

UNIVERSITI TEKNOLOGI MARA

**THE CONSTRUCTION OF WOMEN
POSITION IN SPORT: A TEXTUAL
ANALYSIS OF ARTICLES AND
IMAGES ON FEMALE ATHLETES
IN MALAYSIAN DAILIES
NEWSPAPERS DURING
26TH SEA GAMES 2011**

SITI AMIRAH BINTI HAJI AMIRUDDIN

Thesis submitted in fulfillment
of the requirements for the degree of
Master of Sport Science

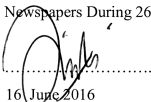
Faculty of Sport Science and Recreation

June 2016

AUTHOR'S DECLARATION

I declare that the work in the thesis was carried out in accordance with the regulations of Universiti Teknologi MARA, Malaysia. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, ackknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student	:	Siti Amirah Binti Haji Amiruddin
Student's I.D. No.	:	2010839278
Programme	:	Master of Sports Science
Faculty	:	Faculty of Sport Science and Recreation
Thesis Title	:	The Construction of Women Position in Sport: A Textual Analysis of Articles and Images on Female Athletes In Malaysian Dailies Newspapers During 26th Sea Games 2011
Signature of student	:	
Date	:	16 June 2016

ABSTRACT

Sport media is seldom covered women's athletes by excluding them from sports news. Yet, female athletes often to be compared between male athlete's ability and hegemonic powers during sport media coverage. This study identifies how national printed media in Malaysia (New Straits Times and Berita Harian) provides coverage to female athlete's performance and also analyse construction of empowering positions and disempowering positions for women especially in newspapers. **Methods:** a content analysis is used to determine the descriptor in the newspaper's content of both newspapers based on articles and images in sport sections during 26th Sea Games 2011 at Indonesia. Kian [2008] coding system was used to analyse the articles and Sport Illustrated Content [1997-2000] coding system for images. **Result:** Both of newspapers shows the different angle of view for women athletes where the highest numbers of articles published by Berita Harian focusing on psychological strengths and emotional strengths while New Straits Times is focusing on the positive skills level and accomplishment. However, both newspapers give a lowest coverage of articles which was focusing on athletic weaknesses and limitations. Instead, there is no coverage for humor and physical appearance, sexuality and attire. For images, NST and Berita Harian focused on the same coded of portrayal for non-sport setting images rather than athletic action. Yet, both newspapers also not even portrayed images on pornographic/sex-appropriate and dress but poised and pretty.

TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
CHAPTER ONE: INTRODUCTION	
1.1 Background of Study	1
1.2 Statement of Problems	4
1.3 Purpose of the Study	6
1.4 Objectives of the Study	6
1.5 Research Questions of the Study	7
1.6 Operational Terms of the Study	7
1.6.1 Sport	7
1.6.2 Media	8
1.6.3 Sport Media	8
1.6.4 Printed Media	8
1.6.5 Daily Newspaper	8
1.6.6 Media Text	8
1.6.7 Media Image	9
1.6.8 Construction Women Position	9
1.6.9 Empowering Position	9
1.6.10 Disempowering Position	9
1.6.11 Southeast Asian (SEA) Games	9
1.7 Significant of the Study	10
1.8 Limitations and Delimitations of the Study	10
1.8.1 Limitation of Study	10

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF STUDY

Media plays an important role in spreading out information. The effect of media in our lives is highly influencing where people can easily trust the dissemination of news. Media can also be an effective medium through its various modes of communications in order to reach out information via several mediums including radio, television, films as well as printed words and image. With the sophistication of today's technology and its access to countries all over the world, the media has been an agent in providing information to create power and reality through stories and pictures conveyed via media tools. Copra (2008) pointed out that the media is shaped by existing social reality.

The capability of media in influencing one's decision is enormous since it can inspire the forming of public opinion, change the beliefs of each person and self-perception of the story as well as shaping ideology and transforming a process of socialization. In creating media reality, it may be interpreted by biased even worst, for profit motive. This can be seen where sometimes the stories are distorted and twisted by media members. Vincent (2005) through the study explained that both the electronic or print media are able to assist in determining, normalizing and influencing mainstream ideological in sports towards the society by reflecting the identity of the female and male athletes.

The sports section in every newspaper which publishes sport news has actually given significant impact on every sport members. Thus, it is known that the media and sports have robust connection in exposing stories which can help in improving or dropping the career of an athlete. Eagleman *et. al.*, (2009) described that sport and mass media are strong and mutually beneficial in selling newspapers, magazines while building public perception. It can also be used as a medium to create awareness and promote the sport through coverage of stories and pictures published. Next, media is also responsible in providing in-depth coverage of sports tournaments including the participants, achievements or any record breaking. Other, media's role is to assist in