
<https://doi.org/10.17721/2312-5160.2021.29.39-51>

UDC 007:004.738.5:796.09-055.2(477)

Representation of Sportswomen in the Online Version of Ukrainian Daily Newspaper “Segodnya”

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ABSTRACT

Female athletes' media representation is an object of scientific attention during the last forty years, but few studies analyze the situation in Eastern European countries. Meanwhile, there is no research on sportswomen's representation in Ukrainian media. Using a content analysis methodology, we analyzed women's sports coverage in the sports section of the online version of popular Ukrainian daily newspaper *Segodnya (Today)*. We found that most articles in the sports section are dedicated to men's sport, and women's sport is poorly covered. Female athletes are controversially framed in news stories. While 'sports stories' depict sporting achievements of female athletes and are accompanied by photographs of female athletes in action, the percentage of stories that are not related to sport is quite high. These «non-sports» stories are dedicated mainly to sportswomen's appearance and sexuality, as well as their private life.

KEYWORDS: women's sport; female athletes; media; framing; Ukraine.

Репрезентація спортсменок в онлайн-версії української щоденної газети «Сьогодні»

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Резюме

Відображення спортсменок у медіа є об'єктом наукової уваги протягом останніх сорока років, але мало досліджень аналізують ситуацію в країнах Східної Європи. Водночас дослідження про репрезентацію спортсменок в українських ЗМІ немає. За допомогою методології контент-аналізу ми проаналізували висвітлення жіночого спорту в спортивній рубриці онлайн-версії популярної української щоденної газети «Сьогодні». Ми виявили, що більшість статей у спортивному розділі присвячені чоловічому спорту, а жіночий висвітлюється слабо. Жінки-спортсменки суперечливо зображуються в новинах. Хоча «спортивні історії» зображують спортивні досягнення спортсменок і супроводжуються фотографіями спортсменок у дії, відсоток матеріалів, які не стосуються спорту, досить високий. Ці «неспортивні» історії присвячені переважно зовнішності та сексуальності спортсменок, а також їхньому особистому життю.

Ключові слова: жіночий спорт; спортсменки; медіа; фреймінг; Україна.

Introduction

As numerous studies of media coverage of sport reveal women's sport is less covered than men's on TV (Billings et al. 2015; Cooney et al. 2015; Messner and Cooney 2010), in newspapers and magazines (Nieland and Horky 2013; Kaiser 2018; Martin and McDonald 2012; O'Neill and Mulready 2015), in online media and new media (Coche 2013; Lisec and McDonald 2012). Summarizing the quantitative data of many studies taken in different countries during long period Bruce (2016) stated that women's sport has on average 10% of coverage in print media and 5% on TV. Figures in some studies look even more dramatic. In British newspapers female athletes have 3,6% of media coverage that grows up to 7,5% in Olympic Games period (Godoy-Pressland 2014). On US TV channels «even though women make up 40% of all sport participants nationwide, they receive less than 2% of overall televised media coverage» (Kane 2013). Sport still largely associates with masculinity and media support this. Moreover, this happens despite of the fact that almost all sports are available for women nowadays and women are very active in different sports.

The bulk of research on female athletes' media representation concerns the United States and Western European countries, although there is as well research about situation in Central European

countries (Antunovic 2019; Jakubowska 2015; Jakubowska et al. 2016; Mazur et al. 2018), in Asia (Billings et al. 2019; Xue et al. 2018), Australia and New Zealand (Sherry et al. 2016; Yip 2018), and Africa (Nieland and Horky 2013). All of them confirm the thesis of low presence of women's sport in media. Furthermore, as the longitudinal study of the coverage of women's sport by US TV channels shows (Cooky et al. 2015) the coverage of women's sport on TV declines even though the participation of female athletes in sports is high during last decades.

We can hypothesize that these findings are universal. This study aims to examine the representation of female athletes in the online version of the daily newspaper *Segodnya* to define the quantity of coverage and outline its specifics. *Segodnya* is one of the most popular news media in Ukraine with a daily sports section. It is among the top 25 most visited websites in Ukraine, a ranking that includes popular international websites like search engines (e.g., Google), social networks (e.g., Facebook, Instagram, etc.) or streaming websites (e.g., YouTube) (Kantar 2019; UIA 2019) and one of the leading media outlets (UIA 2018). In its printed version *Segodnya* was the most popular newspaper in Ukraine (Internews 2018) till its closure in September 2019.

Sportswomen representation in Central and Eastern European media

Few studies outline the Central and Eastern European context. Antunovic (2019) researched women's representation in Hungarian sports magazine and found that «[T]he number of pages dedicated to sportswomen per issue ranged from 1 to 26, averaging at approximately 13 pages (15.8%) per issue.» Although this exceeds those mentioned above, we cannot talk about equal representation of female and male athletes. Moreover, «[A]rticles about women are usually found between pages 70- to 90-something, at the very end of the magazine, unless she is featured on the cover» (Antunovic, 2019). Furthermore, Antunovic notes the usage of feminine descriptors concerning women athletes even in the articles that address sport achievements, and the emphasis on heterosexuality and maternity.

Mazur et al. (2018) examined sport coverage in the largest Polish daily newspaper *Gazeta Wyborcza* for a four-year period and revealed that the quantity of articles about women's sport doesn't exceed 15,3% and they address principally individual sports. Jakubowska (2015) ascertains the same: there are more articles about women athletes in individual sports (72,6%) than in team sports (less than 20%). Women's team sport is covered in case of participation in international competitions and this evidences «that it was not the gender category that was a decisive reason for publishing a given material, but the fact that these teams were representing their country» (Mazur et al. 2018). Another finding of Mazur et al. (2018) is that only 11 articles of 2997 are written by women journalists and there are 94% of men among experts.

Towards gender equality: media coverage in Olympic Games period

Situation with women's sport coverage changes during Olympic Games when media pay more attention to compatriot women athletes and gender is outweighed by national pride for sport achievements (Vincent et al. 2018; Billings et al. 2019; Scott et al. 2019). Billings et al. (2014) examined coverage of Olympics by NBC and revealed that during 2012 Games «the first time women received more overall clock-time than men, the first time women tallied more appearances than men in the most-mentioned athletes category, and the first time women athletes received more overall mentions than male athletes.» The researchers explain the salience of women athletes in the air by the fact that women's team surpassed the achievements of men's team and won more medals. It should be mentioned as well that 2012 Olympics became crucial for sportswomen as for the first time «women competed in every sport, no countries excluded female athletes, and 4835 female athletes participated in the Olympics, a higher percentage than any previous Summer Games (44%)» (Boykoff and Yasuoka, 2015).

Godoy-Pressland and Griggs (2014) studied the photographs in British press during 2012 Olympics and revealed that 41,4% of photographs portrayed sportswomen. However, the researchers point out that approximately the same percentage has been detected since the beginning

of 2000s and it doesn't grow that evidence that «still gender discrimination present in print media sports editorial rooms». In the research of the gender balance of photographs in the French sport newspaper *l'Equipe* during 2012 Olympics Delorme and Testard (2015) revealed notable bias in quantity of photographs in favor of sportsmen, but by their size, placement and the context of images gender representation was equal.

Studying media coverage in the newspapers of France, the Great Britain and Spain during the 2014 winter Olympics Delorme and Pressland (2016) affirm that women athletes were in general underrepresented in French newspapers, overrepresented in British ones and equally represented in Spanish press. Concerning the overrepresentation of female athletes in British newspapers the authors state that «there were significantly more comments about the attractiveness of female competitors at the Games in these newspapers than compared to their male counterparts» and thereby «this overrepresentation is in fact not a step forward in terms of gender parity of media coverage, but instead it reinforces the marginalisation of female athletes when the purpose of such coverage is decorative rather than sport-focused.»

Burch et al. (2012) studied media coverage of women's and men's sport during 2010 Olympic Games and found out that although women's sport was less covered than men's the media coverage was almost equal considering the number of participants of each gender.

The tendency to equal gender representation in media during Olympic Games could be considered as optimistic but as Godoy-Pressland (2014) notes «progress towards gender parity might be particular to major sporting events and not reflect daily sports news and the position of sportswomen within this.» Looking beyond the amount of media coverage, it is noticeable «that the content of that coverage can be ambiguous and problematic» (Delorme 2014). In their study of media coverage of 2016 Olympics on Australian TV Xu et al. (2017) revealed that 14 of 20 the most mentioned athletes were men, and «gender differences were also uncovered on many levels relating to attributions of athletic success, failure, personality, and physicality.» Even during Olympics women are mentioned if they win «while men's sport is seen as interesting in its own right, not only when medals are expected or won» (Bruce 2011).

Qualitative biases in women's sport coverage

Not only quantitative indicators differ media coverage of women's sport. Kian (2006) determined five trends that have been observed by researchers of women athletes' representation in media during years: sexualization of sportswomen; more attention in more feminine sports; usage of descriptors related to femininity, beauty and weakness in articles about women athletes; attention to their private lives; more frequent usage of humor. As Cooky, Messner and Musto (2015) state some changes have happened since last decade, for example the humor usage in comments about women athletes has noticeably declined. Bruce (2016) argues that some practices of women's sport's media coverage are disappearing, in particular much rarely authors and commentators infantilize sportswomen, the gender marking is not so salient as earlier, less attention is given to non-sport-related aspects, there is less comparison of men and women athletes, and broadcast production values of women's competitions have improved. Yet, «other» attitude of media toward women athletes is still prominent. For instance, in the cross-cultural research Ponterotto (2014) derives that

in both the British and Italian sports culture, female athletes are consistently portrayed in traditional feminine roles (passive and docile, sexually desirable and available, fragile and child-like), rather than in pro-active athletic positions, and are especially represented as top models, pin-ups, and sexual partners.

Media still pay more attention to sportswomen in «feminine» sports, meaning more aesthetic. This includes gymnastics, tennis, swimming, diving, figure-skating, skiing and athletics (Kian 2006; Godoy-Pressland and Griggs 2014). Fink (2014) notes that women competitions are gender marked by adding the word «women's» to the title as, for example, Women's World Cup, or by

commentators' emphasizing on female athletes sex. This accentuates once again the inferiority of women's sport, isolates it as «other».

Agenda setting and framing

Media agenda impacts public agenda by making some objects of attention more salient (McCombs et al. 2014). These «objects of attention» chosen by media cause the issues the audience would consider as important. Media can make a choice in favor of newsworthy topics, not the most important. Thus, in case of sport's media coverage, in European countries men's football get much more attention from media compared to other sports and is number one topic in sports agenda. Furthermore, instead of making some issues more salient media could avoid highlighting any important topics up to setting non-agenda (Pingree et al. 2018).

Issues could be represented using some frames which “highlight some features of reality while omitting others” (Entman 1993). As Entman (1993) states «[T]he culture is the stock of commonly invoked frames; in fact, culture might be defined as the empirically demonstrable set of common frames exhibited in the discourse and thinking of most people in a social grouping.» Thus, frames facilitate processing of information if it fits into recipient's picture of the world, make remembering easier, simplify perception of new information because «the frame is located both in the sender and the receiver, the (informative) text and culture» (Ardevol-Abreu 2015). But frames not only facilitate perception, «frames select and call attention to particular aspects of the reality described, which logically means that frames simultaneously direct attention away from other aspects» (Entman 1993). In case of women's sport coverage media «construct and actively perpetuate a false narrative that women are not interested in sports and are not very skilled when they do participate» (Kane 2013). This brings women's sport out of sight of media's audience, forms an attitude as to something that don't worth attention, not professional enough to be covered. This supports «[T]he tendency to present most of the few women's sports stories in a matter-of-fact, uninspiring, and lackluster manner» (Cooky 2015). Moreover, this implicitly forms audience's opinion that men's sport is for real but women's – not. Taking into account that journalists and invited experts are mainly men and that because of low presence of women's sport on the air and in the press the viewers and readers are mainly men, «sports and media sports are foremost by men, for men, about men and, accordingly, reproduce male dominance» (Broch 2016).

Such attitude toward women athletes influences marketing and promotion of women's sport which accent not on accomplishments of women athletes but on not related to sport traits: «their (hyper) sexuality and/or attractive, feminine qualities, or their roles outside of sport such as wives, mothers, girlfriends, and so on due to the belief that female athletes' athletic accomplishments, in and of themselves, are not sufficiently marketable» (Fink 2014). Not only low attention of media to sportswomen but advertising and promotion as well impact perception of sportswomen by audience and the general context around women's sport.

Research questions

The purpose of this research is to examine the quantity and the quality of media coverage of women's sport in sports section of Segodnya. Firstly, we should detect the quantitative indicators of women's sport coverage in this newspaper. Secondly, we should identify how the sportswomen are portrayed: as athletes who experience victories and failures or as mainly females. Is there an emphasis on appearance and sexuality? Have descriptors related to femininity been used in headlines and texts of news stories? If revealed, which are the most common? How are the sportswomen portrayed on photographs that accompany news stories? Do sportswomen get more coverage in traditionally «feminine» sports?

Methods

To analyze coverage on different sports and different competitions the news stories for the period from March 2018 to February 2019 were examined. During this period one week of each month was randomly chosen and stories in sports section of given weeks were collected (N=2292). All these stories were grouped by gender criterion: (1) articles about women athletes, (2) about men athletes and (3) others including gender neutral or gender mixed articles. News stories are prevailing in sports section of Segodnya and most of them consist of the news itself and references to previous related events and stories. Each news story is accompanied by a photograph. News stories are grouped as stories about sportswomen if the main part is dedicated to a sportswoman. As for a few larger articles (e.g. interviews and reviews) a criterion of choice was the extent to which it concerns women athletes. For example, an article of 2100 words about perspective young female and male athletes is largely about young women (70% of text and seven photos of ten) so it was regarded as an article about women's sport. A category of gender mixed stories includes articles that cover simultaneously men's and women's sport even if they are accompanied by sportswomen's photographs. General news e.g. competition schedules and results are grouped as others.

A total of 195 articles about women's sport were collected in the given period. For quantitative comparison we took an appropriate number of articles about men's sport (using the same criteria as for choosing articles about women's sport). It worth noting, that if 195 articles about women's sport was collected during 12 analyzed weeks, comparable quantity of stories about men's sport (N=174) was gotten during just one week (the same week in February 2019 taken for examining women's sports articles).

Stories was divided into two groups by the topic: «sports stories» and «non-sports stories». Articles belong to «sports» category if they cover sportswomen's and sportsmen's achievements, participation in competitions, specifics of training, finishing of sports career, injuries. If sport is mentioned but the article doesn't concern sports activities, it was grouped as «non-sports». This second category includes news stories referring to sportswomen's personal lives (i.e. their families, relationships, motherhood), their appearance, interviews with sportswomen or their commentaries about various aspects of life not related to sport.

To examine the news stories we used content analysis. The online version of Segodnya releases in Ukrainian and Russian, and the content slightly differs depending on language, so we analyzed both Ukrainian and Russian versions. The unit of analysis was the news story in which we examined headlines, texts, and photographs. At the first level of analysis the coding categories were the topic of the story (sport or non-sport) and the type of sport. Then we scrutinized the headlines and texts to reveal descriptors used to depict the athletes. At this point the unit of analysis was a descriptor (a word or a phrase that describe a sportswoman or her activity). The descriptors were classified into categories: nationality, achievements, appearance and physicality, sexuality, private life (i.e. relationships, marriage, family and maternity). To determine the type of photograph we adopted the typology suggested by Pedersen (2002) and Delorme and Pressland (2016) and used two categories: «sport-related action» or «outside sports context».

Two researchers were involved in coding process. After pilot study session one researcher coded all dataset. Then second researcher coded 25% of the body of content (n=50) and the intercoder reliability using Cohen's kappa coefficient were determined for topics of the stories ($\kappa=0.96$), type of sport ($\kappa=1$), athlete's descriptors ($\kappa=0.91$) and photographs ($\kappa=0.87$).

Results

For the 12 weeks period from March 2018 to February 2019 a total of 195 stories about women's sport was collected. The average number of stories about sportswomen is 16 per week or nearly 2 per day. Meanwhile, we detected 13 days of 84 days when data was collected without any

single mention about women athletes (noting that average number of articles in sports section is 27 per day and the minimum is 14 per day). Women’s «sports stories» represent 8% among all stories in sports section, men’s «sports stories» – 83% (see Figure 1 and Figure 2).

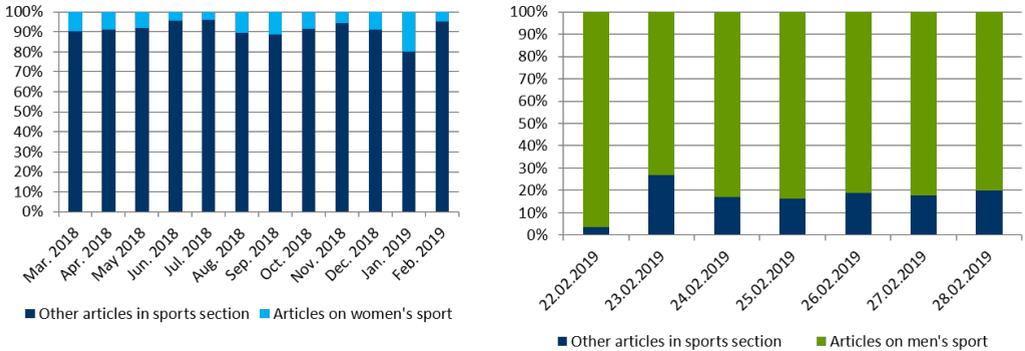


Figure 1. Share of articles about sportswomen and sportsmen among entirety of sports section stories.

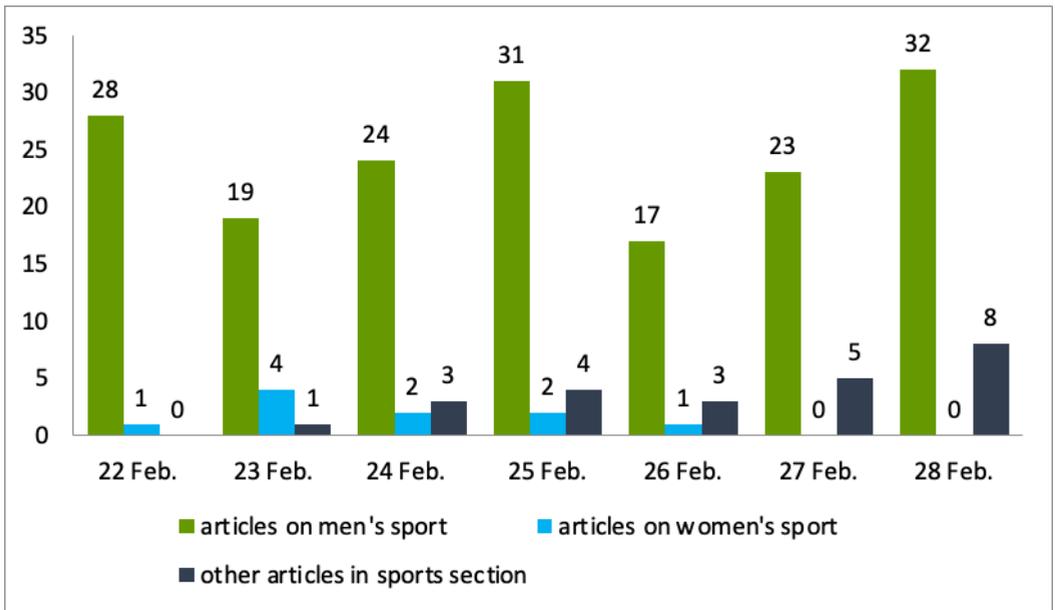


Figure 2. Articles about women’s and men’s sport during one week in sport’s section of Segodnya.

«Sports stories» make up 64% (N=125) of the total number of articles about female athletes whilst the number of «sports stories» about male athletes is much higher – 93% of stories concern sports activities (see Figure 3). Most of the «sports stories» (80%) describe sports achievements or failures. Other articles address finishing the sports career, entering the national team, injuries, doping accusations.

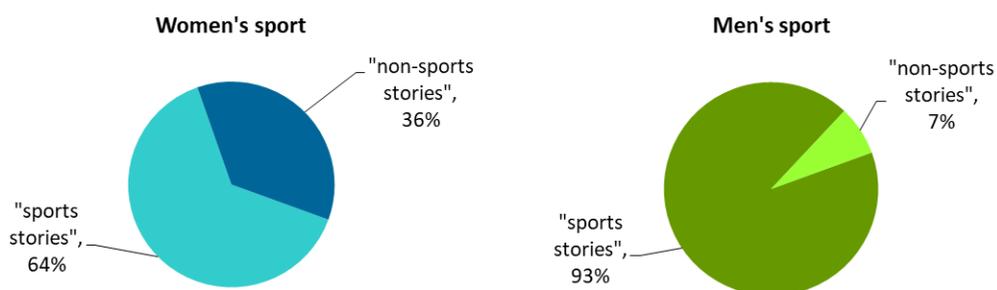


Figure 3. Share of «sports stories» and «non-sports stories» for women's and men's sports.

«Sports stories» headlines are rather non-emotional. Among 125 «sports stories» headlines only two has femininity related descriptors and both these stories are about martial arts: «*Sesilia Braekhus – the beauty who knows no mercy in the ring*» and «*Beauty from Ukraine takes «gold» on MMA European Open Championship.*» One more article on martial arts has gender marked headline («*MMA girl fighter had been beating the opponent after she gave up*») even though the usage of feminine noun would be more appropriate than gender specification. Moreover, verbs' endings in Ukrainian indicate gender and it's clear that it is said about sportswoman even without emphasizing on her sex. One subtitle also points the gender: «*Ukrainian girls qualified ahead of schedule.*» All other headlines and subtitles of «sports stories» are sports related and don't contain gender descriptors.

When used descriptors in «sports stories» headlines, subtitles and texts are related to nationality of an athlete (e.g., *Ukrainian saber fencer, Ukrainian biathlete, Chinese chess player*, etc.), her age or sports achievements (e.g., *World No.1, Olympic champion, Ukraine's No.1, double silver medalist*, etc.).

The photographs of «sports stories» portray female athletes in action, any extraneous photos (i.e., not related to sports) weren't revealed.

In analyzed news stories sixteen sports are represented. The half of «sports stories» are dedicated to tennis (n=62) that supports the worldwide trend of women's tennis media popularity. Skiing (n=22) and hockey (n=7) coverage was quite salient. Such attention to hockey could be explained by reconstitution of national women's team and its successful participation in international competitions.

Every news story in sports section is linked to thematically related articles. «Sports stories» link principally to previous sports events. Nevertheless, we revealed 26 stories (18 among them are about tennis), e.g., 20% of «sports stories» that link to non-sport-related stories, i.e., every fifth article about sportive achievements of female athletes has a notice about maternity, private life and physicality.

Most of the «non-sports stories» (N=71) depict female athletes' appearance and sexuality (n=24) and their private life (n=21). Unlike «sports stories», in «non-sports stories» we revealed descriptors with accent on femininity. The most used are sexuality related (*sexy bikini, sexy dance, sexy photo, sexy female surfer, sexy female biathlete*, etc.) and physicality related descriptors (*ideal figure, very beautiful body, magnificent forms, spectacular appearance*, etc.). The same descriptors are found in headlines, as well. Among 71 of «non-sports stories» 40% (n=28) have in its headlines words and expressions related to appearance, physicality and sexuality including *beauty, sexy, the sexiest, captivated social media with her figure, impressed fans with photo in bikini*.

Some news stories about women athletes' appearance are triggered by their posts in Instagram. These stories include some comments of Instagram users chosen by journalists e.g., *beauty, beauty queen, gorgeous woman*. Two articles have not only excited but some critical comments about

women athletes' physicality (*too skinny, where the butt disappeared, or you look better without tattoo*).

Tennis as one of the most popular and covered women's sports is the main subject of 90 articles (62 of «sports stories» and 28 of «non-sports stories»). 27% of them are dedicated to Ukrainian top-ranked player Elina Svitolina (17 articles about sporting achievements and 8 about private life). Including mentions about her in other articles (e.g., headline «Svitolina's offender won the tournament in Dubai») Svitolina is named in the half of all stories about tennis.

During the analyzed period three interviews with women athletes were published: two with hockey players and one with biathlete who won two winter Paralympics gold medals. If in «sports stories» women and men athletes weren't compared, such examples are detected in interviews. The one with Paralympic athlete has her phrase in the headline: «*I can't run with women. Men are not so fearful.*» The text of nearly 1000 words uncovers details of preparation for competitions, exhausting trainings, specifics of shooting of athletes with visual impairment thus other fact could be chosen for «click worthy» headline. In another interview 13-year-old female athlete who joined a boy's hockey team said: «*I prefer to play with boys because they are stronger, and they are more advanced than girls*» and added: «*it's more interesting to play with boys. They have higher speed, better skating and higher puck possession. There are players to learn from. Because there are more skillful boys and I'm trying to surpass them.*» Such comparisons provoke thoughts about insufficiency of women's sport, support an idea of its inferiority, «otherness». The headline of the third interview: «*Ukrainian hockey player Yulia Dobrovolska: 'The manicurist is always with us'*» emphasize on sportswomen femininity even though we find out further that this manicurist is a team player. The same interview has an example of women athletes infantilization by repeatedly used word girls and emphasis on sportswomen weaknesses: «*Sometimes we cut ourselves some slack as we are girls – in food or sleeping more.*» All the examples above are cited after sportswomen so these sportswomen themselves support with their rhetoric the belief of inferiority of women's sport and «otherness» of female athletes. One of Bruce's (2016) «persistent rules» assumes that «[A]mbivalent coverage juxtaposes representations of sportswomen's physical skill, strength or competence against traditional femininity, weakness, incapacity and the inferior quality of women's sport.» We revealed such ambivalent coverage in every analyzed interview.

Discussion and conclusions

«Sports stories» (in contrast to «non-sports stories») in Segodnya represent female athletes as professionals and achievers both in case of victories or defeats. The focus is on the most popular woman's sport – tennis (similar bias is observed in men's sports: 70% of examined articles are dedicated to football (soccer)). In fact, media coverage is concentrated largely not simply on women's tennis but on one, the most successful player. This also confirm the thesis that individual female sports are more covered than team sports.

Indeed, the main problem with «sports stories» is their low number among news stories in sports section. We observe that women's sport is marginalized in sports agenda. Furthermore, the accent is on femininity and sexuality in «non-sports stories», which number is quite prominent among stories dedicated to female athletes. If in «sports stories» we found only neutral descriptors the «non-sports stories» are much more emotional. Athletes are framed differently in «sports stories» and «non-sports stories» in Segodnya: as sportswomen who can be role models in «sports stories» versus «sexy girls» in «non-sports stories».

Links to non-sports related previous news stories revealed in «sports stories» could be explained by editorial staff's desire to increase news stories' views and raise readers' engagement. It is notable that such mentions are the most frequent in articles about women's tennis players regarding that tennis is considered as one of the «feminine» sports. This is also true with correlation between «sports stories» and «non-sports stories»: most of the «non-sports stories» tell about tennis players and other «feminine» sports such as skiing, athletics and swimming. In some sports cases,

the number of stories about physicality and personal life exceeds the number of stories about sports accomplishments. Such mentions support a belief about women athletes as mothers, owners of «perfect» bodies emphasizing on their femininity and distracting from their achievements in sport.

Physicality and appearance related comments of Instagram users cited in news stories are primarily favorable and demonstrate different degrees of admiration, but they coincide with critical comments. That is an accurate illustration of attitude toward women's body: it is a topic of discussion and is never perfect. Even in case of dominant belief about beautiful body – athletic, slim and attractive. Bruce (2016) argues that «new forms of representation emerging in some online and social media suggest ways in which sportswomen can be imagined as pretty and powerful within discourses of femininity and sport.» And «it is athletic performance that appears fundamental in most cases, enabling successful, world-class sportswomen to use their «femininity» as a resource to continue competing and maintain a public profile» (Bruce 2016). «Pretty and powerful» undoubtedly represent sportswomen's attitude to their bodies, their decisions to demonstrate their bodies. But audience's and media's attitude to physicality could significantly differ. Instagram users' comments cited in news stories – as favorable, as critic – emphasize on appearance and evidence audience's perception of women athletes only as «pretty». (We should accentuate that we considered solely comments cited in news stories, i.e. chosen by journalists, and didn't analyze all comments under respective Instagram posts.) How to consider the photos portraying nude or seminude women athletes – as «pretty and powerful» or as sexual objects – depends on news story context and cultural context as well. Litchfield and Kavanagh (2019) found out in their research of gender representation during Olympics in two Twitter accounts that coverage «can simultaneously reinforced the old rules of media coverage in the use of «infantilization», the current rules of «Athletes in action» and the new rule of 'Pretty and powerful'.» One more example is a story from the sample we analyzed. It can be considered as one that represent a female athlete as simultaneously pretty and powerful except a controversial notion about interdependence of success and appearance. After headline «*'Sexy': UFC fighter Maryna Moroz demonstrated slim body*» the article has a subtitle «*Girl fighter from Ukraine looks great even though she lost her last fight*» that links athlete's appearance and her success as if her appearance should change somehow after her defeat.

In general, women's sport is represented as secondary, «other» than men's sport in sports section of Segodnya. The fact that every third news story about female athlete is not related to sports activities confirms that. As well as small number of articles dedicated to women's sport. We are conscious that these findings need further exploration through examining more media outlets. But in absence of studies on sportswomen's representation in Ukrainian media this paper provides data on framing the women's sport in one of the most popular newspapers of Ukraine and indicates similarities with findings in other countries.

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Submitted 30.04.2021