

MEDIA COVERAGE OF FEMALE TRACK ATHLETES IN BOTSWANA

Visibility & Portrayal

Last updated: September 29, 2021



Game Mothibi

Women continue to make strides in sport participation and sport audiences but not in media coverage.

Previous studies show that women's sport is significantly under-reported and trivialised in the media and relevant investigations of this issue in African countries are very limited. The Purpose of this study is to measure the newspaper coverage of eight elite female track athletes in the most popular newspapers, *Daily News* and *Mmegi* in Botswana. Focusing on three research questions, (1) How often had the targeted female athletes been covered in print media?, (2) How frequently did the print media cover female track athletes compared to male athletes in Botswana?, and (3) How were track athletes represented in identified newspapers?

Related Links



https://www.facebook.com/Smabotswana/?ref=page_internal