



SPORTS HAVE  
**NO** GENDER

# Preparatory activity

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ITALIAN DELEGATION



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## Analysis of the representation of the female figure in the main media, newspapers and sports newspapers of our community

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- The prevailing narrative typology of women in sports, as athletes, referees, or managers, unlike that of men, is influenced by several factors:
  1. Physical and aesthetic factor
  2. Role played: mother, partner, influencer;
  3. Media underrepresentation
  4. Factor of the "unicorn" e.g. Bebe Vio, Paola Egonu
- These distorting factors are the result of different worlds but all characterized by low female presence: top roles in sports management, top roles in sports training.
- They are also the result of an unfavorable sports legislation to women professionals, which brings with it a lower welfare for athletes and less attention from private sponsors.

