

A STUDY ON SURMOUNTING DIFFICULTIES: A FEMALE SPORTS FACILITATOR IN A MALE-DOMINATED DOMAIN.

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ABSTRACT

Even while women's sports coverage is growing, it is still far lower than male-dominated sports. One factor that keeps women's sports in the shadows is the pitiful coverage and lack of discussion around the topic by the journalistic community. To address a lack of literature on the topic, this study will interview female sports journalists in detail to get insight into their professional identities and thoughts on the place of women's sports coverage in the media. Many of the participants were female athletes who wished for more positive coverage of their sports activities in the future, believing that digital journalism technologies and a more diverse newsroom would make that happen. Over the last several decades, many have voiced their concerns about gender prejudice in the workplace. Statistically, women make 80% of men's income. This information comes from the National Partnership for Women and Families. Women face wage discrimination in all industries, and this number accurately portrays that. However, it is important to not overlook the various types of discrimination that women face. What stands out is the shocking lack of female athletes, who have long been a part of this male-dominated industry. However, women's lack of enthusiasm for the area is only one of the reasons for its under-representation. There may be more women's sports, but the media still pays a lot less attention to them. Although women's sports are already under-represented in the media, the pathetic number of journalists covering and discussing these events just makes the problem worse. This research aims to address a gap in the researchers understanding by conducting in-depth interviews with female sports journalists to learn about their experiences working in the field and their perspectives on the portrayal of women in sports media today.

Keywords: Female Players, E-Sports Gender, Minority, Sociology, Stereotypes.

INTRODUCTION

Gender mainstreaming (GM) is a problematic metaphor since it says that anything having to do with gender has to be mainstreamed. Instead of attempting to tackle the issues on the researcher own, the researchers will gather gender-related complaints and address them proactively (Siegele & Koo, 2022). The term GM was

used by researchers to describe the process of creating, modifying, reorganising, and assessing policies that place an emphasis on gender equality and mainstreaming. All policies are developed with gender equality in mind, using suitable assumptions, methodology, and outcomes, thanks to these processes. People who are responsible for creating company policy and those who are trying to have that policy changed are usually very close. Although genetic modification has been around for almost twenty years, it has not been used properly, despite a lot of effort. Someone who organises, arranges, or moderates debates based on sports is known as a female sports moderator in the field of sports media. Athletes, coaches, and other sports personalities are interviewed, roundtable conversations about themes and events in sports are facilitated, and commentary and analysis are provided during games and programs as part of their various duties. The presence of female sports commentators improves the quality of sports coverage by adding new perspectives, knowledge, and interviewing abilities to the sports media. As is customary in a traditionally male-dominated profession, researchers contribute to the general reporting and analysis of news and athletic events. The researchers say a guy is a “male sports moderator” when we’re talking about the person in charge of sports-related panels, interviews, or debates. Some of their main duties on sports broadcasts and programs include conducting interviews with players, coaches, and other sports personalities, discussing current events, and providing analytical analysis. For female sports commentators, the job description is quite similar. There can be no media coverage of sports without male sports commentators. Researchers provide their knowledge, viewpoint, and field interviewing abilities to improve sports event coverage and engage viewers. They have a crucial role in influencing the reporting and interpretation of sporting events, particularly in a sector where males have historically dominated (Hardin et al., 2022).

BACKGROUND OF THE STUDY

A male sports commentator will usually come from a varied educational and occupational background and will have a profound passion for both sports and journalism. Here are some traits that are often associated with male sports commentators: A large number of male sports commentators have degrees in communication, journalism, or radio. A bachelor’s degree in media studies or sports journalism from an accredited university is a common qualification. Training in broadcasting tactics, interviewing, and writing provides students with a solid grounding in the fundamentals (Gloor et al., 2021). Whether it’s playing, coaching, or just being a passionate fan, the majority of male sports commentators have a history in the sport. Because of this hands-on experience, they are better able to understand the nuances of sports, the dynamics between players, and the overall scope of athletic events. Sports commentators who excel in their craft have a set of journalistic abilities, such as the ability to research topics, verify assertions, and ask insightful questions. They are experts at getting coaches and players to open up and share their thoughts when they are on a panel or interview. Proficient broadcasting

and live reporting skills are common among male sports pundits. Included in this is the ability to use a microphone proficiently, be familiar with camera methods, and provide interesting and informative commentary during live sporting events or studio presentations. Sports, leagues, teams, players, and the history of the industry are just a few things that male sports commentators often know a lot about (Northouse, 2021).

PURPOSE OF THE RESEARCH

The study is being conducted with the main objective of gaining a better understanding of the unique issues that female sports moderators confront in the area of sports media, which has historically been dominated by men. In order to have a better understanding of the specific challenges that female moderators face and the methods that they have used to overcome those challenges, this research will be conducted. In addition to attempting to determine what was successful and what was not, it may provide insight on gender dynamics, career growth, and diversity in the field of sports marketing.

LITERATURE REVIEW

In order to have a better grasp of the unique roles, duties, experiences, and perspectives that male and female sports moderators bring to the sports media field, it is helpful to do a literature study that compares and contrasts the two sexes. Among other things, the following might be covered in such a literature review: Research can compare and contrast the portrayal of male and female sports commentators in the media (Savin-Baden & Major, 2023). They investigated issues like the present and historical gender ratio of sports broadcasting moderators, as well as the elements influencing gender diversity in the field. Much research has focused on the specific difficulties experienced by female sports moderators as compared to their male colleagues. The challenges of getting into a male-dominated field, gender discrimination, and stereotyping are all potential subjects for this kind of conversation. The published publications may have attempted to investigate gender disparities in the career paths of sports broadcasters. The effects of gender on salary gaps, promotion possibilities, and leadership positions in sports media organisations are among the topics to be investigated. The opinions of spectators, players, coaches, and others in the sports business about male and female sports moderators may be studied. Credibility, authoritativeness, and the moderators' ability to interact with various viewers are some potential factors for this evaluation. The methods used by effective male and female sports moderators are the subject of much research. During these conversations, issues related to mentoring, networking, negotiating, and overcoming gender-based barriers may have surfaced. Scholarly investigation on the presentation and reporting of sporting events may benefit from focusing on the gender and identity diversity of sports moderators. Topics such as inclusive storytelling, the portrayal of several viewpoints, and the

social repercussions of varied sports media coverage may be explored within this paradigm. Commonly included in a literature review's last section are recommendations for further study and a comparison of the results. This opens up opportunities to fill knowledge gaps, create new research topics, and propose solutions to the problem of gender inequality and lack of diversity in sports media. A comprehensive literature review comparing male and female sports moderators may assist shed light on gender dynamics in the sports media industry. This assessment would also go into depth about the opportunities and challenges for moderators to be more diverse, equitable, and represented (Gray et al., 2020).

RESEARCH QUESTION

What is the effect of mentorship deficiency on the male-dominated sports industry?

RESEARCH METHODOLOGY

RESEARCH DESIGN

Researchers examined quantitative data using SPSS version 25. Researchers used the odds ratio and 95% confidence interval to ascertain the direction and magnitude of the statistical association. Researchers set a threshold for statistical significance at $p < 0.05$. A descriptive analysis was used to determine the primary features of the data. Quantitative methods, including mathematical, numerical, or statistical techniques, are often used to assess data acquired via surveys, polls, and questionnaires, or to examine pre-existing statistical data using computational tools.

SAMPLING

A total of 960 athletes from Rao-soft were included in the final analysis, with 20 Chinese athletes serving as a pilot study. A total of 1,030 questionnaires were sent to randomly selected male and female athletes. After receiving 1006 questionnaires and discarding 26 owing to incompleteness, the final sample size, for computation, was 980.

DATA AND MEASUREMENT

The primary tool for data collection in the research was a questionnaire. In Part A, researchers gathered fundamental demographic data, followed by a survey in Part B assessing individuals' experiences with online and physical channels using a 5-point Likert scale. Secondary data is supplied by several researchers and online sites.

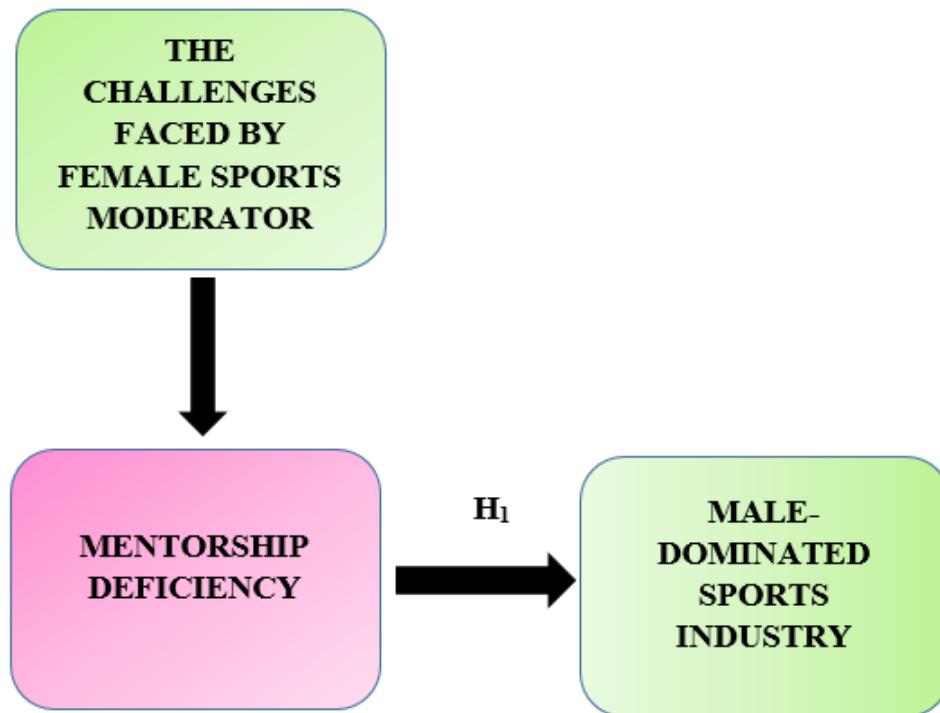
STATISTICAL SOFTWARE

The statistical analysis was conducted using SPSS 25 and MS-Excel.

STATISTICAL TOOLS

To grasp the fundamental character of the data, descriptive analysis was used. The researcher is required to analyse the data using ANOVA.

CONCEPTUAL FRAMEWORKS



RESULTS

Factor Analysis: One typical use of Factor Analysis (FA) is to verify the existence of latent components in observable data. When there are not easily observable visual or diagnostic markers, it is common practice to utilise regression coefficients to produce ratings. In FA, models are essential for success. Finding mistakes, intrusions, and obvious connections are the aims of modelling. One way to assess datasets produced by multiple regression studies is with the use of the Kaiser-Meyer-Olkin (KMO) Test. They verify that the model and sample variables are representative. According to the numbers, there is data duplication. When the proportions are less, the data is easier to understand. For KMO, the output is a number between zero and one. If the KMO value is between 0.8 and 1, then the sample size should be enough. These are the permissible boundaries, according to Kaiser: The following are the acceptance criteria set by Kaiser:

A pitiful 0.050 to 0.059, below average 0.60 to 0.69

Middle grades often fall within the range of 0.70-0.79.

With a quality point score ranging from 0.80 to 0.89.

They marvel at the range of 0.90 to 1.00.

Testing for KMO and Bartlett's Sampling Adequacy Measured by Kaiser-Meyer-Olkin .980

The results of Bartlett's test of sphericity are as follows: approx. chi-square

df=190

sig. =.000

This establishes the validity of assertions made only for the purpose of sampling. To ensure the relevance of the correlation matrices, researchers used Bartlett's Test of Sphericity. Kaiser-Meyer-Olkin states that a result of 0.980 indicates that the sample is adequate. The p-value is 0.00, as per Bartlett's sphericity test. A favourable result from Bartlett's sphericity test indicates that the correlation matrix is not an identity matrix.

Table 1: KMO and Bartlett's Test.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.980
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

Furthermore, Bartlett's Test of Sphericity validated the overall significance of the correlation matrices. The Kaiser-Meyer-Olkin measure of sample adequacy is 0.980. Researchers obtained a p-value of 0.00 using Bartlett's sphericity test. The correlation matrix was deemed invalid based on a significant outcome from Bartlett's sphericity test.

INDEPENDENT VARIABLE

The Challenges Faced by Female Sports Moderator: The media and the general public fail to acknowledge and value female athletes. Women have long watched sporting activities from the side-lines, but they are just now starting to participate. Additionally, some traditional groups prohibit women from speaking out against discrimination (Brinkschulte et al., 2020). The best course of action for a girl whose parents have previously instructed her to stop athletics before getting married is to consult her future spouse about the matter. State, national, and world level sports demand females to practise in such uncomfortable clothing. Many of these girls don't have male role models to cheer them on, therefore it takes a lot of persuasion to persuade them to do it. Many women lack access to basic necessities like food and equipment because either their parents do not value them or society attempts to persuade them differently. Sports are seen as a kind of amusement in this country.

A significant obstacle for female teams is securing sponsorship. Pay equity for male and female athletes must be a top priority for governments and sports organisations. There has to be more of an effort to get women involved in sports (Cosentino et al., 2021).

FACTOR

Mentorship Deficiency: The traditional manager-subordinate connection gives way to a more informal and trusting mentoring relationship in which one person provides guidance and support to another as they advance in their career. The traditional manager-subordinate connection gives way to a more informal and trusting mentoring relationship in which one person provides guidance and support to another as they advance in their career. Building an environment of trust allows the mentee to feel safe seeking assistance on topics influencing their professional achievement, going beyond mastering particular talents or activities. A mentor may best help their mentee reach their objectives when they listen to them with empathy, talk about their own experiences, reflect on what they've learnt, and then push them to take action. Therefore, the mentee takes the lead in the relationship and the mentor and mentee agree on the ground rules, including the objectives and timeline. It takes into account the mentor's time, energy, and expertise while also paying close attention to the mentee's priorities and requirements. Mentorship is a kind of professional partnership in which two or more people commit to spending time together with the goal of helping each other succeed in their careers and in life by offering advice, guidance, and encouragement (Eagly et al., 2020).

DEPENDENT VARIABLE

Male-Dominated Sports Industry: A male-dominated sports business is one in which women face persistent barriers to advancement due to the preponderance of males in executive positions and other influential positions within the industry. There has been a lack of female representation in sports throughout history, including on the pitch, in coaching, in broadcasting, in executive roles, and in decision-making (Haris et al., 2023). The media and the general public tend to highlight the male presence more prominently in several prominent sports, like football, basketball, and soccer, where they predominate at the professional and amateur levels. When compared to men's sports, women's sports tend to get less media attention and support, and female athletes often encounter obstacles when trying to get sponsorship deals and other forms of financial backing. Coaching, managerial, and executive jobs are still mostly filled by males in sports organisations, limiting women's influence and opportunity to determine the industry's future. A similar gender gap exists in the media, with male sports analysts and commentators outnumbering female voices. When women do appear on television, it is typically in more "soft" roles, such as reporting on human interest stories or personal experiences rather than breaking down the game's technical aspects. Society and culture still think that sports are

mostly a male-dominated domain, which keeps women from fully participating and succeeding in the sports sector, even if there has been a lot of improvement in that regard in recent years. The sector is unable to reach its full potential for gender inclusion due to these dynamics, which in turn restrict the visibility and development of women's sports (Kurdi et al., 2020).

Relationship between Mentorship Deficiency and Male-Dominated Sports Industry: There is a strong correlation between the absence of mentoring programs and the persistence of structural and cultural inequalities in the sports business, which is mostly controlled by males. Women in this male-dominated field typically have a harder time connecting with mentors who might help them advance in their careers (Gray et al., 2020). This is because there are fewer female role models to look up to since males predominate in leadership roles in sports organisations and the media. It may be challenging for women to comprehend the ins and outs of the sports industry, advance in their careers, and get high-profile jobs without the guidance of a mentor. Another factor that contributes to the gender gap in leadership and decision-making is the unconscious bias that certain male mentors may have towards their male protégés. Consequently, women in the field often encounter obstacles while trying to establish professional connections, acquire the essential job experience for climbing the corporate ladder, and be acknowledged in environments where males predominate. There is a virtuous loop of women's under-representation in the sports sector, and this mentoring gap is a major contributor to that circle. The male-dominated sports industry persists in stifling women's professional development, perpetuating gender inequality and preventing the sector from making strides towards more diversity and inclusion in the absence of robust mentorship programs and deliberate attempts to establish inclusive and supportive environments (Gloor et al., 2021).

Since the above discussion, the researcher formulated the following hypothesis, which was analyse the relationship between Mentorship Deficiency and Male-Dominated Sports Industry.

H₀₁: There is no significant relationship between Mentorship Deficiency and Male-Dominated Sports Industry.

H₁: There is a significant relationship between Mentorship Deficiency and Male-Dominated Sports Industry.

Table 2: H1 ANOVA Test.

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	375	5325.257	981.071	.000
Within Groups	492.770	604	5.428		
Total	40081.390	979			

The findings of the research are substantial. “The p-value of .000 (below the .05 alpha level) indicates that the F value of 981.071 approaches significance.” This denotes “**H₁: There is a significant relationship between Mentorship Deficiency and Male-Dominated Sports Industry.**” is accepted and the null hypothesis is rejected.

DISCUSSION

The findings of this research illuminate the manner in which female sports commentators navigate the many challenges they face in the traditionally male-dominated field of sports broadcasting. The experiences of female moderators demonstrate how gender stereotypes and expectations diminish their authority and trustworthiness. These biases might be obvious or more covert. The findings emphasise the need of addressing gender discrimination and stereotype-based assumptions. When it comes to expertise and experience, male sports moderators are more highly regarded, thus female moderators have to prove themselves again and time again in areas where they are less expected. Women already face a great deal of job pressure; defending their position in the field is a necessary evil if they are to maintain any dignity. When female moderators are under constant scrutiny to demonstrate their reliability and skill, they may feel professional burnout from working longer hours than men in similar roles. There is sexism among both fans and coworkers that female sports announcers must contend with. Occasionally, male colleagues or bosses may perpetuate discriminatory norms or disregard the unique challenges faced by women at work. Mentoring and professional development opportunities may be harder to come by for women in this situation as they are more likely to feel alone or excluded from crucial discussions and networking activities. Professional isolation is a major barrier to advancement and job happiness for women working in male-dominated fields, as this research indicates. Regardless, female sports commentators use a range of strategies to be heard and have an impact. Many people choose what is often referred to as a “high competence” approach; these individuals typically exceed expectations due to their extensive knowledge and readiness. Overcoming bias and changing public perception is their aim; they want to do this by emphasising their competence and professionalism.

CONCLUSION

Lastly, the research on female sports moderators in traditionally male-dominated industries highlights the significance of resilience and adaptability for success. Researchers are demonstrating their passion and competence in the face of gender bias, under-representation, and stereotypes, which is transforming the way people see female sports media moderators. Building strong networks, adopting a growth mind-set, and advocating for equitable working conditions are among the most significant lessons. In order to better assist female moderators, the sports media industry should promote variety of opinion and welcome alternative points of view. As a result, more different perspectives will be heard in the industry, which will enhance the overall quality of sports coverage.

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