

MALE SPORTS VISUALS RULE INDIAN PRINT MEDIA GENDER COMPARISONS IN LEADING INDIAN NEWSPAPERS

***Tewari Pradeep**

Senior Photojournalist, The Tribune Publication, Chandigarh, **INDIA**.

Email: drpradeeptewari@gmail.com

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ABSTRACT

This study evaluate how selected newspapers from North India published male and female players visuals on the front page in 2011. Content analysis was used to compare the female and male sports visuals used with all articles and stand alone during first week of January 2011 to June 2011. The study revealed that women sports persons get less representation in Indian print media than male. Male players visuals clearly dominate 74 percent in Indian print media, as female players only get 7 percent share. However, the joint (male and female) visuals were used after the male visuals 19 percent. The Times of India published maximum male visuals (86 percent) but these were small size photographs. Both the Punjabi language newspapers Punjabi Tribune and Ajit have not published female players on the front pages. Dainik Tribune was the only newspaper who gave the 10 percent space to female players. Maximum female sports visuals were used without the stories and without the caption, whereas most of the male visuals were used with the stories and 50 percent with the caption.