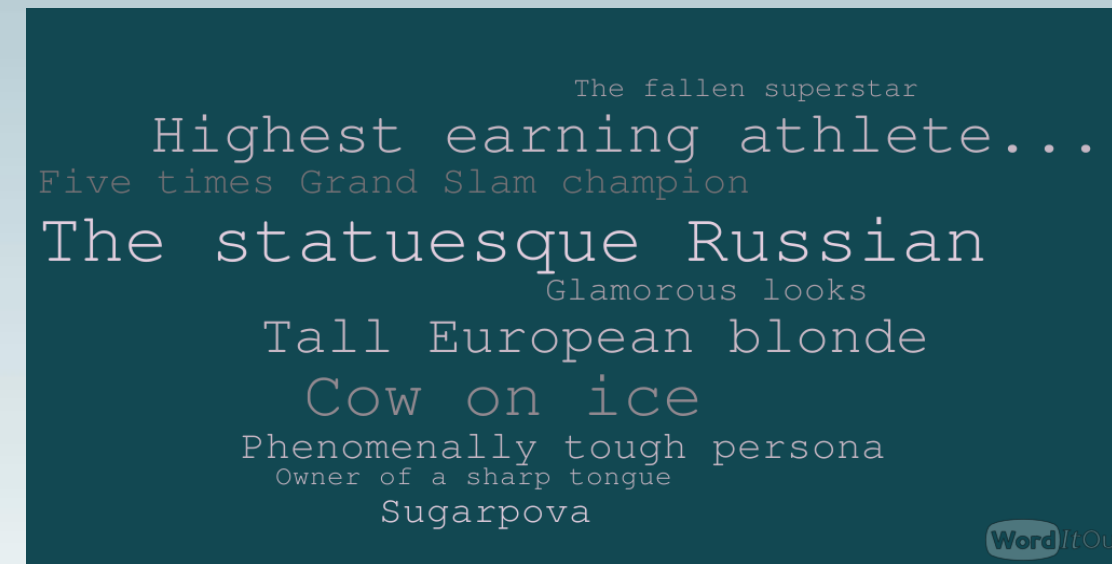


# Are male and female athletes described and addressed differently in *The Guardian* and *The Daily Mail* reports on drug

## use and doping? By Zoë Muskett and Chelsea Davies



Word-cloud showing examples of descriptions and terms of address for Sharapova in The Daily Mail

Word-cloud showing examples of descriptions and terms of address for Sharapova in The Guardian

### 1. Introduction

This study analyses the **terms of address** and **descriptive language** used in two online news articles regarding **Maria Sharapova's** positive testing for meldonium (2016) and **Lance Armstrong's** admission that he had doped throughout his career (2012), in order to identify any **'biases in the representation and portrayal of athletes...in reference to gender'** (Kiovula, 1999:598), and whether the type of publication has an effect on this.

### 2. Methodology

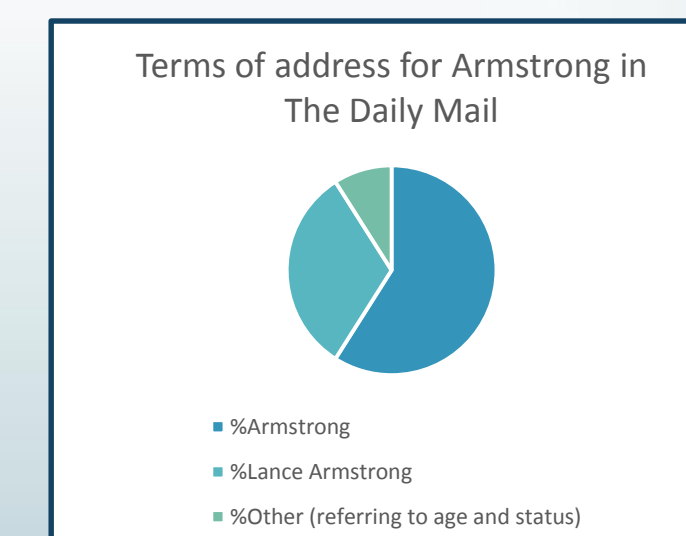
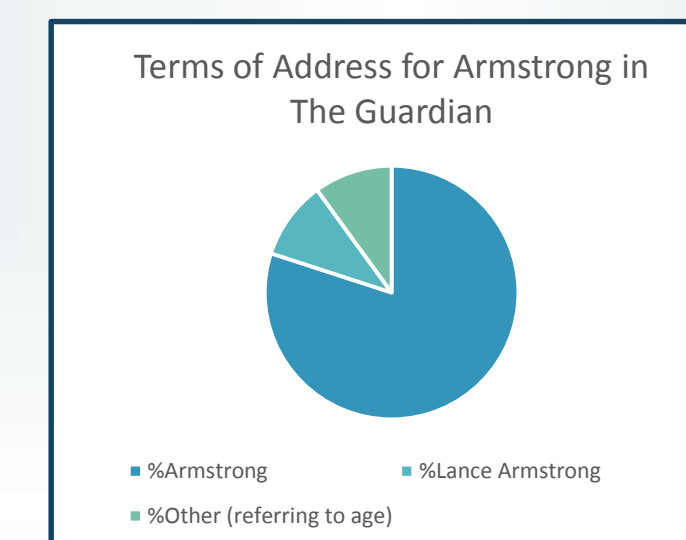
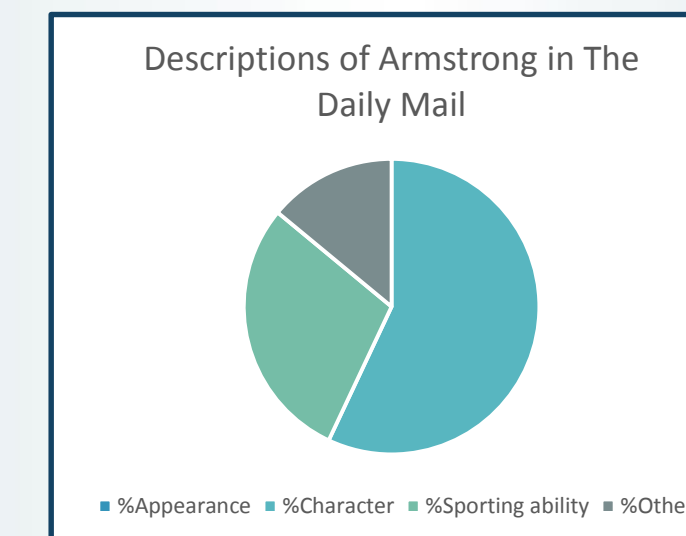
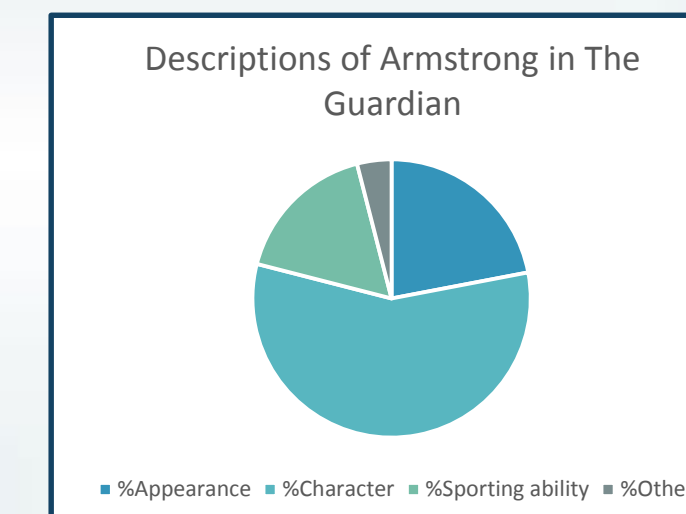
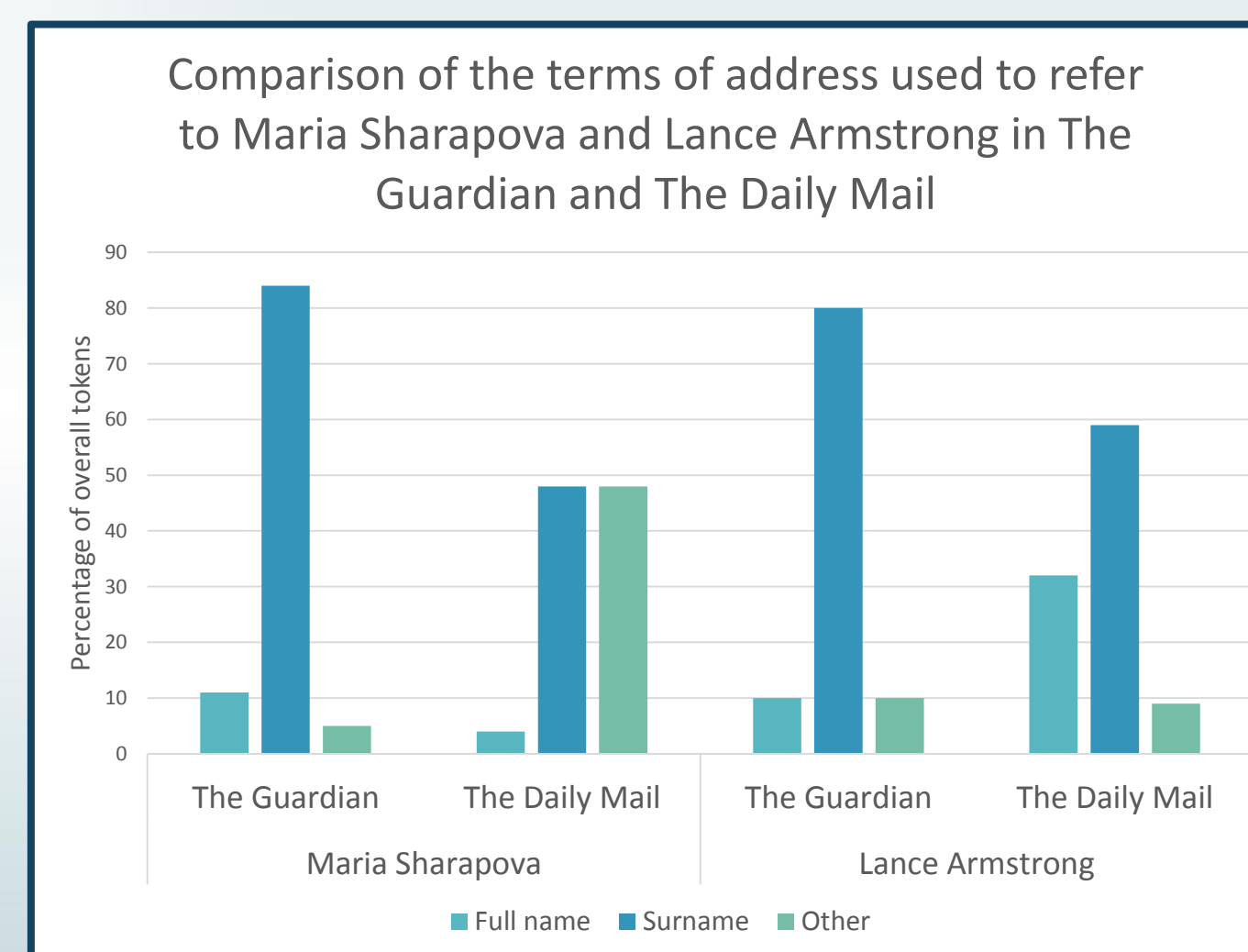
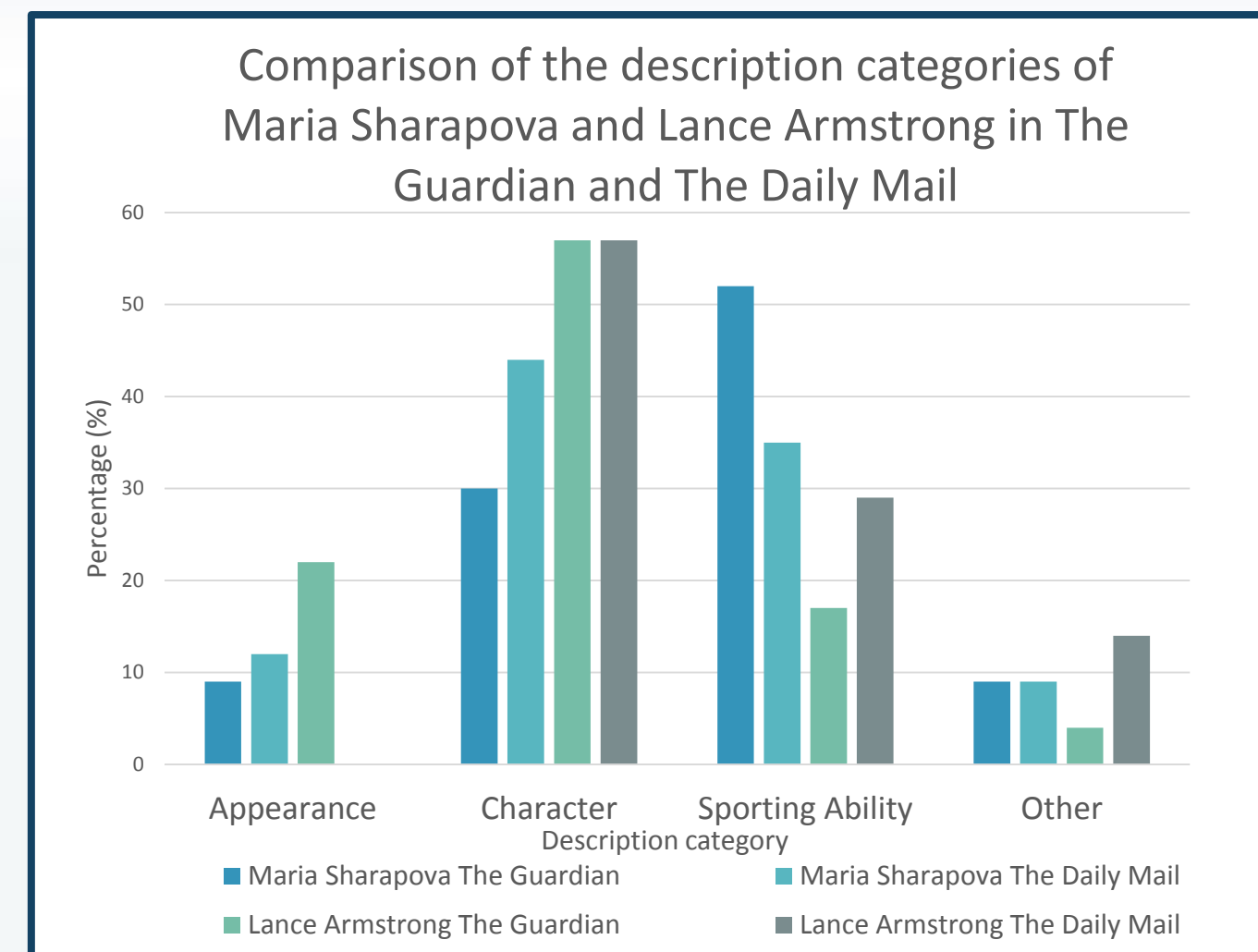
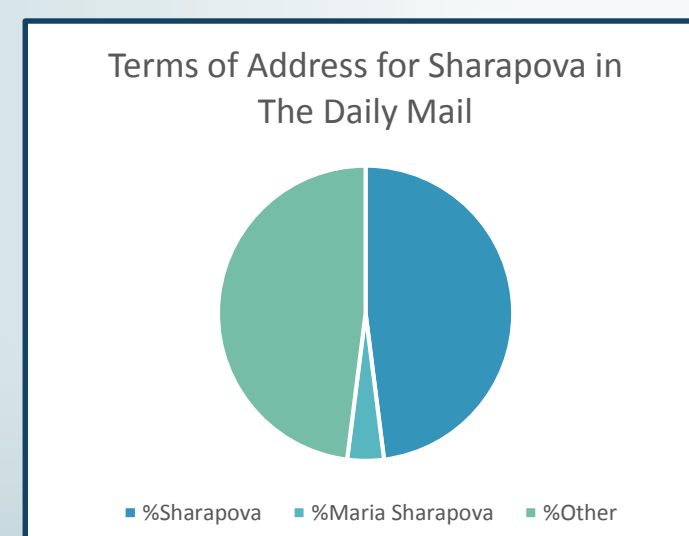
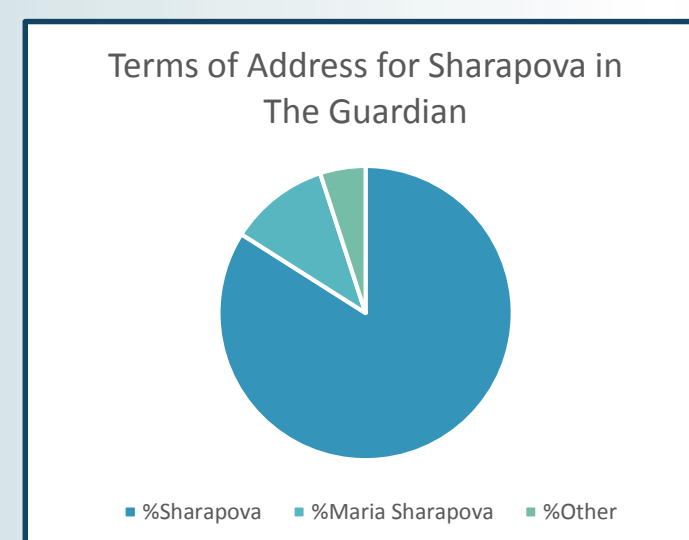
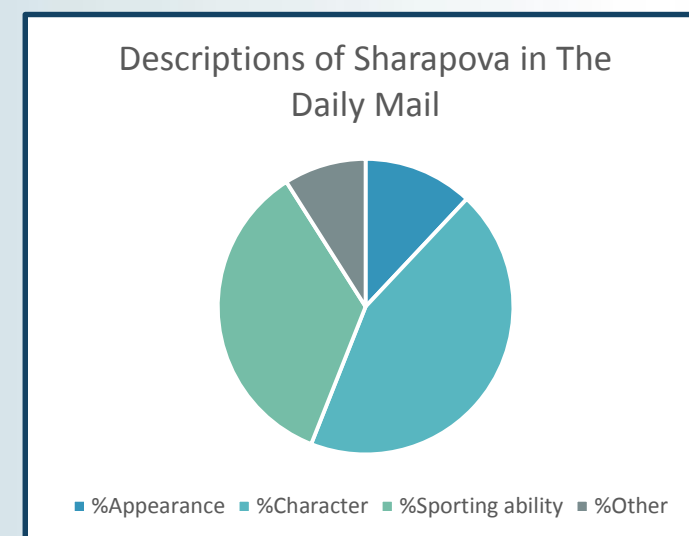
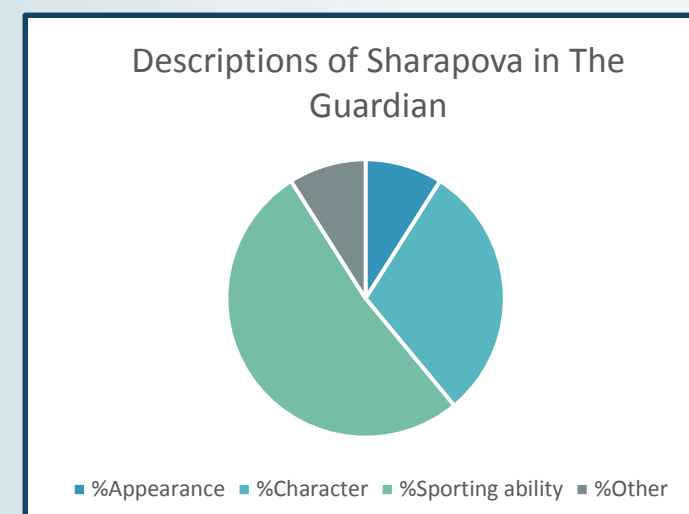
- **4 categories of description:** appearance, character, sporting ability and 'other'.
- **3 categories for terms of address:** full name, surname, any other references.
- **Percentage of use** for each term of address and each category of description.

### 3. Hypotheses

1. There will be more descriptions of Sharapova's appearance than Armstrong's in both publications, particularly the *Mail*.
2. *The Guardian* will focus more on sporting ability than the *Mail*, especially in discussion of Armstrong.
3. Both publications will refer to Armstrong by his surname alone more than they do for Sharapova.
4. The *Mail* will use more alternative descriptions and terms of address for Sharapova than for Armstrong.
5. Overall, the *Mail* will have more gender bias than the *Guardian*.

### 4. Literature Review

- **Montiel:** stereotyping of the genders was more prevalent in domains... (2015:185), like politics and sports.
- **Kiovula:** female athletes were referred to by their first names four times as often as the male athletes were; and that male athletes were referred to by their surnames almost double the times as the female athletes were (1999:601)
- **Kiovula:** female athletes portrayed depreciatively and aesthetically (1999:591).
- **Knight and Giuliano:** female athletes portrayed emotionally, effeminately and heterosexually (2002:219).
- **Cohen:** female athletes described alongside negative insinuations that belittled their sporting performance (1993: 172).



### 5. Description Categories Analysis

- **Appearance:** 12% of descriptions of Sharapova in the *Mail*, none for Armstrong. In the *Guardian*, double the descriptions of Armstrong than Sharapova. Comments on Sharapova's appearance related to this aiding her sporting ability.
- **Character:** the *Mail* describes both athletes more than the *Guardian*. Both publications describe Armstrong's character for 57% of descriptions.
- **Sporting ability:** The *Guardian* describes Sharapova's sporting ability 35% more than Armstrong's, and more than the *Mail* does for either athlete.
- **'Other' descriptions:** The percentages for Sharapova are roughly equal in the two publications. The *Mail* uses 'other' descriptions of Armstrong more than the *Guardian*.

### 6. Terms of Address Analysis

- The *Mail* uses just Sharapova's **surname** 11% less than it does for Armstrong
- The *Mail* uses Armstrong's **full name** 28% more than Sharapova's.
- For both Sharapova and Armstrong, the *Guardian* uses surnames a similar percentage (84% and 80%, respectively), as is the case with full names (11% and 10% respectively).
- The *Guardian* uses **'other' ways of referring** to Armstrong twice the percentage of times they use alternative terms of address for Sharapova.
- Almost half the terms used to refer to Sharapova in the *Mail* are 'other', compared with less than 10% of terms of address for Armstrong are categorised as 'other' in the *Mail*.

### 7. Conclusion

1. **More descriptions of Sharapova's appearance than Armstrong's in the Mail**, but this wasn't the case for the *Guardian*.
2. **The Guardian described Sharapova's sporting ability the same number of times as the Mail did**, and the *Guardian* described Armstrong's sporting ability only once more than the *Mail* did.
3. **The Guardian used Sharapova and Armstrong's surnames as a term of address fairly equally** (84.2% and 80% respectively). The *Mail* used **'Armstrong' as a term of address 35% more than they used 'Sharapova'** as a term of address.
4. **The Mail used quadruple the number of 'other' categorised descriptions for Sharapova than the Guardian did**; and the *Mail* used **eight times** the number of 'other'-type descriptions **for Sharapova** compared with **Armstrong**. The *Mail* article on **Sharapova used eleven alternative** (meaning excluding her name) **terms of address**. The other articles each used **one alternative** term of address for their subject.
5. **The Mail has shown more gender bias than the Guardian.**

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