondents remarked on the way that both men and women are allowed to compete in the same events, with few specific events solely for male or female participation. 'Both are given the same amount of airtime during competitions. Even if a woman is doing the same event as a man she is not stereotyped as acting in a masculine way and vice versa if a male is doing the same event as a female he is not classed as acting feminine'. In support of this view, attributes such as power, technical ability, elegance and speed are used simultaneously for both male and female athletes. Instead, the type of attributes conveyed for athletics

in the media are those that are seen as appropriate to a specific event, rather than to a specific gender. Therefore the major difference between the media coverage of athletics and other sports is that, on the whole ideas of hegemonic masculinity and femininity tended to be ignored. Instead, the results suggest that elite sportsmen and women in athletics are above cultural norms, and impermeable to traditional gender rules. For example, 'individual disciplines in athletics may well be seen as more masculine, for example throwing which is unlikely to appeal to women as it is unfeminine, would develop a more muscular body and is not particularly aesthetic, however I wouldn't say that this makes it 'masculine'. Nonetheless there is actually very little reference to individual athletes and their level of masculinity or femininity, despite the fact that some women often are very masculine looking athletes due to the demands of their event. Respondents attributed this treatment to the media's focus on favouring the best athletes in events. For instance, athletes stated that opportunities to train and compete are equal between men and women, manufacturing a positive view of gender in athletics.

Football in relation to table VI

Results from Table VI prove that the perceptions of football are masculine. Interestingly, however, a significant number of respondents considered football to be gender neutral. Unsurprisingly, no respondents felt that football was feminine in any way. 'In old terms football is 'a man's game,' the history of the sport shows this. It's just the perception that I've grown up with, and once it's planted at a young age then it's very hard to shift!' For many respondents involved in football, masculinity is perceived to be a dominant driving force in sports media. For many, football was conveyed as a true masculine sport, leaning towards the view that those women who participated in such a men's sport surrendered their femininity. In support of this, respondents confirmed the view of elite female footballers as being less feminine than those females who do not participate in its field. Evidence suggests that the space of football is over-dominated by masculinity and therefore is void of any shows of positive femininity, 'it is a sport where males are considered the elite of the sport, therefore it is considered by the media as a masculine sport'. In addition to the media's preservation of football as masculine, a number of respondents revealed how they were restricted at a young age from

participating, and were instead encouraged into more feminine approved sports such as netball and hockey. One male involved in football provided a seemingly very honest account of men's football today:

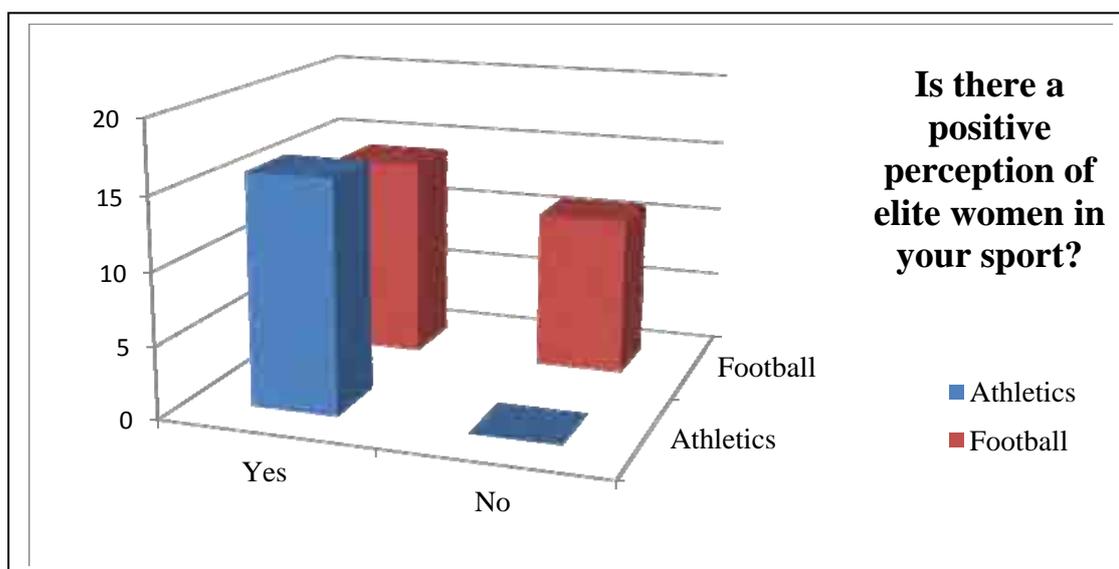
The sporting media love nothing more than a real 'alpha male' of a footballer, even if they aren't very good. John Terry, for example, is (nowadays) no more than an averagely good defender, yet because he is thought of as a 'Lion heart', the media adore him. Women footballers on the other hand are often, intentionally or not, portrayed as masculine and are thus not glamorised in the (ridiculous) way that their male counterparts are (see appendix 8).

As a result, images and notions of masculinity have historically and traditionally been bound to football. Similarly, a male American footballer highlighted that other sports also are dominated by clear gender boundaries, for instance his men are 'idolised as warriors, whilst the women (cheerleaders) are ogled as sex objects' (see appendix 8). In many ways, sport can be confirmed as one of the last distinctly male of all social institutions. A number of female footballers, who participated in the questions, raised a concern with ties between football, masculinity and a 'gay factor.' More often than not, ideas of strength and power are regarded as unattainable for women; 'the natural physical attributes of males is more suited to contact sports than women' and yet those that do attain such physiques are often stereotyped and pigeon holed (see appendix 8). For many females, the relationship with football is one of a struggle; the constant stress of balancing strength and power with traditional notions of femininity and ways of being. As a result, the media either conveys images of women as too masculine and butch or as being less skilled and capable in comparison to male footballers, thus perpetuating male dominance in football. Often the condition of football angers women, who claim that 'physically, women are never going to be as strong, fast and powerful as their male counterparts and whilst these comparisons continue to be made, women's football will never receive the media attention it deserves' (see appendix 8).

The perception of elite sportswomen

The representation and coverage of elite sportswomen has been debated and analysed at length. The following data attempts to highlight the varying practices and experiences of women in sport by comparing the perceptions of elite men and women from football and athletics. Results in Table VII demonstrate that all athletes, whether male or female, believed there to be a positive perception of elite women in athletics.

Table VII.



All respondents believed elite sportswomen in athletics to receive an equal amount of media coverage as its elite sportsmen. 'To be fair, elite women in athletics get a comparable amount of coverage, maybe even more! Everyone knows of Paula Radcliffe, Kelly Holmes and Jessica Ennis. They are always portrayed positively and in a celebratory way, much more so than men' (see appendix 8). Furthermore, the evidence proves that, of those athletes asked (both men and women), gender was seen as irrelevant, for instance, one respondent described the question as easy to answer,

the fastest runners, longest or highest jumpers and furthest throwers get all the same credit as one another, male or female. I would say elite women are viewed in the same way as elite men and how popular they are depends purely on athletic ability/performance, medals and world records etc. I don't think anything holds women back as they compete in exactly the same events as the men and events are equally competitive across both genders (see appendix 8).

My data demonstrates that within athletics, both sportsmen and women can perform and compete at the highest levels, e.g. the Commonwealth Games and the Olympics. Likewise, 'women are praised for doing well in athletics rather than being judged for taking part', there is little prejudice against women as they are treated as team mates', each striving for the same financial gains, awards and funding opportunities (see appendix 8).

In contrast, table VII highlights that the perception of elite women in football is considerably variegated; with 11 respondents claiming there to be no positive perception of elite women and 14 respondents opposing this view, instead asserting a view that there are positive perceptions of elite women. For the most part, respondents felt that the coverage of women's football was too little:

there is nowhere near an equal representation of stars in football, in terms of males and females. Football in the media focuses on the current affairs on male football with the male stars seeing the lime light, as for the elite women I don't think I know of any stars in women's football I could call elite as I could for male football (see appendix 8).

In support of this, respondents believed that a limited number of people in the UK actually knew who the women footballers were, demonstrating that women's football is not necessarily represented negatively, rather simply put, that it is not represented at all.

Interestingly, of the 14 respondents, more women than men believed there to be a positive perception of elite women in football. Reasons for this can be linked to the fact that news concerning women's football is often located in specific news media, ones that take place in the background of the main media. In other words, the status and advancements of women's football is often discussed and

promoted in women’s forums, women’s football magazines, the women’s FA, women’s changing rooms etc. As a result, women’s football is more accessible to women, whereas men’s football is accessible to all of society. Further comments praised the increased representation of female footballers in the media, claiming appearances of Kelly Smith and Hope Powell on Jonathan Ross, as evidence for this improvement. Overall, it was agreed by women involved in football that ‘more games are being shown than in recent years, more women are playing, becoming more accepted’ (see appendix 8).

Administration

Although it is integral to understand the true nature and relationship of gender in sporting administrations, it is as crucial to understand people’s perceptions of the structure. Similarly, it is interesting to locate whether there is a correlation between actual figures and people’s perceptions.

Table VIII.

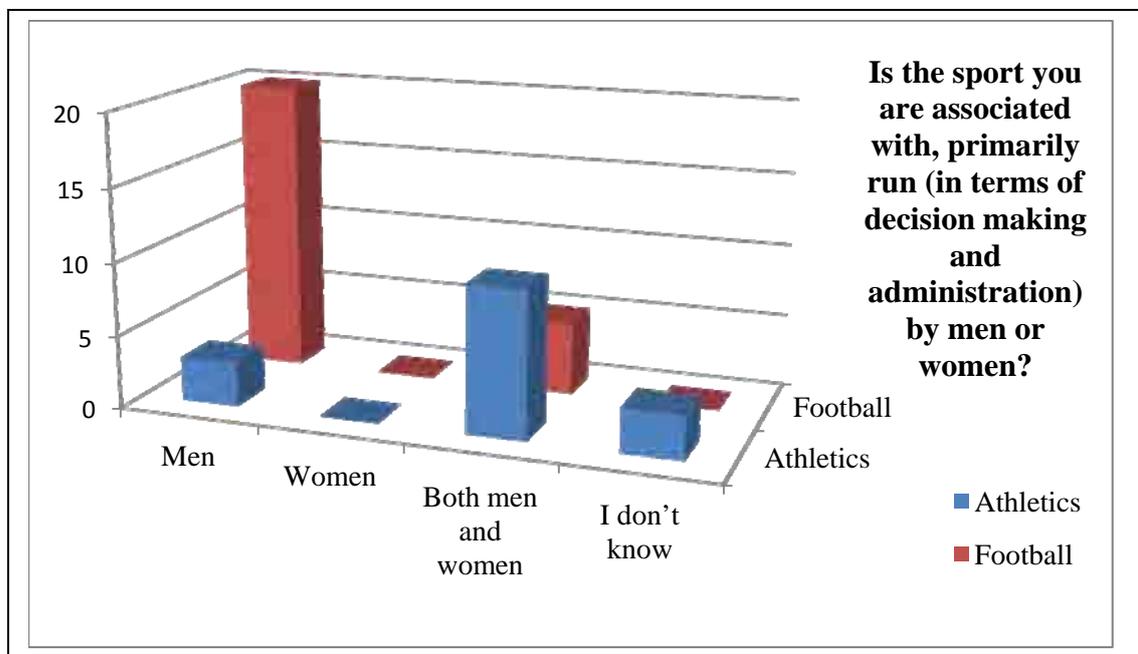


Table VIII again proves that athletics offers a more positive perception of gender, with the majority of respondents regarding the administration to be run by both men and women. Results state that ten

respondents believed athletics to be run by men and women, three respondents who didn't know and three who believed men to primarily run athletics. Thus, athletics is largely perceived to be equally run in terms of administration and decision making by men and women. For instance 'women and men are everywhere at all levels; coaches, administration and the backroom staff. It is even the case that men coach the women's team events and vice versa, yet you would never find this in other sports, particularly football, imagine the uproar there would be if there were to be a female manager in the premiership'. Respondents believed that, a sport which has both men and women competing at international levels, needs to have a voice from both men and women in its positions of authority' (see appendix 8).

Football on the other hand, is perceived as being essentially run by men. 'The men that run football in this country aren't even football men, they're money men. The structure is fucked from head-to-toe and the priorities are all wrong'. Results show that of the 25 respondents, 20 perceived football to be run entirely by men, five believed that it was run by men and women, whilst no respondents believed the running of football to be dominated by women alone. As a result, football is essentially controlled in all areas by men, leaving little space for women to enter into or leave their mark. Respondents also shared a similar level of optimism for the involvement of women in football; on the whole I think football is male dominated and 'it is very difficult for women to get into positions of power and authority, especially when I don't think that men always see women as equals' (see appendix 8).

To conclude, the website analysis exposed the Football Association (FA) as under-representing the women's game. Women's football was located under a heading 'other competitions' thereby suggesting inferiority to the men's game. The interview conducted with the Head of policy at UK Sport provided current data and statistics regarding the staff profile and gender ratio of its organisation. Women currently make up 54% of the staff profile, demonstrating the way in which UK Sport prioritises gender equality, this being reflected in its workforce. The evidence for the FA suggested that women were disproportionately under-represented. The analysis section then moved on to discuss the media, focusing specifically on the coverage and portrayal of women's sports and female athletes. Of the 1171 stories collected from the Women's Football World Cup 2007, the

Beijing Olympics 2008 and the Men's Football World Cup 2010, a mere 1% of the coverage were devoted to women's football. These findings demonstrate that the media ignores and underreports on women's sports, which thus contributes to the continuation of the invisibility of sporting women in the British media. Subsequent to this, the analysis presented the questionnaire results, with the following themes emerging. Respondents were in agreement that the British media was dominated by men's football, with athletics covered only during sporadic events. Similarly, respondents recognised the gender disparities involved in sports media, with 45 out of 50 depicting the coverage of sportsmen and sportswomen being unequal. Lastly, respondents perceived football as being a masculine sport, whilst athletics was regarded as gender neutral. Therefore, it can be observed that athletics has achieved a greater level of gender parity as opposed to football.

Conclusion

Historically men's involvement in sport was accepted as a natural phenomenon, whilst women's involvement was deemed to be anomalous. As a result, women were/are excluded, side-lined and discouraged from participating and thriving in a large array of sports. However, the state of British sport has improved somewhat with an increased number of sports now open to women. Nonetheless, women continue to be under-represented and undervalued at all levels of typically male sports.

The thesis focused specifically on gender and elite sport; using British football and British athletics as its case studies. The primary themes identified by the media analysis were that there is an undeniable saturation of male sports in the British media, in particular men's football. The media was identified as supporting and aiding the incessant reproduction of gendered norms, based on difference. The media analysis highlighted that, on the whole, sportswomen and sportsmen involved in athletics were given equal coverage and furthermore women were portrayed in a positive and celebratory manner. The media was positioned favouring the coverage of individual sports which were deemed socially acceptable, opposed to team sports which were regarded as a threat to traditional feminine ideals. Similarly, the organisational and website analysis related to the administrative bodies, demonstrated that the FA is largely male dominated in all areas of power and decision making. UK Sport, on the other hand, was identified as comprising of women at all levels of its organisation, indicating towards its significant awareness to gender equality, or at least equity. Finally, the results from the questionnaires demonstrated that football was perceived to be a masculine sport, whereas athletics was perceived to be gender neutral. Respondents regarded the British media as largely under-representing women's sport, specifically women's football. Women's football was seen as being overshadowed by men's football and by its continued links with hegemonic masculinity and notions of the alpha male.

Through an analysis of the organisation of athletics and football at administrative level, the gendered media coverage of these sports, as well as the public perceptions of sport and gender this thesis has demonstrated that in the UK problematic gender relations continue to exist within elite sports.

This thesis borrows from the work of Pirinen (1997), who claims that the struggle to secure gender equality in sport is far from over. For instance Sue Tibballs, Chief Executive of the Women's Sport and Fitness Foundation:

launched a ground-breaking new report suggesting that the commercial potential of women's sport is currently being overlooked. Based on independent research the report highlights that the demand from UK sports fans for coverage of women's sport outweighs supply and at a team level women's sport is at an all-time high, with the recent successes of the women's cricket team, rugby union team and individual athletes to name but a few. Yet while the perception of women's sport is high, this does not correlate with the levels of exposure from the commercial sector via sponsorship and media coverage (Sports Pro Media, 2011).

Women's sport has grown significantly in size and popularity, however as mentioned in chapters one and four, the administration and the media continue to hold back the progress of women's sport. As a result, women fail to receive adequate access to powerful positions in sporting organisations and fail to receive comparable coverage in all types of media.

Overall, this study has found that there are problematic gender practices in the sporting arenas of both athletics and football. With regards to the former, despite a more gender sensitive approach to the structural organisation of the arena, the media representation of athletics tends to emphasise traditional gendered norms by largely rendering visible aspects of predominantly normative femininity and masculinity, and excluding marginalising non-normative gender identities. In other words, the media interpretation of the Olympics offers coverage mainly to culturally idealised and overtly hetero-sexualised male and female identities. However, more problematically with regard to the latter, this study has shown that football, perhaps due to a more overtly masculine historical legacy in the UK, continues to structurally perpetuate sexism through the under-representation of women at

all levels; decision making, participating and media coverage. Although both athletics and football are working towards a more gender sensitive and gender equal objective, athletics still has problems relating to the perpetuation of gendered ideologies, whilst football maintains both the structural and cultural barriers for women and, as such, has much further to go to reach some form of gender equity.

Bibliography

Adams, T, and Tuggle, C, (2004), 'ESPN's Sport Centre and coverage of women's athletics: 'It's a Boys' Club,' Mass communication and society, 7: 2, 237-248

Alexander, S, (1994), Newspaper coverage of athletics as a function of gender, Women's studies International forum, 17, 655-662

Allen, L, (2007), 'Sensitive and Real Macho All at the Same Time: Young Heterosexual Men and Romance', Men and masculinities, 10; 13

Altrichter, H, Feldman, A, Posch, P, & Somekh, B, (2008), *Teachers investigate their work; An introduction to action research across the professions*, Routledge

Anderson, E, (2005), *In the Game – Gay athletes and the cult of masculinity*, University New York Publishing, US

Babbie, E, (2008), *The basics of social research*, Thompson Wadsworth, US

Bennett, A, (2010), UK Sport, Interview June-Aug 2010

Berger, A, (1991), *Media research techniques*, Sage, Newbury Park, CA

Bernstein, A, (2002), 'Is it time for a victory lap? Changes in the media coverage of women in sport', International review for the sociology of sport, 37: 3-4, 414-428

Birrell, S, and Richter, D, (1994), 'Is a Diamond Forever? Feminist transformations of sport', in S. Birrell and C. Cole (Eds) *Women, Sport and Culture*, Leeds, Human Kinetics

Birrell, S, and Theberge, N, (1994), 'Ideological Control of Women in Sport', in Costa, M and Guthrie, S (Eds) *Women and Sport*, Champaign, IL, Human Kinetics

- Birrel, S & Cole, C, (1994), 'Women, sport, and ideology' In S. Birrel & C Cole (Eds.), *Women, sport, and culture*, Champaign, IL, Human Kinetics.
- Bogdan, R, C, & Biklen, S, K, (2006), *Qualitative research in education: An introduction to theory and methods*, Allyn & Bacon, UK
- Browne, K, Lim, J, Brown, G, (2009), *Geographies of sexualities; theory, practices and politics*, Ashgate publishing, UK
- Butler, J, (1993), *Bodies that matter on the discursive limits of "sex"*, London and New York, Routledge
- Cheng, L, (2005), *Changing language teaching through language testing: a washback study*. Cambridge University Press
- Choi, P, (2000), *Femininity and the physically active woman*, London, Routledge
- Clayton, B, and Humberstone, B, (2007), 'Gender and race – What's that to do with football studies?' Contested 'knowledge's' in sport and leisure curricula in HE, Gender and Education, 19: 4, 513–533
- Cohen, L., Manion, L. and Morrison, K. (2000), *Research Methods in Education 5th Edition*. London: Routledge Falmer, See Chapter 14 pp 245 - 266 [Available from University Main Library.]
- Cohen, G, (1993), 'Media portrayal of the female athlete' In Cohen, G, (Ed.), Women in sport, Issues and controversies, London, Sage
- Creedon, P, (1994), 'Women, media and sport: Creating and recreating gender values', In Creedon, P (Ed.), *Women, media and sport*, California, Sage
- Cole, C, (1993), 'Resisting the canon: Feminist cultural studies, sport and technologies of the body,' in Journal of Sport and Social Issues, 17, 77-97
- Colwell, S, (1999), 'Feminisms and Figural Sociology: Contributions to understandings of sports, physical education and Sex/Gender', in European physical education review, 5: 3 219–240

Connell, R, 1996, Teaching the boys; new research on masculinity, and gender strategies for schools

Teachers college record, 98: 2, 206-235

Connell, R, (2005), 'Hegemonic Masculinity, rethinking the concept', in Gender and Society, 19: 829-859

Cooke, M., E, A, Foster, C, Galpin, K, Misutova, N, Quille and L, J. Shepherd (unpublished),
Assessment is for learning: Feed forward feedback, paper delivered at the workshop *Assessment is for learning*, held at the *University of Birmingham* (June, 2010)

Cousin, G, (2009), *Researching learning in higher education; An introduction to contemporary methods and approaches*, Routledge, New York

Creedon, P, (1994), *Women, Media and Sport. Challenging Gender Values*, CA, Sage

Crossman, J, Vincent, J, and Speed, H, (2007), 'The times they are a-changing' - Gender comparisons in three national newspapers of the 2004 Wimbledon championships', International review for the sociology of sport, 42: 1, 27-41

Deutsch, F, (2007), 'Undoing gender', in Gender and Society, 21: 1 106-127

Donohoe, H, (2004), 'Support women in sport: The women's sport foundation has launched the campaign for coverage, to improve representation of women in sport at all levels,' in Women in Sport, 22 – 23

Duncan, M, and Messner, M, (1998), 'The media image of sport and gender', in Wenner, L (ed) *Mediasport*, London, Routledge

Duncan, M, and Hasbrook, C, (2002), 'Denial of power in televised women's sports' in Scraton, S, and Flintoff, A, (2002), *Gender and sport, A reader*, Routledge, London and Canada

Farquharson, K, (2005), A different kind of snowball: identifying key policy makers, International Journal of Social Research Methodology, Routledge, 8; 4, 345-353

- Ferris, E, (2000), 'Promoting Women Sports Leaders: Are Quotas the Way Forward?', Olympic Review, 26: 33, 31–4
- Gallagher, M, (1995), '*Lipstick imperialism and the new world order: women and media at the close of the twentieth century*,' Division for the Advancement of women, The Department for policy coordination and sustainable development
- Green, M, and Houlihan, B, (2004), Advocacy coalitions and elite sport policy change in Canada and the United Kingdom, International review for the sociology of sport, 39: 4, 387–403
- Giulianotti, R, (2004), *Sport and modern social theorists*, London, Palgrave Macmillan
- Halbert, C, and Latimer, M, (1994), '``Battling`` gendered language: An analysis of the language used by sports commentators in a televised coed tennis competition', Sociology of Sport Journal, 11, 298-308
- Hall, A, (1985), 'How should we theorise sport in a capitalist patriarchy?', International review for the sociology of sport 1985, 20: 1-2 109-115
- Hall, M., Cullen, D and Slack, T, (1989), 'Organizational Elites Recreating Themselves: The Gender Structure of National Sport Organizations', Quest, 41: 28–45
- Hall, A, (1990), 'How should we theorize gender in the context of sport?' in Messner, M, and Sabo, D, (Eds.), in Sport, men, and the gender order: Critical feminist perspectives, 23-239
- Hall, A, (1996), *Feminism and sporting bodies: Essays in theory and practice*, Champaign, IL: Human Kinetics
- Han, L, Taub, D and Bline, E, (1993), 'Sport participation and women's personal empowerment: experiences of the college athlete,' in Journal of sport and social issues, 17: 47
- Hargreaves, J, (1986), 'Where's the Virtue? Where's the Grace? A discussion of the social production of gender relations in and through Sport,' in Theory Culture Society 3: 109

- Hargreaves, J, (1994), *Sporting females: Critical issues in the history and sociology of women's sports*, Routledge, London
- Hargreaves, J, (2000), *Heroines of Sport: The Politics of Difference and Identity*, Routledge, London and New York
- Harris, J and Clayton, B, (2002), 'Femininity, masculinity, physicality and the English tabloid press - The case of Anna Kournikova', International review for the sociology of sport, 37, 397–413
- Hearn, J, (2004), 'From Hegemonic Masculinity to the Hegemony of Men', Feminist Theory, 5: 1, 49-72
- Heckathorn, D, (2002), Respondent-Driven Sampling II: Deriving Valid Estimates from Chain-Referral Samples of Hidden Populations, Social Problems. 49, 11-34
- Horne, J, Tomlinson, A, and Whannel, G, (1999), *Understanding sport – an introduction to the sociological and cultural analysis of sport*, London and New York, Spon Press
- Houlihan, B, (2008), *Sport and society – A student introduction*, London, Sage publications
- Hovden, J, (2000), 'Gender and Leadership Selection Processes in Norwegian Sporting Organisations', International Review for the Sociology of Sport, 35: 1, 75-82
- Jackson, S, Scherer, J, and Martyn, S, (2007), 'Sport and the Mass Media', in Crossman, J, (ed.) *Canadian Sport Sociology*, 2nd edn, 177–95, Toronto: Thomson Nelson
- Kane, M, & Greendorfer, S, (1994), 'The media's role in accommodating and resisting stereotyped images of women in sport', In Creedon, P, (Ed.), *Women, media and sport*, Thousand Oaks, CA, Sage
- King, C, (2007), Media portrayals of male and female athletes: A text and picture analysis of British national newspaper coverage of the Olympic Games since 1948, International review for the sociology of sport, 42: 2, 187–199
- Koivula, N, (1999), 'Gender stereotyping in televised media sport coverage', Sex Roles, 41: 7/8

Koivula, N, (2001), 'Perceived characteristics of sports categorized as gender-neutral, feminine and masculine,' Journal of Sport Behaviour, 24

Krane, V, Choi, P, Bair, S, Aimar, C, and Kauer, K, (2004), 'Living the Paradox: Female Athletes Negotiate Femininity and Muscularity,' Sex Roles, 50: 5/6

Laker, A, (2002), *The sociology of sport and physical education – an introductory reader*, London and New York, Routledge Falmer

Lines, G, (2001), 'Villains, fools or heroes? Sports stars as role models for young people,' Leisure Studies, 20, 285–303

Lippe, G, (2002), 'Media image Sport, Gender and National Identities in Five European Countries,' International review for the sociology of sport, 37: 3–4 371–395

Mack, N, Woodsong, C, MacQueen, K, Guest, G, and Namey, E, (2005), *Qualitative Research Methods: A Data Collector's Field Guide*, Family Health International, US

MacNeill, M, (1994), 'Active women, media representations, and ideology' In S. Birrel and C. L. Cole (Eds.), *Women, sport, and culture*, Champaign, IL, Human Kinetics

Mean, L, (2001), 'Identity and discursive practice: doing gender on the football pitch,' Discourse Society, 12: 789

Messner, M, (1988), 'Sports and male domination: The female athlete as contested ideological terrain,' Sociology of Sport Journal, 5, 197–211

Messner, M, Duncan, M, and Jensen, K, (1993), Separating the men from the girls: The gendered language of televised sports, Gender and Society, 7: 1, 121

Messner, M, and Sabo, D, (1990), Toward a critical feminist reappraisal of sport, men, and the gender order, in Messner, M & Sabo D, *Sport, men, and the gender order: Critical feminist perspectives*, Champaign, IL: Human Kinetics

- Morrison, Z, Bourke, M and Kelley, C, (2005), 'Stop making such a big issue: Perceptions and experiences of gender inequality by undergraduates at a British University' in Women's Studies International Forum, Number 28, pp150-162
- Oakley, A, (1981), *Subject Women*, Oxford, Martin Robertson
- Pearson, G, (2002), 'A Game of the half: the manageress and the sex discrimination act,' Liverpool Law Review 24: 137–156
- Pirinen, R, (1997), The construction of women's positions in sport: a textual analysis of articles on female athletes in Finnish women's magazines, Sociology of Sport Journal, 14; 3, 290-301
- Potter, K, (2001), 'Using the power of a major sporting event as a catalyst for community regeneration: a case study of the 2005 UEFA women's championships', David Taylor Partnerships, http://www.mev.org.uk/community/documents/Using_a_Major_Sporting_Event_As_A_Catalyst_For_Community_Regeneration.pdf
- Real, M, (1998), 'MediaSport: Technology and the Commodification of Postmodern Sport', in Wenner, L, *MediaSport*, London and New York: Routledge
- Rooney, R, (1998), 'Dynamics of the British tabloid press', UK News media and ideology, 5; 3, 95-107
- Sabo, D, and Jansen, S, (1998) 'Prometheus Unbound: Constructions of masculinity in sports media', in Wenner, L, (ed.) *MediaSport*, London, Routledge
- Salwen, M, and Wood, N, (1994), 'Depictions of female athletes on Sports Illustrated covers', Journal of Sport Behavior, 17, 98-107
- Scraton, S and Flintoff, A, (2002), *Gender and sport: A reader*, London and New York, Routledge
- Scraton, S, Cauldwell, J and Holland, S, (2005), '“Bend it like Patel”: Centring ‘Race’, Ethnicity and Gender in Feminist Analysis of Women's Football in England,' International Review for the Sociology of Sport, 40; 71

- Skelton, C, (2000), 'A passion for football': Dominant Masculinities and primary schooling', Sport, Education and Society, 5: 1, 5–18
- Stemler, S, (2001), 'An overview of content analysis - Practical Assessment', Research & Evaluation, 7; 17
- Tuggle, C, and Owen, A. (1999), A descriptive analysis of NBC's coverage of the Centennial Olympics: The "Games of the Women"?, Journal of Sport and Social Issues, 23 (2), 171-182
- Thurmond, V, (2001), 'The point of triangulation', Journal of Nursing scholarship, 33; 3, 253-258
- Trigg, A, (2001), 'Veblen, Bourdieu, and conspicuous consumption', Journal of Economic Issues, 35; 1, 99-115
- Vertinsky, P, (1994), 'Gender relations, women's history and sport history: A decade of changing enquiry, 1983-1993,' Journal of Sport History, 21: 1
- Walther, T, (2006), Kick it out – Homophobia in Football, European, Gay and Lesbian Sport Federation, 1-30
- Weber, R, P, (1990), *Basic Content Analysis*, Newbury Park, CA.
- Wensing, E and Bruce, T, (2003), Bending the rules – Media representations of gender during an international sporting event, International review for the sociology of sport, 38: 4, 387-396
- West, K, and Zimmerman, D, (1987), 'Doing gender', Gender and society, 1: 125
- Whannel, G, (1983), *Blowing the Whistle: the politics of sport*, London: Pluto Press
- White, A, and Brackenbridge, C, (1985), 'Who Rules Sport? Gender Divisions in the Power Structure of British Sports Organisations from 1960,' International Review for the Sociology of Sport 1985, 20; 95
- White, M, and Kay, J, (2006) Who rules sport now? White and Brackenbridge revisited, International review for the sociology of sport, 41: 3–4, 465–473

Williams, J, (2003), *A Game for Rough Girls? A History of Women's Football in Britain*, London, Routledge

Williams, J, (2006), 'An Equality Too Far? Historical and Contemporary Perspectives of Gender Inequality in British and International Football', Historical social research, 31: 1, 131-169

Willis, P, (1982), Women in sport in ideology, in Hargreaves, J (Ed.), *Sport, culture and ideology*, London, Routledge Kegan Paul

Woodward, K, (2005), 'On and Off the Pitch: Diversity policies and transforming identities?' Cultural Studies, 21: 4-5, 758-778

Young, I, (1995), 'The exclusion of women from sport: Conceptual and existential dimensions', in Morgan, W and Meier, K, (Eds.), *Philosophic inquiry in sport*, Champaign, IL: Human Kinetics

Websites:

Ace Project, (2010), <http://aceproject.org/ace-en/topics/media-and-elections/mee/mee04/mee04b>, Accessed on 06/10/2010

BBC Sport, (2010), http://news.bbc.co.uk/sport1/hi/olympics/medals_table/default.stm, Accessed on 13/01/2011

BBC Website, (2009), http://www.bbc.co.uk/history/ancient/greeks/greek_olympics_01.shtml#two, Accessed on 01/06/2010

Ischool, (2011), <http://www.ischool.utexas.edu/~palmquis/courses/discourse.htm>, Accessed on 07/02/2011

The Daily Mail, (2009), <http://www.dailymail.co.uk/news/worldnews/article-1207653/Womens-800m-gold-medal-favourite-Caster-Semenya-takes-gender-test-hours-World-Championship-race.html#ixzz1KFPPuLSC>, Accessed on 22/04/2011

The Daily Mail, (2011), <http://www.dailymail.co.uk/debate/article-1350860/Andy-Gray-Richard-Keys-You-expect-act-like-Archbishop-Canterbury.html>, Accessed on 22/09/2011

The FA, (2010), <http://www.thefa.com/>, Accessed on 10/12/2010

The FA.com, (2008), The FA's vision, http://www.thefa.com/TheFA/~media/Files/PDF/TheFA/FAVision_200812.ashx, Accessed on 04/09/2010

The FA.com (2008), 'Women's and girl's football strategy 2008-2012 Championing growth and excellence,' <http://www.thefa.com/GetIntoFootball/Players/PlayersPages/WomensAndGirls/~media/Files/PDF/TheFA/WomensStrategy.ashx/WomensStrategy.pdf>, Accessed on 04/09/2010

The FA (Football Association) <http://www.thefa.com/GetIntoFootball/Players/PlayersPages/WomensAndGirls.aspx>, Accessed on 15/12/2009

The Guardian, (2011), Skirts-for-women edict splits world of badminton, <http://www.guardian.co.uk/world/2011/may/27/badminton-women-players-skirts-dresses>, Accessed on 22/09/2011

Sport England Active People Survey 4, (2010), http://www.sportengland.org/research/active_people_survey/active_people_survey_4.aspx, Accessed on 21/09/2011

Sports Pro England, (2011), http://www.sportspromedia.com/quick_fire_questions/sue_tibballs/, Accessed on 22/09/2011

The Standard Online, (2007), <http://www.thisislondon.co.uk/news/article-23393422-match-of-the-day-gets-first-female-presenter.do>, Accessed on 12/02/2010

The Telegraph, (2011), <http://www.telegraph.co.uk/sport/rugbyunion/8253336/Maggie-Alphonsi-award-is-powerful-statement-for-womens-sport.html>, Accessed on 22/09/2011

Thompson, J, (2006), 'Female football fans: A (more) Beautiful game,' The independent online, <http://www.independent.co.uk/news/uk/this-britain/female-fans-a-more-beautiful-game-422102.html>, Accessed on 12/02/2010

Wilson, J, (2011), 'Andy Gray sacked by Sky Sports following 'unacceptable behaviour' towards Charlotte Jackson,' The Telegraph Online, <http://www.telegraph.co.uk/sport/football/competitions/premier-league/8281445/Andy-Gray-sacked-by-Sky-Sports-following-unacceptable-behaviour-towards-Charlotte-Jackson.html>, Accessed on 22/02/2011

Wimbledon Online,
(2009), http://aeltc2009.wimbledon.org/en_GB/about/history/prizemoney_history.html, Accessed on 01/04/2010

Womens sport foundation (WSF), (2004), <http://wsff.org.uk/>, Accessed on 04/09/2010

WSFF Website, (2007), <http://wsff.org.uk/media-centre/press-releases/wsff-celebrates-25-years-womens-sport>, Accessed on 01/06/2010

UK Sport, (2010), State of play, <http://www.uk sport.gov.uk/docLib/Publications/Women-In-Sport-The-State-Of-Play.pdf>, Accessed on 10/12/2010

UK Sport Website, www.uk sport.gov.uk, Accessed on 10/06/2010

Appendix 1:

Table of Categorisations:

Categorisations:	Notes:
Date	Day of tournament
Ratio	How many articles were concerned with that sport in that particular days newspaper
Placing	What page no. and which section of the newspaper
Male/ Female	Whether the newspaper related to male or female sports athletes
Size Length	The word count of the article concerned
Headline	The headline of the article
Terminology	A brief break down of the words and terminology used
Positive/Negative/Neutral	Whether the story was on the whole; positive, negative or neutral Positive +1 Neutral 0 Negative -1

Appendix 2:

Example of a positive +1 article:

‘Superfish; swim sensation Michael’s 11th Gold Olympics Beijing 2008 record medal win for boy who beat bullies’ (*The Daily Mirror*, 14 August, 2008).

Example of a neutral 0 article:

‘Today at the Games; the Olympics: Day Four’ (*The Daily Mirror*, 12 August, 2008).

Example of a negative -1 article:

‘Hockey girls hammered; the Olympics: Day 3’ (*The Daily Mirror*, 11 August, 2008).

Appendix 3:

Online Semi-structured interviews:

1 a)

Hi Amanda,

My name is Donna McGuigan, and I am an MPhil student at the university of Birmingham currently completing my final thesis.

I hope you don't mind me emailing you, but your friend [REDACTED] gave me your email address and told me to get in contact with you.

My thesis title is "A comparative analysis of the current gender disparities between British football and British athletics", and I aim to look in particular at elite sport. The thesis among a number of other things will analyse the media coverage and the administration of both sports, whilst also questioning sports men and women from a grass roots level of their opinions on gender and elite sport. I was wondering if you might have any information regarding gender and athletics or football. I know that you are [REDACTED] and it is for this reason that I contact you, as you may be able to offer a valuable insight into elite sport and the way it is run.

Many thanks in advance for any help, readings or information you could provide me.

Kind regards

Donna Louise McGuigan

1 b)

Dear Donna

Thank you for getting in touch. UK Sport is the nation's high performance agency and we invest in Olympic and Paralympic sports and athletes. However we do not have a funding relationship with football as there are sufficient funds in the game to manage their elite programmes.

In terms of evidence from a high performance perspective, I can source the number of male and female athletes currently on the World class Performance Programme, but would not be able to do the same for football. Total funding for athletics is also in the public domain <http://www.uk sport.gov.uk/sport/summer/athletics>

Please let me know if this is the kind of information that would be of use to you.

Kind regards

Amanda

2 a)

Hi Amanda,

Thank you ever so much for your quick reply, I have just returned from holiday so apologies for not replying sooner.

If you could source the number and ratio of male and female athletes currently on the world class performance programme that would be great?

From the research I have done and the direction that the thesis is leading towards is that Athletics provides a better picture in terms of gender equality as opposed to the sport of Football, whose main tenet seems to be the men's game. With regards to athletics women and men tend to be present at all levels in administration and power. However I just need evidence to support this. The statistics you mentioned will support that both women and men receive funding at elite levels, so that would be great.

Thank you ever so much for your help and any information you can provide, it is greatly appreciated.

Many thanks

Donna McGuigan

2 b)

Hi Donna

Apologies for the delay in replying. I have answered questions as far as possible below:

World Class Performance Programme

483 Podium athletes (Male - 270 Female - 213)

917 Development athletes (Male - 513 Female - 404)

UK Sport staff profile

39 females in full-time positions

14 females in part-time position

Total Females: 53

44 males in full-time positions

1 male in a part-time position

Total Males: 45

Leadership Team members

Female 4

Male 10

Directors Team

Female 2

Male 5

Details of UK Sport Board and Panels can be found on our website -

<http://www.uk sport.gov.uk/pages/board>

We are not able to supply information on the basis of whether a role was feminised as positions in the organisation do not necessarily follow standard descriptors such as secretarial or clerical roles.

I hope this is helpful.

Regards

Amanda

Appendix 4:

Table represents the proportion of sports membership for the following:

Governing Bodies	Date	No. of clubs	No. of affiliated members	Members who are female	Proportion of members who are female (%)
The FA	2004-05	7500	1,400,000	131,000	9%
Amateur Athletics Association	Nov 05	-	128,000	51,930	40%

(Wensing and Bruce, 2003, p.14).

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
1	Day:	Ratio of articles	Placing	M/ F	Word Count	Headline	Terminology	positive/negative
2	10th June	27	80	M	28	INSIDE		positive
3			80	M	223	YANKS A LOT FERGIE; SCOT SIR ALEX HELPS THE USA BOSS TO PLOT ENGLAND DOWNFALL		negative
4			78	M	1104	IT'S ALL KICKING OFF; ENGLAND V USA: JUST 2 DAYS TO THE THREE LIONS' OPENING GAME IN RUSTENBURG		positive
5			78	M	234	RIO INJURY SO HARD ON HESKEY		positive
6			77	M	228	ROO WILL BE ALRIGHT ON NIGHT'		positive
7			76	M	291	SO KEANE TO FOLLOW MARAGONNA AND CO; RESULT!		negative
8			76	M	140	SPAIN ODDS POLE-AXED; RESULT!		neutral
9			76, 77	M	768	TREE LIONS; COLE: I'M CONVINCED WE CAN DO IT.. WE'VE GOT THE PL AYERS ,THE MANAGER AND THE BELEAF		positive
10			75	M	131	YEBDA: WE HAVE TO GET OFF TO A FLIER		positive
11			74, 75	M	776	THERE'S A THIN LINE BETWEEN GLOVE & HATE; ENGLAND V USA: 2 DAYS TO OUR FIRST GAME		positive
12			73	M	371	WE'LL SINK YOU; IT'S LANDON CALLING AND HE TRULY, MADLY, DEPPLY BELIEVES HIS STATES SIDE WILL WIN		neutral
13			73	M	104	CAHILL OVER PAIN IN NECK; WORLD CUP LATEST		neutral
14			73	M	86	GETTING KLOSE TO FINDING HIS FORM; WORLD CUP LATEST		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
15			49	M	847	WE LOVE TELLY; SHAKIRA ! WE GO	Focus on Shakira rather than the football	positive
16			43	M	80	I'LL HUNK-ER DOWN TO WATCH THE FOOTBALL..	Focus on Hunks	positive
17			4, 5	M	883	BIG WELCOME FOR ENGLAND FANS AS THOUSANDS ARRIVE IN SOUTH AFRICA		positive
18			4	M	339	STARS TO KICK OFF FESTIVAL		positive
19			8	M	420	IF ONLY FABIO HAD A CERTAIN UNITED PLAYER TO DRAW ENGLAND TOGETHER		neutral
20			8	M	94	DUTCH ARE READY TO RULE		positive
21			6, 7	M	324	CHEER WE GO!; 100,000 TAKE OVER JO'BURG AS WORLD CUP FEVER GRIPS NATION		positive
22			6	M	182	GILARDINO MAY BE GOALARDINO; 3 LION WHIP		positive
23			3	M	54	BEAUTY SAYS JOE IS BEST; 3PM WORLD CUP DIARY		positive
24			3	M	65	HESKEY PUT IN SHADE; 3PM WORLD CUP DIARY		negative
25			3	M	48	ROBINHO TO HAVE A BALL; 3PM WORLD CUP DIARY		positive
26			2, 3	M	363	ROO IS THE SPECIAL ONE; EXCLUSIVE PELE TIPS WAYNE TO RULE		positive
27			2	M	260	WELCOME TO YOUR DAILY MIRROR [...]		positive
28	11th June	29	88, 89	M	332	ROO THE NEW PELE; MOMENT OF TRUTH FOR FABIO'S ENGLAND		positive
29			88, 89	M	211	SWP AND COLE SET TO START; USA A DANGER, CAPELLO WARNS		neutral

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
30			84, 85	M	734	THE MAN WHO MAKES ROONEY EMILE'S BETTER; WORLD CUP DOUBLE ACT THAT TAKES SOME EXPLAINING		positive
31			84	M	151	LEARN FROM BRAZIL		neutral
32			84	M	225	DRAWN TO AN OFFER TUTU GOOD TO MISS; RESULT!		negative
33			84	M	142	ENGLAND ON THE SPOT; RESULT!		negative
34			81	M	61	JAPAN HAPPY TO TAKE DRAW; WORLD CUP LATEST		neutral
35			80, 81	M	476	DESERTER FOX; IT'S HERE AND IT'S MIXED FORTUNES FOR ENGLAND'S FIRED-UP GROUP C RIVALS: ALGERIA IN TURMOIL AS SKIPPER AXED THEN THREATENS TO QUIT		neutral
36			80	M	116	HEAT IS ON SAYS DROG		neutral
37			46, 47	M	304	SUPPORT IN STYLE; A FOOTBALL SHIRT ISN'T EXACTLY THE MOST STYLISH OUTFIT FOR US GIRLS, SO IF YOU YOU WANT TO CHEER ON THE ENGLAND TEAM BUT STILL LOOK GLAMOROUS, TRY DOING IT IN RED AND WHITE.		positive
38			44, 45	M	1176	YOUR ULTIMATE FAMILY GUIDE TO THE WORLD CUP; DON'T LET THE DADS HAVE ALL THE FUN TOMORROW WHEN ENGLAND KICK OFF THEIR WORLD CUP CHALLENGE AGAINST THE USA. MAKE SURE EVERYONE HAS A BALL WITH THESE GREAT IDEAS FOR THE WHOLE FAMILY...		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
39			8	M	169	GOOD LUCK ENGLAND!		positive
40			4	M	128	FIRMS' BAN ON ENGLAND FLAGS		negative
41			4	M	117	MIRROR SCORES WITH KOREANS		neutral
42			87	M	46	TODAY IN WORLD CUP MANIA		positive
43			86, 87	M	1303	BEING THE ENGLAND CAPTAIN IS NOT A BURDEN; IT'S HERE: THREE LIONS SKIPPER VOWS TO LEAD THE CHARGE FOR GLORY		positive
44			8	M	435	THE MAN WHO NEVER LET GO OF HIS WORLD CUP DREAM FOR AFRICA		positive
45			6	M	202	JAVIER: WE CAN SPOIL THE PARTY		neutral
46			6	M	187	HOME HELP WON'T BE ENOUGH FOR THE HOSTS; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		negative
47			6	M	166	WE'RE ALREADY SINGING BLEUS; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		neutral
48			5	M	447	FUTURE IS BRIGHTER IN ORANGE		positive
49			4, 5	M	790	BIG GAME HUNTERS; MOMENT OF TRUTH HAS FINALLY ARRIVED FOR THE GREATEST TALENTS TO PROVE WHO IS BEST		positive
50			2	M	68	NO PLACE LIKE HOME FOR FORTUNE; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		positive
51			2	M	60	ANOTHER BIG HAND, DIEGO; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		positive
52			2, 3	M	753	ROO LA LA; DOMENECH: I'M A MASSIVE ROONEY FAN AND THAT'S WHY I'LL BE PRAYING FRANCE DON'T COME UP AGAINST ENGLAND		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
53			62	M	89	RON IS A NO.1 WINKER; YOUR MONEY		positive
54			53	M	799	WE LOVE TELLY; PICK OF THE DAY		positive
55			2	M	161	FORLAN OUT TO IMPRESS		positive
56			2	M	55	RIO FERDINAND'S WITHDRAWAL FROM THE [...]; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		neutral
57	12th June	37	68	M	178	WE LIVE TO WIN; ENGLAND V USA: GROUP C, TONIGHT, 7.30PM		positive
58			66	M	978	MOMENT OF TRUTH; IT'S HERE! ENGLAND V USA, WORLD CUP GROUP C, TONIGHT, KO 7.30PM		positive
59			664, 665	M	691	OUTCAST CARRYING HOPES OF A NATION; ENGLAND V USA: GROUP C, TODAY, 7.30PM: ASHLEY'S OUT TO SILENCE TAUNTS AND PROVE HE'S BEST NO.3 IN THE WORLD		positive
60			64	M	326	FRANK AND STEVIE G ARE STILL IN A SPIN.; RESULT!		negative
61			63	M	118	IRISH WOULDN'T EVRA CHEER ON HENRY'S FRANCE		positive
62			62	M	408	PUT LAMPS ON THE SPOT AND HE'LL DELIVER THIS TIME; ENGLAND V USA GROUP C, TODAY KICK-OFF 7.30PM		positive
63			61	M	506	BRING IT ON; ENGLAND V USA, TONIGHT, KICK-OFF 7.30PM: DONOVAN: WE CAN BEAT ENGLAND.. THERE ARE NO TEAMS HERE WE FEAR		positive
64			61	M	97	DOUBTS LIFT FOR ROBBEN; WORLD CUP LATEST		neutral

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
65			61	M	103	ETO'O IS LIVING AFRICAN DREAM		positive
66			8	M	63	DARE TO DREAM		positive
67			5	M	72	FOOTIE FANS HAVE A BLAST		negative
68			5	M	69	WHY WIVES DREAD CUP		negative
69			4, 5	M	549	THE SPIRIT OF MANDELA IS IN SOCCER CITY'; GRIEVING NELSON STILL INSPIRES MILLIONS		positive
70			3	M	45	THE BALL		neutral
71			2,3	M	689	TIME TO DELIVER; FORGET 44 YEARS OF HURT, FORGET THE MISSED PENALTIES, FORGET GAZZA'S TEARS, FORGET BECKS Enhanced Coverage Linking 'METATARSAL, FORGET THE ARGIES, FORGET THE GERMANS. TODAY, OF ALL DAYS, REMEMBER PRIDE, REMEMBER COURAGE, REMEMBER WE ARE ENGLAND..		negative
72			16	M	485	HE'S STEVIE KEY... GET THE BEST OUT OF HIM & YOU GET THE BEST OUT OF ROONEY		positive
73			14	M	202	TEVEZ FACES UP TO HIS DESTINY; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		neutral
74			14	M	511	SUNDAY NIGHT FEVER; CAHILL ALL READY TO LEAD GERMANS A MERRY DANCE		positive
75			14	M	142	THEY SHOOT, THEY SCORE THEY EAT YOUR LABRADOR; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		negative
76			13	M	192	GRP B ARGENTINA V NIGERIA		neutral

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
77			13	M	78	GY FEELS AT HOME; GRP D SERBIA V GHANA		neutral
78			13	M	203	GRP B SOUTH KOREA V GREECE		neutral
79			13	M	465	MESSIAH COMPLEX; CAN DIEGO FINALLY SOLVE PUZZLE OF HOW TO GET BEST OUT OF LEO?		positive
80			10, 11	M	264	RAYMOND LE BLANK; DOMENECH'S DULLARDS IN GOALLESS OPENER		negative
81			8, 9	M	785	DRAW EMOTION; PRIDE AND JOY TINGED WITH SADNESS AS TRAGIC MANDELA MISSES BAFANA'S BIG DAY		negative
82			7	M	607	TIME TO BLOW OUR TRUMPET; THE ENGLAND BAND (FAMOUS FOR THE GREAT ES-CAPE!): ENGLAND BAND WILL HIT ALL THE RIGHT NOTES IN SOUTH AFRICA		positive
83			6	M	420	JOHNSON: I WON'T BOTTLE IT; WORLD CUP DEBUT DOESN'T FAZE GLEN.. HE WANTS ANOTHER GOAL!		positive
84			5	M	339	MADJID IS A BRIT SMARTER; GRP C ALGERIA V SLOVENIA		positive
85			5	M	181	BUDDLE CAN YOU SPARE A DIME...		positive
86			4, 5	M	1048	NO SOUR GRAPES; USA BOSS IS PAID 20 TIMES LESS THAN CAPELLO BUT STILL FEELS HE CAN RAISE A GLASS WITH HIM TODAY		negative
87			2	M	85	BERTIE BANS THE HORNS; WORLD CUP DIARY		negative
88			2	M	56	REPORTS CLAIMED MEXICO'S PLAYERS TRAINED [...]; WORLD CUP DIARY		neutral

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
89			2	M	80	IT'S ALL OR NOTHING FOR LOEW; WORLD CUP DIARY		neutral
90			2, 3	M	730	SPEEDIE GERRARD; USAIN BOLT IS MY INSPIRATION.. I'D LOVE TO BE A WINNER LIKE HIM, SAYS ENGLAND'S SOLID GOLD CAPTAIN		positive
91			2	M	57	FRANCE COACH RAYMOND DOMENECH HAS [...]; WORLD CUP DIARY		negative
92			1	M	70	RAINBOW ELATION; HOSTS GET THEIR WORLD CUP PARTY OFF WITH A SWING		positive
93			11	M	160	ENGLAND'S G-WHIZZ!; BETTING BOYS		positive
94			21	M	122	DON'T ROOIN IT		neutral
95	13th June	31	71	M	176	ROB: I HOLD MY HANDS UP!		negative
96			70, 71	M	831	IS GREEN A GONER?; THREE LIONS, ONE GOAL: ENGLAND OFF TO WORLD CUP WHIMPER		negative
97			70	M	260	YANKS FOR GIVING US A GREAT SHOW		neutral
98			68, 69	M	500	COURT SHORT; STRAIN ROONEY: WAYNE LEFT IN POUNDS 4M LIMBO		negative
99			68, 69	M	274	SWERVING AND DIPPING JABULANI IS A JOKE, SAY EX-PROS	Technical about the ball	negative
100			7	M	333	BELOW THE VELDT; ALL THE TOURNAMENT GOSSIP	wags/ family/ BBQs	neutral
101			4, 5	M	851	TAINTED GLOVE; WORLD CUP 2010 ENGLAND V USA		negative
102			16	M	394	CAPE OF GOOD HOPE; ENGLAND FANS WILL DESCEND EN MASSE		positive
103			16	M	99	FIFA ARE RUNNING ON EMPTY		negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
104			6	M	786	TERRY STILL KING OF THE DEFENCE; LEDLEY GAMBLE DOESN'T PAY OFF		positive
105			5	M	434	OWN GOAL BY KEV... AND ITV; BRIAN MCNALLY'S TELLY VERDICT		negative
106			3	M	271	CAPELLO WATCH		positive
107			2, 3	M	720	BLACK NIGHT FOR GREEN S; KEEPER'S GHASTLY BLUNDER WRECKS PROMISING START		negative
108			70, 71	M	784	FAR FROM A FAB START; THREE LIONS, ONE GOAL: ENGLAND NOT SO QUICK ON THE DRAW		negative
109			70	M	190	PIRES: IT HAS TO BE THIERRY		neutral
110			69	M	145	NEW BOU BOO-HOO FOR DAD		positive
111			69	M	130	SLO SOME RESPECT		neutral
112			68	M	216	ENGLAND BRING MAGIC TO TOWNSHIP BECK THE BID; PRINCES ASK CAPELLO TO RELEASE FIGUREHEAD		positive
113			67	M	330	RELEASE FIGUREHEAD		positive
114			66	M	143	HARRY'S GAME ON		neutral
115			62	M	587	REBIRTH OF COOL; AFTER THE BLOODSHED AND TEARS, DESPAIR AND THE OPPRESSION, SOUTH AFRICA'S TIME HAS FINALLY ARRIVED!		positive
116			24, 25	F	332	BEFORE THEY WERE WAGS; MEET THE TEAM'S PRE-BLING GIRLS	wags	positive
117			14	M	127	BLUNDER WON'T KILL THE DREAM		positive
118			14	M	427	THE CUP CAN'T KICK POVERTY		negative
119			12, 13	M	496	STROLL IN THE PARK; GREECE IS NOT THE WORD AS SLICK KOREANS SOAR		neutral

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
120			12	M	400	BACK BIG ZIG TO SERB UP AN OPENING GOAL; WORLD CUP BEST BETS		positive
121			10, 11	M	486	THE ANGEL GABRIEL; HEINZE GIVES MARADONA MOB HEAD START AS MESSI DAZZLES		positive
122			10	M	150	GATT'S MY LOT, AZZURRI; WORLD CUP NEWS		positive
123			10	M	93	CARD IN TURN-UP		neutral
124			8, 9	M	600	WORST HOWLER EVER		neutral
125			4, 5	M	815	FABIO'S PLAYING MR ANGRY BUT WANTING CALM; CAPELLO IS IN IT FOR THE LONG HAUL		negative
126	14th June	35	64	M	176	LET ME PLAY; BLUNDER KEEPER GREEN PLEADS FOR ANOTHER CHANCE		neutral
127			62, 63	M	860	FOOTBALL HAS A HABIT OF KICKING YOU IN THE BALLS'; BLUNDER KEEPER ROB GREEN VOWS TO BOUNCE BACK		neutral
128			60, 61	M	1081	JAMES: I'M READY TO STEP IN; CALAMITY ENGLAND: ROBERT GREEN MAY BE A LAUGHING STOCK BUT HE'S NOT THE FIRST		positive
129			58	M	1013	WE'VE BEEN HERE BEFORE; CALAMITY ENGLAND: IS BOSS FABIO ANOTHER SVEN GORAN ERIKSSON?		negative
130			5	M	186	NOTHING WRONG WITH THE BALL SAYS INVENTOR		neutral
131			4, 5	M	772	GIRL WHO SLIPPED THROUGH HIS HANDS; GAFFE GOALIE GREEN BROKE UP WITH LOVER BEFORE CUP	relationship - dumped	negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
132			1 M		60	HERE'S ONE HE DROPPED EARLIER.; ENGLAND KEEPER'S AGONY OVER LOVE SPLIT	relationship - dumped	negative
133			64 M		219	LEDLEY FACING WORLD CUP KO; LEDLEY IS OUT OF THE CUP		neutral
134			7 NA		97	BAN ON FLAGS HAS ENGLAND FANS FUMING		negative
135			6 NA		143	VIVA THE VUVUZ		neutral
136			6, 7	M	824	WE CAN STILL BE FAB; FED-UP FANS STILL BELIEVE WE CAN WIN		positive
137			14 M		680	ROQUE IN A HARD PLACE; SANTA CRUZ DESPERATE TO PROVE HE'S NO PREM FLOP		positive
138			13 M		586	CAHELL FOR SOCCEROOS; EVERTON STAR OFF IN 4-GOAL THRASHING		positive
139			13 M		273	KOREA TO SAVE THE BEST 'TIL LAST; GROUP B		positive
140			5 M		133	GLEN A CUT ABOVE		neutral
141			4, 5	M	788	CARRAGHER: WATCH US COPY BOBBY ROBSON'S HEROES & REACH THE SEMI- FINALS		positive
142			13 M		599	SO KLOSE TO PERFECTION; BRILLIANT GERMANS ARE OFF TO A FLIER		positive
143			12 M		271	DIEGO'S CRAZY ABOUT MESSI; GROUP B		positive
144			1 M		179	CAHELL; AUSSIE STAR TIM BREAKS DOWN IN TEARS AS RED CARD ENDS HIS WORLD CUP DREAM		negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
145			57	M	131	PIENAAR PAY DAY; FOOTBALL SPY: THE ORIGINAL GOSSIP COLUMN... LATEST NEWS... THE BIGGEST MOVES... EVERY SINGLE DAY: VILLA OFFER EVERTON POUNDS 12M		positive
146			36, 37	F	1216	LOSE WEIGHT THE WAG WAY; EXCLUSIVE: WITH THE WORLD CUP WELL UNDER WAY WHY NOT COPY COLEEN ROONEY, ABBEY CLANCY AND CARLYZUCKER AND TONE UP YOUR BODY FOR SUMMER - THE WAG-WAY.	lose weith like a wag	positive
147			16	M	298	SLOVENIA WILL PROVE FABIO'S TOUGHEST TEST; STAN THE MAN		neutral
148			12	M	537	NOW YOU'RE GHANA BELIEVE IN US!		positive
149			11	M	600	HOPELESSLY OUT OF THEIR DEPTH; ITV RUIN ENGLAND'S BEST MOMENT TO ADD ANOTHER CHAPTER TO THEIR FOOTBALL CATALOGUE OF COCK-UPS		negative
150			11	M	277	JAPANESE HAVE THE NAK BACK; GRP E JAPAN V CAMEROON		positive
151			8, 9	M	512	A GREAT START.. THEN; CHIEF FOOTBALL WRITER MARTIN LIPTON'S VERDICT ON WHO LIVED UP TO EXPECTATIONS..	each player ranking and break down	positive
152			7	M	587	KOR BLIMEY ..IT'S A KEEPER COCK-UP		negative
153			7	M	164	HOT-HEADED HOLLAND MAY GO FOR A BERTON; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
154			7	M	34	PATRIOTIC PUNT; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		negative
155			6	M	619	WIN OR BUST FOR US NOW; LAMPARD BACKS GREEN AND SAYS ONLY VICTORY AGAINST ALGERIA WILL DO		positive
156			6	M	118	DEMPSEY: THE BALL SWERVED		positive
157			2, 3	M	832	REALITY BITES; PRE-TOURNAMENT PROBLEMS COME BACK TO HAUNT FABIO.. BUT IT'S NOT HOW YOU START, IT'S HOW YOU FINISH		positive
158			2	M	104	ZIDANE'S A HERO.. AND NO BUTTS; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		positive
159			2	M	57	THIERRY HENRY'S WORLD CUP DID [...]; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		neutral
160			1	M	156	OOPS!; DON'T WORRY ROB, YOU'RE NOT THE ONLY CALAMITY KEEPER.. MEET ALGERIA'S CHAOUCHI		negative
161	15th June	21	64	M	184	KAISER GRIEF; BECKENBAUER: FAB'S ENGLAND ARE GOING BACKWARDS TO BAD DAYS OF KICK AND RUSH		negative
162			63	M	152	GERMANY BALL BAWL		neutral
163			62, 63	M	678	DON'T PANIC, WE PLAY IN THE CHAMPIONS LEAGUE AND THAT'S A BIG STEP UP IN STANDARD FROM THE WORLD CUP; SAYS JAMIE CARRAGHER		positive
164			62	M	181	CROUCH: WE WILL HIT BACK		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
165			60, 61	M	506	TAKE HART, FABIO; ENGLAND V ALGERIA: THREE DAYS TO GROUP C CRUNCH IN CAPE TOWN		neutral
166			60	M	112	BARK WITHOUT BITE; RESULT!		positive
167			58	M	130	FAB'S KICK AND RUSH TEAM		negative
168			12, 13	M	380	A TINCHY BIT BETTER; RAPPER RAISES ENGLAND SPIRITS		positive
169			6, 7	M	237	ON THE BALL ROB IS BACK TO TOP FORM		positive
170			58	M	89	I'M SO VLAD TO BE HERE		neutral
171			57	M	278	TOURE: WE FEAR NOBODY		positive
172			6	M	280	CRYING' NELSEN LORDS IT; GROUP F NEW ZEALAND V SLOVAKIA		neutral
173			6	M	537	DUNGA STRIKE; BRAZIL BOSS BLASTS MEDIA AS TACTICS ROW TURNS NASTY		negative
174			2, 3	M	652	ITALIANS ESCAPE FROM ALCARAZ; DE ROSSI STRIKE SAVES AZZURRI		positive
175			2	M	97	GERMAN GRUDGE A LOAD OF BALLACKS; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL		neutral
176			57	M	499	RONALDO: I WANT TO EXPLODE AT WORLD CUP; IVORY COAST V PORTUGAL WORLD CUP GROUP G, PORT ELIZABETH, TODAY, KO 3PM		positive
177			19	M	118	BLEAKLEY: I AM MISSING MY LAMPS; DATING	WAGS	neutral
178			8	M	466	YOU'VE BEEN A SAFE PAIR OF HANDS FOR 2 YEARS, FAB. DON'T LOSE YOUR GRIP NOW		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
179			5	M	165	SAMBA SMASH FOR NEW KOREA; JOHN SHAW'S DAILY WORLD CUP BETTINGCOLUMN		positive
180			4, 5	M	805	ORANJE BOOM; DUTCH AT THE DOUBLE TO DISPATCH DANISH DOLLARDS		positive
181			4	M	331	HONDA IS REVVED UP FOR JAPAN		positive
182	16th June	35	69	M	100	SHILTS: DON'T KEEP 'EM IN THE DARK		negative
183			4	M	107	KOREA'S WAYNE PLAYS WEEPER		neutral
184			2, 3	M	660	MAICON SLICER; BRILLIANT BRAZILIAN DOES A 'VAN BASTEN'.. BUT DID HE MEAN IT?		positive
185			5	M	163	DROG'S LUCKY BREAK		positive
186			72	M	224	STICK IT UP YOUR KAISER; ANGRY ENGLAND HIT BACK AT GERMAN'S WORLD CUP SLUR		neutral
187			71	M	353	FAB PUTS HIS FAITH IN FAMILIAR		neutral
188			71	M	33	IN YOUR BRILLIANT MANIA		neutral
189			70, 71	M	611	CRY GOD FOR BARRY, ENGLAND & ST GEORGE; ENGLAND V ALGERIA: TWO DAYS TO THE GROUP C CRUNCH IN CAPE TOWN		positive
190			70	M	174	CARRA'S OUR NEW KINGPIN		positive
191			69	M	425	ALGERIANS: GREEN WON'T KNOW WHAT'S HIT HIM; 'WE'RE GOING TO PEPPER HIM FROM LONG RANGE'		neutral
192			68, 69	M	566	UPS 'N DOWN; MATT VOWS TO BOUNCE BACK AND GIVE CARRAGHER A REAL RUN FOR HIS MONEY		neutral

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
193			68	M	282	LES BE GRABBING A FORTUNE FOR TORRES; RESULT!		positive
194			68	M	172	IT'S HUN-BELIEVABLE; RESULT!		neutral
195			67	M	264	DAWSON'S SPURRED BY DREAM		positive
196			66	M	257	FAB MIGHT HAVE PUT A MIL-STONE AROUND HIS NECK		negative
197			66	M	81	LEIGHTON TORMENT		negative
198			64, 65	M	629	THE GOLDEN BOOT? IT'S A SHOE-IN FOR VILLA; SPAIN V SWITZERLAND: WORLD CUP GRP H, TODAY IN DURBAN, KICK-OFF 3PM BBC1		positive
199			64	M	161	GIANT WORRY FOR ITALIANS; WORLD CUP LATEST		neutral
200			64	M	54	FLORENT'S STUNG BY FRENCH JIBES		negative
201			51	M	24	GREG'S GIGGLE		neutral
202			38	F	326	I'M BUZZING OFF!; DANIELLE LINEKER'S WORLD CUP GUIDE	WAGS	neutral
203			38	F	84	VIVE LA FRANCE!; DANIELLE LINEKER'S WORLD CUP GUIDE	wags - fashion	neutral
204			38	F	76	IT'S A GOAL!; DANIELLE LINEKER'S WORLD CUP GUIDE	Wags - fashion	neutral
205			38	M	175	OUT OF AFRICA; DANIELLE LINEKER'S WORLD CUP GUIDE	wags - fashion	neutral
206			8	M	518	KEEPING KEEPERS IN THE DARK DOESN'T WORK FAB		negative
207			8	M	117	NO GOALS TELL A POOR STORY		negative
208			6	M	314	WILSON'S VOW TO BROTHER; GROUP H HONDURAS V CHILE		positive
209			4, 5	M	602	RONNIE..0 DROG...0; RONALDO PLEADS WITH REFEREES FOR PROTECTION IN ANOTHER BOER DRAW		neutral

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
210			4	M	292	FORLAN FINDS LIFE IS TWEET; GROUP A S AFRICA V URUGUAY		positive
211			2	M	74	IT SEEMS ENGLAND'S ROBERT GREEN [...]; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		neutral
212			2	M	85	DUTCH TURN FOR WORSE; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		negative
213			2	M	66	WORLD CUP REFEREES HAVE WARNED [...]; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		neutral
214			2	M	70	ROBINHO STILL HAS TOO MUCH TO SAY; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		neutral
215			2, 3	M	646	MAICON SLICER; BRILLIANT BRAZILIAN DOES A 'VAN BASTEN'.. BUT DID HE MEAN IT?		neutral
216			1	M	181	SAMBA SKILLS SAVE IT		positive
217	17th June	27	76	M	228	GREEN LIGHT; ENGLAND FANS LOOK AWAY NOW		negative
218			75	M	145	YOU'VE HAD IT NOW, FRANZ		positive
219			75	M	37	TODAY IN YOUR WORLD CUP		positive
220			73	M	122	GLORY IN BAG, ROB		positive
221			72, 73	M	723	SCARED OF ENGLAND? NO FEAR; ENGLAND V ALGERIA: GROUP C, TOMORROW, CAPE TOWN, KO 7.30PM		positive
222			71	M	74	FIFA BLOW TO FRENCH KEEPER BID; WORLD CUP LATEST		neutral

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
223			71	M	66	ITALY KEEP THE FAITH		positive
224			70, 71	M	1035	CHOC AND AWE; GROUP H: SPAIN 0 SWITZERLAND 1 FROM MOSES MABHIDA STADIUM, DURBAN		positive
225			69	M	583	SVEN TICKLES THE IVORIES; BRAZIL V IVORY COAST: 3 DAYS TO GO: KOLO: ERIKSSON CHARM HAS TURNED US INTO CONTENDERS		positive
226			6	NA	118	CABBIES' TRIBUTE	cabbies tribute	positive
227			4, 5	M	1360	WAZZZZA; WAYNE: CONTEST'S A BIT BORING		negative
228			76	M	14	WORLD CUP: DAY 6		positive
229			76	M	282	THE PAIN IN SPAIN; FIRST BIG SHOCK IN SOUTH AFRICA		neutral
230			4	M	551	WHY THE WORLD'S NOT ON FIRE..YET		negative
231			8	M	89	GERMANY A LEAN MACHINE		positive
232			8	M	167	A SHAMBOLIC START.. BUT IT'LL GET SO MUCH BETTER		negative
233			8	M	303	WHY CAPELLO MUST LEAVE HESKEY ON PITCH.. AND LAMPS ON BENCH		neutral
234			6	M	916	VEX MEX; FEUDING FRENCH MUST OVERCOME SPLITS IN THE CAMP, A DODGY MANAGER.. AND MEXICO		neutral
235			5	M	86	MESSI'S GOT NO BAGGAGE; JOHN SHAW'S DAILY WORLD CUP BETTINGCOLUMN		positive
236			5	M	90	DRAW WILL BE TRAGIC TO GREEKS; JOHN SHAW'S DAILY WORLD CUP BETTINGCOLUMN		neutral

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
237			5	M	132	THEY'RE RARE SO FAR BUT I'M STILL GOING FOR GOALS; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		neutral
238			4	M	962	PRAY FOR ME ARGENTINA; DIEGO LETS RIP AT PELE, PLATINI, BRAZIL, FRANCE, SOUTH KOREA, OH YES, AND THE JABULANI BALL		neutral
239			4	M	296	IT'S WIN OR BUST FOR YAK; GRP B GREECE V NIGERIA		neutral
240			3	M	186	NO BUTTS, JEAN ENDS A WAIT OF 48 YEARS		positive
241			2	M	91	TIGER: GIVE GREEN A GO; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL		positive
242			2, 3	M	685	BAFANA SPLIT; FORLAN'S DOUBLE SENDS HOSTS TO BRINK OF EARLY EXIT		neutral
243			41	M	56	A FOOTIE STRIP TO SAVOUR	Ronaldo half naked	positive
244	18th June	36	72, 70	M	215	OOPS HE DID IT AGAIN; ENGLAND V ALGERIA, TONIGHT, 7.30PM		negative
245			70, 71	M	782	NO MORE EXCUSES; ENGLAND V ALGERIA: GROUP C TONIGHT IN CAPE TOWN, KICK-OFF 7.30PM		neutral
246			69	M	164	BELHADJ IN BLAST AT BOAST		neutral
247			68, 69	M	712	DANCING AND JOKING, RELAXED BIRTHDAY BOY FAB TURNS INTO CABARET CAPELLO!; ENGLAND V ALGERIA: GROUP C TONIGHT IN CAPE TOWN, KO 7.30PM		neutral
248			68	M	232	ARRY'S NOT BRAZIL NUTS		positive
249			68	M	290	GREEN'S UP FRONT ON OUR KEEPER WORRIES; RESULT!		negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
250			67	M	356	DON'T FLY BACK AND THINK OF ENGLAND; SKIPPER'S HOME FERDINAND ON MEND: RIO RECOVERING, BUT GROUNDED BY UNITED		neutral
251			26	M	401	POUNDS 5 OFF AT LIDL	£5 off lidl shopping	positive
252			4, 5	M	350	WHAT A BALL-UP; SOUTH AFRICA 2010 LET IT BE 3PTS		negative
253			4	M	73	TERRY ADMITS: FAB SCARES ME		negative
254			4	M	77	RIO IS TOLD TO STAY AT HOME		neutral
255			2, 3	M	649	SPIRIT OF 64; LET IT BE 3PTS		positive
256			1	M	44	THE FAB 4; THE BIG ONE: ENGLAND V ALGERIA: NOW HE'S 64, CAPELLO NEEDS THESE HEROES TO KICKSTART ENGLAND'S WORLD CUP BID		neutral
257			8	M	169	ENGLAND EXPECTS		positive
258			4	M	199	IT'S A BLAME OF OTHER HALVES..	blame wives	negative
259			16	M	55	GONZALO HIGUAIN SCORED THE GOALS [...]		positive
260			14	M	850	ACHTUNG BABIES; THEY THRASHED AUSSIES 4-0 BUT GERMANY'S WUNDERKIDS ARE WARNED: MUST DO BETTER		positive
261			13	M	487	A KICK UP THE GRACIAS; REINA: THIS IS THE WAKE-UP CALL THAT SPAIN NEEDED.. WE CAN STILL RULE WORLD		positive
262			13	M	107	CAHILL'S LET-OFF		neutral
263			13	M	111	BLASTER WESLEY		negative
264			12	M	509	SANI SIDE UP FOR GREEKS; RED CARD FLOORS NIGERIA		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
265			11 M		112	FRANCE OUT OF THE MEX; TEARFUL EVRA KO'D BY NEW UNITED PAL		neutral
266			9 M		111	TIME TO GO SLO.; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		neutral
267			9 M		128	GERMANS MORE THAN A DUTCH OVERHYPED; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		positive
268			8, 9	M	703	DIEGO GOES GONZO; SEXY FOOTBALL AND LOVE ALL AROUND AS GONZALO HAT-TRICK SINKS KOREA		positive
269			7 M		281	JOHNSON THE FULL PACKAGE; GLEN READY TO REPAY CAPELLO'S FAITH		positive
270			7 M		204	DO NOT WIND UP THIS REF		neutral
271			6 M		690	YOU BET; 300 MILLION AMERICANS 2 MILLION SLOVENIANS WILL UNDERDOGS WIN?		positive
272			4, 5	M	893	WE'LL STICK IT UP ENGLAND; ALGERIA WARN OUR LADS: IF YOU THINK THAT YOU ARE UNBEATABLE.. YOU'RE NOT		neutral
273			2, 3	M	770	WILL THE REAL FRANK LAMPARD PLEASE STAND UP!; CHELSEA ACE NEEDS A GOAL TO GET HIM GOING		neutral
274			2 M		100	PALACIOS BROTHERS HON TO A WINNER; WORLD CUP DIARY BY DAVID MCDONNELL IN PORT ELIZABETH		positive
275			2 M		61	LOVE IS IN THE AIR [...]; WORLD CUP DIARY BY DAVID MCDONNELL IN PORT ELIZABETH	romantic italien players	positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
276			2	M	63	THE FIRST ROUND GAMES HAVE [...]; WORLD CUP DIARY BY DAVID MCDONNELL IN PORT ELIZABETH	bad start to first few games	negative
277			2	M	85	SWISS CAN BE KINGS OF CLEAN..; WORLD CUP DIARY BY DAVID MCDONNELL IN PORT ELIZABETH		positive
278			1, 3	M	374	WAKE UP THE NATION; GROUP C: ENGLAND V ALGERIA KICK-OFF 7.30PM		positive
279			11	M	143	PIENAAR BACKING BAFANA		positive
280	19th June	37	68, 65	M	380	CAPE CLOWNS; GROUP C: ENGLAND 0 ALGERIA 0		negative
281			66, 67	M	816	BOOBOOZZZZZELAS; ENGLAND 0 ALGERIA 0 GROUP C CRUNCH GAME FROM CAPE TOWN		negative
282			64, 65	M	770	A DISGRACE. FAB'S STARS WERE NOT FIT TO WEAR THE SHIRT; ENGLAND 0 ALGERIA 0 GROUP C FROM GREEN POINT STADIUM, CAPE TOWN		negative
283			64, 65	M	345	HOW THEY RATED		negative
284			4, 5	M	627	30M PINTS ..1 POINT; SOUTH AFRICA 2010 THEY THINK IT'S AL OVER		negative
285			3	M	53	MISSING' PLAYERS		neutral
286			1	M	69	BOERING BOERING ENGLAND; WHAT A LOAD OF ROOBISH! FANS' FURY AT ABJECT 0-0 DRAW		negative
287			68	M	15	WORLD CUP 2010: NOW IT'S GETTING REALLY TWITCHY		neutral
288			62	M	174	IT'S BALL GOING SO BADLY FOR CAPELLO; RESULT!		negative
289			5	M	74	PATIENTS FALL BEHIND TEAM		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
290			1	M	83	ROO BOO HOO; WAYNE'S OUTBURST AT JEERING FANS AS ENGLAND CAN'T EVEN BEAT ALGER		negative
291			8, 9	M	717	SERB & WALLIES; GERMANY MISS A PENALTY AT LAST AND SHOW THEIR YOUNG SIDE IS VULNERABLE		negative
292			1	M	144	CRY POD; GERMANY 0 SERBIA 1: WHAT DO YOUSAY NOW, KAISER?: BUT EVERYONE ELSE LAUGHS AS GERMANS MISS FIRST WORLD CUP PEN FOR 28 YEARS: POD MAN OUT FOR GERMANS		negative
293			13	M	498	BAD BOY ROBINHO UPSETS BRAZIL BY FLYING IN WAG	Wags	negative
294			12	M	149	TAB'S TOUGH LOVE		neutral
295			11	M	252	AGUERO: GIVE US RESPECT		positive
296			9	M	129	IT'S GHANA BE GREAT TO SEE AUSSIES FLOP; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		positive
297			9	M	74	JAPAN TO BE ORANJE SQUASHED; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		neutral
298			9	M	88	LIONS WHO TURN INTO PUSSY CATS; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		neutral
299			7	M	248	NIGERIA STARS IN ROW ON PAY; EXCLUSIVE		negative
300			5	M	360	STARS & GRIPES; AMERICANS RAGE AT REF OVER DISALLOWED 'GOAL'		neutral
301			4, 5	M	344	WE MUST PLAY LIKE PREM SIDE; 'THIS IS THE WORST ENGLAND PERFORMANCE FOR A LONG TIME'		neutral

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
302			3	M	154	TAYLOR WOE BEHIND THE SCENES FOR FAB		negative
303			63	M	667	EMPTY SEATS, AN AWFUL DIN AND A LOUSY BALL.. ALL YOUR FAULT, BLATTER		negative
304			62	M	307	WE'VE HAD OUR PHIL OF CARLOS; WORLD CUP PORTUGAL: QUEIROZ UNDER PRESSURE TO MATCH SCOLARI SUCCESS		negative
305			21	M	119	ANOTHER WORLD CUP BALLS-UP		negative
306			13	M	90	BORE DRAW		negative
307			11	M	280	SNEIJDER TO SHINE; 3PM BETTING BOYS AT THE WORLD CUP (ALL PRICES LADBROKES)		positive
308			16	M	83	FORLAN'S A FAR CRY FROM OLD FALL GUY		neutral
309			14	M	724	LIPPI STICK; ITALY BOSS TELLS HIS GOAL-SHY STRIKERS: IT'S TIME TO PERFORM		neutral
310			14	M	290	SLOPPY SLOVAKS BLASTED; GRP F SLOVAKIA V PARAGUAY		negative
311			13	M	312	AGGER: DO NOT BET ON BENDT; GRP E CAMEROON V DENMARK		neutral
312			12, 13	M	717	SAMBA PARTY; COAST IS CLEAR FOR TOURE TO SPARK A FRENZY AT HOME		positive
313			12	M	281	MENS AT WORK TO WOW BRUCE; GRP D GHANA V AUSTRALIA		neutral
314			11	M	753	KUYT: I FEEL YOUR SPAIN; DIRK'S SYMPATHY FOR KOP PALS AFTER SWISS CALAMITY.. BUT HE STILL BACKS THEM TO WIN IT		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
315			11	M	200	NELSON ON BABY STANDBY		positive
316			2	M	83	REF'S A REAL SWISS TAKER; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL		negative
317	20th June	32	72	M	79	TAXI FOR FABIO; HE'LL QUIT IF ENGLAND FLOP AGAINST SLOVENIA		negative
318			71	M	211	CAPELLO HAS REAL POUNDS 10M DEAL APPEAL		neutral
319			71	M	170	LAMPS IS SO FRANK		positive
320			70	M	264	NOW GET FLEXIBLE ..LIKE ALF; SIR GEOFF HURST EXCLUSIVE		neutral
321			70, 71	M	711	IF ENGLAND STARS CAN'T GET UP FOR IT THEY SHOULD BE SENT HOME.. ECONOMY CLASS		negative
322			69	M	162	SIR TREV: MY 2014 WORRIES		negative
323			69	M	130	GERMAN WAG TAB	wags	positive
324			69	M	394	GERRARD: WE'RE CHOKING		negative
325			68, 69	M	589	ROO MUST GET YOUR HEAD RIGHT ..AND QUICK; CAPE OF NO HOPE: STAR STRIKER HAS TO START SCORING OR IT'S ALL OVER		negative
326			14	M	80	OFF-TARGET FIFA		negative
327			14	M	53	UP FOR THE CRAP		negative
328			7	M	400	TERRY'S WIFE SO DISAPPOINTED AS FANS UNITE IN DISGUST AT SIDE		negative
329			6, 7	M	1056	ROO: I'M SORRY; WORLD CUP 2010 STRIKER'S GUILT		neutral
330			4, 5	M	1356	I LOOKED BECKS IN THE EYE AND TOLD HIM: THE FANS HAVE SPENT A LOT OF MONEY GETTING HERE.. IT'S A DISGRACE'; WORLD CUP 2010 DRESSING ROOM INVADER		negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
331			71	F	165	RALLY BOOSTS HOPE	womens football	positive
332			12	M	512	YAYA'S THE NEW VIEIRA; KOLO BACKS HIS BRUV		positive
333			9	M	255	WE CAN KNOCK YOU OUT		neutral
334			9	M	564	KEWELL'S MOMENT OF STRENGTH FOR OZ; IN RUSTENBURG		neutral
335			8, 9	M	602	KORE VALUES; WEST BROM REJECT ROBERT IS KEY MAN FOR SLOVENIA.. BUT DON'T THINK HE'S THE ONLY THREAT, FABIO		neutral
336			5	M	285	BOU: WE GOT NO RESPECT; WORLD CUP NEWS		negative
337			4, 5	M	651	WE LOVE PLAYING FOR ENGLAND AND THE PLAYERS ARE FRUSTRATED TOO; NOW GET BEHIND US, PLEADS TERRY		positive
338			3	M	432	WE'LL BOUNCE BACK JUST LIKE BOBBY'S BOYS		positive
339			2, 3	M	921	YOU'RE JUST ANOTHER FALL GUY, DON FABIO; GROUP C ENGLAND V ALGERIA THE AFTERMATH		negative
340			11	M	435	PRINCES OF DENNMARK; NICK AND ROMMY THE STARS		positive
341			11	M	63	SAMBA STAR ROBINHO HAS LEFT [...]		neutral
342			67	M	54	LET'S NAME THE GUILTY MAN. [...]		negative
343			67	M	74	SWEDE AS SUGAR		neutral
344			67	M	548	YOU'RE PANTS, RON		negative
345			13	M	241	LIPPI IS TAKING IT SLOWLY		positive
346			11	M	81	GRUB'S UP FOR ENGLAND BOYS		negative
347			7	M	261	NOT FAB, BUT WE CAN DO IT; WORLD CUP NEWS		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
348			6, 7	M	625	ROO WAS WRONG TO HAVE A GO AT US FANS.. WE HAVE ALL SPENT THOUSANDS TO GET HERE.. START SHOWING THE PRIDE, PASSION AND BELIEF WE ALL SHOW YOU!; GROUP C ENGLAND V ALGERIA THE AFTERMATH	letter from fan	negative
349	21st June	30	64	M	344	GAGGED; ENGLAND WORLD CUP EXCLUSIVE		negative
350			62	M	756	REBELS WITH A CAUSE; TWO DAYS TO SLOVENIA V ENGLAND.. THE MATCH WE SIMPLY HAVE TO WIN SLOVENIA		neutral
351			59	M	200	ALL THIS WORK FOR NOTHING'		negative
352			58, 59	M	1192	ON THE PITCH; TWO DAYS TO SLOVENIA V ENGLAND: THE MATCH WE SIMPLY HAVE TO WIN		positive
353			58	M	248	ENGLAND WOES ARE DOWN TO PRESSURE'		neutral
354			7	M	424	GETTING ENGLAND RIGHT		positive
355			6, 7	M	471	FULL TIME; ENGLAND IN CRISIS	man broke into englands dressing rooms in disgust of performances	negative
356			4, 5	M	812	THREE WHINES; THE TEAM REBELS		negative
357			4	M	46	CRY FROM EVANS		positive
358			64	M	188	HODGSON WAITING GAME FOR ENGLAND; HODGSON FAVOURITE	talk of new england manager	negative
359			62, 63	M	644	NOBODY SPEAK.. NOBODY SPEAK; TWO DAYS TO SLOVENIA V ENGLAND.. THE MATCH WE SIMPLY HAVE TO WIN		neutral

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
360			58, 59	M	1263	FABIO & HIS STARS MAY BE OUT OF TUNE OFF THE PITCH..NOW'S THE TIME TO MAKE SWEET MUSIC ON THE PITCH; TWO DAYS TO SLOVENIA V ENGLAND: THE MATCH WE SIMPLY HAVE TO WIN		positive
361			8	M	549	WE NEED REVOLUTION TO TURN ENGLAND'S SCOWLS INTO SMILES; STAN THE MAN		positive
362			6	M	755	LAY OFF MY PAL ROO; WAYNE CAN'T DO IT ALL SAYS RONALDO		positive
363			6	M	249	OUR PITCH IS SOAKED; GROUP H CHILE V SWITZ'LAND		neutral
364			6	M	190	GRP H SPAIN V HONDURAS		neutral
365			6	M	110	ALONSO: WE'VE MOVED ON FROM SWISS DEFEAT		neutral
366			4, 5	M	568	SMELTZ LIKE TEAM SPIRIT; SHANE THE KIWI HERO AS ITALY BRANDED BUNCH OF HERBERTS		negative
367			2, 3	M	701	ONE FAB YOU CAN RELY ON; BUT KAKA RED CARD SPOILS BRAZIL PARTY		positive
368			5	M	120	KOREA CAN AVOID A DOG'S LIFE HERE; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		neutral
369			5	M	86	BOSQUE BOYS TO EASE THE SPAIN; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		positive
370			3	M	129	LIGHT THE DUTCHPAPER		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
371			2, 3	M	593	CHEATERS OF AFRICA; KEITA'S THEATRICS SEE KAKA SENT OFF..BUT IT'S AN OTHERWISE FAB NIGHT FOR BRAZIL AS LUIS STRIKES TWICE TO LEAVE IVORY ON THE BRINK		negative
372				2 M	56	IS CAPE TOWN'S GREEN POINT [...]; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL		negative
373				2 M	104	KOREA GOOD IN THE BOX; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL		positive
374			1, 3	M	253	FRENCH IN MELTDOWN; PLAYERS ON STRIKE IN PROTEST OVER ANELKA		negative
375			60, 61	M	803	FAB'S CAPE FEAR; TWO DAYS TO SLOVENIA V ENGLAND.. THE MATCH WE SIMPLY HAVE TO WIN		negative
376				60 M	199	JAMES: WE CAN TURN IT ROUND		positive
377				60 M	105	CARRA: I'M TO BLAME		neutral
378				57 M	415	BURGER KINGS; WORLD CUP OUR MUST WIN GAME		negative
379	22nd June	22	62, 63	M	705	I WILL BE OBEYED; SLOVENIA V ENGLAND, TOMORROW, 3PM..THE MATCH WE HAVE TO WIN		neutral
380				62 M	541	CAPELLO MAKES IT CLEAR: MY WAY OR THE HIGHWAY		neutral
381			60, 61	M	665	GOLDEN GENERATION RUNNING OUT OF TIME; SLOVENIA V ENGLAND, TOMORROW, 3PM..THE MATCH WE HAVE TO WIN	last chance	negative
382				60 M	317	CAPELLO'S A JOKE BUT WE'RE NOT LAUGHING; RESULT!		negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
383			60	M	160	FRENCH SHOW OF MERCI; RESULT!		negative
384			59	M	461	SLO TORTURE; KEK: PRESSURE IS HUGE FOR CAPELLO		neutral
385			58, 59	M	354	WE'VE PUT EUROPE IN THE SHADE; SLOVENIA V ENGLAND, TOMORROW, GROUP B, 3PM..THE MATCH WE HAVE TO WIN		negative
386			4, 5	M	829	JT MADE A BIG BIG MISTAKE; SOUTH AFRICA 2010 FABIO BLAST		negative
387			4	M	77	LOTTERY MAY DECIDE FATE		neutral
388			4	M	74	ENGLAND'S ON 'LUCKY' BEEB		positive
389			5	M	109	GONZALO READY TO LASH IN GOALS; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		neutral
390			4, 5	M	564	ALL FOR RON, RON FOR ALL; CRISTIANO A TEAM MAN NOW		positive
391			2	M	459	SIESTA.. NOW IT'S FIESTA!; SPAIN SHRUG OFF SLUGGISH START TO TURN ON THE STYLE		positive
392			2	M	93	AWFUL FRENCH HAVE NO ESCAPE; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		negative
393			2	M	84	RON'S TIAGO KOREA MOVE; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		positive
394			2	M	107	THOUSAND THREATS TO KILL KAITA; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		negative
395			4	M	280	OTTO WILL GET MESSI		neutral
396			4	M	296	SKIPPER MOKS TALK OF A BAFANA SPLIT; GROUP A FRANCE V SOUTH AFRICA		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
397			4	M	298	ARGENTINA BATTLE SENDS OSCAR WILD; GROUP A MEXICO V URUGUAY		neutral
398			2	M	55	ARGENTINA MAY HAVE THE BEST [...]; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		neutral
399			2	M	58	THEY PROBABLY WISH THEY HADN'T [...]; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		negative
400			43	M	472	MAKE US PROUD, BOYS; YOUR LETTERS		negative
401	23rd June	38	76	M	492	TAKE IT AS RED; FABIO BACKS NEW- LOOK ENGLAND: I WASN'T CRAZY WHEN I SAID WE COULD REACH FINAL		POSITIVE
402			74, 75	M	740	FREEDOM OR OBLIVION; SLOVENIA V ENGLAND, TODAY, 3PM..THE MATCH WE HAVE TO WIN		neutral
403			73	M	179	MORLEY: MILNER'S THE MAN		positive
404			72, 73	M	560	WE HAVE TO PLAY WITH NO FEAR; SLOVENIA V ENGLAND, TODAY, 3PM..THE MATCH WE HAVE TO WIN		neutral
405			72, 73	M	219	JOE HOPING HE'LL GET HIS KICKS AT LAST		positive
406			72	M	281	BRACE YOURSELF FOR LOTS OF HEARTACHE; RESULT!		negative
407			72	M	149	ROO HIS BEHAVIOUR; RESULT!		neutral
408			72	M	121	KEV'S GHANA SUFFER; RESULT!		neutral
409			68	M	350	ROOD BOY; THE MATCH WE MUST WIN SLOVENIA V ENGLAND, TODAY, KO 3PM		neutral

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
410			12, 13	M/ F	56	THRILL OF CHACE?	wags	negative
411			3	F	165	SOLVENIA WAG FULL OF CHEER	wags	positive
412			2, 3	M	760	ALL RED OR DEAD!; SOUTH AFRICA 2010 LIVE ON BBC1, 2.15		positive
413			1	M	123	BLOOD SWEAT & TEARS; ENGLAND GO FOR GLORY.. BUDGET HORROR STORY		negative
414			13	M	798	NEW SOUTH WAILS; AUSSIES WARNED TO STOP WHINGEING AND START WINNING		negative
415			13	M	65	FABIO'S SCOT A TOUGH JOB; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		neutral
416			13	M	56	SOCCEROOS A RIGHT SHOWER; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		neutral
417			12	M	504	OTTO PLOY MESSIED UP; MAN-MARKING PLAN FLOPS		neutral
418			8, 9	M	559	THE LEGION OF DISHONOUR; ARROGANT TO THE LAST, DOMENECH AND HIS CHEATS SAY GOODBYE TO THE WORLD CUP		negative
419			4, 5	M	675	WE'RE SLO STARTERS!; DEFOE DESPERATE TO MAKE UP FOR LOST TIME.. AND BREATHE LIFE INTO ENGLAND'S WORLD CUP CAMPAIGN		positive
420			4, 5	M	371	IT'S NO YANKS FOR THE MEMORIES		neutral
421			2	M	53	MEANWHILE, NICOLAS ANELKA IS ALREADY [...]; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
422			2	M	55	DIEGO MARADONA WILL FOREVER BE [...]; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		negative
423			2	M	83	KAISER CHANGES HIS TUNE; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		neutral
424			2, 3	M	724	NOW WILL THE REAL WAYNE ROONEY PLEASE STAND UP ..AND BE COUNTED; OUR DIAMOND MUST SHINE OR IT'S CURTAINS...		positive
425			2	M	114	HE'S STILL A RAY OF LIGHT TO HIS MUM; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		positive
426			1, 9	M	319	EVRA: IT'S TIME FOR THE TRUTH; FEUDING FRENCH ARE OUT		negative
427			4, 5	M	476	.MATT CALLS ON SPIRIT OF 1990		positive
428			16	M	662	BIG PRESSURE? BIG EXCUSES!		neutral
429			12	M	523	DON'T MESS WITH MESSI; HE SLAMS 'DIRTY' GREEKS		positive
430			12	M	260	YAKUBU PAYS FOR HOWLER		negative
431			11	M	162	ELANO BLASTS 'TOO SOFT' REFS; WORLD CUP LATEST		negative
432			69	M	777	TERRY'S NO TRAITOR..HE IS ONE OF ENGLAND'S LAST HOPES		positive
433			69	M	47	FRENCH KISS OF DEATH FOR BAFANA		negative
434			8	M	51	ROAR AMBITION		neutral

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
435			14	M	1083	THIN LINE BETWEEN BRUV & HATE; BOATENG SIBLINGS SET TO MAKE WORLD CUP HISTORY.. AND SETTLE A FEW SCORES		positive
436			11	M	309	HEADS WE BOTH WIN; SUAREZ STRIKES TO TOP GROUP		neutral
437			11	M	130	GONZO'S WARY		neutral
438			6, 7	M	173	IT'S NEVER BEEN DULL, FAB		neutral
439	24th June	29	68	M	293	TAKE THAT, IT'S MORE AGGRO THAN ROBBIE; RESULT!	finally england win	neutral
440			68	M	126	NO-ONE LOVES RAY; RESULT!		negative
441			67	M	189	ROONEY WORRY FOR SUNDAY SHOWDOWN		neutral
442			66, 67	M	466	A PERFECT WAY TO SILENCE CRITICS; SLOVENIA 0 ENGLAND 1: HOW THREE LIONS RATED		positive
443			8	M	145	WE'RE ALIVE & KICKING!; VOICE OF THE VOICE@MIRROR.CO.UK		positive
444			6, 7	M	485	RED, WHITE AND PHEW!; ENGLAND COMES TO COMPLETE HALT FOR A HEART-STOPPING 90 MINUTES		neutral
445			4	M	39	MAMMA MIA, I'M SO HAPPY FOR FAB	Capellos mum	positive
446			4, 5	M	678	I'VE DREAMT ABOUT THIS SINCE I WAS A LITTLE LAD' - GOAL HERO JERMAIN DEFOE YESTERDAY; EXCLUSIVE		positive
447			3	M	142	FACING THE OLD ENEMY		neutral
448			2, 3	M	559	THEY DRINK IT'S ALL OVER!; CAPELLO AT LAST FINDS 'THE TEAM I KNOW' AFTER A BEER FOR THE LADS		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
449			1 M		67	JERMAINIA!; MIRRORMAN DOES IT FOR ENGLAND ..NOW BRING ON THE, ER, GERMANS		neutral
450			68 M		295	TAKE THAT, IT'S MORE AGGRO THAN ROBBIE; RESULT!		neutral
451			13 M		135	PUSSYCATS CAN STILL BITE DUTCH; JOHN SHAW'S DAILY WORLD CUP BETTINGCOLUMN		neutral
452			13 M		197	GROUP F SLOVAKIA V ITALY		neutral
453			13 M		196	GROUP E CAMEROON V HOLLAND		neutral
454			12 M		466	THE INCREDIBLE JOURNEYMAN; KIWI KEEPER'S GONE FROM IT GEEK TO NATIONAL HERO... VIA WALSALL AND THE SPL		positive
455			12 M		188	GROUP F PARAGUAY V N ZEALAND		neutral
456			12 M		197	GROUP E DENMARK V JAPAN		neutral
457			6, 7	M	975	HERR WE GO AGAIN; OZIL SEES OFF GHANA TO SET UP ANOTHER ENGLAND CLASH		neutral
458			4, 5	M	745	WE HAVE LIFT OFF; LAMPS: SHAKY START IS IN THE PAST, WEIGHT IS OFF OUR SHOULDERS.. NOW THE SKYS THE LIMIT		positive
459			4 M		133	KEK'S LATE ANGUISH		neutral
460			13 M		295	TRASH CANN; WORLD BEATER IN 2006.. PANEL BEATER IN 2010.. IS ITALY LEGEND FINALLY PAST HIS SELL-BY DATE?		negative
461			7 M		602	TIM CAN'T SAVE ROOS		neutral
462			7 M		622	VIDIC: REF ROBBED US		negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
463			2 M		108	MARADONA CRIES FOUL AT LET-OFF FOR DUNGA; 3PM WORLD CUP DIARY		negative
464			16 M		241	DON FABIO SHOWS THE PLAYERS HE REALLY IS THE GODFATHER		positive
465			14 M		291	PAST IT IN ENGLAND ...PASS MASTER OF THE WORLD; VERON WAS A FLOP AT MANCHESTER UNITED AND CHELSEA, BUT AT 35 HE'S THE SECRET TO ARGENTINA'S SUCCESS		positive
466			14 M		214	FRANCE FAILURES HEAD HOME.. THE DISGRACED (ECONOMY) CLASS OF 2010		negative
467			2, 3 M		751	THE CAP FITS; CAPELLO NOT ONLY WON A MATCH BUT HE WON BACK HIS REPUTATION		positive
468	25th June	32	87 M		369	HEAD START LIFTS FABIO		positive
469			85 M		94	KING BACK ON TRACK		positive
470			83 m		384	BECKS GAVE ME BACK MY BELIEF		positive
471			6 M		128	WHY YOU'D BE NUTS TO GO AGAINST BRAZIL		neutral
472			5 M		252	ROBBEN RETURNS AS DUTCH FLY HIGH		positive
473			4, 5 M		298	HE'S GOING HOME, BUT LIFE' 'S ALL WHITE FOR HERBERT		positive
474			4, 5 M		638	WORLD CHUMPS; SORRY LIPPI SAYS HIS LOSERS HAD TERROR IN THEIR HEARTS AND LEAD IN THEIR LEGS		negative
475			4 M		242	HONDA REVVED UP FOR LAST 16		positive
476			88 M		421	SPOT ON; GERMANY V ENGLAND 2 DAYS TO GO		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
477			86, 87	M	679	CRAZY KAISER; THE SHOOT-OUT: GERMANY V ENGLAND 2 DAYS TO THE CRUNCH CLASH		neutral
478			85	M	171	WAYNE'S READY TO DELIVER		positive
479			84, 85	M	754	SVEN SNUB SPURRED ME ON; THE SHOOT-OUT: GERMANY V ENGLAND 2 DAYS TO CRUNCH CLASH		positive
480			84	M	230	JERMAIN SHAPES UP FOR A BIT OF HISTORY; RESULT!		positive
481			82, 83	M	433	FIGHTER JT; THE SHOOT-OUT: GERMANY V ENGLAND TWO DAYS TO GO		positive
482			81	M	537	BRAZILIANS? IT WILL BE A CLOSE SHAVE; WORLD CUP: FINAL DAY FOR GROUP OF DEATH		neutral
483			81	M	252	GUY SEEKS A MIRACLE; GROUP G		neutral
484			62	M	452	NOW WE CAN BELIEVE!; YOUR LETTERS GERMANS..AND WHY WE LOVE TO		positive
485			5	M	295	LOATHE 'EM		neutral
486			4, 5	M	544	ON ME RED SON; THE BIG SHOWDOWN		positive
487			4	M	275	CIAO! SAD ITALIANS CRASH OUT		negative
488			3	M	122	ENGLAND WIN WATCHED BY 10 MILLION		positive
489			2, 3	M	647	PENALTY SLICK; SOUTH AFRICA 2010 THE FULL 12 YARDS		positive
490			8	M	531	ARROGANCE? GERMANS NOW LACK CONFIDENCE		neutral
491			8	M	40	HE'S SC-AARON		positive
492			6	M	262	SWISS TO BE A HITZ		neutral

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
493			3	M	268	MANUEL HOPES NOT TO PAY THE PENALTY		neutral
494			2, 3	M	943	HE'S THE GERMAN GAZZA; OZIL HEADS A HOST OF LOEW'S YOUNG TALENT AIMING TO FINISH ON A HIGH		positive
495			2	M	95	TIME FOR RONALDO TO GROW A 'TACHE!; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		neutral
496			2	M	55	THERE ARE MANY TALES OF [...]; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		positive
497			2	M	88	MILNER'S NO CITY QUIZZER; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		neutral
498			2	M	81	DIEGO HAS A POP AT THE BALL...; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		negative
499			1, 4	M	192	THE ITALIAN SOB; LIPPI: BLAME ME FOR OUR DISASTER		negative
500	26th June	36	68	M	250	DON'T PANIC; GERMANY V ENGLAND TOMORROW, 3PM		positive
501			68	M	195	..BUT THE KAISER WANTS ANOTHER SHOOT-OUT; FRANZ HITS SPOT		neutral
502			66, 67	M	1239	GHOSTBUSTERS; THE SHOOT-OUT GERMANY V ENGLAND: WORLD CUP LAST 16, TOMORROW, KO 3PM		positive
503			11	M	453	HE'S A JOLLY GOOD VILLA; WONDERGOAL SENDS SPAIN THROUGH		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
504			65	M	639	FEARLESS TERRY? SORRY, THAT PERFORMANCE WAS A SELF-INDULGENT BLEAT		negative
505			64	M	420	KLINSMANN: WE'LL BEAT YOU THE ENGLISH WAY; GERMANY WILL IMITATE TO REACH LAST EIGHT		neutral
506			62	M	94	DIEGO'S TASK FALSE; RESULT!		neutral
507			13	M	592	DON'T ROB OUR HEROES OF A GLORIOUS FAILURE..		neutral
508			4, 5	M	640	STICK IT UP YOUR OOMPAH!; SOUTH AFRICA 2010 GERMAN OFFENSIVE		negative
509			4, 5	M	672	FORGET ABOUT THE PAST, JUST GO OUT AND MAKE HISTORY		positive
510			3	M	158	PAUL THE OCTOPUS IS A SUCKER PUNDIT		negative
511			3	M	97	BOOKING GIVES US EARLY EDGE		positive
512			1	M	50	LOOK WHO'S AFRAID OF THE 3 LIONS		positive
513			11	M	478	FEAR WE GO.; 3PM BETTING BOYS	despite bad losses, media behind the team	positive
514			1	M	100	COME AND ENGLAND; MONTEROSSO CAN STRIKE A BLOW FOR ST GEORGE IN IRISH DERBY SHOOT-OUT*		positive
515			16	M	428	FABIO'S STARS WILL DAZZLE GERMANY		positive
516			16	M	103	SERIOUS AGONY FOR POOR ITALY		negative
517			14	M	325	BLACK CAT TO WOUNDED LION; SUNDERLAND STAR LEADS THE AFRICAN CHALLENGE		positive
518			13	M	176	MARQUEZ REVENGE MISSION		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
519			13	M	147	URUGUAY'S DEFENCE CAN PUT KOREA ON THE SKIDS; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		neutral
520			13	M	146	GHANA HOME IN ON A WAVE OF GOODWILL; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		positive
521			12, 13	M	518	TAKE IT TO THE MEX; MARADONA BACKS MESSI . . TO DO A MARADONA		positive
522			12	M	156	URUGUAY ON HISTORY TRAIL		positive
523			9	M	445	COAST SO PROUD OF SVEND OFF		positive
524			8, 9	M	629	HEAP OF DUNGA; DIVING, CYNICAL FOULS AND NO GOALS.. .. EVEN BRAZIL COULDN'T SAVE THIS..		negative
525			6	M	589	COLE IN ONE; ASHLEY WILL WIN HIS 14TH WORLD CUP CAP TOMORROW.. THE SAME AS BOBBY MOORE		positive
526			6	M	271	PENALTY MINDSET MUST BE SPOT-ON		neutral
527			5	M	48	WE CANNA WIN LIKE THIS'; WORLD CUP LATEST		negative
528			5	M	58	HE IS EVRA SO SORRY ...		negative
529			4, 5	M	619	SAFARI SO GOOD FOR GERMANY; LOEW'S YOUNG TEAM CONFIDENT, NOT COCKY		neutral
530			4	M	60	LEHMANN POT SHOT		neutral
531			4, 5	M	405	SPY BALLACK HAS LOEW BLOW FOR LAMPS & CO		neutral
532			3	M	255	JOE IS READY TO BE PUT ON THE SPOT		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
533			2, 3	M	726	QUARTER-POUNDERS; BARBECUE AND ZULU DANCERS LIGHTEN THE MOOD AS MILNER & CO LOOK TO LAST 8		positive
534			2	M	90	FRANCE LOSE WIL TO LIVE; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL		negative
535			1	M	106	LIONS & LAHMS; ENGLAND CAN BE KINGS OF THE JUNGLE		positive
536	27th June	34	72	M	80	HANS UP IF WE'RE GOING TO WIN; ALL THE BIG WORLD CUP NEWS INSIDE PREPLUS		neutral
537			71	M	223	STAND UP AND BE COUNTED!		positive
538			70, 71	M	731	SCOUSE PARTY; CARRAGHER: ROO AND GERRARD ARE AS GOOD AS ANYONE		positive
539			70, 71	M	116	THE NUMBERS GAME.. GERMANY V ENGLAND		positive
540			69	M	238	GERMANY TO LOSE? NO WAY, SAYS UWE		neutral
541			69	M	154	JOACHIM LYING LOW		neutral
542			68	M	103	HISTORY MAN FAB		positive
543			68, 69	M	704	WE'LL END 20 YEARS OF HURT; HERR WE GO AGAIN: GERMANY V ENGLAND, BLOEMFONTEIN, 3PM		positive
544			67	M	497	ENGLAND STARS ARE SLAUGHTERED IF THEY MISS IN SHOOT-OUT; HERR WE GO AGAIN: GERMANY V ENGLAND, 3PM LIVE ON BBC1		negative
545			66	M	598	I FEAR IF FABIO DOESN'T ADAPT WE WILL END UP IN THE SHADOWS		negative
546			66	M	65	AFRICAN AGONY		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
547			6, 7	M	1280	JERMAIN WILL DO IT AGAIN DEFFO; WORLD CUP 2010 THE CRUNCH MATCH		positive
548			4, 5	M	904	POUNDS 1M TO BEAT ENGLAND; WORLD CUP 2010 THE CRUNCH MATCH		positive
549				13 M	114	HONDA AND CO ROAR UP SCORING CHARTS		positive
550			12, 13	M	594	JUST ANOTHER DAY IN THE CRAZY WORLD OF MARADONA; ARGIE BOSS CHAOTIC AND CAPTIVATING		neutral
551				12 M	202	MEXICO OUT FOR REVENGE		neutral
552			8, 9	M	562	JONG AND THE SHORT OF IT; NORTH KOREA DROVE BRAZIL NUTS, JT'S DRIVING US ALL NUTS AND, WELL, MARADONA'S NOT NUTS AFTER ALL!		positive
553				7 M	262	FRANK'S APPEAL TO FANS; WORLD CUP NEWS		positive
554			6, 7	M	587	SILENCE OF THE LAHM!; CAPTAIN GERRARD MUST CONQUER RIVAL SKIPPER IF ENGLAND ARE TO BOOK A PLACE IN THE LAST EIGHT		neutral
555				11 M	417	PISTOL WHIPPED; SUAREZ'S DEADLY DOUBLE		neutral
556				11 M	129	KEWELL NUTS ABOUT BRAZIL; THE MOLE		positive
557				10 M	490	GYAN 'N' DONE IT; GHANA SPARKLE TO DUMP USA		positive
558				10 M	482	GYAN 'N' DONE IT; GHANA DENY THE AMERICAN DREAM		positive
559				14 M	503	A WAY OUT OF AFGHANISTAN		negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
560			8	F	299	THE WAGS TO WATCH, THE LADS TO LUST AFTER; WORLD CUP 2010 GIRL'S GUIDE	wags - German	neutral
561			4, 5	M	910	POUNDS 1M TO BEAT ENGLAND; WORLD CUP 2010 THE CRUNCH MATCH		positive
562			10, 11	M	565	PISTOL WHIPPED; SUAREZ DOUBLE KNOCKS SOUTH KOREA OUT		positive
563			5	M	385	NERVELESS NEUER IN SAFE HANS		neutral
564			5	M	184	CESAR'S READY TO SEIZE THE MOMENT FOR BRAZIL		positive
565			4, 5	M	490	DON'T MES WITH OZIL; YOUNG GUN SCENTS VICTORY		neutral
566			4	M	277	ROBIN'S GUNNER SUCCEED		positive
567			3	M	209	5 EPIC CLASHES	History of the clashes	neutral
568			2, 3	M	759	JAMES IS SPOT ON; DAVID SEAMAN EXCLUSIVE		positive
569			1	M	34	WE'LL GET OUR KICKS ON.. ROUTE ' 66	Reminiscing of 66	positive
570	28th June	37	58, 59	M	594	COLE: THERE ARE ISSUES AND PROBLEMS WE HAVE TO SORT OUT IN THE CAMP.. WE'RE SORRY; MIDFIELDER GIVES BRUTAL ASSESSMENT		negative
571			62, 63	M	1051	POUNDS 6M A YEAR ..BUT NOT WORTH A PENNY; GERMANY 4 ENGLAND 1 ..AND THERE'S JUST ONE THING LEFT TO SAYU: COME ON ANDY!		positive
572			58	M	177	GERRARD: BLAME US PLAYERS		neutral
573			4, 5	M	736	WORLD OF HURT; SOUTH AFRICA 2010 DON'T MENTION THE SCORE	90 mins of misery	negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
574			3	M	86	BLUNDER GOAL	Technology - negative	negative
575			2, 3	M	691	TORN TO FRITZ; SOUTH AFRICA 2010 DON'T MENTION THE SCORE		negative
576			1	M	114	CAPELLO WON'T QUIT		neutral
577			14	M	298	OSCAR: KEEP UR DREAMS ALIVE		positive
578			11	M	655	TEV SCREENS BLUE MURDER		neutral
579			8, 9	M	648	JOHN CROSS GIVES HIS VERDICT ON CAPELLO AND HIS FALL GUYS		negative
580			2	M	116	KING CALLS JT GRIPES MOLOT OF RUBBISH; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL		negative
581			2	M	83	GHANA BE GLAD BOAT CAME IN; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL		positive
582			64, 62	M	317	FABIGO; GERMANY 4 ENGLAND 1.. IT'S OVER		negative
583			62, 63	M	1077	POUNDS 6M A YEAR ..BUT NOT WORTH A PENNY; GERMANY 4 ENGLAND 1 ..AND THERE'S JUST ONE THING LEFT TO SAY: COME ON ANDY!	Joke move on and support Andy - tennis	negative
584			60, 61	M	890	BLOODY SHAMBLES; GERMANY 4 ENGLAND 1 ..AND THERE'S JUST ONE THING LEFT TO SAY: COME ON ANDY!		negative
585			8	M	182	YOU'VE LET US DOWN		negative
586			6, 7	M	939	NO MOORE HEROES.. IT'S TIME ALL OF US WOKE UP; SOUTH AFRICA 2010 DON'T MENTION THE SCORE		negative
587			4, 5	M	570	WORLD OF HURT; SOUTH AFRICA 2010 DON'T MENTION THE SCORE		negative
588			3	M	86	BLUNDER GOAL		negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
589			2, 3	M	695	TORN TO FRITZ; SOUTH AFRICA 2010 DON'T MENTION THE SCORE		negative
590			1	M	116	ROUT OF AFRICA!; ENGLAND HUMILIATED IN RECORD 4-1 TROUNCING		negative
591			16	M	329	NO HIDING THE TRUTH, ENGLAND'S PLAYERS LACK THE BASIC SKILLS; STAN THE MAN		negative
592			16	M	122	BRAZIL'S POWER AND SPIRIT A MAGIC MIX; STAN THE MAN		positive
593			14	M	299	OSCAR: KEEP UR DREAMS ALIVE		positive
594			13	M	168	IT WILL PAY TO BE SAMBA GAMBLERS; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		neutral
595			13	M	159	DUTCH TEST MAY PROVE SLO GOING; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		neutral
596			12, 13	M	613	GETTING INJURED DID ME A FAVOUR; VAN PERSIE ON SECRET OF HIS RESURGENCE FOR HOLLAND TO REACH KNOCKOUT STAGES		positive
597			12	M	105	WE GHANA HAVE PARTY		positive
598			8, 9	M	648	PROMISED SO MUCH .. DELIVERED SO LITTLE; JOHN CROSS GIVES HIS VERDICT ON CAPELLO AND HIS FALL GUYS		negative
599			7	M	272	KAISER: WE TOOK YOUR LOT APART..		neutral
600			6, 7	M	771	THEY WERE GOLDBUT NOW THEY LOOK OLD; CAPELLO WILL TAKE RAP BUT IT'S THE PLAYERS WHO LET US DOWN		negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
601			4	M	324	HANSEN: CAPELLO SHOULD GO NOW		negative
602			2, 3	M	825	END THIS FARCE; GOAL-LINE TECHNOLOGY MUST BE BROUGHT IN TO STOP THESE INJUSTICES	goal line technology	negative
603			2	M	120	KING CALLS JT GRIPES MOLOT OF RUBBISH; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL		negative
604			2	M	58	FIFA HAVE FINALLY ADMITTED TO [...]; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL		negative
605			2	M	69	IT'S GROUND FOR CONCERN; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL		neutral
606			1, 3	M	428	THIS MUST NEVER HAPPEN AGAIN; LAMPARD GOAL SHAMES YOUR WORLD CUP, MR BLATTER		negative
607	29th June	22	64	M	286	THE SAME TO YOU, FABIGO; CAPELLO HANGS ON FOR POUNDS 12M		neutral
608			62, 63	M	1041	AFTER WATCHING THAT RUBBISH, WHY THE HELL WOULD WE LET HIM STAY?; FABIGO CAPELLO: HE'S GOT TWO WEEKS TO DO THE RIGHT THING		negative
609			59	M	533	WE ALL KNEW ENGLAND WEREN'T UP TO IT AFTER SIX MINUTES; FABIGO CAPELLO 2 WEEKS TO DECIDE HIS FATE		negative
610			10	M	168	NOT SO FAB ANY MORE		negative
611			4, 5	M	705	WE WAS ROBBED; SOUTH AFRICA 2010 THE AFTERMATH		negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
612			2, 3	M	1118	TIRED? BE SHOULD YOU FIRED!; CAPELLO SLATED FOR PATHETIC WORLD CUP EXCUSE		negative
613			1	M	90	WHAT A JOKE; JUST HOURS AFTER ENGLAND'S SHAME..		negative
614			6	M	510	THERE'S NO QUICK FRITZ; CAPELLO BLAMES FATIGUE AND CALLS FOR PREMIER WINTER BREAK		negative
615			4	M	282	OUR MAN DECIDES TO GO DUTCH		positive
616			6	M	624	ROBBEN? HE'S ORANGENIUS; WEISS'S TRIBUTE TO DUTCH MATCHWINNER		positive
617			6	M	283	CRUZ DEFENDS BLANK LOOK		neutral
618			5	M	184	RON'S DARK HORSES WILL TAKE DIVE WITH VICTORY; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		neutral
619			5	M	130	THE RISING SONS REFUSE TO FLAG; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		positive
620			4, 5	M	659	NOW THIS IS A GOLDEN GENERATION; SAMBA STARS HAVE THE MIDAS TOUCH		positive
621			4	M	352	DIEGO'S SWIPE AT HIS CRITICS		negative
622			3	M	144	QUIT, BLATTER		negative
623			3	M	162	KEANE SUPPORT		neutral
624			2, 3	M	813	STALAG CAPELLO; REVEALED: JOYLESS REGIME THAT SUCKED THE LIFE OUT OF ENGLAND'S WORLD CUP CAMPAIGN.. AND SPARKED MUTINY AMONG PLAYERS		negative
625			2	M	204	BARNES: FAB BOOBED		negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
626			2	M	58	HARRY KEWELL HAS ACCUSED WORLD [...]; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		negative
627			2	M	93	MAGIC KLOSE KEEPS FAITH; WORLD CUP DIARY COMPILED BY DAVID MCDONNELL IN CAPE TOWN		positive
628			43	M	447	LET DOWN BY OUR LOSERS; YOUR LETTERS		negative
629	30th Septem	26	64, 62	M	482	OH NO! CAPELLO WON'T GO; ENGLAND FACE TWO MORE YEARS OF ITALIAN FLOP		negative
630			62, 63	M	652	HE KNEW WE WOULD FAIL 5 WEEKS AGO; FABIGO CAPELLO: ENGLAND BOSS HAS GOT TWO WEEKS TO DO THE RIGHT THING		negative
631			61	M	217	REF LARRI PAYS FOR BLUNDER		negative
632			60, 61	M	960	BLATTER: I'M SORRY FOR THIS; FABIGO CAPELLO: HE'S GOT TWO WEEKS TO DO THE RIGHT THING		neutral
633			60	M	266	NOW LET'S GET FLAK TO BASICS, ENGLAND; RESULT!		negative
634			60	M	107	FRANK SPOOKS BOSSES; RESULT!		positive
635			59	M	926	RARELY-SPOTTED SPECIES..A HAPPY ENGLAND PLAYER IN THE REAL WORLD		positive
636			59	M	69	WHY WEBB'S THE MAN TO REF FINAL	English ref	positive
637			59	M	138	SEPP IN THE DIRECTION OF SANITY		neutral
638			34	M	168	HALF-TIME COCKTAILS; DANIELLE LINEKER'S ALTERNATIVE		neutral
639			6, 7	M	1319	IT IS CIAO; SOUTH AFRICA 2010 FLOPS ARRIVE HOME		negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
640			63	M	249	A TERMINAL DECLINE AS FABIO'S FLOPS GO MISSING ONCE MORE		negative
641			63	M	306	TAYLOR: IT'S TIME FOR US TO GO DUTCH		neutral
642			8	M	564	MEMO TO FA: CHECK NEW MAN'S CV, NOT HIS PASSPORT		negative
643			6	M	509	THE BORES FROM BRAZIL; DUTCH MASTER CRUYFF BLASTS DUNGA'S CLASS OF 2010 AND SAYS: I WOULDN'T PAY TO SEE THEM		neutral
644			6	M	238	DIEGO IN PENALTY 'AMBUSH'		neutral
645			5	M	401	HIGH PRICE TO PAY FOR THE FAILURE OF CAPELLO; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		negative
646			4, 5	M	539	VILLA'S THE FOUR-GOAL THRILLER; HERO DAVID ON MARK AGAIN		positive
647			4, 5	M	581	OSCAR WINNER BRINGS TEARS		positive
648			2	M	55	WHILE MOST ENGLAND FANS HAVE [...]; 3PM WORLD CUP DIARY COMPILED		neutral
649			2	M	84	MARADONA HACKED OFF OVER MESSI; 3PM WORLD CUP DIARY		negative
650			2	M	112	KAKA CARDS ARE CONCERN; 3PM WORLD CUP DIARY COMPILED		neutral
651			1	M	79	ENGLAND CAN RULE THE WORLD; THERE'S STILL ONE OF US FLYING THE FLAG .. AND HE COULD GO ALL THE WAY TO THE FINAL!		positive
652			4, 5	M	539	VILLA HITS NET ..RON SPITS DUMMY; PORTUGUESE SKIPPER BOWS OUT IN STROP AS DAVID STRIKES AGAIN		positive
653			3	M	135	NOW THE HEIT'S ON ENGLAND		neutral

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
654			72, 73	M	303	CAPELLO'S NO.2 TO GO; NOW FAB LOSES HIS SIDEKICK		neutral
655	1st July	8	70, 71	M	682	HONESTLY, WE DO CARE; EXCLUSIVE: FIRST ENGLAND PLAYER TO LIFT LID ON CAMP CAPELLO		neutral
656			68, 69	M	723	TOO BIG FOR DAS BOOTS; WORLD CUP INQUEST: GERMANY'S 2-GOAL STAR RAPS FAB FLOPS		negative
657			68	M	246	WEBB IS OUR ONLY WORLD CUP WINNER; RESULT!		positive
658			21	M	97	CROSSES WE BEAR		neutral
659			4	M	536	FABIOWE; ENGLAND BOSS IS DESPERATE TO MAKE IT UP TO SUPPORTERS.. HE WANTS TO STAY TO PUT IT RIGHT		positive
660			72	M	85	WE STILL BACK FAB; TWO WORLD CUP EXCLUSIVES		positive
661			4	M	536	FABIOWE; ENGLAND BOSS IS DESPERATE TO MAKE IT UP TO SUPPORTERS.. HE WANTS TO STAY TO PUT IT RIGHT		positive
662			4	M	69	FOOTIE BAN		negative
663	2nd July	16	85	M	299	HART SAVED FROM BLAST		positive
664			84, 85	M	452	THE FAB FORCE; THREE LIONS NIGHTMARE BUT BOSS IS STILL 'ONE OF THE WORLD'S BEST'		positive
665			84	M	185	FEUD CLAIM RUBBISHED		positive
666			82	M	470	2020 VISION; LAMPARD 'NO GOAL' ROW HAWK-EYE READY		neutral
667			65	M	192	TO THE POINT; YOUR LETTERS		negative
668			15	M	98	BLEAK FUTURE, FRANK?		negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
669			15	M	216	ZE FINAL INSULT; SORRY ENGLAND 'NOT BIG TEAM' BLASTS GERMAN SKIPPER LAHM		negative
670			84, 85	M	544	THE FAB FORCE; CAPELLO TIGHTENS GRIP ON ENGLAND JOB AS ANOTHER FA BIGWIG VOICES SUPPORT		neutral
671			11	M	152	GERMANS IN FLOP INSULT TO ENGLAND; FOOTBALL		negative
672			8	M	568	DIEGO : PART SVEN. PART FAB.. ...PURE FOOTBALL GENIUS		neutral
673			8	M	54	QUEIROZ SHOULD NOT PORTU-GO		positive
674			6	M	485	FOR YOU ZE WORLD CUP IS OVER..; ARGENTINA V GERMANY TOMORROW, 3PM		neutral
675			5	M	150	DUNGA'S UNLOVED BUT STILL TOP OF THE HEAP; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		positive
676			4, 5	M	356	MAGIC MESSI IS RUNNING RINGS AROUND EVERYONE AT THE WORLD CUP ..SO FAR		positive
677			83	M	102	GET SET FOR A 'HOLE' NEW BALL GAME		neutral
678			37	M	195	WE'LL KEEP ON MY THING OUT		negative
679	3rd July	28	68	M	211	OUT IN; OFFICIAL: FAB STAYS IN AS ENGLAND MANAGER		neutral
680			64	M	774	NOW EARN IT, CAPELLO; ENGLAND THE DON STAYS BUT HAS TO CHANGE HIS TEAM.. AND HIMSELF		neutral
681			58	M	204	DERKSEN SCORES A DOUBLE		positive
682			4, 5	M	719	HE'S IN; CAPELLO KEEPS JOB.. BECAUSE FA CAN'T AFFORD TO PAY OUT POUNDS 12M TO SACK HIM		neutral

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
683			4, 5	M	274	..AND SHE SHAKES IT ALL ABOUT		positive
684			2, 3	M	692	DUNGA HEAP; BRAZIL DUMPED OUT AS THEY GO FROM THE SUBLIME TO THE RIDICULOUS		negative
685			2	M	58	WHAT NEXT FOR JAPAN COACH [...]; WORLD CUP DIARY COMPILED BY SIMON BIRD		neutral
686			2	M	77	LIFE'S NOT TOO FAB FOR KOMP; WORLD CUP DIARY COMPILED BY SIMON BIRD		negative
687			1	M	216	IT'S JUST LIKE BEATING BRAZIL; DUTCH WIZARD WESLEY CASTS SPELL AS FIRST-EVER HEADED GOAL KO'S SAMBA SUPERSTARS		positive
688			3	M	299	PENALTY HELL FOR FALL GY		negative
689			63	M	575	ENGLAND'S GOLDEN GENERATION.. FORGED FROM FOOL'S GOLD		negative
690			63	M	311	CAS NEEDS TO UP VILLA INSURANCE		neutral
691			63	M	58	MICHAEL BALLACK, MICHAEL ESSIEN, NANI AND RIO FERDINAND WERE CROCKED SO...		negative
692			60	M	59	JONAS ON WAY BACK AFTER OP; SPORTS WIRE BRINGING YOU UPDATED REPORTS & RESULTS FROM AROUND THE WORD: SPEEDWAY		neutral
693			21	M	48	POOR ASHLEY COLE'S LIFE [...]		positive
694			13	M	159	ROOBISH ...AND ROBBED		negative
695			8	M	86	FAB DECISION		positive
696			5	M	136	ROO'S FLOP COSTS FAN POUNDS 37K		neutral
697			4, 5	M	724	HE'S IN; BIG DAY FOR, ER, ENGLISH SPORT BIG LOSERS		neutral

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
698			4, 5	M	259	..AND SHE SHAKES IT ALL ABOUT; NETHERLANDS 2-1 BRAZIL		positive
699			11	M	444	DON'T MESS WITH THE GERMANS; 3PM BETTING BOYS		positive
700			8	M	481	LEARN TO TALK THE TALK MR CAPELLO, AND BECOME OUR MR MOTIVATOR		neutral
701			8	M	40	PARAGUAY FACE A SPANISH LESSON		neutral
702			6	M	542	THE SPECIAL JUAN; VILLA READY TO MAKE HISTORY.. AND MAKE TORRES SCORE AGAIN		positive
703			5	M	191	ARGIES CERTAIN TO SEE THE GOALS FLYING IN; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN'		positive
704			5	M	129	TIKI-TAKA STYLE'S ONE EL OF A BET; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		positive
705			4, 5	M	592	HIM AND HERR; MARADONA: GOD IS ON OUR SIDE... HE WANTS US TO TEACH GERMANY A LESSON		positive
706			4, 5	M	459	LOEW BLOWS AS BOSS ATTACKS 'TIRED OLD' ENGLAND AND GIVES ARGENTINA GRIEF TOO		negative
707	4th July	37	10, 11	M	647	STAR OF DAVID!; QUARTER-FINAL PARAGUAY 0 SPAIN 1 VILLA 82		neutral
708			76	M	56	DON'T MENTION THE FOUR; MARADONA QUITS AFTER BLITZ		negative
709			76	M	56	FIT TO FLOP; SUPERSTAR REVEALS TRAINING TORTURE		negative
710			75	M	343	FA CHIEF WAS ON MISSION TO STOP FABIO ESCAPING		negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
711			74, 75	M	627	RUN INTO THE GROUND; EXCLUSIVE: WHAT REALLY HAPPENED INSIDE FABIO CAPELLO'S BOOT CAMP		negative
712			73	M	173	WRIGHT WRITES 'EM OFF		negative
713			73	M	113	I'M SHAW I'LL HELP		positive
714			72, 73	M	855	I FEAR FOR ENGLAND!; OUT OF AFRICA: JOE COLE DELIVERS HIS BRUTAL AND DAMNING VERDICT		negative
715			72	M	133	THE FINAL CURTAIN		negative
716			71	M	403	CALL US, SEPP; TV EYE: ENGLAND SKIPPER INSISTS TECHNOLOGY MUST HAPPEN: GERRARD WANTS TO HELP FIFA BOSS		positive
717			10, 11	M	647	STAR OF DAVID!; QUARTER-FINAL PARAGUAY 0 SPAIN 1 VILLA 82		positive
718			67	M	443	WRITE STUFF		negative
719			64	M	605	SILENCE SAYS IT ALL .. SO BOYCOTT NEXT ENGLAND GAME		negative
720			64	M	63	OWEN GROWING		positive
721			58	M	124	ONIONS: WE'LL RAISE A SMILE	convert from football to cricket	negative
722			49	M	72	ENGLAND ARE A CRYING SHAME; YOUR SAY	no passion no emotion from England players	negative
723			31	M	655	LET'S KICK THE FOOTIE 'GODS' OFF A PEDESTAL		negative
724			27	M	154	CRASH CORDEN FALLS A BIT FLAT		negative
725			14	M	262	A BOBBY DAZZLER		neutral
726			4, 5	M	1284	BTXT A DIRTY 1; EXCLUSIVE COLE'S WORLD CUP PHONE SEX SHAME	sex rat Cole	negative
727			37	M	66	ENGLAND EXIT 'COST POUNDS 300M'	shops lose money on merchandise - England	negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
728			16	M	364	BANK ON SLOW START TO SEMI; WORLD CUP BETTING		neutral
729			13	M	296	OSCAR: WE DIDN'T CHEAT OUR WAY TO SEMIS		neutral
730			13	M	292	RATINGS WAR IS FULL ON; BRIAN MCNALLY'S WORLD CUP TV		neutral
731			12, 13	M	583	THE RETURN OF SNEIJDER-MAN; HOLLAND V URUGUAY CAPE TOWN, TUES, 7.30PM		positive
732			12	M	137	WE FEEL TOTALLY DUN IN		neutral
733			12	M	287	DE JONG: I'LL PRAY FOR MY FINAL SHOT		positive
734			11	M	177	ERIC JUMPS ON CANNIBAL RUN; THE MOLE		negative
735			10	M	284	ANELKA: 'NON' TO FRANCE; WORLD CUP NEWS		negative
736			8, 9	M	591	DIEGO MULLERED; QUARTER-FINAL ARGENTINA 0 GERMANY 4 MULLER 3, KLOSE 67, 89, FRIEDRICH 74		negative
737			7	M	243	HESKEY BACKING FOR FAB		positive
738			6, 7	M	612	MAGNIFICENT7; ENGLAND: THE AFTERMATH WHERE DO WE GO FROM HERE?		neutral
739			5	M	287	YOU HAVE TO HANS IT TO 'EM; WORLD CUP NEWS		neutral
740			4, 5	M	702	THIS IS YOUR TIME TO BUILD A TEAM, FABIO - NOT JUST FIELD 11 INDIVIDUALS WHO DUE GET HANDED AN TO REPUTATION ENGLAND JERSEY!; ENGLAND: THE AFTERMATH WHAT THE FANS THOUGHT	letter from fan	negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
741			3	M	265	THERE IS ONLY ONE LOW .. ALL THE REST ARE HIGHS; TERRY BUTCHER'S WORLD CUP HEROES		positive
742			2, 3	M	745	A LAUGHING STOCK; ENGLAND: THE AFTERMATH WHERE DID IT ALL GO WRONG?		negative
743			13	M	291	RATINGS WAR IS FULL ON; BRIAN MCNALLY'S WORLD CUP TV		neutral
744	5th July	15	64	M	140	SABOTAGE; FURY AS PREM CLUBS REFUSE TO RELEASE ENGLAND KIDS		negative
745			64	M	207	RAFA: NOW LET'S ROLL OVER THE GERMANS; LET'S RULE THE WORLD		positive
746			59	M	211	KLOSE TARGETS SPAIN BARRIER		neutral
747			58	M	964	BREATH OF FRESH HERR; COUNTDOWN TO WORLD CUP SEMI-FINALS GERMANY V SPAIN, DURBAN, WEDNESDAY		positive
748			58	M	232	COYLE IN BLAST AT FAB PICKS		neutral
749			10	M	712	IS IT OK TO THE SUPPORT GERMANS?; THE QUESTION EVERY ENGLAND FAN IS GRAPPLING WITH..		positive
750			61	M	177	WEBB'S FINAL HOPE RESTING ON DUTCH		positive
751			60, 61	M	829	I'LL HIT KOP FORM; COUNTDOWN TO WORLD CUP SEMI-FINALS FERNANDO'S VOW		positive
752			8	M	87	TIME TO HAND PENALTY DISCRETION TO REFS; STAN THE MAN		negative
753			5	M	347	A FISHY WAY INTO THE PAUL OF FAME; 3 LION WHIP		negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
754			5	M	205	JOACHIM'S HOT-SHOTS GUNNING FOR GLORY		positive
755			4, 5	M	501	DIEGONE; FROM THE HAND OF GOD TO THE HANS OF SOB.. MARADONA'S WORLD CUP SOAP OPERA COMES TO AN END		neutral
756			2	M	158	GERMANY FAVOURITES SAYS PIQUE		neutral
757			2, 3	M	709	THE GLEE AMIGOS; PEPE TALK WAS KEY TO SPAIN'S MATCH-WINNING SPOT OF LUCK		positive
758			1	M	106	CRUSHED BY FOUR GERMAN GOALS...; BUT MARADONA IS READY TO DO THE HONOURABLE THING AND QUIT.. UNLIKE A CERTAIN OTHER WORLD CUP BOSS HUMILIATED BY GERMANY		positive
759	6th July	16	64	M	210	THIS WAS NO MISTAKE, SAYS BLUNDER OFFICIAL; (HE SHOULD HAVE GONE TO SPECSAVERS)		negative
760			62, 63	M	507	ORANGE VAN MAN; WORLD CUP SEMI-FINAL: URUGUAY V HOLLAND AT GREEN POINT STADIUM, CAPE TOWN, TONIGHT, 7.30		positive
761			62	M	165	BIG GAME STATS THAT MATTER	stats on all remaining teams	positive
762			60	M	176	UR HAVING A LAUGH!; RESULT!		positive
763			60, 61	M	654	FIDEL STICKS HIS NOSE IN; WORLD CUP SEMI-FINAL: URUGUAY V HOLLAND, TONIGHT, KO 7.30PM		neutral
764			62	M	98	WE WANT SEVEN HUP		positive
765			3	M	146	GERMANY 'HAUNTED'		negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
766			2, 3	M	585	RED-HOT CESC; CHANCE FOR FAB TO SHINE AT HEART OF NEW-LOOK SPAIN		positive
767				2 M	456	SPAIN HOPES? KLOSE, BUT NO CIGAR		neutral
768			1, 3	M	260	JUMPERS FOUR GOAL BOASTS; 'WE'LL SCORE ANOTHER FOUR.. AND I WON'T WASH MY SWEATER UNTIL WE WIN THE WORLD CUP': JUMPERS 4 GOAL BOASTS		positive
769				35 F	402	WAGS - WE NEEDED YOU!		neutral
770				21 M	93	ENGLAND ARE KNOCKED OUT OF [...]		positive
771				8 M	465	LEARN OR WE CAN NEVER WIN WORLD CUP		neutral
772				8 M	193	CAPELLO GOT GREEN LIGHT		positive
773				6 M	290	IMAGINE IF THEY'D ACTUALLY WON IT!; ARGENTINA GOES BONKERS.. AS NON-CONQUERING HEROES RETURN		positive
774			4, 5	M	134	FANS FOR THE MEMORIES; IT MAY HAVE BEEN A FLOP FOR THE THREE LIONS AND THEIR FANS, BUT SOUTH AFRICA 2010 HAS SEEN THE MOST COLOURFUL SHOW OF SUPPORT IN WORLD CUP HISTORY		positive
775	7th July	20	64	M	391	JEWELS HOLLAND; WORLD CUP SEMI-FINAL: URUGUAY 2 HOLLAND 3		positive
776			64	M	238	SMASH & FAB; ITALIAN KNEW IT WOULD BE BAD		negative

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
777			62, 63	M	771	NOW THE FUTURE REALLY IS ORANGE; URUGUAY 2 HOLLAND 3 TOTAL FOOTBALL? NO.. TOTAL JOY? OH YES, AS DUTCH MARCH ON		positive
778			60, 61	M	562	THIS IS OUR DREAM; URUGUAY 2 HOLLAND 3 WORLD CUP SEMI-FINAL FROM CAPE TOWN		positive
779			61	M	105	JUSTO NOT IMPRESSED		negative
780			60, 61	M	576	FALLING FOR FORLAN; URUGUAY 2 HOLLAND 3 WORLD CUP SEMI-FINAL FROM CAPE TOWN		positive
781			59	M	757	THANKS FABIO ..NOW HERE'S ANOTHER FINE MESS YOU CAN GET US INTO		negative
782			59	M	112	LOEW PUTS GERMANY ON A HIGH		positive
783			59	M	98	FIFA'S WEBB OF INTRIGUE		positive
784			47	M	436	GOING GERMAN? NEIN; YOUR LETTERS		positive
785			34	F	343	AND FINAL-LY..		neutral
786			8	M	578	ROO BET ONE MAN'S HERO IS ANOTHER MAN'S CHEAT		neutral
787			6	M	337	JOACHIM'S GERMANY SET TO FASHION A WIN; JOHN SHAW'S DAILY WORLD CUP BETTING COLUMN		positive
788			4, 5	M	644	HEART & GOAL; WHILE OTHERS HAVE FLOPPED, DAVID VILLA HAS PROVED TO BE THE MOST LETHAL STRIKER IN ON EARTH.. NOW HE WANTS THE GOLDEN BOOT & A WORLD CUP WINNERS' MEDAL		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
789			4	M	116	THIS IS BIGGEST TEST EVER, SAYS CASILLAS		neutral
790			3	M	117	GERMAN LEADERS AT WAR		neutral
791			3	M	119	BAS ALL SET TO PARTY		positive
792			3	M	235	JABULANI GETS A KICKING BY NASA		negative
793			2, 3	M	802	WIZARD OF OZIL; GERMANY'S BRIGHTEST STAR TELLS ENGLAND: IF YOU THINK THE WORLD CUP IS BORING YOU SHOULDN'T BE THERE* (*MAYBE THAT'S WHY WE'RE NOT)		negative
794			1	M	84	GET A FEW SQUID ON SPAIN!; PAUL THE OCTOPUS TIPS GERMANY TO LOSE.. AND HE HASN'T BEEN WRONG YET!		neutral
795	8th July	12	72	M	217	FEVER ESPANA; WORLD CUP SEMI-FINAL: GERMANY 0 SPAIN 1		positive
796			70, 71	M	716	GERMANY PUT TO THE SWORD BY SPANISH MATADORS; CLASSY SPAIN OUTCLASS LOEW'S KIDS TO ROAR INTO ANOTHER FINAL		positive
797			69	M	295	HOLLAND V SPAIN: THEY LAST MET IN A FINAL 90 YEARS AGO.. THE OLYMPIC GOLD MEDAL MATCH		neutral
798			68, 69	M	547	ONE EL OF A RELIEF; GERMANY 0 SPAIN 1 WORLD CUP SEMI-FINAL, FROM DURBAN		positive
799			72	M	10	WORLD CUP FINAL 2010		neutral
800			68, 69	M	552	XAVI'S EL-RAISERS; SPAIN STAR PROMISES TO MASTER THE DUTCH AND WIN THE ULTIMATE PRIZE: GERMANY 0 SPAIN 1 WORLD CUP SEMI-FINAL, FROM DURBAN		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
801			4	M	161	FREE AT PINT WALK ABOUT		positive
802			8	M	606	ORANGES MAKE US LOOK LIKE REAL LEMONS		negative
803			6	M	450	FAB FOR; URUGUAY STRIKER'S DELIGHTED TO BE A TOP-THREE HIT		positive
804			4, 5	M	558	WHAT'S UP, BOSS?; THE WORLD CUP KICKED OFF WITH 32 MANAGERS...BUT AS COUNTRIES CRASH OUT, 21 COACHES LOOK TO O BE ON THEIR WAY TOO. BE WARNED, FABIO		neutral
805			2, 3	M	1083	THE LEGEND OF ROBIN GOOD; HIS HERO IS MARADONA AND NOW VAN PERSIE WANTS TO JOIN THE ORANGE IMMORTALS		positive
806			1	M	67	NEW WORLD; NEW FINAL, NEW WINNERS.. HISTORY TIME AS HOLLAND TAKE ON SPAIN		positive
807	9th July	6	80	M	295	ENGLAND WIN THE WORLD CUP FINAL!; REFEREE DOES WHAT FAB COULD ONLY DREAM OF		positive
808			79	M	317	DUTCH HERO CRUYFF: I WANT SPANISH TO WRECK OUR DREAM		neutral
809			79	M	178	KUYT VOWS TO CAUSE SPAIN PAIN		neutral
810			78, 79	M	568	ENGLAND DISASTER TAUGHT US HOW TO WIN THE WORLD CUP; WORLD CUP FINAL HOLLAND V SPAIN, JOHANNESBURG, SUNDAY, KICK-OFF 7.30PM		neutral

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
811			24, 25	M	998	TO SEE KIDS CRYING, AND THEIR ENGLAND FACE PAINT WASH AWAY ..IT'S HORRIBLE; EXCLUSIVE JERMAINE DEFOE'S WORLD CUP HEARTACHE		negative
812				6 M	192	RESULT! ENGLAND BOOK A SPOT IN WORLD CUP FINAL; OUR REF WEBB TO TAKE CHARGE		positive
813	10th July	20	76, 75	M	195	THE WORLD KOP; WORLD CUP FINAL: HOLLAND V SPAIN , TOMORROW		positive
814			74, 75	M	763	ORANJE BOM; WORLD CUP FINAL HOLLAND V SPAIN, SOCCER CITY, JOHANNESBURG, TOMORROW, 7.30PM		neutral
815			74	M	108	GIO 'NO' TO DRUGS TEST		neutral
816			75	M	321	HOLLAND SHOP ON THE WEBB		neutral
817			73	M	259	PUYOL'S PALS MAY COME A CROPPER		positive
818			73	M	131	VILLA LEADS WAY FOR A GOLDEN SHOT AT GLORY		positive
819			72, 73	M	427	STRAIN IN SPAIN; THE WORLD CUP FINAL: HOLLAND V SPAIN, TOMORROW, KICK-OFF 7.30		neutral
820			72	M	293	SQUIDS IN BACKING PAUL'S PREDICTIONS; RESULT!		positive
821			13	M	533	I'VE FALLEN IN LOVE ..WITH GERMANY		positive
822			9	M	122	IT'S HOLLAND!		neutral
823			8, 9	M	787	GAME OF YOUR WIFE; SOUTH AFRICA 2010 THE WORLD CUP FINAL		neutral
824			8	M	42	ROLL ON BRAZIL		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
825			11	M	401	SCORE FIRST GOAL? IF ANYONE CAN.. VAN CAN; 3PM BETTING BOYS		negative
826			8	M	552	COME ON THE VILLA ..MY STAR OF THE WORLD CUP CAN MAKE IT A FINAL TO REMEMBER		positive
827			6	M	507	TROUBLED GERMANS LAID LOEW; SICK BOSS CONFINED TO BED		neutral
828			6	M	292	ROBBEN'S ROLE GIVES DUTCH RAY OF HOPE; JOHN SHAW'S DAILY WORLD CUP		positive
829			4, 5	M	1149	THE EUROPEAN CUP; WITH THE SOUTH AMERICAN GONE ..THE CONTINENT'S FINEST WILL SLUG IT OUT IN SOCCER CITY		positive
830			4, 5	M	454	THE SEVEN WONDERS OF THE WORLD; THESE ARE THE PAST WINNERS .. BUT WE'LL HAVE A NEW NAME ON THE TROPHY TOMORROW		positive
831			2, 3	M	692	TOTEL FOOTBALL; IT'S SPAIN WHO NOW PLAY THE CRUYFF WAY BUT DUTCH BELIEF COULD PROVE THEIR STRENGTH		positive
832			2	M	467	THE REAL PREMIER PLAYERS		neutral
833	11th July	22	70, 71	M	622	I'LL HANDLE THE BALL ON THE LINE IF IT MEANS WE RULE WORLD; WORLD CUP FINAL: HOLLAND V SPAIN, KICK-OFF 7.30PM TODAY, SOCCER CITY, JOHANNESBURG, LIVE ON BBC1 AND ITV1		neutral
834			69	M	230	PUNTERS MAKE IT POUNDS 1BN CUP		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
835			68, 69	M	639	ORGANISED, HUNGRY AND A GREAT WORK ETHIC.. NO, IT'S NOT CAPELLO'S ENGLAND; WORLD CUP FINAL: HOLLAND V SPAIN, KICK-OFF 7.30PM SM1 TODAY, TODAY, SOCCER CITY, JOHANNESBURG, LIVE ON BBC1 AND ITV1		positive
836			67	M	408	KLINSMANN'S BLUEPRINT THAT REVIVED GERMANY		neutral
837			66, 67	M	565	MANN FOR THE JOB; REVEALED GERMAN STAR WAS LINED UP TO BE ENGLAND MANAGER		neutral
838			66	M	169	WEBB: I WANTED TO PLAY		neutral
839			63	M	444	WRITE STUFF		positive
840			63	M	87	STAR LETTER		positive
841			60	M	574	HATCHET VAN; DUTCH ENFORCER IS MOST REPUGNANT PLAYER ON PLANET		neutral
842			60	M	47	MOST IMPRESSIVE MANAGER AT THE [...]		positive
843			44	M	97	WHAT A COMIC TEAM!; YOUR SAY		neutral
844			14	M	102	WIN FOR AFRICA		positive
845			14	M	44	GOOD TO SEE THAT ENGLISH-GERMAN [...]		positive
846			16	M	366	IT'S ALL VERY DUTCH 'N' GO; WORLD CUP BETTING		neutral
847			13	M	138	A SPANISH INQUISITION; THE MOLE		neutral
848			13	M	107	THE MOLE		negative
849			12, 13	M	167	GLADIATORS READY!; SOME 34 MONTHS AFTER THE FIRST QUALIFIER, IT'S DOWN TO THE LAST TWO IN THE 2010 WORLD CUP		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
850			5	M	267	WE WILL BOMM 'EM OUT; WORLD CUP NEWS		positive
851			3	M	254	ROBBEN: WE WILL STOP YOU; WORLD CUP NEWS		positive
852			2, 3	M	627	I'LL QUIT AS A WINNER; WORLD CUP FINAL HOLLAND V SPAIN, 7.30PM TONIGHT, SOCCER CITY, JO'BURG, LIVE ON BBC1 AND ITV		neutral
853			2	M	213	DOUBLE TIME FOR SPANISH; WORLD CUP NEWS		positive
854			12, 13	M	473	SAMI GETS AHEAD; URUGUAY 2 GERMANY 3 THIRD PLACE PLAY-OFF: KHEDIRA THE SURPRISE GERMANY HERO AS HE CAPS FIVE-GOAL PLAY-OFF THRILLER		positive
855	12th July	15	62	M	231	INIESTA FIESTA IN A VESTA; WORLD CUP FINAL: HOLLAND 0 SPAIN 1		positive
856			63	M	606	..AND HOW THE TEAMS RATED		positive
857			62, 63	M	816	KINGS OF THE WORLD; CHAMPIONS OF EUROPE, NOW SPAIN PROVE THEY ARE THE GREATEST ON EARTH AFTER INIESTA STRIKE		positive
858			60, 61	M	710	WESLEY IN HIDING AS THE DUTCH GET SNIDER; CYNICAL HOLLAND DESERVED NOTHING AFTER LOSING THEIR HEADS		neutral
859			60	M	223	SO KLOSE, BUT NO CIGAR..		neutral
860			58	M	359	ROLL OF WORLD CUP FAME...		positive
861			58, 59	M	667	FORGET SPAIN.. THE BIGGEST WINNER AT THIS WORLD CUP IS SOUTH AFRICA		positive

Appendix 5: Media Analysis of the Men's Football World Cup 2010

	A	B	C	D	E	F	G	H
862			21	M	1397	SHELLEY VISION; WC 2010 SHOULD BE SHOWN THE RED CARD		negative
863			9	M	343	FANDELA; MANDELA CHEERED AS 1 BILLION SEE SPAIN WIN BAD-TEMPERED FINAL		neutral
864			8	M	799	WHY THIS HAS BEEN THE BEST WORLD CUP EVER		positive
865			62, 64	M	302	INIESTA FIESTA (IN A VESTA); ANDRES GETS THE PARTY STARTED		positive
866			62, 63	M	1030	KINGS OF THE WORLD; CHAMPIONS OF EUROPE, NOW SPAIN PROVE THEY ARE THE GREATEST ON EARTH AFTER INIESTA STRIKE		positive
867			60, 61	M	680	NEVER LANDS; DESPERATE DUTCH ARE ONCE, TWICE, THREE TIMES THE LOSERS		negative
868			9	M	357	SPANISH MANIA; THOUSANDS OF FANS PAINT CITIES RED		positive
869			9	M	73	GOALIE SCORES		positive
870		868						

Appendix 6: Media Analysis of the Women's Football World Cup 2007

	A	B	C	D	E	F	G	H
1	Day:	Ratio of articles	Placing	M/ F	Word Count	Headline	Terminology	positive/negative
2	10th Sept	0						
3	11th Sept	1	p.55	N/A	298	Lita: Our girls are ready to go Fara'	a close eye on the action etc	Positive
4	12th Sept	1	p.61	N/A	96	Football: bootiful Kel pegged back'	Match coverage - however did concentrate on previous failiure	Positive
5	13th Sept	0						
6	14th Sept	0						
7	15th Sept	1	p.69	N/A	117	Hope and Glory grit	Hailed her England players/ performance was excellent	Positive
8	16th Sept	1	p.65	N/A	144	Football: England on Brink	Knowing victory will take them through to last eight	Negative
9	17th Sept	2	p.11	N/A	92	Football: Womens world cup; Stan the man	Impressed after initial concern and doubts	neutral
10			p.20	N/A	316	Footballers are actually rather deep: View from the bottom diary of a non-league player	Positive report on womens world cup from male footballers	Positive
11	18th Sept	1	p.53	N/A	105	Football: ladies in last eight	strolled/ Smiths brace took her tally to four, level with	positive
12	19th Sept	1	p.57	N/A	57	Football: England beat Argentina on Monday	Negative reportage throughout	negative
13	20th Sept	0						
14	21st Sept	0						
15	22nd Sept	3	p.71	N/A	286	England set to yo far: womens world cup England vs USA today KO 1pm	Cuddly teddy mascot - childish, not comparable to mens game	positive
16			p.5	N/A	57	Womens world cup	Women have done well, but still prefer to watch womens volleyball	Negative
17			p.5	N/A	76	Football: Girls a big turn off	Does not make for good viewing	Negative

Appendix 6: Media Analysis of the Women's Football World Cup 2007

	A	B	C	D	E	F	G	H
18	23rd Sept	1	p.63	N/A	210	Football: Hope is defiant in defeat	England team had done the country proud	positive
19	24th Sept	0						
20	25th Sept	1	p.12	N/A	714	No mour Jibes, womens world cup has been refreshing	Beginning, sterotypical views and jibes, but positive evaluation of competition	positive
21	26th Sept	1	p.60	N/A	124	Result! Girls allowed but not on TV; in association with betfair.com	Negative view of womens football, undoubted inferiority	negative
22	27th Sept	0						
23	28th Sept	0						
24	29th Sept	1	p.69	N/A	243	Thinking outside the boxx, sport on TV	In snort, all the key elements of the XY chromosome game seem to be present in the women's version, except for the strength and ability bit.	Negative
25							If I were them, I'd be disappointed with that.	
26	30th Sept	2	p.69	N/A	74	Lianne on goal trial	Sanderson hits ground running after world cup	positive
27			p.38	N/A	177	Choice	2 and a half sentences - whos in the final and when	neutral
28								
29		17						

Appendix 7: Media Analysis of the Beijing Olympics 2008

	A	B	C	D	E	F	G	H
1	Day:	Ratio of articles	Placing	M/ F	Word Count	Headline	Terminology	positive/negative
2	8th August	19	p.1	N/A	206	WE LOVE TELLY: LET THE GAMES BEGIN.. - PICK OF THE DAY - OLYMPICS 2008: OPENING CEREMONY	sports pundits, coverage, times etc what to expect	Positive
3			p.60	M	124	STORM AT GAV'S KO; Beijing Olympic games	Negative coverage	negative
4			p.10	N/A	283	VOICE OF THE DAILY MIRROR: SPORT WILL LIFT GLOOM OF GAMES	Start pf games, communism and china	negative
5			p.8	M	66	LAIID-BACK ANDREW IS READY TO MAKE OLYMPIC SPLASH	competitors frame of mind	positive
6			p.68	M	272	RESULT!: TRIPLE JUMP? TOUGHEST TEST IN THE SEX OLYMPICS	taking the mick of triple jump - the sport - and men who do it	negative
7			p.64	M	79	SINGH SETS PACE. . LIKE HIS DAD		positive
8			p.52	M	130	DECISIONS FOR CRAGG; Beijing olympic games look out for fireworks at todays opening ceremony	athletes decision over how many events to do	positive
9			p.52	F	493	BRAVE EMMA GOING INTO LINE OF FIRE; BEIJING OLYMPIC GAMES LOOK OUT FOR FIREWORKS AT TODAY'S OPENING CEREMONY		positive
10			p.72	M	195	BOXING MEDAL HOPE GAVIN'S WEIGHT ROW KO		neutral
11			p.68	M	95	RESULT!: GET THOSE LBS BACK EARLY BOYS		negative
12			p.68	N/A	168	RESULT!: BOOKIES CAN'T MASK PROFIT BUT STILL HIT GOLD IN BEIJING		neutral
13			p.63	N/A	88	YOUR GUIDE TO THE FIRST DAY'S ACTION; BEIJING OLYMPIC GAMES	Guide to days events	Positive
14			p.63	N/A	125	TODAY'S TV SCHEDULE;BEIJING OLYMPIC GAMES		POSITIVE
15			P.63	M	749	TIME FOR OUR GREAT LEAP FORWARD; BEIJING OLYMPIC GAMES LOOK OUT FOR FIREWORKS AT TODAY'S OPENING CEREMONY KID DALEY A SYMBOL OF BRITAIN'S GOLDEN OPTIMISM		POSITIVE

Appendix 7: Media Analysis of the Beijing Olympics 2008

	A	B	C	D	E	F	G	H
16			p.62	M	509	ROB FIRST FOR ROW COURAGE; BEIJING OLYMPIC GAMES LOOK OUT FOR FIREWORKS AT TODAY'S OPENING CEREMONY		Neutral
17			p.47	N/A	283	WE LOVE TELLY: LET THE GAMES BEGIN...- PICK OF THE DAY - OLYMPICS 2008: OPENING CEREMONY/GAMES TODAY		positive
18			p.10	M	821	GAMES OVER; THE WAIT IS OVER AND AT LAST IT IS HERE OLYMPICS BEIJING 2008 A LIFETIME OF DREAMS, 4 YEARS OF TRAINING, 36 HOURS TO GO AND BOXER FRANKIE GAVIN IS SENT HOME.. HE IS 3 POUNDS TOO HEAVY		negative
19			p.10	N/A	217	MAGICAL DAY.. YOU MUST BE CHOKING; THE WAIT IS OVER AND AT LAST IT IS HERE OLYMPICS BEIJING 2008		positive
20			p.8	N/A	885	GREATEST SHOW ON EARTH ..EVER; HUGE OPENING SPECTACULAR 91,000 SPECTATORS OLYMPICS START AS CHINA WELCOMES THE WORLD BEIJING 2008		positive
21	9th August	13	p.67		86	YOUR GUIDE TO THE DAY TWO ACTION; THE OLYMPICS : DAY ONE	Guide to coverage	neutral
22			67	M	125	TODAY'S TV SCHEDULE; THE OLYMPICS : DAY ONE		positive
23			67	M	73	FOSTER HAILS HIS 'MEDAL MOMENT'; THE OLYMPICS : DAY ONE		positive
24			66	N/A	834	BEAUTY AND THE BEAST; THE OLYMPICS : DAY ONE THE OPENING CEREMONY IS STUNNING SPECTACLE THE BEIJING LIGHT SHOW CAN'T HIDE DARK SIDE		neutral
25			66	F	267	BRIT ACE KELLY IN HOLMES STRETCH; EXCLUSIVE THE OLYMPICS : DAY ONE		positive
26			65	M	522	BRITSCAN BOUNCE BACK FROM LOSS OF GAVIN AND HAVE A BALL IN BEIJING; THE OLYMPICS : DAY ONE JUDO & CYCLING FIRST IN THE LIMELIGHT		positive
27			65	NA	41	FOX-PITT HOPING FOR A WINDFALL; THE OLYMPICS : DAY ONE JUDO & CYCLING FIRST IN THE LIMELIGHT		positive

Appendix 7: Media Analysis of the Beijing Olympics 2008

	A	B	C	D	E	F	G	H
28			65 M		61	GAVIN'S NOT THE ONLY ONE; THE OLYMPICS : DAY ONE JUDO & CYCLING FIRST IN THE LIMELIGHT		neutral
29			64 M		40	OARS TO THE FOUR FOR WILLIAMS; THE OLYMPICS : DAY ONE JUDO & CYCLING FIRST IN THE LIMELIGHT		positive
30			64 M		466	FALLON: I'M THROWING FOR GOLD; THE OLYMPICS : DAY ONE JUDO & CYCLING FIRST IN THE LIMELIGHT AFTER MISERY IN 2004 JUDO STAR CRAIG IS FIRST MEDAL HOPE FOR BRITS		Positive
31			8 M		75	QUAKE BOY PRIDE; OLYMPICS OPEN AS CHINA WELCOMES THE WORLD BEIJING 2008		positive
32			8 N/A		877	GREATEST SHOW ON EARTH ..EVER; POUNDS 40M OPENING SPECTACULAR 91,000 SPECTATORS OLYMPICS OPEN AS CHINA WELCOMES THE WORLD BEIJING 2008		positive
33			2 N/A		53	TODAY ON THE WEB MIRROR.CO.UK	encouragin ppl to watch and share opinions	positive
34	10th August	11	59 M		62	GB DIVING KID DALEY BEING SET UP FOR A FALL		negative
35			58 M		123	RING KID FITS BILL; BEIJING OLYMPICS: PHELPS		neutral
36			58 M		133	MURRAY SCURRY; BEIJING OLYMPICS: PHELPS		neutral
37			57 F		198	RIVALS STILL FEAR PAULA; THE OLYMPIC GAMES: ALL THE ACTION FROM DAY ONE IN BEIJING		positive
38			57 M		530	MAJOR TOM; THE OLYMPIC GAMES: ALL THE ACTION FROM DAY ONE IN BEIJING RAFA'S PAL DALEY IS JOINING THE ELITE		neutral
39			57 N/A		65	GOUS KO; THE OLYMPIC GAMES: ALL THE ACTION FROM DAY ONE IN BEIJING		neutral
40			57 NA		87	SPANISH IN GEAR; THE OLYMPIC GAMES: ALL THE ACTION FROM DAY ONE IN BEIJING		neutral
41			57 F		101	KATERINA QUICK ON THE MARK; THE OLYMPIC GAMES: ALL THE ACTION FROM DAY ONE IN BEIJING		neutral
42			56 M		493	FALLON MISERY; THE OLYMPIC GAMES: ALL THE ACTION FROM DAY ONE IN BEIJING MORE MEDAL HEARTBREAK FOR CRAIG		negative

Appendix 7: Media Analysis of the Beijing Olympics 2008

	A	B	C	D	E	F	G	H
43			8	F	291	4-MILE JOG IN SMOG WRECKED ME; BEIJING 2008		neutral
44			8	F	30	KATERINA EMMONS; BEIJING 2008		neutral
45	11th August	20	5	F	115	DAD: WE FEARED SHE'D BLOWN HER BIG CHANCE; OLYMPICS BEIJING 2008		Positive
46			4	F	566	THE RIDE STUFF; OLYMPICS BEIJING 2008 BRITAIN WINS FIRST MEDAL.. AND IT IS GOLD CYCLIST NICOLE'S IN DREAMLAND AFTER 14 GRUELLING YEARS		Positive
47			4	M	559	I'LL DIVE FOR MY FATHER; EXCLUSIVE OLYMPICS BEIJING 2008		neutral
48			56	F	221	MUCH MORE TO COME; GOLDEN GIRL NICOLE MEDAL PREDICTION		positive
49			55	F	66	HOCKEY GIRLS HAMMERED; THE OLYMPICS : DAY THREE		negative
50			55	M	179	TEARFUL PHELPS LOOKS FORWARD TO MORE GOLDS; THE OLYMPICS : DAY THREE		Neutral
51			55	M	260	TOM IS READY TO TAKE THE PLUNGE; THE OLYMPICS : DAY THREE		neutral
52			54	F	658	GREAT WHEEL OF CHINA; THE OLYMPICS : DAY THREE OUR CYCLE SUPERSTAR ON TOP OF THE WORLD GOLDEN NICOLE KICK-STARTS THE BRITISH MEDAL HUNT		positive
53			54	NA	82	YOUR GUIDE TO THE DAY FOUR ACTION; THE OLYMPICS: DAY THREE		neutral
54			54	NA	128	TODAY AT THE GAMES; THE OLYMPICS : DAY THREE CROATIANS WIN IT BY A WHISKER; THE OLYMPICS :		neutral
55			54	M	59	DAY THREE		neutral
56			53	F	82	DARA'S OUT OF DUTCH; OLYMPICS : DAY 3		positive
57			53	M	440	WORLD DOMINATION BEING FOUGHT OUT.. ON BASKETBALL COURT; OLYMPICS : DAY 3		positive
58			53	F	83	ARCHERS IN TEARS AFTER MISSING MEDAL TARGET; OLYMPICS : DAY 3		negative
59			53	F	81	QUAD SQUAD SUCH AN OARSOME FOURSOME; OLYMPICS : DAY 3		positive

Appendix 7: Media Analysis of the Beijing Olympics 2008

	A	B	C	D	E	F	G	H
60			53	M	239	TIME FOR BATTLING BILLY TO BE A HERO; OLYMPICS : DAY 3 HE'S THE NEW KHAN		positive
61			10	F	85	VOICE OF THE DAILY MIRROR: GOLD PEDAL		positive
62			5	F	126	DAD: WE FEARED SHE'D BLOWN HER BIG CHANCE; OLYMPICS BEIJING 2008		Positive
63			4	F	572	THE RIDE STUFF; BRITAIN WINS FIRST MEDAL.. AND IT IS GOLD CYCLIST NICOLE'S IN DREAMLAND AFTER 14 GRUELLING YEARS OLYMPICS BEIJING 2008		positive
64			1	Both	72	GOLD PEDALLIST; CYCLE STAR NICOLE GRABS FIRST BRIT WIN BOY DIVER TOM'S OLYMPIC DREAM BEGINS		positive
65	12th August	16	49	M	40	CHRIS FIT TO JUMP AT MEDAL CHANCE; DAY FOUR IN BEIJING YOUNGSTER'S DREAM TAKES A DIVE OLYMPIC BLAMES; TOM THUMB FALLS OUT WITH TEAM-MATE BLAKE AS THEIR MEDAL HOPES SYNC WITHOUT TRACE DAY FOUR IN BEIJING		neutral
66			48	M	675	YOUNGSTER'S DREAM TAKES A DIVE BRIT DREAMS TAKE A DIVE... THEN THE BITTER INQUEST PLAYERS WITH EYES ON THE MAIN CHANCE;		negative
67			4	both	30	OLYMPICS BEIJING 2008		negative
68			1	M	117	BELLY STROP; OLYMPIC DIVE STAR TOM'S BUST-UP WITH PARTNER		negative
69			52	F	216	SPLASH & CRASH; SWIM STAR BECKI WANTS THREE GOLDS IN BEIJING		positive
70			51	NA	86	YOUR GUIDE TO THE DAY FIVE ACTION; THE OLYMPICS: DAY FOUR		neutral
71			51	na	118	TODAY AT THE GAMES; THE OLYMPICS: DAY FOUR		neutral
72			51	F	118	LONSBROUGH: WAIT IS OVER; THE OLYMPICS: DAY FOUR		positive
73			50	F	623	SHOE-IN FOR BECKI; THE OLYMPICS: DAY FOUR IT'S BRITISH GOLD FOR THE SECOND DAY RUNNING CHRISTIAN PLEDGE INSPIRED ADLINGTON TO VICTORY		positive
74			50	F	176	TEAM GB RIDES WAVE OF COOKE'S ROAD RACE WIN; THE OLYMPICS: DAY FOUR		neutral
75			49	F	128	COOKE CAN'T MATCH HAUL OF CHINA		neutral

Appendix 7: Media Analysis of the Beijing Olympics 2008

	A	B	C	D	E	F	G	H
76			48	M	62	PHELPS' STROKE OF FORTUNE; DAY FOUR IN BEIJING YOUNGSTER'S DREAM TAKES A DIVE		neutral
77			48	na	132	RESULT!: TESTING TIMES FOR THE CHEATS		negative
78			15	F	87	NICOLE COOKE AND SWIMMER REBECCA ADLINGTON		positive
79			4	M	501	OFF AT THE DEEP END; DAY OF FAILURE.. THEN GLORY FOR TEAM GB OLYMPICS BEIJING 2008 PHONE ROW SINKS TEEN DIVER TOM'S OLYMPIC DREAM		negative
80			4	F	346	BECKT'S A CHOO-IN..; OLYMPICS BEIJING 2008 SHE WINS GOLD.. AND A PAIR OF DESIGNER HEELS		neutral
81	13th August	11	8	m	478	TABLE FOR 3? WE TAKE ENTIRE OLYMPIC TEAM OUT TO DINNER; SCANDAL OF THE FAKE CEREMONY SINGER OLYMPICS BEIJING 2008		neutral
82			58	F	82	DANNY'S JOY AS GIRLS HIT BACK; DAY FOUR IN BEIJING: GLORY GOES ON		positive
83			58	F	152	TINA JUMPS FOR JOY AT DOUBLE BRONZE; DAY FOUR IN BEIJING: GLORY GOES ON		positive
84			57	M	347	PHEL-GOOD FACTOR NOT FOR SINKING		positive
85			57	M	815	SWIM STAR ERIC HAS CANCER.. BUT HE'S REFUSED TREATMENT TO CHASE HIS OLYMPIC DREAM		positive
86			56	F	247	PAULA GAMBLING ON A GOLDEN AMBITION; DAY 4 IN BEIJING		positive
87			56	F	62	GIRLS MAKE IT FOUR IN A ROW; DAY 4 IN BEIJING		positive
88			56	M	93	SAD FAULDS IS SO OFF TARGET; DAY 4 IN BEIJING		negative
89			56	Both	426	COCK A HOOP; GAIL-FORCE SENDS DYNAMIC DUO INTO THE LAST EIGHT DAY 4 IN BEIJING: BRITS BATTLE		positive
90			10	bOTH	93	POINTS OF DISORDER		NEGATIVE
91			9	F	42	GOLDFINGER; SCANDAL OF THE FAKE CEREMONY SINGER OLYMPICS BEIJING 2008		positive
92	14th August	13	9	F	132	SILVER EMMA IS THE WHEEL DEAL; OLYMPICS BEIJING 2008		positive
93			8	M	1057	SUPERFISH; SWIM SENSATION MICHAEL'S 11TH GOLD OLYMPICS BEIJING 2008 RECORD MEDAL WIN FOR BOY WHO BEAT BULLIES		positive

Appendix 7: Media Analysis of the Beijing Olympics 2008

	A	B	C	D	E	F	G	H
94			72	F	256	GOLDEN BLUNDER RULES OUT BECKI		NEUTRAL
95			68	bOTH	222	RESULT!: GAIL-FORCE BADMINTON IS LOOKING LIKE GOLD MIME		Negative
96			66	Both	112	TODAY AT THE GAMES; DAY FIVE IN BEIJING SADDLE SOAR		positive
97			66	F	402	SILVER DREAM RACER; DAY FIVE IN BEIJING SADDLE SOAR POOLEY REWARDED FOR COLD COMFORT		positive
98			65	F	129	PARTYKA GIVES DOUBTERS THE ELBOW		neutral
99			65	M	368	HIGH PRICE; MEDAL BECKONS AFTER DAVE STUNSWORLD NO.1 DAY 5 IN BEIJING: BRITISH GLORY AND HEARTBREAK AT THE OLYMPICS		positive
100			65	Both	67	TAKE THE MICHAEL; DAY 5 IN BEIJING: BRITISH GLORY AND HEARTBREAK AT THE OLYMPICS		neutral
101			64	F	604	I'LL WIN GOLD.. HONEST! .. AND KELLY'S TAKEN LIE DETECTOR TEST TO PROVE IT; EXCLUSIVE DAY 5 IN BEIJING: BRITISH GLORY AND HEARTBREAK AT THE OLYMPICS		positive
102			19	F	542	IT'S GIRLS WHO MAKE THE RUNNING NOW		positive
103			9	F	15	GEORGIA 2 RUSSIA 1; OLYMPICS BEIJING 2008		neutral
104			9	M	60	SLIT EYES' PHOTO ANGER; OLYMPICS BEIJING 2008		negative
105	15th August	11	21	F	55	SUPER BECKI'S GOING FOR NO2; OLYMPICS BEIJING 2008 RECORD		positive
106			64	M	176	RESULT: LIGHTNING BOLT BEST BET		neutral
107			64	NA	216	RESULT: CHINESE LEFT SWEATING OVER LACK OF GOLD GLORY		negative
108			61	F	98	THIS POLLUTED BEACH		negative
109			61	M	548	BOXING: CHARGE OF THE STADIUM OF LIGHT BRIGADE; DAD SO PROUD OF JEFFRIES		positive
110			61	F	312	SWIMMING: GET OUT YOUR GOLDCARD, DAD; DAY 6 IN BEIJING BECKI ON COURSE FOR MORE GLORY ..AND A NEW PAIR OF POUNDS 400 SHOES!		positive
111			60	NA	116	PIN: WIN IS VITAL; DAY 6 IN BEIJING		neutral
112			60	Both	45	GAIL GLOOM; DAY 6 IN BEIJING		negative

Appendix 7: Media Analysis of the Beijing Olympics 2008

	A	B	C	D	E	F	G	H
113			60	Both	500	HOY: I'LL CRASH MEDAL PARTY; EXCLUSIVE .. IT'S BETTER THAN CRASHING INTO A POLICE VAN DAY 6 IN BEIJING BRITS ON TRACK FOR MEDALS AS ADLINGTON EYES 2ND GOLD		positive
114			21	F	93	SUPER BECKI'S GOING FOR NO2; OLYMPICS BEIJING 2008 OUR MEDAL SO FAR 223 RECORD		positive
115			9	F	125	OLYMPICS HOPE JEMMA HAS TO PUT HER EXAM RESULTS ON HOLD; AS 300,000 GET BEST A LEVEL RESULTS..		neutral
116	16th August	14	59	Both	108	THE BIG RIVALS; DAY 7 IN BEIJING WILL THIS BE A GOLDEN WEEKEND FOR THE BRITS?		neutral
117			5	M	300	ET INSPIRED HERO; HIGH HOPES FOR GOLDEN HAUL FROM TEAM GB STARS OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 3 2 3		Positive
118			4	Both	607	EIGHT EXPECTATIONS; HIGH HOPES FOR GOLDEN HAUL FROM TEAM GB STARS OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 3 2 3		positive
119			4	F	146	THIS IS GOING TO BEE MY LUCKY TATTOO; HIGH HOPES FOR GOLDEN HAUL FROM TEAM GB STARS OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 3 2 3		positive
120			61	F	167	HOW TO LOSE WITH DIGNITY		neutral
121			61	M	352	THE WHEEL MCHOY; DAY 7 IN BEIJING GB CYCLISTS ON A GOLD RUN CHRIS & CO ARE BEIJING KINGS		positive
122			60	F	390	YOUNG AND INNOCENT THROWN IN WITH THE RICH AND INFAMOUS; DAY 7 IN BEIJING		neutral
123			60	M	333	BOLT JOGS HOME IN 9.92SECS; DAY 7 IN BEIJING USAIN CRUISING TO 100M HISTORY		positive
124			59	M	109	THE BIG RIVALS; DAY 7 IN BEIJING WILL THIS BE A GOLDEN WEEKEND FOR THE BRITS?		neutral
125			59	M	79	TRIPLE GOLD ON BEN'S HORIZON		positive
126			59	F	546	PAULA IS OUR NEW TOUGH OF THE TRACK; DAY 7 IN BEIJING WILL THIS BE A GOLDEN WEEKEND FOR THE BRITS? INJURY WOE MAKES HER STRONGER AS SHE GOES FOR GOLD		positive
127			57	M	314	BOXING: BRAD MUST NEVER WELCOME DEFEAT		negative

Appendix 7: Media Analysis of the Beijing Olympics 2008

	A	B	C	D	E	F	G	H
128			5	M	73	PHELPS IS ON FOR EUR1BILLION; HIGH HOPES FOR GOLDEN HAUL FROM TEAM GB STARS OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 3 2 3		neutral
129			4	F	70	NOT SHORT OF ADMIRERS; HIGH HOPES FOR GOLDEN HAUL FROM TEAM GB STARS OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 3 2 3		negative
130	17th August	21	53	Both	327	MEDAL TAKEAWAY IN BEIJING; BEIJING 2008 THUNDER BOLT; BEIJING 2008 USAIN SMASHES RECORD		positive
131			52	M	296			positive
132			53	F	578	MARATHON EFFORT, PAULA; BEIJING 2008		positive
133			7	M	123	OARSOME FOURSOME; BEIJING 2008		positive
134			64	F	89	GREAT HAUL OF CHINA; BEIJING 2008 BRITISH MEDAL TAKEAWAY REBECCA WORLD RECORD SPARKS GB'S BEST DAY FOR 100 YEARS		positive
135			54	Both	164	..AND BRIT HITS KEEP COMING; BEIJING 2008		positive
136			55	M	25	KHALID YAFAI; BEIJING 2008		neutral
137			55	M	32	BEN AINSLIE; BEIJING 2008		neutral
138			55	M	38	JAMES DEGALE; BEIJING 2008		neutral
139			54	M	339	WIGGINS STORMS TO GLORY; BEIJING 2008		positive
140			54	M	567	IT'S OAR INSPIRING; BEIJING 2008 COXLESS FOUR'S HAT-TRICK SETS SEAL ON GOLDEN DAY		positive
141			54	M	106	PHELPS CUTS IT FINE; BEIJING 2008		neutral
142			54	F	333	WE'VE NEVER AD IT SO GOOD IN THE POOL!; BEIJING 2008		positive
143			53	F	415	KELLY'S BITTER ENDING; BEIJING 2008 BRIT BLASTS BLONSKA		neutral
144			53	F	38	NEW ZEALAND'S VALERIE VILI; BEIJING 2008		neutral
145			21	N/A	189	ALL THAT'S MISSING IS THE DEAD SNAIL RACE		negative
146			14	N/A	581	THE OFF-KEY OLYMPICS		negative
147			14	Both	131	VOICE OF THE SUNDAY MIRROR: LOSERS? GB IS PURE GOLD		positive
148			6	F	805	MY GOLDEN GIRL; EXCLUSIVE BEIJING 2008 REBECCA'S MAN 'BURSTING WITH PRIDE' 'M TAKING HER ON CRUISE TO CELEBRATE' SHE LEADS 9-MEDAL HAUL IN RECORD DAY		positive

Appendix 7: Media Analysis of the Beijing Olympics 2008

	A	B	C	D	E	F	G	H
149			6	M	111	BRADLEY IS AIMING FOR TRIPLE; BEIJING 2008		positive
150			6	M	112	HOY'S WIN IS OUT OF THIS WORLD; BEIJING 2008		positive
151	18th August	22	7	F	108	DOUBLE JOY AT BECKI; ANOTHER AMAZING DISPLAY FROM OUR SPORTING HEROES OLYMPICS BEIJING 2008		positive
152			6	Both	615	STUNDAY!; ANOTHER AMAZING DISPLAY FROM OUR SPORTING HEROES OLYMPICS BEIJING 2008 FOUR MORE GOLDS PUTS BRITAIN AN AMAZING THIRD IN MEDALS TABLE		positive
153			52	Both	81	GREIGHT BRITONS		positive
154			51	Both	443	GOLDEN WEEKEND; DAY NINE IN BEIJING BRITAIN'S STARS KICK UP A STORM WITH MEDALS HAUL ONE SCULL OF A GUY HUNTER COLLAPSES AFTER HIS OARSOME DOUBLES TRIUMPH		positive
155			50	F	256	THREE BLONDES IN A BOAT.. PART TWO; DAY NINE IN BEIJING BRITAIN'S STARS KICK UP A STORM WITH MEDALS HAUL		positive
156			50	F	648	GOLDEN WEEKEND; DAY NINE IN BEIJING BRITAIN'S STARS KICK UP A STORM WITH MEDALS HAUL BECS SO GLAD SHE GOT ON HER BIKE AND LEFT ROWING		positive
157			50	F	224	PAULA TO KEEP ON RUNNING; DAY NINE IN BEIJING BRITAIN'S STARS KICK UP A STORM WITH MEDALS HAUL		positive
158			49	M	62	AGAINST MY BETTER JUDGMENT, I WENT..		negative
159			49	F	483	BECKT'S OUR OLYMPIC FUTURE.. BUT PAULA, SADLY, LEFT IN THE PAST		neutral
160			49	M	76	BOLT OUT TO NAIL THE HAT-TRICK; DAY NINE IN BEIJING		positive
161			49	M	503	8 .. HISTORY MAN MIKE MAKES IT ALL ADD UP; DAY NINE IN BEIJING		positive
162			10	na	674	WHY WE'VE WON A LOTTO MEDALS; OLYMPICS BEIJING 2008 CASH HAS LET US FOCUS ON RAISING OUR GAME		positive
163			10	na	151	VOICE OF THE DAILY MIRROR: OUR GREAT GOLD RUSH		positive

Appendix 7: Media Analysis of the Beijing Olympics 2008

	A	B	C	D	E	F	G	H
164			9	M	498	BOLT OF LIGHTNING; LEGENDS ARE MADE AT WORLD'S STUNNING SHOW OF TALENT OLYMPICS BEIJING 2008 CHICKEN NUGGETS AND YAMS FUEL FASTEST HUMAN EVER..BUT JUST HOW FAST CAN HE GO?		positive
165			8	M	200	EIGHT GOLD PHELPS JUST WANTS TO SEE HIS MOM; LEGENDS ARE MADE AT WORLD'S STUNNING SHOW OF TALENT OLYMPICS BEIJING 2008		positive
166			8	NA	256	1908 ..THE LAST TIME WE DID THIS WELL; LEGENDS ARE MADE AT WORLD'S STUNNING SHOW OF TALENT OLYMPICS BEIJING 2008		positive
167			7	F	106	DOUBLE JOY AT BECKI; ANOTHER AMAZING DISPLAY FROM OUR SPORTING HEROES OLYMPICS BEIJING 2008		positive
168			7	BoTH	46	ROBINA MUQIMYAR; ANOTHER AMAZING DISPLAY FROM OUR SPORTING HEROES OLYMPICS BEIJING 2008		positive
169			7	na	112	BRONZE TV 'SHAME'; ANOTHER AMAZING DISPLAY FROM OUR SPORTING HEROES OLYMPICS BEIJING 2008		negative
170			7	F	100	SAD PAULA IN TEARFUL VOW; ANOTHER AMAZING DISPLAY FROM OUR SPORTING HEROES OLYMPICS BEIJING 2008		neutral
171			6	M	48	LOUIS SMITH; ANOTHER AMAZING DISPLAY FROM OUR SPORTING HEROES OLYMPICS BEIJING 2008		positive
172			6	Both	49	PRINCESS ANNE; Another amazing display from our sporting heroes OLYMPICS Beijing 2008		positive
173	19th August	17	52	F	269	RESULT!: GOLDEN GIRL BECKI WILL SINK NOT SWIM IN BBC GONG RACE		positive
174			6	Both	117	DISMAY AND DISBELIEF AS 'SHANGHAI BULLET' CRASHES OUT OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 12 7 8		positive
175			56	M	370	WHEEL BRITANNIA; REDGRAVE BACKS GOLDEN BOY WIGGINS TO SMASH HIS MEDALS RECORD TODAY SALUTES OUR CYCLE STAR		positive

Appendix 7: Media Analysis of the Beijing Olympics 2008

	A	B	C	D	E	F	G	H
176			55	M	58	CHAMP BRABANTS EASES INTO FINAL; WHEEL BRITANNIA DAY 10 IN BEIJING.. AND IT COULD BE ANOTHER AMAZING 24 HOURS		neutral
177			55	Both	543	WE'RE ALREADY GEARING UP FOR LONDON GLORY; WHEEL BRITANNIA DAY 10 IN BEIJING.. AND IT COULD BE ANOTHER AMAZING 24 HOURS		neutral
178			54	M	580	SILVER LINING FOR BEATING ODDS; WHEEL BRITANNIA DAY 10 IN BEIJING.. AND IT COULD BE ANOTHER AMAZING 24 HOURS		neutral
179			53	F	74	ONE STEP FORWARD IS A DISASTER FOR BETH		negative
180			53	F	111	LIU WAS CAUGHT SHORT IN CHINESE FAME GAME		positive
181			53	F	471	AN AMPUTATED LEG? IT CAN'T STOP NATALIE CHASING HER DREAM		positive
182			53	M	465	IDOWU: NOW I HAVE TO BE NEW ED BOY; DAY 10 IN BEIJING GB TRIPLE JUMPER ON WAY		positive
183			52	Both	372	THE PRICE OF FAME; DAY 10 IN BEIJING SUPER-HEAVY DAVID FIGHTING FOR GLORY ..AND OLYMPIC GOLD		neutral
184			52	F	269	RESULT!: GOLDEN GIRL BECKY WILL SINK NOT SWIM IN BBC GONG RACE		neutral
185			7	F	79	NO MEDAL FOR TWEDDLE; DISMAY AND DISBELIEF AS 'SHANGHAI BULLET' CRASHES OUT OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 12 7 8		neutral
186			7	M	137	THE GREAT WAIL OF CHINA; DISMAY AND DISBELIEF AS 'SHANGHAI BULLET' CRASHES OUT OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 12 7 8		positive
187			6	Both	578	PURSUIT OF GLORY; DISMAY AND DISBELIEF AS 'SHANGHAI BULLET' CRASHES OUT OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 12 7 8 CYCLE ACES TRIUMPH AS WE CHASE 5 GOLDS TODAY		neutral
188			6	Both	116	WE CAN BEAT THE AUSSIES; DISMAY AND DISBELIEF AS 'SHANGHAI BULLET' CRASHES OUT OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 12 7 8		neutral
189			1	Both	202	MARCH OF THE TITANS; PARADE FOR OUR OLYMPIC HEROES		positive

Appendix 7: Media Analysis of the Beijing Olympics 2008

	A	B	C	D	E	F	G	H
190	20th August	18	5	Both	298	KING AND QUEEN OF THE BIKE TRACK; BRILLIANT SPRINTER HELPS BRING OUR GOLD MEDAL HAUL TO 16 OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 16 9 8		positive
191			4	F	752	MY DREAM COME TRUE; BRILLIANT SPRINTER HELPS BRING OUR GOLD MEDAL HAUL TO 16 OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 16 9 8 OHURUOGU SHRUGS OFF DRUGS CONTROVERSY TO SCORCH HOME TO VICTORY IN THE 400 METRES		positive
192			4	M	38	HE'S SPITZ OF MARK!; BRILLIANT SPRINTER HELPS BRING OUR GOLD MEDAL HAUL TO 16 OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 16 9 8		positive
193			4	M	67	CYCLISTS HAIL EXPERT HELP; BRILLIANT SPRINTER HELPS BRING OUR GOLD MEDAL HAUL TO 16 OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 16 9 8		positive
194			64	Both	322	SWEET 16; ANOTHER DAY, ANOTHER FOUR GOLDS FOR BRITAIN. WHERE WILL IT END? OHURUOGU GOES FROM BAN SHAME TO GOLDEN GIRL AS GB MAKE OLYMPIC HISTORY		positive
195			63	F	118	FINAL HURDLE KO FOR LOLO; DAY 11 IN BEIJING		negative
196			63	M	120	ANDY'S HOPE OF GLORY IS SPIKED; DAY 11 IN BEIJING		neutral
197			62	F	649	NAP OF HONOUR; DAY 11 IN BEIJING BRITAIN WINS 16TH AND MOST CONTROVERSIAL GOLD MEDAL CHRISTINE BEATS ODDS & SLEEPLESS NIGHTS TO DEFEAT RED-HOT RIVAL		positive
198			61	M	113	LET'S ALL SALUTE SHANTEAU; DAY 11 IN BEIJING		positive
199			61	F	503	MEDALS TABLE SAYS WE HAVE 16 GOLDS BUT I DON'T COUNT OHURUOGU'S; DAY 11 IN BEIJING		negative
200			60	M	534	HIGH-HO SILVER; DAY 11 IN BEIJING MEDALS AND CONTROVERSY FOR TEAM GB LOTTERY SNUB FIRES UP MASON		negative
201			59	M	442	WHAT A GOODISON LARK; DAY 11 IN BEIJING		positive
202			59	F	546	QUEEN VICTORIA GOOD AS GOLD AS SHE FULFILS NAKED AMBITION; DAY 11 IN BEIJING GREAT BRIT CYCLISTS GRAB MEDALS FOR THEIR PEDALS HOY AND MIGHTY		positive

Appendix 7: Media Analysis of the Beijing Olympics 2008

	A	B	C	D	E	F	G	H
203			58	M	742	FROM BMX TO GB HERO.. CHRIS BECOMES OUR GREATEST OLYMPIAN WITH HAT-TRICK; HOY AND MIGHTY DAY 11 IN BEIJING GREAT BRIT CYCLISTS GRAB MEDALS FOR THEIR PEDALS		positive
204			10	bOTH	106	VOICE OF THE DAILY MIRROR: OUR GREATEST VICKY STEELED AFTER BROTHER'S BATTLE;		positive
205			5	F	134	BRILLIANT SPRINTER HELPS BRING OUR GOLD MEDAL HAUL TO 16 OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 16 9 8		positive
206			9	Both	64	GB EYES UP 8 MORE GOLDS; BRILLIANT SPRINTER HELPS BRING OUR GOLD MEDAL HAUL TO 16 OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 16 9 8		positive
207			4	M	67	CYCLISTS HAIL EXPERT HELP; BRILLIANT SPRINTER HELPS BRING OUR GOLD MEDAL HAUL TO 16 OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 16 9 8		positive
208	21st August	17	61	M	77	SAUNDERS FACING BAN AFTER PROBE INTO VIDEO SHAME; DAY 12 IN BEIJING BUST-UPS, DRAMA AND RECRIMINATIONS		negative
209			4	M	657	WONDER BOLT; ANOTHER GLORIOUS DAY BRINGS MORE BRITISH MEDAL SUCCESS OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 16 10 11 USAIN SMASHES RECORD NO2 IN BLISTERING 200M SHOW		positive
210			64	NA	197	RESULT!: THE STREWTH IS WE HAVE RAISED GOLD STANDARD		positive
211			62	F	113	KELLY RAPS BLONSKA; DAY 12 IS IT A BIRD? IS IT A PLANE? NO IT'S..		positive
212			62	F	142	CHRISTINE: MY DUMB MISTAKE; DAY 12 IS IT A BIRD? IS IT A PLANE? NO IT'S..		negative
213			62	M	658	SUPERMAN II; DAY 12 IS IT A BIRD? IS IT A PLANE? NO IT'S.. LIGHTNING BOLT ON TOP OF THE WORLD WITH DOUBLE GOLD		positive
214			61	M	563	VICTOR FLIES HIGH AS SUPER EAGLES REACH BIRD'S NEST		positive
215			61	M	84	HOY'S HEROICS ARE THE TALK OF CARDBOARD CITY; DAY 12 IN BEIJING BUST-UPS, DRAMA AND RECRIMINATIONS		positive

Appendix 7: Media Analysis of the Beijing Olympics 2008

	A	B	C	D	E	F	G	H
216			61	M	291	GALE FORCE TOO MUCH FOR BORAT; DAY 12 IN BEIJING BUST-UPS, DRAMA AND RECRIMINATIONS		positive
217			60	F	270	JACKSON INSPIRED A DAN GOOD JOB; DAY 12 IN BEIJING BUST-UPS, DRAMA AND RECRIMINATIONS		positive
218			60	F	619	YOU HAVE CHEATED US OUT OF GOLD; DAY 12 IN BEIJING BUST-UPS, DRAMA AND RECRIMINATIONS BRIT PAIR ACCUSE GERMANS		negative
219			60	M	94	IDOWU CAN JUMP TO IT; DAY 12 IN BEIJING BUST-UPS, DRAMA AND RECRIMINATIONS		neutral
220			60	F	111	SURF'S UP WITH A SHAW THING; DAY 12 IN BEIJING BUST-UPS, DRAMA AND RECRIMINATIONS		positive
221			10	Both	138	VOICE OF THE DAILY MIRROR: A GOLDEN CHANCE		positive
222			5	F	63	CHEAT'S SHAME; OLYMPICS BEIJING 2008		negative
223			5	F	110	CASSIE'S FURY AT 'ANKLE GRABBER'; OLYMPICS BEIJING 2008		neutral
224			4	M	658	MEDALS SO FAR 16 10 11 USAIN SMASHES RECORD NO2 IN BLISTERING 200M SHOW		positive
225	22nd August	15	74	M	211	IT'S THE PITS FOR IDOWU; DAY 13 IN BEIJING		negative
226			9	M	25	AFGHANISTAN'S FIRST OLYMPIC; OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 17 12 11		positive
227			9	M	350	HOP, SKIP SLUMP; OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 17 12 11 SILVER NOT ENOUGH FOR SAD IDOWU		neutral
228			9	M	47	SAILORS WAVE HELLO TO GOLD; OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 17 12 11		positive
229			9	M	82	OUR BATONS OUT OF HELL; OLYMPICS BEIJING 2008 OUR MEDALS SO FAR 17 12 11		negative
230			76	M	71	FOOLS.. GOLD; WOE FOR PICKERING & IDOWU BUT IT'S MORE GLORY FOR OUR SAILORS		negative
231			75	M	155	EDWARDS HITS OUT AFTER ABA KO BILLY; DAY 13 IN BEIJING		negative
232			74	M	652	AS PICK AS A PARROT; DAY 13 IN BEIJING GB BLOWS GOLDEN CHANCE OF GLORY IN THE RELAY & TRIPLE JUMP I'LL FOREVER BE KNOWN AS THE MAN WHO COST BRITAIN AN OLYMPIC MEDAL		negative

Appendix 7: Media Analysis of the Beijing Olympics 2008

	A	B	C	D	E	F	G	H
233			73	M	466	BRAVE TONG WRONG KIND OF HERO AMID CHINA'S GOLD FEVER		negative
234			73	M	100	GOING, GONE, GONG; DAY 13 IN BEIJING		positive
235			72	M	121	SOLID GOLD FOR SAILORS; DAY 13 IN BEIJING		positive
236			72	M	647	SICKNESS SCUFFLES & SILVER; DAY 13 IN BEIJING DRAMA IN THE MARATHON AGONY AND ECSTASY OF SWIMMER DAVIES AS HE'S PIPPED FOR GOLD		positive
237			9	M	50	SHOW JUMP 4 FAIL DOPE TEST; OLYMPICS BEIJING 2008		negative
238			9	M	89	EXHAUSTED HERO'S FURY AT OFFICIALS; OLYMPICS BEIJING 2008		negative
239			5	Na	53	HALF-MAST FLAG SNUB AT GAMES		neutral
240	23rd August	14	8	NA	295	VOICE OF THE DAILY MIRROR: BEIJINGO, DIDN'T WE DO WELL		positive
241			66	M	594	THE JAM BUSTERS; DAY 14 IN BEIJING SPRINT KING GRABS 3RD GOLD..AND IT'S JUST THE START BOLD CLAIM: USAIN WILL PROVE BEST OF ALL-TIME		positive
242			66	M	299	GREEDY DR TIM: 'NOW I WANT A MEDAL DOUBLE'; DAY 14 IN BEIJING		positive
243			65	M	457	DON'T FORGET DIVER DALEY - HE HAS GOT YEARS AHEAD OF HIM		positive
244			65	M	51	COOK IS GUTTED		neutral
245			64	M	418	DON'T LET THE ODD SCANDAL PUT OUR OLYMPICS SUCCESS IN THE SHADE		positive
246			64	M	548	EDWARDS: I'VE BEEN STABBED IN THE BACK; ROW OVERSHADOWS DEGALE VICTORY DAY 14 IN BEIJING BRITS FIGHTING FOR GLORY		negative
247			13	NA	652	OLYMPICS REVEAL THAT CHINESE ARE A GAME LOT		positive
248			9	F	87	FALL OVER FOR BRIT SHANAZE; OLYMPICS BEIJING 2008		positive
249			9	NA	43	SPORTS MINISTER GERRY SUTCLIFFE; OLYMPICS BEIJING 2008		neutral
250			9	F	126	THE INFORMATION SEEMS SATISFACTORY; OLYMPICS BEIJING 2008		Negative

Appendix 7: Media Analysis of the Beijing Olympics 2008

	A	B	C	D	E	F	G	H
251			8	M	413	PADDLE DO NICELY!; DOCTOR TIM GETS A HEALTHY 18TH GOLD FOR BRITAIN IN KAYAKING JOY OLYMPICS BEIJING 2008 RECORD-BREAKING SPRINTER BLASTS BACK AT CHIEFS		positive
252			8	M	202	LIGHTNING BOLT.. ..AND LIGHTNING JOLT; OLYMPICS BEIJING 2008		negative
253			8	NA	298	VOICE OF THE DAILY MIRROR: BEIJINGO, DIDN'T WE DO WELL		positive
254	24th August	20	7	NA	594	SHOWLYMPICS; OLYMPICS BEIJING 2008 GLITTERING CEREMONY AS BEIJING HANDS OVER GAMES TO LONDON		positive
255			53	NA	324	NOW FOLLOW THAT, LONDON; BEIJING 2008		Positive
256			53	M	409	DEGALY FORCE; GOLDEN JAMES IN SWIPE AT CRITICS BEIJING 2008		positive
257			52	F	518	OH WHAT A PITY!; CHRISTINE PUZZLE AFTER RELAY FLOP BEIJING 2008		Negative
258			16	M	1081	I ADORE HIS BIG THIGHS, THEY MAKE MINE LOOK SO SMALL! - CHRIS HOY'S GIRLFRIEND; EXCLUSIVE THE BIG OLYMPIC INTERVIEW BEIJING 2008		positive
259			63	NA	172	ANGEL OF THE NORTH		Positive
260			55	NA	366	WE NEED WINNERS ..NOT HANGERS-ON		Negative
261			55	F	422	WRITE STUFF		positive
262			54	NA	183	GLORY BRINGS TOUR DREAM CLOSER; BEIJING 2008 WHAT'S NEXT FOR OUR GOLDEN GENERATION?		positive
263			54	NA	363	DON'T WASTE IT, SAYS COE; 'WE MUST BUILD ON THIS' BEIJING 2008 WHAT'S NEXT FOR OUR GOLDEN GENERATION?		Positive
264			54	F	155	REBECCA: I'VE AD SUCH A GREAT TIME; BEIJING 2008 WHAT'S NEXT FOR OUR GOLDEN GENERATION?		Positive
265			53	M	186	THAT'S MORE LIKE IT, TOM; BEIJING 2008		Positive
266			53	M	34	NORWAY'S ANDREAS THORKILDSEN; BEIJING 2008		Positive
267			53	F	31	DOUBLE GOLD; BEIJING 2008		Positive
268			53	M	37	BRITAIN'S LIAM KILLEEN; BEIJING 2008		Negative
269			52	M	104	HOCKEY BOYS' JOY; BEIJING 2008		Positive
270			27	F	544	REAL LOTTO JACKPOT IS A GLORIOUS OLYMPICS		neutral

Appendix 7: Media Analysis of the Beijing Olympics 2008

	A	B	C	D	E	F	G	H
271			14	Both	258	GOLDEN FUTURE		Positive
272			8	F	137	SARAH DEFIES THE BOOS TO TAKE BRONZE; FROM BEIJING 2008 TO LONDON 2012		Positive
273			8	M	132	UNDERDOG DEGALE TOTS UP 19TH GOLD; FROM BEIJING 2008 TO LONDON 2012		Positive
274		272						

Appendix 8:

Questionnaire One

1. What gender would you describe yourself as?

Male

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

I feel that in the case of elite sportsmen and women the men seem to get the most coverage.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

In the media there is very little coverage for the women footballer anyway so not a lot is said about their fitness or status.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

Made me more determined to succeed in getting the same coverage for women's football as for the

men.

6. Is there a positive perception of elite women in your sport?

No

I don't think the elite women in sport are featured enough; they only get a mention when they compete and not other times even on the sports channels.

7. How would you describe the sport you are most associated with?

Gender Neutral

Because I'm involved with both men and women in football.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Both men and women

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

I think everybody is given the same opportunity but not always in the men's game are many women involved which is a shame.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 2

1. What gender would you describe yourself as?

Male

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Football. Because of demand. There are more fans of football than other sports.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

It is a sport where males are considered the elite of the sport, therefore it is considered by the media as a masculine sport.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

This has not affected my relationship.

6. Is there a positive perception of elite women in your sport?

Yes

Yes amongst the media, however not so much in social groups because of the masculine perception

of the sport.

7. How would you describe the sport you are most associated with?

Masculine

Because the natural physical attributes of males is more suited to contact sports. The average man is bigger and stronger than the average female.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

Because the sport is not evenly represented amongst its competitors. There are more males than females, due to reasons stated earlier. Therefore this trend is carried on into the association that runs the sport.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

Yes

As a male i cannot play competitive football with females.

Questionnaire 3:

1. What gender would you describe yourself as?

Male

2. What sport are you most associated/ involved in?

Football

going more into cycling now

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

England is a sport dominated by football, Is what drives culture here as well as big business revenues.

Football saturates the market so understandable that it drives media coverage.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Football is mainly a male sport, there isn't the money or interest in the women's professional game.

Only recent growth in equality has seen an increase in the women's game. I can't see it catching up as male and female interests vary a lot when it comes to exercise and sport. Women that play football tend to be on the more masculine side as a whole, I'm not sure why this is though. I have witnessed lately that the women's game has opened up to more ethnic groups in London where I am based. Leading to a trend of more 'girly' girls taking up the game. Men's football is about ego and laddish bravado in all levels of football, this comes from being like this as kids. It's just what we do so we can dominate I guess.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

Only thing that I don't like about the game at the moment is the lack of respect to officials and the amount of swearing. This amounts to a higher level of aggression within the sport. Unfortunately this is seen in the highest levels of the game and as a result those attitudes filter down to grass roots.

6. Is there a positive perception of elite women in your sport?

No

No interest in the women's side of the game.

7. How would you describe the sport you are most associated with?

Masculine

In old terms 'it's a man's game' History of the sport shows this. Equality will take time in respect of participation but it comes down to not a lot of women actually wanting to play the game.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

Why would you need to in grass roots, you play for the enjoyment and love of the sport. Football is

just a game that you play to enjoy and win.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 4:

1. What gender would you describe yourself as?

Male

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

Men, as they are deemed the more athletic of the two genders. And possibly because more men take an interest in sports than the % of women... It seems.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Relatively similar, as in general both sets of genders can have equally weak players and strong.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

Not at all, because I am a man this would perhaps be that reason. Men seem to have more teams,

equipment available then women

6. Is there a positive perception of elite women in your sport?

No

As far as I know their pay, coverage, and public awareness of female sports people is limited. Therefore then I'd say no. Although people do appreciate women's football is growing

7. How would you describe the sport you are most associated with?

Gender Neutral

Football has cut out its physical attributes through tighter regulations. Many men fall to the ground far too easily as some women do, but the women's game can be equally as rough.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

Not entirely sure why, but men perhaps have more experience from past years, as the women's game is slowly developing. You see many men managing women's teams but not vice versa

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Possibly because there are many men's teams available, if a women, these may be more limited forcing them to travel further for sport

Questionnaire 5:

1. What gender would you describe yourself as?

Male

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Men, because the status quo has always dictated that men sport is more prominent and thus more important.

There is FAR more money in men's sport which, given the way of the world we live in, means that it automatically demands more attention.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

The sporting media love nothing more than a real 'alpha male' of a footballer, even if they aren't very

good. John Terry, for example, is (nowadays) no more than an averagely good defender, yet because he is thought of as a 'Lion heart', the media adore him. Women footballers on the other hand are often, intentionally or not, portrayed as masculine and are thus not glamorised in the (ridiculous) way that their male counterparts are.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

I never had realistic hopes of succeeding in football, unfortunately! Although at 23, I still hold out hope of scoring in front of the Stretford End...

6. Is there a positive perception of elite women in your sport?

No

Stated above.

7. How would you describe the sport you are most associated with?

Masculine

It's just the perception that I've grown up with, and once it's planted at a young age then it's very hard to shift!

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

The men that run football in this country aren't even football men, they're money men. The structure is fucked from head-to-toe and the priorities are all wrong. Gender isn't the most important issue as far as I'm concerned, I just want people who understand real fans to be the ones in positions to make decisions.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 6:

1. What gender would you describe yourself as?

Male

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Males - tradition and problem with sport seen as masculine.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Fairly well now in football. Although "pretty" female players probably receive more attention.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

N/a

6. Is there a positive perception of elite women in your sport?

Yes

I think in football it is pretty good now.

7. How would you describe the sport you are most associated with?

Gender Neutral

In my opinion it is, but to some maybe not. Rules etc. are the same so no difference

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 7:

1. What gender would you describe yourself as?

Male

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Men's sport tends to get more TV coverage, examples... football and boxing

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Men's football seems to be widely accepted; women's football is often fraud upon, however it does look like the gap is adjusting slowly.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

As a coach it has made me more determined to coach Women's football and be successful and to show others that Women's football is better than some people would anticipate given the chance.

6. Is there a positive perception of elite women in your sport?

Yes

Too few, there should be many more.

7. How would you describe the sport you are most associated with?

Masculine

widely excepted as a male sport

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

it is a male dominated sport with very little opportunities for women to succeed, very few women will get the opportunity to coach or play at a high level and non ex professional players will also find it extremely difficult to reach the top of their coaching careers due to it being described as a closed shop at the top.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 8:

1. What gender would you describe yourself as?

Male

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Men tend to receive far more coverage than females participating in the same sport. May be due to cultural traditions in relation to the participation of females in sport and also the larger amounts of money/sponsorship/popularity associated with elite sportsmen.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Elite sportswomen may sometimes be portrayed as being less feminine than females who are not elite sports people. Although, more female sports stars do seem to be arising and becoming popular amongst the public in recent times, which may result in this stereotype being less apparent in the future.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

No affect.

6. Is there a positive perception of elite women in your sport?

No

Many deem elite female footballers to be homosexual, which may not be considered to be a positive perception as the opinion is often expressed in a contradictory manner. However, the growth of female football in places such as the USA may work to change this in the future as female football players become more famous.

7. How would you describe the sport you are most associated with?

Masculine

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

The FA seems to be largely male dominated. Although I am not sure how females are represented within the organisation.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 9:

1. What gender would you describe yourself as?

Male

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Males receive more coverage/representation in media due to the most popular and followed sports still being dominated by males, meaning the coverage will be greater for males in these sports.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

i think it is rare to see female coverage in football compared to the constant media feed on male football so football is still being treated as a solely masculine sport by the mass media.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

It has had no effect on my relationship with football

6. Is there a positive perception of elite women in your sport?

No

There is nowhere near an equal representation in stars of football in terms of males and females.

Football in the media focuses on the current affairs on male football with the male stars seeing

the lime light as for the elite women i don't think i know of any stars in women's football i would

call elite as i would for male football.

7. How would you describe the sport you are most associated with?

Masculine

Football is gender stereotyped

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

Because of how different the two are in terms of equal relationship. Male football is much more

lucrative and in the limelight whereas women's football is much less advertised.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 10:

1. What gender would you describe yourself as?

Male

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Men receive more

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Physical strengths of men being more important to the game.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

Made me want to be more physical and athletic

6. Is there a positive perception of elite women in your sport?

Yes

I haven't read/ heard of any bad perceptions...

7. How would you describe the sport you are most associated with?

Masculine

Great deal more coverage of men

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

women are starting to take up positions of power - referees, coaches etc

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 11:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Men, because it has only been in the last 10 - 20 years that women have been involved in as many sports as men. There has always been more money in men's sport and it is more interesting to watch

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Football has always been portrayed as a man's sport, purely because it's only recently that women have begun playing the game. As a result, women's football is often associated with a certain 'masculinity' and in a lot of cases a 'gay' factor

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

It hasn't really affected my relationship with football, I play purely because I like to play

6. Is there a positive perception of elite women in your sport?

No

Particular players for the national squad are well recognised, however this recognition is usually only so for those that play football or are interested in sport. Whereas individuals that don't play sport may recognise lots of male footballers, it's likely that only a few female footballing names would be recognised

7. How would you describe the sport you are most associated with?

Masculine

It has always been that way and I believe that football's largest audience is men rather than women.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

All of the managers/club secretaries etc...Involved in the premiership, and probably all of the leagues below, are men. Women may feel that they cannot attempt to apply for any of these positions due to intimidation of that fact.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 12:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

I think men receive more coverage in the majority of sports such as football as only one game a year's shown on TV for women's compared to about 5 a week with the men's. They also do not make the newspapers. However in sports such as tennis and athletics men and women have equal coverage and are seemed equally important.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

They talk about strength and power and other skills associated with men e.g. women are just never going to be as strong!

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

It hasn't affected me, i don't let the comments get to me, I enjoy the sport so continue to play it.

6. Is there a positive perception of elite women in your sport?

Yes

The top athletes are praised and the ones that the public remember and try to speak to u about. Kelly smith has been on Jonathan Ross and Hope Powell is hoping to go into men's football.

7. How would you describe the sport you are most associated with?

Gender Neutral

I have grown up since the age of 7 playing football so i always associate women with playing, there have always been school teams, club teams and county opportunities throughout my life they are just not as public as men. So it may seem that football is a masculine sport to the outside eye but when you're involved it is more equal.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

Even in Uni women are given the opportunity to be club captain and the vice president of sport encouraging progression and power. The manager of England women's is a woman also not a man.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 13:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

I think it depends on different sports, but in my sport which is football i feel that although coverage of women's games has improved in recent years, men still get significantly more coverage and representation. Men's premier league games/champions league games etc. are shown on the BBC and ITV whereas women's premier league games are not shown at all. A few of the bigger games such as the women's FA cup final and some England women's games are televised but not to the extent of the men's games and not always on the main channels, but i think this is down to men's football still being more popular generally.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

I think, although a lot has changed over recent years, that majority of people still see football as a predominantly masculine sport because we are used to seeing men playing football and are more exposed to men's football in the media so associate it with being more masculine.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

I think it made me more determined to succeed especially in my younger years when i was playing as i wanted to be as good as the boys and get to play with them as there were no other girls at my school that played or even liked football.

6. Is there a positive perception of elite women in your sport?

Yes

I think it depends on who you ask, but i think anyone who is into sport will understand that women footballers are proper athletes too and undergo a lot of training to maximise their fitness levels just as athletes in any other sport do. I think most elite athletes are always looked up to.

7. How would you describe the sport you are most associated with?

Gender Neutral

I personally think that football now is nearly gender neutral with so many girls clubs and opportunities opening up and interest growing, but i think that is because i play. Other people who are not involved in the sport may still see it as masculine.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

I think as football is male dominated, it would be very difficult for women to get into positions of power and authority. It would be easier for women in women's teams to get those positions but very difficult in top men's teams i would have thought. I don't think men always see women as equals.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 14:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

Yes

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Women's football is not as well-known as men's football more so in England. I feel men do not see

women playing football as being very feminine and perhaps they therefore feel superior.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

This has made me more determined to change the perceptions men have and to make women's football be known as a success.

6. Is there a positive perception of elite women in your sport?

Yes

The elite women who play football i feel are great role models to those who drive to be as successful.

As women's football is not as big as men's they still have to hold down full time jobs, some are teachers and coaches.

7. How would you describe the sport you are most associated with?

Masculine

That is the perception, it has got better but i feel it can be improved still.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

Women have the chance to be managers and coaches the same as men however men can also try for managing and coaching positions for women's teams as well where as women are not really seen to be applying for positions in men's teams.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 15:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

men receive more coverage than women, probably due to advertising and pay the men receive to appear in adverts etc.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Football, masculinity is portrayed well in the sport as football stars are shown around the world and have to maintain their appearance on and off the pitch in order to keep their high levels of masculinity. femininity is barely portrayed in football as its predominantly about the men being the masculine ones who play the sport

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

This has made me want to play more to prove to the men that its not just them who are able to play. However, it also makes you realise that it can be nothing more than a hobby as women do not get enough coverage etc. to live off of playing football alone.

6. Is there a positive perception of elite women in your sport?

Yes

Women's football is on the increase and gaining more and more positive coverage as the women's England team for example are doing more than the men team are able to do.

7. How would you describe the sport you are most associated with?

Masculine

football is seen as more of a laddish sport, playing in all weather conditions and it being very physical isn't what you would commonly associate with women

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

more men are encouraged as they can make a living from playing football whereas women are unable too

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

Yes

just being told by the boys etc. that girls can't play football, you'll never be as good as the boys etc.

Questionnaire 16:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Men's professional football get so much coverage and women's football get pretty much none ... Men probably get more coverage because their wages are so high, and that is all men are interested in whereas women have other interests as well

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

In men's football I do think it's very egotistical and it is all about what they look like because they will get the best sponsors and things like that but I don't think you necessarily need to be well built or have huge muscles obviously each job role in football is different and everyone has different strengths and weaknesses

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

As I am a women footballer and I always get the same shocked look or you get a sarcastic clap you kick a football... This does frustrate me because if men gave us women a chance and watched us play 9/10 they would be pleasantly surprised... So no I refuse to give up until men realise women can do it as good as or even better than them!!!

6. Is there a positive perception of elite women in your sport?

Yes

7. How would you describe the sport you are most associated with?

Gender Neutral

Because u get all types of women play it different genders, builds, backgrounds

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Both men and women

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

Just because in my present team we have a male manager but have different members in the association like club secretary is a female

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

Yes

You here it all the time when being a female that plays football you always here men saying girls can't play football but you have try and let it go over your head and prove them wrong by playing good football!

Questionnaire 17:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Men due to money and standard

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Females are seen as less skilled compared to men

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

Hasn't you can't compare the men to women as each has their own strengths and weaknesses

6. Is there a positive perception of elite women in your sport?

Yes

People recognise the level we achieved when it is televised otherwise people wouldn't have a clue about women's football

7. How would you describe the sport you are most associated with?

Masculine

Cause football has always been seen as a male sport although changes have been made e.g. female

kits now

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Both men and women

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

People always want to achieved more so it doesn't matter if it's male or female

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 18:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

male because they make more money

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Women's are portrayed as more masculine when playing football

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

Indifferent.

6. Is there a positive perception of elite women in your sport?

Yes

people give respect and appreciate elite athletes in any sport as it takes commitment n dedication

7. How would you describe the sport you are most associated with?

Gender Neutral

different players have different physical attributes so that they are better at different things

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

even though it is still male dominant the associations push for more women to move to higher levels
of power

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 19:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Men, because the sports they are involved with are a lot more competitive.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

very bad ways

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

being an athlete in football has made me reconsider my future a lot within the sport due to the portrayal of gender within the sport

6. Is there a positive perception of elite women in your sport?

Yes

most are portrayed as good people, hard workers

7. How would you describe the sport you are most associated with?

Masculine

it's the way it has always been

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

men have always been the main source of power

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

Yes

bullying in high school

Questionnaire 20:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

men - they have more prize money

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Football players are said to be muscular- big and butch.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

made me more determined that is for sure

6. Is there a positive perception of elite women in your sport?

No

not enough coverage

7. How would you describe the sport you are most associated with?

Masculine

football is a man's game

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

women will never be equal to get into the FA

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 21:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Male footballers receive more press than other sports - due to pay imbalances / celebrity scene etc.

They are the most recognisable names, hence garner the most press as people are 'interested'

especially tabloid newspapers

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Men are thought to be tough / hard when tackle etc.. as such if it is masculine then not viewed as

feminine – although this tilt is shifting given how mainstream women's football is now becoming

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

there is a very stereotypical view of women playing football, given the view it is a man's sport and

therefore less feminine for playing

6. Is there a positive perception of elite women in your sport?

Yes

fitness, ability on the ball which surprises most people as they think women can't play football

7. How would you describe the sport you are most associated with?

Gender Neutral

it isn't viewed as masculine as the likes of rugby etc. given how easily the players go over/ dive etc. –

is a high participation sport for women - and can never be viewed as feminine due to contact nature of sport, is accepted as a sport played by both men and women more so than years ago.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

having the manager of England women's team as female is a powerful statement

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 22:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Men receive the most coverage. I think the main reason for this is because people tend to compare men's football with women's football thus making women's football far less appealing.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Women are portrayed as stereotypical fat lesbians when in fact, the reality of women's sport is that they are usually very feminine with an athletic physique.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

It angers me that women's footie is portrayed in such negative light. Physically, women are never going to be as strong, fast and powerful as their male counterparts and whilst these comparisons continue to be made, women's football will never receive the media attention it deserves.

6. Is there a positive perception of elite women in your sport?

No

7. How would you describe the sport you are most associated with?

Gender Neutral

Elite female footballers have to have an athletic physique in order to be able to compete at international standard, However, despite their athletic physiques; many players tend to be feminine

thus making football both masculine and feminine.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Both men and women

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

There are women in high places within football and the FA e.g. Hope Powell being national team manager. This encourages women to believe that if they get the relevant qualifications etc., there is no reason why they would be discriminated against.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 23:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Males receive more coverage and representation, football is historically viewed as a male sport

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Viewed as a masculine sport

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

Not really made a huge impact, suppose it makes it more satisfying knowing I can play football when it is often perceived that women cannot

6. Is there a positive perception of elite women in your sport?

No

Limited number of people know who the elite women in football are

7. How would you describe the sport you are most associated with?

Masculine

Going with the stereotype of the sport

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

The leading football organisers are and will always be male, it isn't even a fair system of nominating males for the main positions let alone for females

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

Yes

When I was younger some parents would say girls shouldn't be allowed to play even though I was of the same standard as them. Males tend to view your opinion and footballing ability as inferior to males.

Questionnaire 24:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Males, quicker, faster sports, arguably more interesting to watch. Traditional male dominant society.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Females that play football are portrayed as less feminine

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

It hasn't

6. Is there a positive perception of elite women in your sport?

Yes

More games are being shown than recent years, more women are playing, becoming more accepted

7. How would you describe the sport you are most associated with?

Gender Neutral

Both men and women play and although traditionally male dominant, I think its a good sport for women to play and not too masculine

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Both men and women

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

The FA are trying to encourage more women to get involved in coaching badges and other positions

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 25:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Women's football does not receive anywhere near as much coverage or representation and when it does it does not compare in size, image, and layout. Also women's football is presented in a negative, add on, way which connotes it as not being worthy of a sport, often newspapers say it is like watching paint dry.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

A great deal, football and masculinity are seen as going hand in hand, whereas for girls to play football they are rarely seen as feminine and are often compared to as being butch, a lesbian or having masculine features.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

It has made me more aware of people's views, like if i know people will be watching me at football i will often turn up with make up on and make sure i look good in my kit and my hair is done properly, I probably would not want a boyfriend to come and watch me play just because it's not a feminine sport. I used to want to succeed when i was younger and i weren't bothered by the image but as i have got older i am more concerned. it has made me less bothered about football.

6. Is there a positive perception of elite women in your sport?

No

Yes and no, when women's football is conveyed in the media i suppose you get positive articles, but these are rare and more big names say women should wear tighter kits to encourage male audiences, or make reference to their sexualities or like i said earlier watching paint dry.

7. How would you describe the sport you are most associated with?

Masculine

Football is definitely seen as a masculine sports, aggression, competition, masculinity, etc. Boys are encouraged at a young age to participate and girls are restricted and prevented from joining in, we played netball and hockey.. more feminine sports

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

The women's FA on the website is actually an add on tool bar, along with youth etc., it's ridiculous, they should have their own website, it is always seen as inferior and second best to men's. The FA board is definitely run by more men, and they run and make decisions to their own interests, hence the man in FIFA who said women should wear shorter shorts and tighter tops for men to be interested, surely it should be about the sport than the image.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

Yes

From a young age, i and friends weren't seen as feminine, tomboys, and you are always subjected to taunts of lesbian and gay! and butch

Questionnaire 26:

1. What gender would you describe yourself as?

Male

2. What sport are you most associated/ involved in?

Athletics

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Males receive more coverage in a patriarchal society. Things have improved for women - but there is still a large amount to do to break down the male domination of sporting headlines.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Females as being pretty and feminine - Jessica Ennis for example. males are normally portrayed in masculine team sports, whereas females in individual sports

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

Not really affected me - since i have had regular media coverage with the local papers through my rugby career and present cricketing exploits. It does motivate me to see my name mentioned in a positive way.

6. Is there a positive perception of elite women in your sport?

Yes

In athletics ladies do get media coverage - as seen in the European championships. This was all positive with ladies winning medals.

7. How would you describe the sport you are most associated with?

Gender Neutral

Athletics on the whole is gender neutral as both sexes seem to get similar coverage, as compared to team sports like football - where there is an imbalance towards male coverage.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

No Response

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

Athletics seems to attract both males and females into positions of power. At a local level Stevenage athletics club has a large percentage of females coaching as well as males. At a National level there seems to be more top level males in the top jobs. Sebb Coe - Olympic bid, Male Norwegian - in charge of British athletics team (not many women)

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 27:

1. What gender would you describe yourself as?

Male

2. What sport are you most associated/ involved in?

Athletics

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc)?

No

Athletics rarely receives coverage and if it does it tends to be very small, and only relative to sporadic events like the Olympics which are only every four years or the world championships. Other sports like football are in the papers every day and receive a vast amount of coverage. I guess men's football is watched by more people and is probably the sport of the nation.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Masculinity is portrayed in the outfits people have to wear, athletics is good in the way its women look feminine and its men look masculine, it clearly shows off the bodies in a positive way. Although you could say the long distance runners don't convey femininity as they have no boobs. Sports in general

are either masculine or feminine, like football is definitely a masculine sport. And it is portrayed as positive for men to be involved in and i guess negative for women to be involved in, this is similar to rugby and boxing. Athletics does not suggest masculine or feminine

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

As a bloke you are expected to have an interest in football, as that is truly masculine, but within my sport of athletics i am still seen as masculine, i have a muscular body and don't compete in a sissy event.

6. Is there a positive perception of elite women in your sport?

Yes

To be fair, elite women in athletics get a comparable amount of coverage maybe even more! Everyone knows of Paula Radcliffe, Kelly Holmes and Jessica Ennis. They are always portrayed positively and in a celebratory way, much more so than men actually.

7. How would you describe the sport you are most associated with?

Gender Neutral

Both men and women compete and are involved in it, I wouldn't say more men or more women participate and therefore it's quite equal. Also there is no stigma attached to the sport if u is a man or a woman.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Both men and women

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

Evidence in the clubs and at elite levels, both men and women are successful and hold power. Within the actual bodies, women are apparent and do hold positions

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 28:

1. What gender would you describe yourself as?

Male

2. What sport are you most associated/ involved in?

Athletics

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

Yes

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Not sure, athletics is generally a minority sport so doesn't get a huge amount of coverage anyway.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

i don't think it has affected me to any real extent.

6. Is there a positive perception of elite women in your sport?

Yes

Athletics generally has good role models, especially in this country and largely the women are more successful than the men and so get more praise.

7. How would you describe the sport you are most associated with?

Gender Neutral

As every event can be performed by either Men or Women and i think it depends more on the event in athletics that you performed. As throws tend to be seen as more masculine that middle distance or jump events.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

yeah generally more positions are held by men but some of the higher positions are held by women.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 29:

1. What gender would you describe yourself as?

Male

2. What sport are you most associated/ involved in?

Other

Mountain Biking

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Male - much more interest in male football and some sports events only feature males i.e. cycling.

Most part because it's just more established from the days where sexism was more prevalent.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Women are covered to a similar degree, but due to physique men go faster therefore are better to

watch.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

It's not a competitive sport for me, just fun. And with that in mind, I couldn't care less; both I and my girlfriend enjoy it.

6. Is there a positive perception of elite women in your sport?

Yes

They're very, very good.

7. How would you describe the sport you are most associated with?

Gender Neutral

Males may receive more coverage but there are plenty of girls are there who have balls.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Both men and women

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

It's not that kind of sport!

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

Yes

Yeah - liked hockey, but was told it's a girl's sport, so temporarily took up ice hockey instead.

Definitely a man's sport.

Questionnaire 30:

1. What gender would you describe yourself as?

Male

2. What sport are you most associated/ involved in?

Athletics

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

Yes

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

i think there is a fine line within athletics, both men and women have muscular bodies and are expected to succeed in sports but I think it is the way men and women are off the field, i.e.. Families, dress, mannerisms.. However if some women are too muscular and manly then this is seen as a bad thing!

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

Not really affected me, men have a good relationship with athletics so I don't feel pressured to be someone I'm not! I just compete

6. Is there a positive perception of elite women in your sport?

Yes

Very much so, women can succeed at the highest level, when we go to the Olympics and commonwealth games we are a team, united, men and women are kind of equal in athletics, and this is also shown through medal counts

7. How would you describe the sport you are most associated with?

Gender Neutral

each event is pretty much competed in by both men and women, and therefore as a whole athletics is gender neutral, no one event screams out as masculine or feminine really, unlike other sports like dancing and gymnastics, men who compete in that definitely have to compete with the stereotypes of feminine, sissy, and gay.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Both men and women

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

Women and men are everywhere at all levels, coaches, administration and the backroom staff. It is even the case that men coach the women's team's events and vice versa, you would never find this in other sports. imagine a female manager in the premiership - there would be uproar

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 31:

1. What gender would you describe yourself as?

Male

2. What sport are you most associated/ involved in?

Athletics

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

In athletics more so, but in other sports certainly not

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

We are expected to be masculine in a lot of ways! It is presented in the media as such! The more manly sports are covered and shown whereas those which contest masculinity or go against the boundaries of how men and women should act aren't shown and are negatively portrayed.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

Personally not as much, athletics is seen as appropriate for men and women, therefore my manhood is safe, i don't worry about my sport or how i was perceived but i guess if i did another sport which wasn't seen as manly id either not want to do it or id be extra manly to make up for it

6. Is there a positive perception of elite women in your sport?

Yes

Women do very well in athletics, they get a lot of positive coverage and in fact do better than men in terms of their relationship with the media

7. How would you describe the sport you are most associated with?

Gender Neutral

Its suitable for both, id say some events are masculine and some are feminine

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Both men and women

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

I don't really know how but, the fact that men and women both run the sport and hold similar power presents the idea that both men and women can reach the top.. especially if you make it pro and then retire, there is always openings available

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 32:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Athletics

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Men receive more coverage for team sports including football and rugby, but for individual sports

including athletics and tennis men and women generally get equal coverage.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Masculinity and femininity do not really play a large part in athletics as they are in other sports. Men are not particularly seen to be as masculine as, for example, rugby players are unless they are a sprinter in which case they are generally seen to be particularly masculine. This is similar to women sprinters as well as they need to be extremely strong. Aside from sprinting, the subjects of masculinity and femininity are not often brought up by the media as they are for a lot of sports, particularly against women who play sports such as football and rugby as these sports require such physical strength.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

This has not particularly affected my relationship with the sport as the issue has never really been a problem for me. Obviously all sports men and women need to be physically strong and muscular to compete highly in all demanding sports but fortunately athletics is generally not the kind of sport where there is any negativity or judgement regarding masculinity or femininity of the athletes. Sportsmen and women are judged primarily on their achievements.

6. Is there a positive perception of elite women in your sport?

Yes

Women are praised for doing well in athletics rather than being judged for taking part. There is no prejudice against women and they are treated equally to men. They gain the same awards/funding/prize money no matter the gender.

7. How would you describe the sport you are most associated with?

Gender Neutral

Athletics is so broad including so many different events it is impossible to define it as being more masculine or more feminine. Some female athletes are talented sprinters, requiring them to, perhaps, need a more masculine body (strong, muscular, less feminine) whereas some female athletes are talented long distance runners which require them to be strong, but in a less powerful way than sprinters, allowing them to keep their feminine physique more than sprinters. However, this applies to both men and women. to appear 'masculine' it is often assumed that a male needs to be muscly, broad shouldered etc., yet for long distance runners, high jumpers, etc....their physique is required to be more slender rather than bulky and in a different sport, e.g. rugby, this would be perceived as being weaker, not as strong, but in terms of athletics, this is not the case.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Both men and women

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

Athletics does not see women as being inferior to men, they see them as equal. If a male succeeds in an event and a female succeeds in that same event, they are both treated with the same praise.

For a sport which has both men and women competing at international levels, they need to have a voice from both men and women in the positions of authority.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 33:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Athletics

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Men, generally in all sports. But it is even more gender biased in certain sports for example football, cricket, rugby. These also are the sports that receive generally more coverage compared to athletics

which receives less but when there is coverage it is fairly equal. I am not sure the reason for this really as men's standard is higher in every sport so I am not sure why only certain ones receive more coverage. Perhaps it is because in these sports women are seen as more masculine as opposed to athletics (for example) which women are not seen as masculine

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Quite positively in both ways, it is good to appear strong and athletic (i.e. masculinity) but also looking very feminine and pretty can also bring more attention as well.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

I dont think it is something I have ever had to think about (worrying about looking too masculine) as it is not an issue that would restrict me in athletics or looked unfavourably upon.

6. Is there a positive perception of elite women in your sport?

Yes

7. How would you describe the sport you are most associated with?

Gender Neutral

Both genders receive equal support and coverage

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Both men and women

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 34:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Athletics

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

Yes

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Both masculinity and femininity are portrayed in positive light with athletics. In most occasions both

men and women are allowed compete doing the same events, there are not specific male events or specific women's events. Both are given the same amount of airtime during competitions. Even if a woman is doing the same event as a man she is not stereotyped as acting in a masculine way and vice versa if a male is doing the same even as a female he is not classed as acting feminine.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

It makes you more determined to succeed as you know you are appreciated as equally as men and that if you try hard your efforts will be noted and praised. Unlike in some sports where you will never get recognition for your sport no matter how good you are.

6. Is there a positive perception of elite women in your sport?

Yes

When female athletes are portrayed in the media it seems to praise the work they have done with less criticism. There are fewer scandals portrayed in the media ie drug cheats, fighting etc which relate to women. Media appreciates the female athletes for the hard work and success that they achieve.

7. How would you describe the sport you are most associated with?

Gender Neutral

Both males and females cover the same events (or the majority of), there is equal coverage during big tournaments. There does not seem to be a gender barrier in athletics and every person is classed

as an athlete regardless of their sex.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Both men and women

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

Because men and women in athletics are treated equally it proves that women can compete with men to achieve whatever they want and therefore gives hope for other situations. It will therefore encourage women to strive in other areas to compete against men as we know it is clearly achievable.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 35:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Athletics

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Male dominated sports typically create the sports headlines and have by far the greatest TV coverage as they are seen to take part in the most popular sports or those which at least generate the greatest public interest, typically football, rugby and golf. The only time males and females have something close to equal representation in the media is during a major sporting competition such as the Olympics.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

In relation to athletics in the media I think there is actually very little reference to individual athletes and their level of masculinity or femininity, despite the fact that some women often are very masculine looking athletes due to the demands of their event. Often it is ignored as the media favour the best athletes in events.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

I think this would depend on which athletics event you competed in. As a long distance runner I don't feel the media has any effect upon my relationship with the sport at all, but saying that there is hardly any media coverage of endurance runners anyway. I feel like there are hardly any stereotypes or the like associated with athletics at all, and in that sense its much simpler than most other sports.

6. Is there a positive perception of elite women in your sport?

Yes

Athletics is easy; the fastest runners, longest or highest jumpers and furthest throwers get all the same credit as one another, male and female. I would say elite women are viewed the same as elite men and how popular they are depends purely on athletic ability/performance, medals and world records etc. I don't think anything holds the women back as they compete in exactly the same events as the men and events are equally competitive across both genders.

7. How would you describe the sport you are most associated with?

Gender Neutral

Athletics: in general very neutral, all the same events, single sex competition, etc. However individual disciplines in athletics may well be seen as more masculine, for example throwing which is unlikely to appeal to women as it is unfeminine, would develop a more muscular body and is not particularly aesthetic. Similarly endurance running is more popular with male athletes due to their more favourable physiques, and other factors however I wouldn't say that this makes it 'masculine'.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Both men and women

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

There are equal opportunities throughout the sport and neither men nor women are seen to have an advantage gaining positions of power.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 36:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Athletics

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

Yes

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

football is seen more of a masculine sport, and this shown on TV a lot as male football is more broadcasted then female.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

not a lot

6. Is there a positive perception of elite women in your sport?

Yes

as athletics is a very equal sport

7. How would you describe the sport you are most associated with?

Gender Neutral

because it is as exciting to watch males compete as well as females

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

I don't know

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

both genders that participate in this region of sport are broadcasted as equal as each other

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 37:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Athletics

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

i would say it's mainly sportsmen that receive the most coverage,, and more popular sports such as football is covered more than any other

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

i think masculinity is portrayed a lot more in the media then femininity..

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

It doesn't affect the relationship i have with sports because think it makes you more determined as you don't see a lot of females get much coverage..

6. Is there a positive perception of elite women in your sport?

Yes

7. How would you describe the sport you are most associated with?

Gender Neutral

due to the fact they have men's and women's event and a lot of people take part in them

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Both men and women

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

As many people look up to you as a role model, and it encourages you to change your way of life to do well and beat your own personal best as well as the places you train for

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 38:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Athletics

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

In some sports such as athletics the coverage is fairly equal, perhaps because there are so few athletes competing at top levels who win medals at major championship. Generally male sports teams receive greater coverage than women's teams, maybe as the men's sport is more established, although sports such as netball received very little coverage at all.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

In athletics both genders are portrayed quite similarly, with attributes such as power, technical elegance and speed used to describe athletes depending on one event rather than if the athlete is male/female.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

As in athletics men and women are able to train together, compete at the same competitions and have the same opportunities, yet are not in direct competition with each other it has not really affected me.

6. Is there a positive perception of elite women in your sport?

Yes

Athletes such as Jessica Ennis who are very successful at the moment are seen as role models for young athletes and the whole country supports them during big competitions.

7. How would you describe the sport you are most associated with?

Gender Neutral

At adult level men and women are able to compete in the same events (with slight weight adjustments) and the only reason events are different at Junior level is due to physical development meaning it would perhaps not be safe for women to throw a hammer at age 15 for example.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

I don't know

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

Maybe, as it encourages individuals to strive to win and be the best they can be on their own, rather than part of a team.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 39:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Athletics

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc)?

No

Men receive more coverage, especially in football. I think this is due to the media not fully appreciating women's football. In athletics it isn't too bad or in tennis. However in sports such as hockey, if the national team isn't doing too well they ignore the women. I think women have to perform exceptionally well to have any fair representation in the media in most sports.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

I am associated with football and athletics. In athletics they get pretty equal coverage but some of the commentators can be pretty derogatory about some women's performances. Take the recent European Champs. Steve Cram was really rude about Lee McConnell in the 400m. She didn't run well BUT he was running down the overall standard of the competitors and putting Lee down instead of trying to find a reason for her bad performance!

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

I don't compete anymore however I encourage my grandchildren to take part and in general I think the negativity of the press towards women actually motivated them to prove them wrong!

6. Is there a positive perception of elite women in your sport?

Yes

7. How would you describe the sport you are most associated with?

Gender Neutral

Men and women equally take part in athletics. However they do not compete against each other and this is obvious, due to the difference in strength due to physical builds

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

I think men have always held the positions of power but women are gradually getting there despite the men

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 40:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Athletics

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Men receive more coverage and representation than women, seems the standard is higher for men so being successful is highly regarded.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Males would always be represented in media over women if they won in a competition the same day!

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

Put me off competing

6. Is there a positive perception of elite women in your sport?

Yes

7. How would you describe the sport you are most associated with?

Gender Neutral

Athletics allows a large variation of people to get involved due to the number of events

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

I think it encourages both man and women to strive for positions of power because of the neutral involvement however it is very often that males are successfully compared to females!

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 41:

1. What gender would you describe yourself as?

Male

2. What sport are you most associated/ involved in?

Other

American Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Men, There is more interest in it as some sports more physical.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

It's an all-male sport.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

Doesn't affect it.

6. Is there a positive perception of elite women in your sport?

No

Women don't play the sport.

7. How would you describe the sport you are most associated with?

Masculine

Women don't play.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

It does for men, not for women.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 42:

1. What gender would you describe yourself as?

Male

2. What sport are you most associated/ involved in?

Other

American Football

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Men. Male sport sells more tickets and advertising space as it is generally faster and more exciting.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Men are idolised as warriors. Women (cheerleaders) are ogled as sex objects.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

Made me play harder to draw the extrinsic motivation of being respected.

6. Is there a positive perception of elite women in your sport?

No

Women are sex objects, not competitors.

7. How would you describe the sport you are most associated with?

Masculine

Violent, athletic, brutal

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

Women see a sport that is totally dominated by male competitors, coaches and officials and therefore

do not see that they can break the mould.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 43:

1. What gender would you describe yourself as?

Male

2. What sport are you most associated/ involved in?

Other

Basketball

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

The Media thinks sportsmen are more of a higher athlete then sportswomen which aren't fair.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

They aren't shown over in the U.K

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

It hasn't but i would like to hear about it more.

6. Is there a positive perception of elite women in your sport?

No

No, not in the U.K

7. How would you describe the sport you are most associated with?

Masculine

Don't really hear about or see anything to do with women in basketball.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 44:

1. What gender would you describe yourself as?

Male

2. What sport are you most associated/ involved in?

Hockey

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Men's Football, it's all about the money now, so much has been put into it that to provide a market share with any other sports or denominations would not look good to the investors, much the same a supermarkets squashing or buying out smaller retailers so that no one else has a look in. what a load of rubbish i know but i bet this is how it is. It's certainly not because they are any better!

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

It isn't. It's just hockey, if we ever get a look in.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

It hasn't affected me at all; in fact it's probably affected my enjoyment as i am able to play for fun without anything else riding on it except what i want to get out of it.

6. Is there a positive perception of elite women in your sport?

Yes

Hockey is a highly social sport where mens and ladies sides generally get on equally well and are very mixed.

7. How would you describe the sport you are most associated with?

Gender Neutral

At first glimpse I'd say feminine but i don't think it is really coming from the inside. From the outside everyone says it's a girls sport because you are running around with sticks and it was type cast.

However, coming from the inside i would venture that it is more physically demanding and strenuous than football (the manly sport) any day. It was just type cast because back in the day men played football and rugby whilst ladies played hockey and netball and for some reason this image has stuck. probably just because people like to take the micky which keeps the typecasts alive

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Both men and women

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

It helps you to find out if you are suitable for such positions as it is a team sport and there has to be

someone in charge to organise it but it doesn't and I don't think should make you necessarily encourage you to strive for power or authority, if you are capable of such things they will come to you because you are capable. Hockey generally is played by lots of high ranking people anyway, if that tells you anything?

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

Yes

but only people taking the mickey

Questionnaire 45:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Other

Netball

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Footballers are over publicised in the media, including their personal lives. I believe, because football

is the dominating sport in the UK.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Netball is hardly publicised in the media, so it's hard to be portrayed as feminine or masculine.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

This hasn't affected my participation in Netball at all.

6. Is there a positive perception of elite women in your sport?

No

Elite Netball players are not well-known at all.

7. How would you describe the sport you are most associated with?

Feminine

It's an all-girls sport; and the uniform

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Women

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

There is no interest in Netball for men, therefore any reason to strive for positions of power and authority. This, I believe has a greater impact and rivalry for women to strive for power and authority.

Netball is known to be a very bitchy sport.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 46:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Other

Hockey

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Men receive a lot more. There's more money in men's sport because men are better at sport than women.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Hockey doesn't really have a lot of media coverage - from what little coverage there is I think it is quite Equal. Women aren't portrayed in a particularly ant-feminine way, just sporty. Men are portrayed in a masculine way because they look athletic and muscly.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

Hasn't really affected me.

6. Is there a positive perception of elite women in your sport?

Yes

I think the kit that elite women hockey players wear is well designed and shows off their athletic, toned bodies, which is attractive. They generally look athletic without looking masculine.

7. How would you describe the sport you are most associated with?

Gender Neutral

It is not overly dominated by either gender (I think more boys play overall but that is not because of the sport but because more boys generally participate in sport). It is not an overly physical sport (compared to football or rugby) so is not particularly masculine but it is physical enough to not be considered feminine (like netball).

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

I don't know

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

It is competitive and therefore you strive to do your best. There are positions of authority like team captain which it encourages you to aim for. It also gives you self-confidence which makes you more likely to strive for a position of authority.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

Yes

At primary school the boys didn't let me join in playing football at break time to begin with - they made me be the goal post! Also in mixed hockey I have found that if the team you are playing for is losing, the boys often stop passing to the girls.

Questionnaire 47:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Other

Hockey

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Men tend to receive more coverage due to sports like football, rugby, golf etc. being predominantly male at more elite sports levels and these are the sports dominating the media. However where sports have a split of both males and females, for example athletics, i feel that both sexes receive the same coverage.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Hockey is a sport that is not covered in the media very often, where hockey is in the media (i.e. hockey magazines, televised) masculinity is portrayed with the males where they look athletic and fit, for females in general i don't think they fall into either of the masculinity or femininity categories, however some female athletes to come across as more masculine.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

It has not affected me in any way.

6. Is there a positive perception of elite women in your sport?

Yes

Yes there is a positive perception, women in sport are athletic and healthy and are good role models, and women that play in a professional manner come across well.

7. How would you describe the sport you are most associated with?

Gender Neutral

Hockey is not a 'feminine' sport as there is an aspect of aggression, determination & commitment that does not always perceive the females as lady like, however it is not masculine either. Both genders play hockey although females play differently to males. For this reason it is gender neutral.

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Both men and women

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

Yes because these positions are already filled by both genders therefore shows that anybody can fill in.

You find in hockey that females tend to take positions in the ladies side of the club and likewise males in the men's side of the club.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

Yes

Very little discrimination however it is evident playing mixed hockey that the men do not pass to the girls because the girls 'aren't as good', this is because girls aren't as powerful and strong as the men and the two genders play differently.

Questionnaire 48:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Other

Swimming

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Males sports receive a lot more coverage than female sports, there are never female only events on television on in the newspapers e.g. women's football league or netball, the only time female sport gets attention is in mixed gender events e.g. athletics and swimming

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

I don't think my sport gets very much coverage in the media. it only does when Olympic medals are won and recently this has been mainly the females so it's been good to see some of the girls get recognition!

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

I think that if female athletes were given more recognition in the media it would encourage more females to get into or stay in sport instead they are encouraged to aspire to skinny talentless celebs. I do think if swimming was in the media more i would have been more encouraged to remain in the sport

6. Is there a positive perception of elite women in your sport?

Yes

I think there is because of people such as Becky Adlington however i still think there is a 'butch' stigma associated to a lot of female athletes in swimming as in a lot of other sports

7. How would you describe the sport you are most associated with?

Gender Neutral

Swimming events take place with both women and men taking part therefore if it is being written about on television both genders are reported on

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Both men and women

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

No

I'm not too sure it's not an area I've been associated with

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 49:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Other

Hockey

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Men receive most coverage as there is greater media interest. Often male sport is perceived as being

more highly skilled due to their greater physiological attributes, such as greater strength and speed.

For example in a 100m sprint final the men's race will always have a faster time than the women's and so seems to be deemed as more impressive. Also traditionally sport is a male past time which may have a bearing on the greater interest in observing their performance. Due to greater media attention of male sports, more men play professionally, therefore increasing the performance level they are able to attain due to more time and money put into their performances. This further increases the gap between male and female elite performance, and reinforces the belief that male sport is more skilled.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Hockey is played widely by both males and females. From a female perspective i think that it is often viewed as quite a butch sport due to the physicality and danger of the game. However in terms of the portrayal of the men's game, i think it is often seen as a less masculine sport, when compared to sports such as rugby and football, as these are the traditional masculine sports.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

I don't think the media portrayal has affected my relationship with the sport too greatly as i play the sport because i enjoy it and it is what the majority of my friends play too. I like the fact that it is played by males and females as this makes it more sociable than a lot of other sports in my opinion. Media coverage of the sport is limited for both males and females, which in general is something that spurs you

on, to simply encourage the coverage of it at all. Recently the international teams, both male and female, have been fairly successful which has led to increased media coverage which is only positive for the sport.

6. Is there a positive perception of elite women in your sport?

Yes

There is and there isn't. Elite women in the sport are viewed as highly skilled individuals, but this is mostly only by other people involved in the sport. Outside of hockey, the elite performers are not well recognisable. However, as stated previously there is a preconception that female hockey players are butch and gay and i think this is a negative perception on these athletes, which may result in some people disengaging from the sport.

7. How would you describe the sport you are most associated with?

Gender Neutral

Popular with both males and females

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Men

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

To an extent women are encouraged as well as men to become involved with all aspects of the game, due to the sport being popular with both sexes. However it is difficult for a woman to coach a male team, simply due to traditional beliefs about abilities and being able to control groups, whereas it is common for a male to coach a female side.

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No

Questionnaire 50:

1. What gender would you describe yourself as?

Female

2. What sport are you most associated/ involved in?

Athletics

3. Do you think elite sportsmen and sportswomen receive equal coverage and representation in the current media (television, tabloid newspapers etc.)?

No

Men, generally in all sports. It is biased more in predominantly masculine sports like football and rugby.

4. In what ways, do you think, masculinity and femininity are portrayed in the media in relation to the sport you most associate with?

Positively, female athletes such as Kelly Holmes and Jessica Ennis are given a great deal of media coverage.

Women are able to appear strong and athletic (i.e. masculinity) but also be accepted and perceived as very feminine and pretty.

5. How, and to what extent, has this affected your relationship with the sport you are most associated with (e.g. made you more determined to succeed, put you off competing etc.)?

I don't worry about being involved in athletics or taking part or how I should look, I admire role models

Such as Paula Radcliffe and believe I have every opportunity to do well and be portrayed positively.

6. Is there a positive perception of elite women in your sport?

Yes

7. How would you describe the sport you are most associated with?

Gender Neutral

Both genders receive equal support and coverage

8. Is the sport you are associated with, primarily run (in terms of decision making and administration) by men or women?

Both men and women

9. Do you think the sport you are most associated with encourages both men and women to strive for positions of power and authority?

Yes

10. Have you ever experienced discrimination for playing sport on the basis of your gender?

No