



Barriers faced by women in sports journalism – a historical overview *Barriers*

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SUMMARY

It can be said that in the past, women lived for their husbands, taking care of their homes and children, but little by little they began to gain space and show their true abilities. In this work, a study is carried out on the barriers faced and the space conquered by them today. In this context, the general objective is to analyze the insertion of women in sports journalism in Brazil. And the specific objectives consist of: identifying new possibilities for journalism in Brazil; investigate the process of insertion of women in sport throughout history; describe the insertion of women in sports journalism; identify the position of women in sports journalism today. As a methodology, a bibliographical research was used, searching books, magazines, articles and websites specializing in the subject for the theoretical basis necessary for the study.

Key words: Woman. Sport. Journalism.

ABSTRACT

It can be said that in the old days women lived according to their husbands, taking care of their homes and children, but gradually they were conquering space and showing their true skills. In this work we study about the barriers faced and the space today conquered by them. In this context, the general objective is to analyze the insertion of women in sports journalism in Brazil. And the specific objectives are to identify the new possibilities of journalism in Brazil; to investigate the process of women's insertion in sport throughout history; describe the insertion of women in sports journalism; identify the position of women in sports journalism these days. As methodology, we used bibliographic research, searching in books, magazines, articles, and sites specialized in the subject the theoretical basis necessary for the study. **Keywords:** Woman. Sport. Journalism.

1. INTRODUCTION

It can be said that in the past, women lived for their husbands, taking care of their homes and children, but little by little they began to gain space and show their true abilities.

Currently, with their rightful place in society, they have been placing themselves in the job market, gradually showing that they have as much capacity as men, with competence, creativity and the way they face difficulties and challenges.

In this work, a study is carried out on the barriers faced and the space conquered by them today. Thus, the study is guided by the following questions: What are the barriers faced by women in sports journalism over time?

In this context, the general objective is to analyze the insertion of women in sports journalism in Brazil. And the specific objectives consist of: identifying new possibilities for journalism in Brazil; investigate the process of insertion of women in sport throughout history; describe the insertion of women in sports journalism; identify the position of women in sports journalism today.

As a methodology, a bibliographical research was used, searching books, magazines, articles and websites specializing in the subject for the theoretical basis necessary for the study.

2 THEORETICAL FOUNDATION

2.1 ETHICS AND JOURNALISM IN BRAZIL

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Ethics and unethics are connected to journalistic practice where the journalist must have a "provisional moral code" so that your objectives are achieved. However, a provisional morality can lead journalism to lose credibility, given the inconstancy and distortion of information when manipulating news, and ethical conflicts may arise. In fact, each profession has its well-defined code of ethics, but the journalist makes the rules according to what suits him (SAID, 1999).

Corroborating with Said, one should not exceed the limits of professional ethical standards, so that one can contribute



to improve daily journalistic activities.

With capitalism, the fight for monopoly, the fight for exclusive news, offering news of poor quality, sensationalist and without theoretical basis, the journalist ends up going in the opposite direction of the Code of Ethics, when he should, through appropriate language, indicate the paths that allow judgments to anyone who is interested (FERREIRA, 2021a).

Perhaps this fact is due to the desire to stay ahead of the news released on the internet, in an attempt to present the news first hand. However, it happens that online information does not always have a procedure, this is because there is no correct investigation of the facts, caused precisely by the dispute over the monopoly, but this subject will be covered in great detail later in this chapter.

The journalist is no longer the only one with information power (RAMONET, 1999), today any individual has media power, even if they do not have credibility, reach or audience, what matters is that they have the voice of the media. This is because technology has taken the place of traditional journalism, allowing interactive communication to prevail, where at any time, from anywhere, the individual can obtain information and, moreover, express their opinion (COSTA, 2009).

According to Ferreira (2021), contemporary journalism uses complex means of producing subjectivity, based on ethics and the dissemination of true facts.

In this case, it is up to the journalist to investigate the facts, prevailing the truth that is in the public interest, avoiding going against the Code of Ethics, thus guaranteeing the publication of objective challenges from people accused of illegal acts on their pages, maintaining the confidentiality of their source in accordance with what is stated in the Constitution and Code of Ethics.

1.2 WOMEN IN SPORTS JOURNALISM

It is known that the human species has two genders: male and female. In order for the species to reproduce, it is essential that there is the participation of these two beings, who began to relate with the objective of perpetuating the species, starting to coexist constantly, thus, together with the reproduction of man, societies emerged. Since the Neolithic period, around 8,000 to 4,000 years ago, when man began to produce his own food, the divisions of roles in society also began to be defined (ALVES; PITANGUY, 1981)

According to Alves and Pitanguy (1981), in the pre-capitalist period, the family was multigenerational, and everyone worked in the same economic production unit. However, over time, women began to be seen as the weaker sex, incapable of managing a family, with men becoming the great power in the family and society in general.

In this way, with the man taking charge of the family, a patriarchal society emerged, and the woman was increasingly subjected to the interests of the man, her role was restricted to the domestic world, taking care of the house, her husband and children.

At the time of industrial societies, the nuclear family model emerged, that is, father, mother and children, however, society remained patriarchal. Women began to be subjected to factory work, leaving the role of just caring, however, this fact generated a disruption of family ties, especially for children, thus increasing social conflicts (ALVES; PITANGUY, 1981).

Women began to have a double shift, considering that they still had to take care of their homes and families. The difficulty encountered in this double working day led women to also demand daycare centers, schools and the right to motherhood. As you can see, throughout the history of society, women have always been seen as less capable than men. The woman began to belong more and more to the man, adultery was considered a very serious crime and put the inheritance of the offspring in danger.

In the 20th century, women began an organized struggle in search of their rights, to end the forms of oppression to which they were subjected, the so-called feminism began. According to Beauvoir (1980), he explains that feminism basically consists of a political bet, a bet on the dissolution of differences between men and women, labeled by feminism.

Women were in favor of feminism, taking over the movement, they were seen as unloved women, being discriminated against by men and women who accepted the role of submissive.

All the struggles fought by women were in search of their rights, for new social values, for a new culture, of equality before men. Although, nowadays, women have conquered their space, their equality before men, occupying positions in companies that previously only men could assume, being the main source of income and sharing the same authority as men in front of their families, there is still a lot of prejudice, an old view that women are more fragile remains, and unfortunately, women's submission can still be seen, where many even suffer violence from men.

With regard to sports journalism, with the arrival of the 20th century there was an increase in the representation of women in sports television programs. This is due to the fact that women began to acquire greater knowledge about games and thus became able to disseminate sports information. However, there are still a number of women who hold positions as sports writers or broadcasters compared to the large number of men in these roles.

(SIMÕES, 2003, p.65).

Anna Zimmerman was the first woman to win the role of sports reporter at Rede Globo in 1998 covering the World Cup in France. Since then, women have become a confirmed presence in sports journalism, so much so that in 2002, Fátima Bernardes covered the World Cup in Japan. (MEMÓRIA GLOBO, 2004, p.352). In this context, it is important to verify the real role of women in sports journalism and verify that their presence was not yet just a strategy to attract an audience.

1.3 PIONEERS IN SPORTS JOURNALISM

The evolution of women in sport accompanied the search for their space in society and according to Righi (2006) first women started to participate in sport, then came the victories and, with that, they started to respond to reporters, then they started to be these reporters, and today, are inside sports programs, commenting, presenting, being part of the sports world.

The first female name in sports media is Regiani Ritter, who started in sports journalism on the radio, but established herself on television, as the first woman to cover a World Cup, this one which was held in Italy. Another woman to be highlighted here is Marilene Dabus, known for her boldness, as she ventured into the typically male sport, Football. According to Mota (2009), the way in which Marilene Dabus interviewed the players while still on the pitch was frowned upon by society.

Cidinha Campos is another prominent name in sports journalism, as she interviewed the player Pelé, considered the King of Football, before scoring his thousandth goal, opening up space for women in this type of media.

In this way, important facts marked by women's pioneering role in sports journalism have meant that today they have gained a greater space, being present in this media.

CONCLUSION

In this study, a study was carried out on the insertion of women in sports journalism, observing the aspects that involved this process, from social barriers to those related to their performance in sports, which with persistence were overcome and today make women appear in the sports scene, on and off the fields and courts. Barriers such as gender prejudices and doubts about their performance meant that for a long time they were rejected from the sport, later demonstrating that they were prepared to appear in this scenario, competing and winning.

From within the games, with their victories, women began to give interviews to reporters for their achievements, then they began to interview the players, and today they are program anchors, sports commentators, reporters and, including coverage of major world sporting events, being highlighted in the medium. Thus, at the end of the study it can be seen that just as it was the insertion of women in society, with all its barriers, it was also the case for insertion in sport, prejudices, doubts, hovered over them, but with persistence, they were conquering space and today they work prominently in sports journalism, being part of programs, coverage of major sporting events, in short, despite the little emphasis given to women's sport in the news, women are already part of this world.

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