

# GENDER INEQUALITY IN THE ATHLETIC WORLD

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BY: ALEXA KEY



# WOMEN VS MEN IN SPORTS

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Female athletes are portrayed in the media a completely different way in comparison to men, they are underpaid, and face many injustices in society.

# WOMEN PORTRAYED IN MEDIA VS MEN

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- From Vogue's "Serena Williams Embraces Spring's Must-Have Floral Print" and BleacherReports "Reflecting on All That Derek Jeter Was", the titles speak for themselves. Why is an incredible female tennis star athlete having an article written about her fashion? While, on the other hand you have an incredible baseball player receiving an article about his legacy as an athlete. Not to knock that there are articles about Serena Williams as a successful player, but why do these fashion articles even exist?



# THE NBA VS THE WNBA

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- The WNBA in comparison to the NBA is less profitable for marketers. During the 2019 NBA finals, there were about 15.14 million viewers. During the 2018 SEASON, the WNBA only had 231,000 thousand viewers. Overall, media coverage and in game viewership has to be better.



# WAGES BETWEEN FEMALE ATHLETES AND MALE ATHLETES

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- The highest paid female athlete in the WNBA is DeWanna Bonner of The Phoenix Mercury. She signed a 4-year contract and was offered 899,480 thousand dollars.



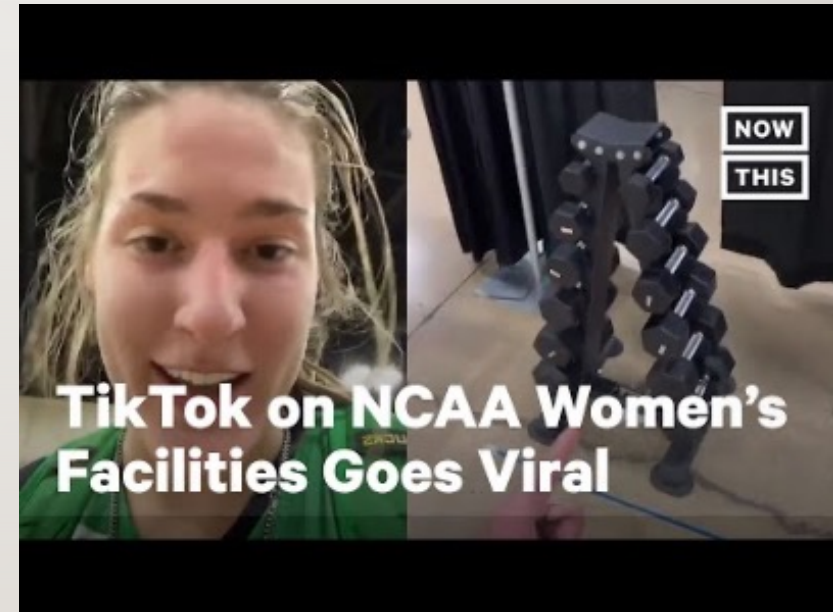
The highest paid NBA player is LeBron James. James plays for Los Angeles Lakers and has contract of 95.4 million dollars.



# MARCH MADNESS TOURNAMENT

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- Several student athletes made social media posts comparing their workout facilities, lunches and gear to the men's teams. Women across the U.S were frustrated to see that the women's team was given such a small space and hardly any equipment compared to the Men's. Many letters were written to the NCAA in concern about this issue. The NCAA later came out with a report that the reasoning for this was a space issue. Student athlete, Sedona Prince, made a tik tok video in response to this showing how much space they really had.



# PERSONAL EXPERIENCE

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- From personal experience as a female athlete, I can say I've lived these injustices and grew up thinking it was 'okay'. At our own school, you can see the difference just by walking past our baseball and softball fields. The baseball team has its own practice field and a main field. The softball team has only one field. Not that this makes us practice any less, put forth less energy, produce less wins, but it's frustrating to look at. Next time you're at a university, the office, the bus try and acknowledge that there are some issues that need to be fixed.

# WOMEN FACE MANY INJUSTICES IN SOCIETY

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- Women face many injustices in society when compared to men. It is not only in the athletic world but also in society. However, this country was built on the idea that men are the ones who are dominant. Think back to your history classes in high school, we all learned that “American Dream” was for women to stay home while men worked. The women’s rights movement was frowned upon by many and took years of work to get to where we are now. We can be proud of these accomplishments, but we cannot settle to think that the society we live in now is perfect.





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