

GHANA INSTITUTE OF JOURNALISM

**MEN AND WOMEN FOOTBALL IN THE GHANAIAN PRINT MEDIA:
A CASE STUDY OF GRAPHIC AND GHANA SPORTS NEWSPAPERS**

BY

DESMOND NII LAMPTEY

**A DISSERTATION SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES AND
RESEARCH, GHANA INSTITUTE OF JOURNALISM IN PARTIAL FULFILMENT OF
THE REQUIREMENTS FOR THE AWARD OF A MASTER OF ARTS IN
JOURNALISM**

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(MAJN I4007)

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OCTOBER, 2015

DECLARATION

CANDIDATE'S DECLARATION

I, Desmond Nii Lamptey, the author of this study, *Men and Women Football in Ghana: A Case Study of Graphic Sports and Ghana Sports Newspapers*, do hereby declare that except for the reference to other people's work which has been duly acknowledged, the work presented here is the result of my own original research for the award of a Master of Arts degree in Journalism at the Ghana Institute of Journalism.

I also declare that this thesis, carried out under the supervision of Zakaria Tanko Musah has neither in whole or in part been submitted to any institution for the award of any certificate.

CANDIDATE:



Desmond Nii Lamptey

DATE:

14TH DECEMBER, 2015

SUPERVISOR:



Mr Zakaria Tanko Musah

DATE:

14/12/15

DEDICATION

I dedicate this work to God Almighty whose abundant Grace, unending love and favour has seen me through and brought me this far in my educational career.

Also to my parents: Mr Sampson Lamptey and Madam Elizabeth Torto who painstakingly made sure I had the best of education. To my siblings, Gertrude Lamptey and Edwina Lamptey, Keiron Dowuona and Gifty Tsagli who have always been there for me through thick and thin, God bless you.

Again to the late Kwame Amo Appiah, Rest In Peace.

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ABBREVIATIONS AND ACRONYMS

FIFA	-	Federation of International Football Association
GFA	-	Ghana Football Association
GJA	-	Ghana Journalism Association
MTN	-	Mobile Telecommunication Network
NBC	-	National Broadcasting Company
NMC	-	National Media Commission
WNBA	-	Women National Basketball Association

ABSTRACT

Sports media are seen as the medium which has a large influence on sports. According to research on sports media, reporters have gender biases. Women are marginalised in the media (Billings, Halone, & Denham, 2002). This is the motivation behind this study which is intended to analyse the prominence that the print media give to both male and female football news. Content analysis was used to collect data for this study. Six (6) months publications of *Graphic Sports* and *Ghana Sports* newspapers were purposively sampled and critically analysed. Five hundred and twelve (512) stories of both newspapers were used to collect the data. The findings showed that coverage is not equal. More articles are written about male football and athletes than that of the females, as well as males receiving more photographs and coloured photographs than females. Females received less coverage in the newspapers. Over all, the findings revealed that the print media, both the state-owned newspapers and privately-owned newspapers, give more prominence to male football news than female football news. The consequence is that the people of Ghana will not get well informed about women's football, but get to know all about male football which does not augur well for the total development of football in Ghana. This indicates that the print media sets the agenda for male football activities and leave female football behind which is not good for the total development of football as the functionalist theory says.

CHAPTER ONE

1.1 INTRODUCTION

Two words, 'media' and 'football' seem to be recurring over and over again. The two (2) go hand in hand like a horse and carriage and "a positive and mutually beneficial relationship" (Chadwick and Hamil, 2010, p.66) is created when they come together. It appears the relationship between media and sports has become of particular interest to media scholars over the last decade. Media and football, which is a sport, are two (2) symbiotic entities that when they are connected, they help in the proper development of society. "Sports and the mass media enjoy a very symbiotic relationship in society" (McChesney, 1989, as cited in Beck and Bosshart, 2003, p.3). Beck and Bosshart continued to state that "The very symbiotic relationship between media and sports has profoundly affected both participants" (ibid). Both sports and media keep on trying to reach people like spectators, fans as well as consumers because advertising industry forms part of the relationship (ibid).

Nazemi and Khashemehr (2012, p.624) reminds us that 'sport's relationship with the media has many positive aspects.' They further explained the mass media's ability to reach the general public and introduce them into the game by stating that "media allows the public access a variety sports" (ibid). Media and sports are natural team mates. Lussier and Kimball (2014) added that the media are the lens through which most of us view most of the sports we follow and the media continually tell us what to think about sport – the media shapes our thinking about sports and ourselves. The masses, spectators and fans of sport, football for that matter, get to know about sport through the mass media. For instance, in their research, Nazemi and Khashemehr (2012,

p.624) stated the media “allows access to sports to be made available to a mass audience and it can provide access for the old, the infirm and those displaced from their hometown.” The impact of the media on sport is very evident here. It is an undeniable fact that enthusiastic fans are ready to know more about favourite teams, their favourite athletes and the opportunity to say what went wrong in the match, what is happening to their teams and why their coach should be fired. The media which “serves as a system for communicating messages and symbols to the general populace” (Herman and Chomsky, 1998, p.1) is a powerful tool that can be used to do these and even more. The media according to Asakitikpi (2010, p.47), “not only aids in the promotion of events but also in the promotion of the people behind the event.”

Since the 1980s, the media has become the main source of revenue for professional sport (Popescu–Joudey, 2009). Scholars say that, sport has become a bankable item: audience ratings and advertising revenue help guarantee a channel’s success. The media today, as it has been witnessed in most ... countries, cannot survive without sport (Coakley, 2007). The story is not different from what happens in Ghana. Many scholars believe that sport has become strategically significant to the economic viability of many Ghanaian organisations. In 2008 when Ghana hosted the African Cup of Nations, it is believed that a lot of organizations including hotels made millions of cedis associating themselves to the tournament. There are organizations, entities and individuals who take advantage of the Premier League in Ghana to make a lot of money. Sport is becoming increasingly commercialised and sport entities have become more professional over the years. Revenues are generated by media broadcasts, tickets, sponsorships, merchandises, etc and sport events are transmitted easily all over the world as media content (Rahimizadeh, Sajadi,

Goodarzi and Ghamati, 2012). All these and many more show the relationship between media and sport, football to be precise.

Media is instrumental in defining what we think, how we look and our social place and issues in the society. Media are the main means of mass communication. McQuail (2000) describes mass media as the means of communication or technologies that operate on a large scale, reaching and involving virtually everyone in a society to a greater or lesser degree. According to Meigas (2008, p.6), 'McQuail describes media as a "social institution within the society with its own rules and practices. On the other hand"'. "Creedon (1994) found that sport is both an expression of the socio-cultural system in which it occurs and a mirror of the rituals and values of the society in which they are developed (Creedon, 1994 as cited in Toro, 2005). Creedon (2004) asserts that athletes and teams become our symbolic mirrors defending the honour of our schools, towns or nations. Beck and Bosshart (2003) also refer to sport as a playful self-development, self actualization, and competitive use of physical and mental skill.

According to Woods (2007) sport is defined as

an institutionalised, competitive activity that involves physical skill and specialised facilities or equipment and is conducted according to an accepted set of rules to determine the winner (as cited in Mwambwa, 2007, p.9).

Scholars have found out that sport is an entrenched part of our lives that help define our culture. Jarvie (2006, p.67) supported this claim when he mentioned that "the relationship between sport and ... culture has rested upon ... sports as contributing to a particular way of life of different sub cultures; sport as contributing to forms of cultural policy, sport as one form of the broader notion of body culture ... sport can also support social and cultural identities and the

construction of national identities. Sport is so powerful that a lot of countries have depended on it to project their countries to the world. Ghana is not exempted in this process. The general view is that Ghana has used sport, football included, to put itself on the world map. Ghana's first president and prime minister, Osagyefo Dr Kwame Nkrumah saw that need to use sport (in general) as a public relations tool to market the "Blackman" after so many years of negative perceptions that had been conceived by Europe and the rest of the world that Africa was a continent of doom where mothers ate their own babies (Quarcoo, 2006, p.4). The sport policy of Dr Kwame Nkrumah was to project the country's image to the international community through sport. He saw the power of sport and the role it can play in the new Ghana, after Ghana has attained its independence from the British in 1957. It is so obvious how success in sport could create pride and dignity in the people of Ghana. Sport can be use to do a lot of public relations work for a country like Ghana and the media can be used as a conduit to do that work. The media make the sport an important public issue and; with the help of entertaining stimuli, sell them (Beck and Bosshart, 2003). Sport has become an integral source of entertainment for contemporary societies because spectator sports have every single ingredient of delightful entertainment (ibid).

Sport has been a useful way for people to increase their mastery of nature and the environment (Lamprey, 2013, p.3). Sport is seen as a mirror of our identities, both personal and national, one shaping our hopes, our dreams, our wishes and our understanding of culture (Anonymous, 2001, p.131, as cited in Lamprey, 2013, p.2). Scholars have found out that we can look at sport as a catalyst – sport change us, create desires and forge our identities. The media support all these efforts by reporting on sport to the public. The media is the lens through which we have access to

sport and the media continually tells us what to think about sport – from persuasive arguments about athletes to messages about our very identity. It is a general view that the media shapes our thinking about sports and about our identity.

Sport, in particular football, constitutes one of the most dynamic, sociologically revealing domains of globalization (Guilianoti and Robertson, 2004, p.2). People of varying economic, social and racial backgrounds find a common ground when supporting their home nation during games (Billing, 2008, p.160). For instance, during the World Cup competitions in Germany, South Africa and quite recently in Brazil, this was clearly seen, without a doubt, as Ghana and other countries of different backgrounds met on one world stage to compete for the gold. Football has contributed greatly to enhance consciousness of human kind (Guilianati and Robertson, 2004, p.16) so men and women football should be given the same importance if football is to contribute more fully to the world itself.

However, McGuigan (2012) found out that sport has traditionally been regarded a male-dominated and male-centered, leaving little space for women to enter into, thrive or succeed (p.9). That is why in his MPhil thesis, he made an assertion that “the realm of sport has often been criticised for its clear association with hegemonic masculinity and male domination (ibid, p.13). Sport, football for that matter, has been played more by men, watched more by men and crucially controlled by men. This is definitely not a product of the nature of sport; it is part of a more general pattern in which social power is brought to bear by men over women. And so sport is profoundly and openly gendered or rather in most instances masculinised. In fact, a number of

authors argue that perhaps more than any other social institution, sport propagates male superiority and female inferiority (for example, see Bernstein, 2002, Duncan and Hasbrook, 2002, Cole, 1993; Hall, 1996; Hargreaves, 1994; Messner, 1988; Willis 1982; Young, 1995).

In the same way, for Duncan and Messner (1998), sport is becoming increasingly significant as it provides opportunities for men to assert their dominance at a time when male hegemony is continually challenged and opposed in everyday life (Duncan and Messner, 1998, as cited in McGuigan, 2011, p.14). Although females have increasingly gained access to and enjoy participation in a variety of sport, scholars and lay people alike have called tackle football the “last bastion” of male power domination (Krawec, 2014, p.1). This is to say that the condition for women in sport has improved considerably, with the expansion of sport now open to women and increase in the number of women entering into traditionally all male sport” (Lamprey, 2013, p.3). However, the struggle to secure equality is far from over, as both popular and academic debates on women’s participations in sport shows (ibid). It appears there is no equity in the coverage for men and women. As stated by Grappendorf, Henderson, Sanders and Peel (2007, p. 30) equitable coverage can be defined in several ways.

First and foremost, researchers have argued that equity is not achieved by solely providing an equal number of articles and photographs, but also, as stated by Fink and Kensicki (2002), by not discrediting females by using them as plain sex symbols in the media while men are depicted as powerful and talented athletes. Secondly, equitable sports coverage should also provide equal coverage to all *types* of sports; females participating in sports deemed by society as masculine

(i.e., rugby, basketball, soccer) should be covered at the same rates as sports considered to be feminine (i.e., golf, tennis, swimming) (Kane, 1996, as cited in Grappendorf, Henderson, Sanders and Peel, 2007,). Thirdly, in view of the fact that, coverage of sports can create excitement and drama surrounding a sporting event (Messner, Duncan, & Wachs, 1996) it is important to examine the quality or type of coverage being provided. When considering what comprises “equitable sports coverage” – the *type of coverage* in terms of whether or not the information is merely *factual* (i.e., basic statistics regarding the competition) or *personal* in nature (i.e., writing with a “human interest” lens) is also important. The latter provides a unique frame for the story, which helps build fan base and draw support for teams by providing a personal connection for readers and fans. By writing from such a viewpoint, an advantage is afforded to the athletes in the personalised stories because the personal information provides a cue by which each team or coach or individual player is more easily recalled and therefore more likely to be followed in the media (Messner et al., 2003, Messner et al., 1996). In addition, Messner et al. (1996) argue that the media impacts the preferences of fans by not only the amount; but the type of coverage provided. Therefore, sexism occurs when differential treatment of men’s and women’s sports occurs by the media as women are viewed as “outsiders” or “others” (Eastman & Billings, 2000).

The problem of women in sport and its relationship with the media has always been a hot topic with a variety of debates, opinions and perspectives. Certain media, including the print media, have framed women’s sport as being as significant as male sport. The ace journalist Greg Baum wrote an article titled “*Count Me Out: Women Must Earn Coverage*” stating that women’s sport did not deserve to receive mass media coverage. This is not different when it comes to football

but if we will not underestimate the power of sport and football in particular, then women's football must be given the importance male football enjoys. Both male and female footballers perform in high status competition, but most often than not, it appears the print media coverage of those games are more focused on male footballers or male football stories than that of female stories. According to research on sports media, reporters have both gender and racial biases (Fischer, 2010, p. v.). Women are marginalised in the media (Billings, Halone & Denham, 2002, P. 295) and Svenja Mintert (2013, p.2) added that "The reason for the lack of media coverage is a complex issue which may be connected with a low interest in women's sport in general" but the media being a powerful tool can be used to whip up interest in that direction.

Mwamba (2007, p. 19) acknowledges that studies of the media have demonstrated clearly that women's coverage is still very low and limited in areas of sport. Studies on print ... have revealed inequalities when comparing the coverage of women's athletic events to men's athletic events (Billings & Eastman, 2003; Kane, 1996; Tuggle et al. 2002). It has been revealed in most researches that 'males are offered both more media attention and more salient coverage' (Banet – Weiser, 1999; Billings, Halone and Denham, 2002). An example of a study conducted in the United Kingdom by Women Sport Fitness Foundation (WSFF) which found out that on the average, only 5% of sport coverage in national and local print media is dedicated to women's sport (Sport Scotland, 2008).

In the same light, a study conducted in Australia reveals that 'Women have made a consistent and significant contribution to Australian sport at all levels, yet their achievements on the whole

receive limited coverage by the mass media'(McGrouther, 2011). It appears that the quality and quantity of the coverage of women's sport by the media is not an accurate reflection of the amount of sport played or watched by women. Media coverage is generally inadequate and selective. In Ghana, we will not be far from right if we say the story is not different. A high media profile is for attracting sponsorship, spectators and other sources of financial support. This is one of the many reasons why coverage must be equitable for both male and female football.

Although women's participation in sport has reached unprecedented highs (Acosta & Carpenter, 2008), research shows that media coverage of female athletes still lags behind that of men's (Duncan, Messner, & Williams, 1991; Fink, 1998; Fink & Kensicki, 2002; Tuggle & Owen, 1999). Additionally, research has indicated the quality, or ways in which men and women sport is covered is inequitable (Messner, Duncan, & Cooky, 2003). Scholars have found out that the story is not different in other parts of the world. For instance preliminary findings of a media monitoring project of the National Organisation for women in Sport Physical Activity and Recreation in Zambia also found that less than 15% of all stories on the sports pages of daily newspapers in Zambia are about women (NOWSPAR:2009, as cited in Mwambwa, 2007, p.19)

'Soccer, also known as football or association football' (Vigar, 2008, p.228) occupies a special place in the Ghanaian society and has enjoyed a lot of coverage in the media especially the print media, but this cannot be said about the balance when it comes to male and female football stories. It is perceived that over the past few years women's football in Ghana has gained some measure of importance but the media coverage is favoured towards men. More coverage is

directed toward male football stories and footballers than females even though they both participate in the world class football tournaments and both have regular leagues. This is to say that women football news is not given the prominence that the male soccer is given. Since the passage of Title IX in 1972, male and female athletes in collegiate sports were expected to have equal access to equipment and practice facilities, media representation, coaches of the same quality, and scholarship money proportional to participation (Huffman et al., 2004). As powerful as the print media is, it must give equal prominence to both male and female football stories. This is because the way male football can sell the country out there and help with development to assist economic growth; the female football too can sell the country there by making investors aware of the country.

Many Stories have been done on media and football but less concern has been given to the prominence or importance the media gives to the male football and amount of coverage given to the female football and its implications to development. According to Lamptey (2013), in trying to assess the problem of media and football, most studies focus on the effects of the foreign football on local football, the effectiveness of the contribution of the media in the development of football, media coverage of women in sport by National Newspapers, the impact of advertising on influencing supporters to attend day matches, just to mention a few. The purpose of this study therefore is to analyse the coverage that print media give to male and female football news in Ghana against the backdrop that football can give a country a global recognition and media is very powerful tool which can be used to sell football and to win more spectators, followers and sponsorship. Boutilier and San Giovanni (1983) referred to newspaper coverage of women's sport as "ghettoization" because sports editor generally treat women's sporting news as

essentially not newsworthy. It is perceived that when coverage exists, it is assigned to non-prominent space. In viewing male and female football stories or news, it appears that more importance is given to male.

1.2 BACKGROUND OF THE STUDY

In his masters' dissertation entitled "*Football is Forever*", Pontus Forslund stated that any academic work that deals with football must include this quote by former Liverpool FC manager, Bill Shankly: "Some people believe football is a matter of life and death. I am very disappointed with that attitude. I can assure you that it is much, much more important than that" – Bill Shankly (as cited in Forslund, 2006, p.1). Football is a sport and according to Obeng (2006, p.1) sports has no defined origin, but it is believed to have been practiced many centuries ago. He continues to say that its origin is normally associated with the ancient Greek games (Olympic Games) (ibid). Sport as a form of entertainment has from time immemorial become the "sought" activity worldwide (Botchway, 2009). Sport has grown to become one of the major forms of entertainment that can boast of having the largest number of enthusiastic and passionate followers across the world (ibid).

According to Vigar (2008), football is arguably the world's most popular spectator sport (p.288). It is fair to state that football is the most popular sport in the world today, both when it comes to the amount of players, spectators and worldwide spread (Forlund, 2006, p.7). The 'global game' spans culturally diverse societies in all continents; an estimated 250 million people are direct participants, around 14 billion have an interest, and football's flagship tournament, the World

Cup finals, attracts a cumulative global television audience of 33.4 billion (Giulianotti, and Robertson, 2004, p.3). Giulianotti and Robertson (2004), continues by asserting that only recently has the game unparalleled cross-cultural appeal been realised financially. In 1998, Football's world governing body, FIFA controlled contracts worth some £4 billion; by 2001, world football's turnover was estimated at around £250 billion, equivalent to the Netherlands' GDP (Walvin, 2001). Given these figures alone, the people of Ghana including the Ghanaian media might see how important the game is and the seriousness we, as a country, need to attach to it and its reportage.

Modern football, known as Association football, was formally established in English public schools in 1863 although historical references to football - like games are evident from ancient China, Greece, Rome to Middle Age Europe and pre - Columbus America onwards (Guilianotti 1999, Walvin 1994). The history and origins of football are complex and multifaceted but the birth of the modern game has been set to England in 1863, when the English Football Association (FA) was founded and agreed on uniform rules (Armstrong and Guilianotti 1999, Walvin 1994). Forslund (2006, p.7) stated that the Football Association's rules separate Association Football from other types of football such as Australian Football, American Football, Gaelic Football and foremost Rugby Football.

In 1904 FIFA (International Federation of Association Football) was formed which is still the international governing body of football and has today six (6) confederations that supervise football in the various regions of the world that in their turn holds National Federations and

Associations as members (Sugden and Tomlinson, 2003). Forslund (2006) found out that FIFA and its confederation is made up of 207 member nations, which according to him is more than the United Nations that has one hundred and ninety one (191) member states. This is a good indicator of the extent of football's worldwide spread and appeal. Research have established that FIFA's Big Count Survey that was launched in the summer of 2000 found that 250 million footballers were active worldwide (one in every twenty-five of the world's population) along with 5 million officials. The FIFA World Cup, which is played every four (4) years, was in 2002 broadcast in 213 countries almost reaching 41,336 hours of total transmission time reaching a worldwide audience of almost twenty nine (29) billion (www.fifa.com/infoplus/IP-401_054_TVstats.pdf).

These facts and figures may not be regarded as very interesting but they are still a valid illustration and indication of the size, popularity and importance of football to people around the world. Football's special position as the most widespread sport in the world gives it a unique status in its characteristics of the uniform execution that contributes to a cross-cultural fellowship, communication and respect between those who understand the game. Forslund (2006, p.7) noted that following the expansion of football in a number of clubs and practicing nations, more and greater meanings and values have been credited to football as sociological and global phenomenon. Football can be compared to a universal language. One does not have to speak a particular language to participate. That is why the World Cup bring all countries (no matter the language) together to compete for one golden cup. Football brings people together.

It is reported however that, football is at its core built on identity and fellowship that is found in the team, in the club and in the colours of the shirts and shorts. A strong solidarity in the team and a sound security in the identity of the player's role are requirements to optimise the performance in the game, thus considerably increasing the chance of winning. The concrete "we-against-them"-factor and the simple structure of the match itself make the theme of identity even more apparent. Win, lose or draw are the only outcomes possible. It is simple, concrete, and easy to understand and as the rules are universal football brings people together as those initiated in the game can meet and communicate independently of ethnic background, political or religious conviction or cultural origin. Thus football can be compared to a universal language, not actually being one but rather playing the role of one.

Sport in general, and football in particular, are found to be ascribed to many other aspects than the mere sporting aspects in both media and academic literature as it is being discussed in terms of and is compared with political, military, sociological, artistic, popular cultural, and religious subjects (Forslund, 2006, p.8). It is obvious that sports, politics and nationalism are closely connected and football is no exception. Indeed, "national identity is important to any regime in various degrees and examples from the world of football illustrate its evidence" (ibid). The fascist regime of Italy established football (Calicio) as a fascist game in 1926 in order to generate a sense of national identity and to improve the regime's status in international politics (Martin, 2004, p.2).

Similarly, it can be said that, without any doubt, sport is the only activity that has succeeded in uniting all spheres of mankind. As Vigar, (2008, p. xiii) noted:

The qualification of the war torn Rwanda to its first MTN Africa Cup of Nations in 2004 at the expense of Ghana was widely reported to have united the war - ravaged nation, as sworn tribal rivals – Hutus and Tutsis embraced one another forgetting they had ever been involved in an internal war that claimed close to one million lives. Similar cases are dotted all over the world. That is the power of sport.

Forslund (2006) asserts that sociology has shown an extensive interest in the culture of football supporters, particularly the hooligans and publications on rivalry, violence and hooliganism are common in the sphere of academic literature on football. Engstrand (2003) established the correlation between football and religion when he declared that “football’s relationship with religion ... that draws parallel to the supporter’s support of a team to something that basically can be described as worship and devotion”. Football is said to have quasi-religious qualities that could learn people about morale and ethics.

It is no exaggeration to say that football is one of the great popular cultures alongside fashion, music, film and television. Even though to some, football is more than just a popular culture - and they would not feel comfortable with label - sociologist Richard Guilianotti noted: “No other form of popular culture engenders football’s huge and participatory passion among its devotees” (Guilianotti, 1999, p.xi). Guilianotti’s observation could not have been more appropriate as the situation in Ghana proves. For instance, any time the senior national team, The Black Stars, play against any national team and wins a game, the resultant effect on the national psyche is phenomenal. Supporters from all parts of the political divide are united in their support for the

national team. This is the unity power of football. “Football is a fine art” – Gunner Green (Gren and Gren, 1993). The present beauty of the game is often discussed in terms of art and great footballers are described as artists, goals can be worthy of framing. However, “Football is great not because of its similarities to other pursuits but because of its differences to them. In the end if people cannot recognise that greatness it's because they are idiots. Admittedly this is not much of an argument, but it has worked pretty well for modern art over the past half century” (Pearson 1996:7 in Moore 1997:125).

1.2.1 THE GHANAIAN MEDIA

According to the National Media Commission (NMC), currently, there are over thirty (30) established newspapers that carry news on sports in the country. Some papers are basically established to report on sports. Newspapers like the *Graphic Sports*, *African Sports*, *Kotoko Express*, *Hearts News*, *All Sports*, *90 Minutes*, and *Sport Fylla*, to mention a few. Others like *The Daily Graphic*, *Ghanaian Times*, *The Chronicle*, *Daily Guide* and others, carry news with a page or two (2) allotted for sports.

Ben Koufie (2010, personal communication), states that the media have played a massive role in the development of the game. The more they write, the better it is for the populace to join in and the interest is created to get what we, the populace, need for sports”. Tsorme (2009, p.3) explains that the growth and popularity of football globally depends on the development of the mass media. The publicity and spotlight given to sports has been very massive over the years. The

electronic media coverage of various tournaments, the print writing on the events have both given fans and enthusiasts the needed awareness and passion towards the game.

In the past, the print media gave a lot of spaces to the local football league and other sporting activities locally. With those publications, soccer fans are able to gather news about their idol clubs and teams. Spectators get attached to clubs the more they are exposed to news about these clubs and matches. Due to this, the local teams used to have a lot of followers going to the stadium to watch their darling teams play but the level of coverage and importance given to men's football is not accorded women's football. This has affected the supporting level of women football in Ghana.

In my opinion, the passion for male football is not the same for female football and it affects patronage and support for the women's national teams. It is evident that most people are much more interested in male football than women's football. Sections of Ghanaians prefer to watch, listen or read about men's football at the expense of women's football. This development is due largely to the perception that football is a masculine rather than a feminine sport. Another difficulty is that today, the average Ghanaian soccer fan can mention the entire squad of the men's team without blinking an eye. Ask the names or players of these women's teams or even the women's national teams of Ghana and you will be disappointed, if not disgusted and appalled, by the lack of knowledge on women's football.

With their agenda-setting functions, the print media is part of this problem. Ghanaian newspapers and sports newspapers give majority of their spaces reporting on men's football and teams. It is perceived that newspapers like *Graphic Sports*, *Sports Fylla*, *90 Minutes*, *All Sports*, *Ghana Sports*, *Daily Graphic*, *Ghanaian Times*, and many others, splash their pages with these men's football news giving some small space for women's sports news at some corner, hardly noticeable for the reader. This makes the reader want to leave women's games and follow that of the men. Having loyal fans and a winning team generally results in higher attendance at game (Wakefield and Sloan, 1995) but our newspapers have not helped the women's teams in that direction by reporting on them and their football stories. Arguably, the newspapers have lost their sense of patriotism and balance helping only men's football rather than developing women's football.

This issue about our print media or newspapers leaving our women's football and promoting the men's football has become one sensitive issue that has received so many public debate and interest. It is this public interest, coupled with the spaces allotted to the male football that have made this topic a relevant area to study.

1.3 STATEMENT OF PROBLEM

The media performs a vital role within society and in particular, is a powerful tool which influences our beliefs, attitudes, and the values we have of ourselves and others as well as the world surrounding us (Koivula, 1999, p. 589). Some of media's numerous roles and functions are to educate, inform, to entertain, to amuse, to shape opinion, to persuade, to inculcate individuals

with the values, beliefs and codes of behaviour that will integrate them into the institutional structures of the larger society and to set agenda (Lamptey, 2010, Herman and Chomsky, 1998). The media also plays a role of influencing people or audience to accept something (Lamptey, 2010). Accordingly, the media do not merely reflect reality, instead it can entail a process of negotiation and reconstruction, which shapes and manages our beliefs and opinions (McGuigan, 2011, p.26). Hargreaves declares that in recent years, the mass media has played an active role in side-lining and trivializing female sporting success, with the ultimate aim of preserving sports as a male domain (1994 as cited in King, 2007, p.187).

McGuigan (2010, p.27) established that on average, men receive far more coverage than any women's sport, and more over, this coverage is much wider. There is a view that mass media and print media (newspapers) for that matter has ignored female football. It is a general view that women have made a consistent and significant contribution to Ghana, yet their achievement on the whole received limited coverage by the mass media meanwhile Lamptey (2010) indicated that, it is important to note that soccer is now the platform for the successful running of big organisations. The game can put a country on the world map, making its citizens, culture, philosophy to be respected, thereby attracting investors and tourists to come to one's country (ibid).

Due to this, there is the need to look at the prominence the print media give to both male and female football; that is to do a comparative analysis of the coverage for male and female football

and see if the print media, newspapers for that matter, are not setting the agenda for readers to follow the male football and give less importance to female football.

The problem at hand therefore is: **What is the relative importance that the print media in Ghana attach to male and female football reportage?**

1.4 OBJECTIVES OF THE STUDY

The study expects to broadly analyse the relative importance that the print media in Ghana attach to the male and female football coverage.

The specific objectives are:

1. to measure the frequency at which male and female football stories appear in the sports newspapers in Ghana.
2. analyse the picture presentation of the male and female football stories in Ghana.
3. To assess the treatment or genre given to male and female football in Ghana.
4. to examine the tone of male and female football stories in Ghana.

1.5 RESEARCH QUESTIONS

1. what is the frequency of coverage given to both male and female football stories in Ghana?
2. how does the sports newspapers present pictures of male and female football in Ghana?
3. what is the treatment given to male and female football in Ghana?

4. what is the tone of the various stories for male and female football in Ghana?

1.6 SIGNIFICANCE OF THE STUDY

This study will be beneficial in the following ways:

It is hoped that the research will add to the advancement of knowledge. It will be beneficial to academia. It will also add to the small body of research into international research into sports-media content production and hopefully encourage similar investigations elsewhere. It will add to existing knowledge. It will promote scholarship, help educational institutions and also help policy makers.

1.7 SCOPE AND LIMITATION OF THE STUDY

This study will be limited to print media, that is newspapers. Despite the number of newspapers we have in Ghana, the study will focus on *Graphic Sports* and *Ghana Sports* newspapers. The study will be limited to six (6) months editions of the two papers. The six (6) months was arrived at by taking the period of the men's World Cup and an addition periods from May 1 to August 31, 2014 and that of the women from May, 1 to August 1, 2015.

1.8 CHAPTER ORGANISATION

The study consists of five chapters. Chapter one (1) deals with background to the study .It outlines the introduction and media and football. Chapter two (2) which the literature review

looks at related studies and also provides a theoretical framework to guide the research. Chapter three (3) discusses the approach used to address my research question, the explanation data, empirical results and interpretation of data while chapter four (4) looks at the presentation and analysis of data. Chapter five (5) concludes the thesis with the summary, discussion of findings, conclusion and suggestions future research.

CHAPTER TWO

THEORETICAL FRAMEWORK AND LITERATURE REVIEW

2.1 INTRODUCTION

Darling (1986) has suggested that literature review is very important in terms of providing information about the work of researchers and whether the idea has been investigated before or not (as cited in Alomenu, 2015, p.17). Kumekpor (2002) also gives additional importance to literature review as it can help the research to avoid some of the defects, flaws, and difficulties of predecessors from whom he may have a lot to learn through reading their published work.

In undertaking a study such as investigating the press coverage of men and women football in Ghana, it is important to review relevant studies and also draw on other people's work to learn how much of the issues relating to the topic under study has already been done and various approaches available for use. This chapter therefore looks at the existing body of knowledge on the subject of football and media. This session is concerned with the review of available literature and related researches that have been conducted in the field of media and football. The chapter also outlines the theoretical framework which gives a solid academic grounding to this study.

The theories and related literature formed the basis for the research as well as the analysis and discussion on the research finding. The chapter also deals operational definition of words used throughout this study.

2.2 NATURE OF FOOTBALL

Soccer, also known as football or association football in Britain and other European countries, is played on a rectangular field where two opposing teams of eleven (11) players, aim to kick or head the ball into the other team's goal post.

Within the rules of the game, only the goalkeeper of each team is permitted to handle the ball with their arms and hands; unless in the case of a throw-in where up - field players have that right.

The game is played on a field ninety (90) to one hundred (100) metres long and forty five (45) to ninety (90) metres wide. In international matches, the measurements are stricter. The minimum length is one hundred (100) metres and it cannot exceed one hundred and ten (110) metres. The width has to be between sixty (64) and seventy five (75) metres. The goal of the game is to kick or head the ball into the opponent's goal without the use of hands. There is a penalty area at the goal line where the goal is. It is played in two forty-five (45) minute halves. The Federation Internationale de Football Association (FIFA) is the official governing body of soccer worldwide. It is responsible for both the Olympics and the World Cup. According to FIFA, the official name of soccer is association football.

2.3 THE GHANAIAN MEDIA

Currently, there are over thirty (30) established newspapers that carry news on sports in the country. Some papers are basically established to report on sports. Newspapers like the *Graphic Sports*, *African Sports*, *Kotoko Express*, *Hearts News*, *All Sports*, *90 Minutes*, and *Sport Fylla*, to mention a few. Others like *The Daily Graphic*, *Ghanaian Times*, *The Chronicle*, *Daily Guide* and others, carry news with a page or two (2) allotted for sports.

Ben Koufie (2010, personal communication), states that the media have played a massive role in the development of the game. The more they write, the better it is for the populace to join in and the interest is created to get what we, the populace, need for sports". Tsorme (2009, p.3) explains that the growth and popularity of football globally depends on the development of the mass media. The publicity and spotlight given to sports has been very massive over the years. The electronic media coverage of various tournaments, the print writing on the events have both given fans and enthusiasts the needed awareness and passion towards the game.

In the past, the print media gave a lot of spaces to the local football league and other sporting activities locally. With those publications, soccer fans are able to gather news about their idol clubs and teams. Spectators get attached to clubs the more they are exposed to news about these clubs and matches. Due to this, the local teams uses to have a lot of followers trooping to the stadium to watch their darling teams play but the level coverage and importance given to men's football is not accorded women's football. This has affected the supporting level of women football in Ghana.

In Ghana, the passion for male football is not the same for female football and it affects patronage and support for the women's national teams. It is evident that most people are much more interested in male football than women's football. Sections of Ghanaians prefer to watch, listen or read about men's football at the expense of women's football. This development is due largely to the perception that football is a masculine rather than a feminine sport.

Another difficulty is that today, the average Ghanaian soccer fan can mention the entire squad of the men's team without blinking an eye. Ask the names or players of these women's teams or even the women's national teams of Ghana and you will be disappointed, if not disgusted and appalled, by the lack of knowledge on women's football.

With their agenda-setting functions, the print media is part of this problem. Ghanaian newspapers and sports newspapers give majority of their spaces reporting on men's football and teams. It is perceived that newspapers like *Graphic Sports*, *Sports Fylla*, *90 Minutes*, *All Sports*, *Ghana Sports*, *Daily Graphic*, *Ghanaian Times*, and many others, splash their pages with these men's football news giving some small space for women's sports news at some corner, hardly noticeable for the reader. This makes the reader wants to leave women's games and follow that of the men. Having loyal fans and a winning team generally results in higher attendance at game (Wakefield and Sloan, 1995) but our newspapers have not helped the women's teams in that direction by reporting on them and their football stories. Arguably, the newspapers have lost their sense of patriotism and balance helping only men's football rather than developing women's football.

This issue about our print media or newspapers leaving our women's football and promoting the men's football has become one sensitive issue that has received so many public debate and interest. It is this public interest, coupled with the spaces allotted to the male football that have made this topic a relevant area to study.

2.4 THEORETICAL FRAMEWORK

This section of the study examines the theories that underpin this study. This is important to situate the study within the context of media and football

Mass communication theories related to the topic have been revived to find out how the effects of media campaigns influence society. For the purpose of this research, this media effects appropriate for this study are the Agenda Setting Theory, Framing Theory, Social Expectations Theory and Functionalist Theory.

2.4.1 The Agenda Setting Theory

The term "agenda setting" has become increasingly popular when characterising the contemporary media (Meigas, 2008, p. 6). The basic premise of the agenda setting theory examines how news media reports on particular issues and influences or shapes public awareness and debate (McCombs and Shaw, 1972, cited in Franklin et al., 2005, p. 46). Kayode and Adeniran (2012) mentioned that editors act as gatekeepers of mass mediated messages and they promote a media agenda by prioritising certain issues. They can provide sustained and prominent coverage to an issue while others are marginalised or ignored (ibid).

According to McQuail (2000)

Agenda setting is a process of media influence (intended or unintended) by which the relative importance of news events, issues or personages in the public mind is affected by the order of presentation (or relative salience) in news reports. It is assumed that the more the media attention, the greater the importance attributed by the news audience. The media influence is not on the direction of opinion, but only on what people think about. (p.49)

Media influences the topics that the audience thinks about, but not the direction of the public opinion itself (ibid). Van Dijk states that the power of media is symbolic and persuasive having the potential to control the media consumer's mind but not their actions (cited in Coulthard and Caldas-Coulthard, 1996). Kayode, Adeniran and Jimoh (n.d.) asserts that it is assumed that 'the more media attention given to an issue or event, the greater is the importance attributed to it by the audience' (p. 3).

According to the Agenda Setting Theory, the mass media (including the print media) have a large control on the audience by the choice of stories that are considered newsworthy and how much prominence and space is given to them (Lamprey, 2010, p 16). Earlier propositions about the agenda setting theory suggested that while media do not tell us what to think, they may tell us what to think about (McComb and Shawn, 1972). They believe that the mass media has the ability to transfer the prominence of items on their news agendas to their public agenda. This goes on to suggest that mass media has the potential to draw people's attention to certain issues, and allows for conclusions already raised in the public agenda.

Griffin (2011) notes that the agenda setting theory reaffirms the power of the press, while still maintaining the individual's freedom to choose. The agenda setting theory reckons that individual members of society reflect on such issues already raised, and then make personal

submissions based on their subjective reasoning. The theory states that the kinds of things people discuss, think and worry about – are powerfully shaped and directed by what the news media choose to publicise.

Govender (2010) suggests that it is the ability of media to direct thought processes and attention towards certain issues by the possible exclusion or scant coverage of others which seem to decide for media audiences what they should focus on. This agenda setting theory declares that the mass media, simply by the fact of paying attention to some issues and ignoring others will have an effect on public opinion. This theory clearly relates to this research in that it refers to how media coverage put more prominence or less prominence on both male and female football in Ghana.

Walter Lippmann, a journalist, first observed this function, in the 1920s. Sanchez (2002) states that Lippmann then pointed out that the media dominates over the creation of pictures in our head. This is to say that Walter Lippmann argued in his work, *Public Opinion* that ‘people do not deal directly with their environment as much as they respond to “pictures in their head”’ (Lippmann, 1922, p. 16).

Four (4) decades later, Bernard Cohen (1963) who is generally attributed for the refinement of Lippmann’s idea about agenda setting theory, wrote that:

The Press is significantly more than a supplier of information and opinion. It may not be successful in telling people what to think, but it is stunningly successful much in telling its readers what to think about. And it follows from this that the world look different to different people, depending not only on their personal interests, but also on the map that is drawn for them by the writers, editors and publishers of the papers they read (as cited in Baran and Davis, 2012, p. 294).

The suggestion here is that, the news media set the agenda for the public in the sense that their coverage of issue help to define for the public what they should be thinking about on a given day. Baran and Davis (2010) said, “Cohen’s writing became the basis for what we now call the agenda-setting function of the mass media (p. 294).

Baran and Davis (2010) stated that the agenda setting theory was supported by communication experts Maxwell McCombs and Donald L Shaw in 1972. McCombs and Shaw (1972) explained their interpretation of agenda-setting: “In choosing and displaying news, editors, newsroom staff and broadcasters play an important part in shaping political reality.” Readers learn not only about a given issue, but how much importance to attach to issue from the amount of information in a news story and its position – that is, the media may set the ‘agenda’ of the campaign (p. 176). That is, the mass media sets the agenda for public opinion by highlighting certain issues. McCombs (n.d) himself acknowledged that

“The power of the news media to set a nation’s agenda, to focus public attention on a few key public issues, is an immense and well – documented influence. Not only do people acquire factual information about public affairs from the news media, readers and viewers also learn how much importance to attach to a topic on the basis of the emphasis placed on it in the news. Newspapers provide a host of cues about the salience of the topics in the daily news-lead story on page one, other front page display large headlines, etc... These cues repeated day after day effectively communicate the importance of each topic. In other words, the news media can set the agenda for the public’s attention to that small group of issues around which public opinion forms (p.1)”.

The agenda setting function has several components, of which public agenda is one of them. The others are media agenda, policy agenda and corporate agenda. These four (4) components are interrelated. Public agenda are issues discussed and personally relevant and important to members of the public.

Sparks (2002) asserts that the coverage style of news alone may not determine exactly what position people take on a given issue, but it helps guarantee that the issue is considered to be an important one. He also mentioned that the fact that the media's agenda correspond with the public's does not really provide most powerful evidence in favour of agenda setting theory (as cited in Adorsi, 2008). Though it has been established that the media is powerful and have powerful influence – the ability to tell its audience which issues are relevant and important – the public too have agenda. Based on the public agenda, it is believed that the media come out with their own agenda, Andoh's (2006) study found that Ghana is a known sporting country with over twenty (20) sporting disciplines but the most recognised, supported and patronised is association football. This tells us how important sport is to Ghanaians and the interest they have in it. With this interest, in informing the public about football, it appears that the media pays too much attention to the male football, male football teams, male footballers and it makes it imbalanced because there are female teams with female footballers in Ghana.

According to McCombs and Stroud (2014, p.70) in addition to showing the broad agenda-setting effect of the news media on the public, there is an introduction of Need for Orientation as a psychological moderator... by David Weaver.

David Weaver (1977) adapted the concept of "individual's need for orientation" defined regarding relevance and uncertainty. Lamprey (2011) found out that:

Research done by Weaver in 1977 suggested that individuals vary on their need for orientation. Need for orientation is a combination of the individual's interest in the topic and uncertainty about the issue. The higher levels of interest and uncertainty produce higher levels of need for orientation. Due to this, the individual is likely to be influenced by the media stories.

This is to say that, there is also the need for audience to be passionately interested in an issue and identify with it. If the public does not show interest and identify themselves with issues, the needed impact would not be made. In short, the media can put its agenda setting machinery in motion, but if the audience is not interested in it, it will not sustain the discussion to make the media successful at telling people what to think about.

The agenda setting theory also gives reason why people with similar media contacts prioritise the same topic or issue. Although people may have different thoughts about a topic, most people feel the same issues are important. In effect, the focus of a story and its consistent publication affects how the story is discussed by the public. This reminds us that the public must contribute to make agenda setting to be complete. Therefore there is a mutually beneficial relationship between the media and the public in the way by which issues come from both ends almost in cycle.

It has been pointed out already that the media pick some stories and they highlight on them to make them important. It is clearly seen that when editors or publishers of newspapers decide on particular stories, for example, they make football as their main focus, readers are likely to pay bigger or more attention to these stories, thus developing interest in what happens there after. The house style of the various media can influence its readers' decision on issues. For instance, it is believed that if the newspapers decide to give much prominence to male football and put their stories at very important pages, highlight their pictures in colour and write more editorials and features on them as part of their editorial policy, leaving news on female football in some obscure, small corner, the readers of that paper are likely to be influenced such that the readers will have more interest in the male football than the female stories.

In relation to this study, the points that have been made above refer to how concentrated media attention on sport played by men and a lack of focus on female athletes could lead to the trivialisation of female athletes. In other words, this theory explains that people will tend to know about those things, which the mass media deal with and adopt the order of priority assigned to different issues covered in the media. For example if the media focus their attention on male football and continuously play down the female football, the public may tend to regard female football as insignificant.

It is an indisputable fact that the male football is more popular than female football in Ghana. It is believed that it is against this backdrop that the editors of newspapers may want to give greater attention to news on male football to enable them increase patronage of their papers and gain profit to grow their businesses. However, this does not mean female football should be left at the backyard to suffer. It is also part of the society and helps to put Ghana on the world map, just like male football. Bernard Cohen (1963) stated that “the press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling it readers what to think about” (as cited in Baran and Davis, 2012, p. 294). Relating to this study, this means that although the press does not control one’s choice of what to read, they give one insight in to what to think about. This is what may be happening to Ghanaians if it is found out that the pages of *Graphic Sports* and *Ghana Sports* newspapers are giving much more reportage to male football than female football. This therefore gives an indication that the media are directing the readers to what to think about.

In connection with this theory (that is the agenda setting theory), it is a general perception that the *Graphic Sports* and *Ghana Sports* newspapers in their reportage of football, allot a lot of pages and highlight pictures of male football stories to make those stories more important such that they shape Ghanaians minds towards these stories rather than female football. From the above, it is perceived that, the print media play a significant role in making information concerning these male football news available to the public thereby facilitating and sustaining interest in male football.

Most of the time, before and after these male football matches, a lot of people are seen gathered doing discussions on the possible outcomes of matches and even serious arguments as to which the best club is. Similarly, if the media has reported and given most of their sports pages to the female football and news on the female footballers, people will perceive it as important to talk about it. If the *Graphic Sports* and the *African Sports* newspapers and other newspapers decide to bring more stories on female football to balance that of the news on the male football, fans' interest in female football will also grow thereby giving equal interest if the agenda setting theory is anything to go by.

Therefore the agenda setting theory presents a foundation for investigating how the media set the agenda based on football-related issues: how much space and prominence is given to female football and male football for people to think about it, as well as frequency, picture presentation and if editorials and features are written on both. The agenda setting theory also gives a basis for investigating how the agenda set by the media based on the public agenda, affects the people's behaviour or perception on issues on male and female football.

Agenda-setting is related to the framing concept, which characterizes the effects of media (McQuail, 2000).

2.4.2 Framing Theory

Agenda-setting pioneer McCombs has undertaken an effort to expand and develop the theory by linking it to a broad range of other media theories – for example, framing theory (McCombs and Ghanem, 2001). Framing refers to the way in which news content is typically shaped and contextualised by journalists and media houses and the adoption of such frames offered by journalist and media by the audience. Iris Meigas (2008) reiterates this when she says that the media sets a frame to the context in which a news item is presented and as such influences the audience's interpretation of the information, and subsequent attitudes as well as behavior towards the issue. According to Baran and Davis (2010, p. 330) sociologist Ervin Goffman (1974) developed frame analysis to provide a systematic account of how we use expectations to make sense of everyday life situations and the people in them. Goffman's (1974) framing theory proposes that media coverage provides social cues that help viewers interpret events. The framing process involves reporters and editors selecting and highlighting particular aspects of reality while obscuring or omitting other elements (Goffman, 1974). That is, the frame helps determine the way people interpret message's meaning (Kellow and Steeves, 1998, p. 110). As a result, the mass media have the ability to actively set the frames of reference that readers or viewers use to interpret events (Tuchman, 1978). Rowe (1999, p. 237), stated that "if culture is the 'stuff' of everyday life – the frame through which we experience, interpret, mold and represent everything that surround us – then sport occupies...an uncommonly prominent

position with it". This means that framing can increase or decrease the importance of an event. In effect, the media frame a story, whether it is a photograph or the text of an article, by selecting certain aspects of the story to promote a desired reality.

Broadly defined, Dimitrova and Stromback (2005, p. 404) sees framing as "the ways in which the mass media organize and present issues and events". Here, it is perceived that, the print media in Ghana organize and present male football stories in a way that make them more important than the female football stories. Framing essentially involves selection and salience.

In his effort to clarify the framing concept, Entman (1993) offered the following definition:

"To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem, definition, causal interpretation, moral evaluation and treatment recommendation for the item described "(p. 52).

Scheufele (1999), in one of the most comprehensive typologies of framing, put in plain words that there are four (4) types of framing research: studying frames as either (1) dependent variables, or (2) independent variables; and studying (3) individual frames as opposed to (4) media frames. Individual frames are sometimes described as mental schemas, heuristics or scripts (Entman, 2004). That is, they assist an individual perceive, interpret and discuss public events. On the other hand, media frames are contained in journalistic stories across media (like the print media). Photos, which are a very important part of print media work, have been identified as an important reference by which readers judge a news story (Mathews & Reuss, 1985). As a result the types of photographs used to portray female football stories and female footballers should not send the readers false sense of reality that women are not as athletic as

their male counterparts. This is the reason why the print media in Ghana should give equal balance coverage when it comes to the reportage of male and female football so that it will not look as if they are portraying one more important than the other. Based on framing theory, Billings and Eastman (2003), argued that portrayals of gender, ethnicity and nationality are changed through a media controlled shaping function in which images are manipulated to appeal to the desired audience. According to Dimitrova and Stromback (2005, p. 405) “the subtlety of framing is in the way it can construct reality, impact interpretations and influence audience responses and opinions towards a particular event after the event enters the public agenda.” In other words, framing affects the perceptions of the event not just its salience (ibid). Based on this study, it means that the media highlight and make male football stories more important than female football stories, when this happens, it affects the event too which is the football matches, thereby making fan patronise the male football matches than the female football matches.

In relation to the frame theory, it is perceived that the *Graphic Sports* and *Ghana Sports* newspapers select and make important the male football stories and leave the female football story less important. For instance, scholars have found out that, the print media, in their usage of pictures to send their messages, use more coloured pictures for male football stories than female football stories. This shows how important they portray male football stories as against female football stories which most of the time are represented by black and white pictures. If it is found out that they *Graphic Sports* and *Ghana Sports* newspapers do that, then it means they make male football stories more important than the female football stories. The highlighting and saliency can also come in the form of the type of stories which editorials and features are done on mostly. That is if the journalist or the media houses does a lot of editorials and features on the

male football stories than the female football stories, it arguably means that they have framed that to the audience, that the male football stories are more important than the female football stories.

Based on the above, the framing theory also gives the underpinning for studying how the media frames male and female football stories.

2.4.3 Social Expectations Theory

Social expectation theory is an account of long-range and indirect influences of the media. Social expectation theory talks about socialisation influences of mass communications that result from their portrayals of stable patterns of group life. This theory shows that people can use the mass media as sources, either deliberately or without conscious awareness, from which to acquire guides to appropriate behaviour that will help them to adapt to the complex world in which they live.

The theory assists in explaining how certain kinds of media presentations and content can play a part in the long-term socialisation of people in a society where mass communications are available. This indicates that when sporting events, of female are ignored or trivialised as compared to male's sporting events the public may unconsciously develop a negative attitude to female footballers. According to Jones (2006, p.108) for decades journalists have been accused of telling only half the story in their coverage of sport. Donohoe (2003, p.4) states when women do get newspaper space, it is less likely to be accompanied by photographs and a 'substantial

proportion of it is actually derogatory or focused excessively on the sportswoman's physical appearance.'

Through their news reporting, media may often reproduce and reinforce symbols of a patriarchal society (Govender, 2010). Van Zoonen (1998, p.34) confirms this by stating that, "Because the news is made by men, it is thought to reflect the interests and values of men too". Meanwhile the media must provide information that is balanced. O'Shaughnessy and Stadler (2005, p.455) declare that balanced reporting entails the presentation of both sides of an argument, giving the equal space and time. Ghanaian sportswomen, including female footballers, have overcome huge challenges to become active participants in sport and their achievements need to be acknowledged. This means that media have a duty in providing a true portrayal of women in sport.

Media scholars and other scholars have stated that media influence can have a long term effect on the public. Dr Connie De Boer, a specialist in Communications Science at the Amsterdam School of Communications Research (cited in Moy and Van Halem, 2001) says newspapers have been shown to have a more long-term effect, because you have to make a cognitive effort to read the text and by doing so the information processing goes deeper and you are more involved.

Herman and Chomsky (1988, p.1) state that the function of the mass media is to amuse, entertain, and inform, and to inculcate individuals with the values, beliefs, and codes of behavior that will integrate them into the institutional structures of the wider society. O'Shaughnessy and Stadler (2005, p.457) further put forward that media has a cumulative effect on audiences. They

believe long term exposure to media 'cultivates' attitudes and beliefs through the persistent repetition of messages and images. If women in sport are not given the acknowledgment they deserve, they will remain the 'weaker sex' because of media influence. The media will then indirectly influence the public in thinking that sport played by women is insignificant. This theory relates to this study in that it indicates that the media sometimes indirectly influence people and can influence public opinion on female football.

Fourie (2001, p. 241) maintains in social expectation theory we can over a period of time learn the social norms adhered to by certain social groups, people and organisations in society – by watching television, films, reading newspapers, listening to the radio and surfing the internet. This theory explains that we learn and get an image from media on for example who the leading sportspersons are - and often this coverage and these images are idealised. In the same way because the media give much prominence to male football, male footballers and male teams, the Ghanaian society see the male footballers and their football as more important than the female football. The emphasis on social expectations theory is on social norms and roles.

DeFleur and Dennis (1994, p.591) list the assumptions of this theory:

- Various kinds of content provided by the mass media often portray social activities and group life;
- These portrayals even if they are fictitious are representations of reality that reflect, accurately or poorly, the nature of many kinds of groups in society;

- Individuals, when exposed over a long period of time to these representations, receive information, one can even say unintended lessons and education, about the norms and roles that prevail within the groups;
- The experience of exposure to portrayals of a particular kind of group results in incidental learning of behavior patterns that are expected by others when acting within such a group;
- These learned expectations concerning appropriate behavior for self and others serve as guides to action when individuals actually encounter or try to understand such groups in real life.

This social expectation theory - which shows that people can use the mass media as sources to acquire guides to appropriate behaviour that will help them to adapt to the complex world in which they live – gives a foundation for studying the way people see male football more important than the female football based on the things they get from the media, print media for that matter.

2.2.4 The Functionalist Theory

Society is made up of many parts which work together for its betterment. Functionalist theory is based on the assumption that society is an organised system of interrelated parts held together by shared values and established social arrangements maintain the system in a state of balance or equilibrium (Anon, n.d.). The most important social arrangements are social institutions such as

the family, education, the economy, the media, politics, religion, leisure and sport (ibid). Scholars say that, if these social institutions are organised around a core set of values, functionalist assume that a society will operate smoothly and efficiently. In their explanation, Baran and Davis (2010, p. 175) say “the cornerstone of functionalist theory is the metaphor of living organism, whose parts and organs, grouped and organised into a system, function to keep its essential processes going. In other words functionalism theoretical approach that conceives of social systems as living organisms whose various parts work, or function together to maintain essential processes (ibid). Similarly, “members of a society can be thought of as cells and its institutions as organs whose functioning ... presents the cohesive whole and maintains the system’s homeostasis” (Bryant and Miron, 2004, p. 677).

Sport, football for that matter, is part of society and it must work well to contribute to the stability of the society. The media can contribute to sport working well. According to Anderson and Taylor (2009), the functionalist theory, also called functionalism, is one of the major theoretical perspectives in sociology. It has its origins in the works of Emil Durkheim, who was especially interested in how social order is possible or how society remains relatively stable (ibid). Functionalism interprets each part of society in terms of how it contributes to the stability of the whole society. Anderson and Taylor further explain that society is more than the sum of its parts: rather, each part of society is functional for the stability of the whole society. This is to say that, it is a framework for building theory that sees a society as a complex system whose parts work together to promote solidarity and stability. The different parts are primarily the institutions of society, each of which is organised to fill different needs...and the parts depend on each other (Anderson and Taylor, 2009).

When sociologists use functionalist theory to explain how a society, community, school, family, sport team or other social system works, they study the ways that each part in the system contributes to the system's overall operation. For example, if Ghanaian society is the system being studied, a person who is using functionalist theory wants to know how the Ghanaian economy, educational system, family, government, media religion, sport are related to one another and how they work together in contributing to the smooth operation of the society as a whole. An investigation based on functionalism focuses on the ways that each of these social institutions help the larger system to operate efficiently. *Using Social Theories* which is the Chapter Two (2) of the book entitled *Sports in Society: Issues and Controversies* explains that:

According to functionalist theory, social systems operate efficiently when they are organized to do four (4) things: (1) socialize people so they learn and accept important cultural values, (2) promote social connections between people so that they can cooperate with one another, (3) motivate people to achieve socially approved goals through socially accepted means and (4) protect the overall system from disruptive outside influences. Functionalists assume that if these four (4) "systems needs" are satisfied, social order will be maintained and everyone will benefit (p. 30).

Football, which is a sport, is part of the social life and does contribute to social stability, efficiency and even development. Sport is a valuable social institution that benefits society as well as individuals in a society. Sport is a source of inspiration on both personal and social levels. Football is a sport and it is an integral part of society and it must be looked at with all the seriousness given to the other parts of the society and it must be looked at with all the seriousness given to the other parts of the society. In attaching that importance to sports as a whole and football to be specific, female football should not be overlooked.

Functionalism is looking at society as a whole and instilling values, principles and norms. Different method can be used to do this, including sport. “In sports, people are taught to be self-discipline, motivated, how to work as a team and potentially the role of a leader, “(www.webanswers.com/sports/soccer-football/...). It is often an effective method of bringing people together and can teach people how to reach their goals (ibid).

Coakley (2001) affirmed that society is an organized system of interrelated parts and that sport is studied in terms of their contributions to the system. This was reiterated that “functionalist theory focuses on the ways that sport contribute to the smooth operation of societies, communities, organizations and groups” (Anon, n.d., p. 30). “They want sociologist to tell them how sport contribute to the smooth operation of the social systems in which they have been successful” (ibid). A view of the relationship between sport and politics that suggest that sport is used to promote common values held essential for the integration and development of a society (Kent, 2007). Thus, sport helps to maintain social order. This is one of many reasons why sport will have to be looked at seriously.

If the functionalist theory says that society is an organized system of small parts working together for the betterment of the system, then sport is one of the parts. Sport has helped the society in so many ways. In looking at football, which is part of sport, female football should not be left out. Female football is part of sport and it can as well boost the economy and put Ghana on the world map just like the male football. The media and newspapers in Ghana have to realize that female football is also part of the interrelated parts which come together to work

for the betterment of the whole system. Whatever the male football can be used to do in the society, female football can also be used to do that so it should not be left at the backyard.

Women and women football are part of the society and functionalism looks at the society as a whole and how small parts will work for the good of the bigger system then female or woman football must not be left to suffer. It must be given the same prominence as that of the male football. After all, society is an organised system and the small parts - which include female football and male football - need to work together for the whole system to work effectively. If the newspapers decide not to give equal prominence to female football like they do for the male football, that part of the small parts of the system has been neglected and so the bigger system will not function well.

Based on the above, the functionalist theory also provides a basis for investigating how male and female football forms part of the system and why prominence has to be given it with equal measure.

2.3.0 REVIEW OF RELATED STUDIES

This section of the study looks at earlier studies conducted in relation to the study. A great number of studies have been completed on how the media gives prominence to male football and female football. The previous stories help to throw more light on the kind of relationship that exist between print media reportage of football and the extent to which the media coverage and highlight can affect the fans of football.

Football... have become a global phenomenon that everyone loves to play or watch people play and it is reputed to have the power to shut governments and even lower productivity as it transcends all borders' (Kayode, Adeniran & Jimoh, n.d.,p.3). It has been regarded as a tool for social development and as the best answer to socio-political disharmony wherever it is allowed in the world (Carlin, 2010). Adam and Tuggle (2004) discovered that "practices for representing gender in the media – including sports – have become standardized, therefore reinforcing stereotypes" (p. 240). The media has been criticized for the type and extent of coverage that it has given to sports women and feminised sports (ibid). The study completed a thirty (30) - day analysis of the broadcast stories of the ESPN in a period of 1995. The ESPN "showed seven hundred and thirty two (732) stories about men, only twenty nine (29) about women, a ratio of about 25:1. The ratio in 2002 was more than 48:1, (ibid). This analysis identifies a clear gender disparity between the coverage of sports and furthermore put forward that the condition has, in fact, worsened for contemporary sports. Findings confirmed that few females and their sports receive neither adequate, nor comparable coverage to their male counterparts. All sixteen (16) stories about women included at least some video, but no female story involved a reporter, though eighty three (83) men's stories were "packaged' by a reporter" (ibid).

In a study to establish the relationship between the effects of team loyalty and selected stadium attendance factors on spectator turn out, Wakefield and Sloan (1998) established that the stadium planning and management decision could enhance the experience of fans and augment the possibility of future attendance. They also established that team loyalty was to establish the important measure of spectator desire to be present at stadium events. The study by Wakefield and Sloan, however, failed to look at the role of the media in whipping up interest and support by fans to throng to the stadium to support football teams. This is to say that, Wakefield and Sloan

(1998), in their research, failed to look at the power of the media which can also draw supporters or fans to the stadium, among other things. So if the media which has so much power is used to promote both male and football activities, it will go a long way to help promote the games and also develop it.

Koivula (1998) did a study which was aimed at measuring the potential effect that mass media may have in influencing beliefs about gender appropriate sports behaviour. Her study thus examined samples of televised sports in Sweden during 1995/96 (1,470 minutes), with a follow-up examination in 1999 (528minutes) (ibid). For Koivula, the results of her study indicated that gender differences exist regarding both quantity and type of coverage for example.

Less than 10% of the total examined sports news time covered female athletes and less than 2% of the time was used to cover women athletes in sports categorised as masculine. It seems that the mass media coverage of sports coverage continues to reinforce construction of division along lines of gender and to reproduce traditional expectations regarding femininity and masculinity (ibid).

This is to say that there is no equity when it comes to the coverage of male and female football in the media and that is what this study seeks to investigate.

Pruegger (2003) conducted a study on the effect of promotions on attendance on hockey matches. He established that the day of the week on which a game is played; winning percentage of clubs, ticket price and city size were factors linked to stadium attendance. Pruegger (2003) also found out that a significant rise in attendance for teams that gave a number of promotions both on match day and non - match days as measured up to teams that did not use promotions. It means that clubs that make their tickets affordable on match - days and the size of the city hosting the matches and whether or not clubs give incentives for their supporters are factors that

affect stadium attendance. He used questionnaire and telephone interviews in gathering data. The Marketing Directors, Public Relations Directors or Personnels in charge of fourteen (14) hockey clubs were purposively sampled for the study. The sample technique used is good because it gave the researcher the prospect of receiving the right information from the appropriate quarters. The tools used by the researcher allowed the researcher to cover a wide geographical area in a comparatively short time.

Meanwhile, Pruegger (2003) has a few limitations: first, the data that was collected was based on just a season and might follow an analysis of more than one season to establish a trend that links the said factor and stadium attendance. Another limitation is that, the researcher omitted the view of hockey fans which would either confirm the responses of the administrators or debunk them through their (fans) response.

Bernstein (2002) found an amazing difference between the sport coverage of men's and women's sport on sport - related programmes on BBC 1. For instance, 'a 1998 analysis of the sport coverage resulted in the key findings that 90.2% sport - related programmes on BBC 1 covered men's events, 6.7% were devoted to women's sports and 3.1% related to mixed sports' (p. 417). This statistic conveys a significant message to society and its audience. Here male sport is prioritised and regarded as superior, whilst female sport is side - lined and accordingly seen as trivial and petty. Furthermore, the average duration of women's sports on BBC 1 was significantly shorter than for men's sports (17 minutes versus 42 minutes) (ibid). However, Bernstein pinpoints a number of changes in the gendered coverage of sport in today's media. A

great example can be seen in the “extensive and successful coverage of the 1999 Women’s Football World Cup – in rating terms. Even more recently, the 2001 UEFA European Women’s Championship attracted a high - level of sponsorship, live TV screening of the semi-finals of all four (4) countries concerned”(ibid, p. 421). Again we can talk about the 2014 Women’s World Cup which also received a big coverage to the world. Therefore, this can be seen as a big improvement and a significant turn-around in the representation of women in typically male - dominated sports within the media. Nonetheless, it is important to mention that despite the fact that “these could seem like major shifts, and yet the examples mentioned above are of major international sporting events, it is safe to assume any successful athlete will get extensive media attention in his or her home country regardless of their sex”(ibid, p. 418). The example here may present a transformation, but when compared with the amount and level of public interest and media coverage, it falls significantly short of equality and fair treatment. In addition to this, in a concluding study, Bernstein found that the representation of women in football - related stories served to confirm the portrayal of women and young girls as participating in an essentially male sport, in which “women are afforded only subordinate and/or highly sexualised roles” (ibid, p. 421).

In a study which examined the amount of coverage given to women’s events and female athletes by NBC at the Centennial Olympic Games of 1996, Tuggle and Owen (1999) showed that, “the NBC’s coverage of the games seemed balanced, with women receiving almost as much airtime as men” (p. 243). Similarly, Tuggle and Owen (1999) found, in previous research, that sportswomen were more likely to receive media attention and coverage if they competed in socially acceptable sports, in particular individual sports. “In fact, as they found, 61% of the

coverage devoted to women focused only on three sports: swimming, diving and gymnastics, with gymnastics receiving more than one - third (34%) of all coverage devoted to female athletes" (Bernstein, 2002, p. 418).

Calleja and Farrugia (2004) in an investigation to find out what factors affect the sport media's contribution in the promotion of sport, discovered that sports media is the main promoter of particular sport disciplines, like football, basket ball, horse racing and water polo. Calleja and Farrugia (2004) in their study also stated that the promotion of any other sports discipline is regarded to be of secondary importance if not insignificant, since minimal coverage is designated to them. It was seen that the exposure to a wider variety of sports disciplines through local sports programmes would help the teenagers to develop a much more positive attitude towards participation in the other less popular disciplines.

In the same way, the local sport media in Ghana can be used to promote the women's football and even other sporting disciplines. In effect, if a lot of coverage is given to women's football, it can help promote the game as it can also help with the development of Ghana as a whole and the game in particular.

Battenfield, Dzaloshinsky and Todd (2010) in their work to establish the link between newspaper coverage and women's professional Basketball, pointed out that people are persuaded by what they "hear, see and read" in the mass media. The content analysis showed a discerning pattern of

media coverage that was directly connected with the supposed tier system of sport assigned by the sport editors. Following the analysis of the actual content from two (2) full seasons of newspaper coverage of two (2) Women's National Basketball Association (WNBA), interview questions for the sport editors, beat writers and public relations directors for two (2) respective teams were formulated. It was established that, specific patterns of behaviour by the sport editors emerged.

The sport editors confirmed that the primary factor in the decision - making process for space allocation in the sport section is men's professional sport. They cited "what readers want" as their qualification. This goes on to support the fact that the public too has an agenda. They have their own interest; so for one to maintain his newspaper business, one needs to look at what interests the people and come out with those things so that people will patronise the newspaper for them to get money. Quite clearly, it can be argued that beyond the issues of masculinity are (issues of commercialisation) economic considerations.

Battenfeild, Dzaloshinsky and Todd (2010) used content analysis of selected newspapers to examine the coverage of 2000 and 2001 WNBA season. This is very good to examine the coverage because it gave the researcher the chance to look at the space given to the women's sport and men's sport. However, as well as acting as an extension to these previous works, this thesis offers a comparison between male and female football stories in Ghana specifically. Moreover, this research as well as outlining the media representation of gender and sport, goes further than previous studies by supporting the media content analysis to look at placement,

picture presentation, frequency, and which of the genders got editorials and features, from the newspapers.

Bissell and Holt (2006) in their study used framing theory to analyze the gender bias coverage of the 2004 Olympic Games via the Internet. One of their hypotheses suggested that males would be seen in more active shots in the dominant photographs, whereas women would be seen in more passive shots in the dominant photograph (Bissell & Holt, 2006). Their study found that, of forty-five (45) total photographs of men, 64% of shots were active and 36% of shots were passive. From the nineteen (19) total photographs of women, only 47% were active and 32% were passive (the remaining 21% was coded as "other"). The use of more passive shots for women suggest sexual difference in the way male and female athletes are portrayed in visuals on the web (Bissell & Holt, 2006). The photograph angles reinforced the differences in the portrayal of male and female athletes. Males were more typically framed in an upward angle shot (59% of the time), and females were photographed either straight-on or using a downward camera angles (63% of the time). The researchers concluded that photographing men in this way emphasized strength, masculinity, and superiority and the angles used to photograph females emphasised femininity and weakness. This is a good analysis of how pictures can be used by the print media to make male football stories more important than the female football stories.

Perlin and Stoldt (2008) did a study to determine if greater levels of competitive balance in football were realized after the Big Eight (8) Conference merged with four members of the Southwest Conference. Specifically, comparisons were made between competitive balance levels for the last ten years of the Big Eight (8) with the first ten years of the Big Twelve (12). Three

measures of competitive balance were employed; in general, the findings indicated that competitive balance in football has improved in the ten years after the merger. Perlin and Stoldt (2008) used the standard deviation to measure the winning percentage imbalance, and the Hirfindahl-Hirschman Index to measure championship imbalance. The data for this study came from the conference standings in football for the Big Eight (8) for the ten (10) years prior to the merger and the standings for the Big Twelve (12) ten years subsequent to the merger. Perlin and Stoldt (2008) in their research failed to mention or look at how the media can be used to promote balance in football.

Some scholars (Alexander, 1994, Duncan and Hasbrook, 2002), have acknowledged the media as restricting women and girls into socially acceptable, female appropriate, individual sports. Alexander (1994) argued that 'although television coverage of men's events strongly favours team sports, coverage of women's sport strongly favours individual events' (p.239). Furthermore:

girls and women continue to receive social acceptance for individual sports more readily than for team contests. Social approval for sports such as tennis, golf and gymnastics is high. As non-contact individual sports, they offer the dual benefits of continued segregation of the female athlete from teammates and the continued confirmation of the participants' femininity (Duncan and Hasbrook, 2002, p.84).

This gives a good reason as to why team sports like women's football fail to get comparable media coverage to individual sports events like athletics. Similarly, Duncan and Hasbrook hypothesise that 'women's participation in certain individual sports is more socially acceptable than their participation in team sports, because the former allow women to remain true to the female stereotype: glamorous, graceful, non-sweaty and definitely not roughed up by contact with other women' (Ibid, p.85).

Informed by these studies, this thesis works to exhibit some of the themes which I have highlighted above. However, as well as acting as an extension to these previous works, this thesis also offers a comparison between male and female football in Ghana specifically. Moreover, this research as well as outlining the media representation of gender and sport, goes further than previous studies by supporting the media content analysis through a variety of other methods - detailed in the next chapter.

2.6 OPERATIONAL DEFINITION OF KEY TERMS

Operational definitions are important in science...and it can help dispel some strange questions... (wimmer and Dominick, 2011, p.12). The terms explained below have been used throughout the study. The meaning and explanations given below apply strictly to their use in the context of this study only.

- **Media:** Organisations, which serve as a means of mass communication. The media include newspapers, television, radio and the internet. This study is limited to the print media precisely, *The Graphic Sports* and *African Sports* newspapers.
- **Reportage:** The activity and style of reporting news. It also includes the content, frequency, space allocation to stories and picture presentations.
- **Sport:** Sports are “institutionalized competitive activities that involve rigorous physical exertion or the use of relatively complex physical skills by participants motivated by internal and external rewards” (Coakley & Donnelly, 2009, p. 4). Both the male and female football meets this definition of sport.

- **Female football news:** News stories on female players, female teams, and female football leagues.
- **Male Football news:** News stories on male players, male teams, and male football leagues.
- **Local Football News:** News stories from the First Capital Plus Premier League, Division One League and other local leagues and news on players playing in these leagues. It also refers to news on teams in the leagues.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The focus of this study is to examine how two (2) Ghanaian newspapers - *Graphic Sports* and *Ghana Sports* - treat male and female football stories. The study focus specifically on male and female football and aims to compare the treatment given to both men and women football in the print media. This will help us to understand whether or not the print media in Ghana give more prominence to male football stories than female football stories – which forms the hypothesis for the study. The previous chapter provided a theoretical base for the study by discussing the principal theories that frame media representation. This chapter will explain the methodology used for this study. It will provide an overview of the research design, data collection methods, research instrument and data analysis techniques.

3.2 RESEARCH DESIGN

Research design refers to the overall strategy that one chooses to integrate the different components of the study in a coherent and logical way which thereby ensures the research problem is effectively addressed; it is noted to constitute the “blueprint” for the collection, measurement and analysis of data (De Vaus, 2001). Research design serves as a plan to collect and organize data in an effort to answer the research question(s) of interest (Pruegger, 2003, p.39). Parahoo. (1997, p.142) defines the research design as “a plan that describes how, when and where data are to be collected and analysed”. Cresswell (2009, p.3) sees research designs 'as plans and the procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis'.

The research design used in this study is mixed method, 'which combines qualitative and quantitative methods in ways that ostensibly bridge their differences in the service of addressing a research question' (Harwell, 2011, pg. 151). This is also a triangulation of data which is 'often used to indicate that more than two methods are used in a study with a view to double (or triple) check results. This is also called "cross examination' (Cheng, 2005, p.72).

According to Johnson and Onwuegbuzie (2004),

Mixed methods research is formally defined here as the class of research where the researcher mixes or combines quantitative and qualitative research techniques, methods, approaches, concepts or language into a single study. Mixed methods research also is an attempt to legitimate the use of multiple approaches in answering research questions, rather than restricting or constraining researchers' choices (i.e., it rejects dogmatism). It is an expansive and creative form of research, not a limiting form of research. It is inclusive, pluralistic, and complementary, and it suggests that researchers take an eclectic approach to method selection and the thinking about and conduct of research. (pp. 17–18 as cited in Harwell, 2011, p.151).

The purpose of using triangulation is to cross verify data and thereby produce and verify findings. In particular, 'it refers to the application and combination of several research methodologies in the study of the same phenomenon' (Bogdan and Biklen, 2006, p.254).

According to Altrichter *et al.* (2008) the method of 'triangulation gives a more detailed and balanced picture of the situation' (p.147) and thus presents a richer and more complex look at human behaviour. As such, the majority of data will be assembled through a quantitative approach, but the research will also be further enhanced by the use of qualitative methods. Johnson and Turner (2003) have argued that the fundamental principle of mixed methods research is that multiple kinds of data should be collected with different strategies and methods in ways that reflect complementary strengths and non-overlapping weaknesses, allowing a mixed

methods study to provide insights not possible when only qualitative or quantitative data are collected. This is what this study seek to achieve in its data collection process.

In the quantitative aspect, the researcher decided to use quantitative because of the need to obtain objectivity in the study. This is in line with Morgan (2014, p.49) statement that “Quantitative Research pursues a set of purposes associated with objectivity”. He added “This emphasis on objectivity typically leads to a concern with detached measurement and a goal of minimizing your own impact” (Ibid). According to Harwell (2011) quantitative research methods attempt to maximize objectivity, replicability and generalisibility of findings and are typically in prediction. This implies that the researcher will set aside his or her experiences, perceptions and biases to make sure there is objectivity in the conduct of the study and conclusions that are drawn. (ibid). Thus reality is independent of human consciousness.

The researcher intends to detach himself and other people from the research and its result so as to get objectivity. The intention was not to allow the values, perceptions, experiences and biases to come in; such that the research work will be value free.

According to Gee, (2009, p.26) to arrive at the conclusion that sportsmen receive more exposure than sportswomen, quantitative analysis have been prevalent among its vast body of research. Measurement, and in particular the frequency of occurrences, is in a distinctive feature of a quantitative analysis (Cooper and Schindler, 2006; Denscombe, 2007).

This approach is based on positivism where it is assumed that reality is objective and single. The key idea of the positivist paradigm is that the social world exists externally, and that its properties should be measured through objective methods, rather than being inferred through sensations, reflections or intuition (Easterby-Smith et al., 1991). In their work, *Mass Communication: An Introduction*, Wimmer and Dominick (2010, p.116) confirms that the positivist researcher strives for objectivity and is separated from the data. They added, “positivist approach is most closely associated with quantitative content analysis ... (Wimmer and Dominick, 2010, p. 116). Qualitative methods are frequently characterised as assuming that there is a single “truth” that exist, independent of human perceptions (Lincoln & Guba, 1985).

Trochim and Land (1982) defined quantitative research design as the

glue that holds the research project together. A design is used to structure the research, to show how all the major parts of the project – the samples or groups, measures treatments or programmes, and methods of assignment – work together to try to address the central research question (p.1).

In connection with the point previously mentioned, the method was deductive; the language was formal; the role of values was not taken into account; the research was distant from the reality being studied. Morgan (2014, p. 47) substantiates that 'Quantitative Research is typically deductive, objective and general' in the sense that inferences from tests of statistical hypotheses lead to general inferences about characteristics of a population'. Harwell, (2011, p. 149) also mentioned that quantitative methods are frequently described as deductive in nature, in the sense that inferences from tests of statistical hypotheses lead to general inferences about characteristics of a population.

The researcher also used qualitative method to give interpretation and meaning to the phenomenon or reality under study.

Central to this inquiry is the presence of multiple “truths” that are socially constructed (Lincoln & Guba, 1985). According to Harwell (2011), qualitative research is usually described as allowing a detailed exploration of a topic of interest in which information is collected by a researcher through case studies, ethnographic work, interviews, and so on. This approach is based on interpretivism within which it is assumed that reality is subjective and multiple. Burns and Grove (2003:19) describe a qualitative approach as “a systematic subjective approach used to describe life experiences and situations to give them meaning”. Morgan (2014) posits that qualitative research is inductive, subjective and contextual. He added that qualitative research captures a set of purposes associated with meanings and interpretation (ibid).

The rationale for using a qualitative approach in this research was to explore, describe and give meanings to the data collected. A qualitative approach was appropriate to interpret the meaning of the data collected. Due to the fact that the researcher seeks to describe and explain the phenomenon, the study used mixed method for the data collection. The mixed method helps explain data collected quantitatively.

A non experimental research design was utilized in this study. Non-experimental research designs are generally used to investigate “naturally occurring phenomena” and relationships between variables (Depoy and Gitlin, 1994). They are directed toward determining the nature of a situation as it exists at the time of the study (Anonymous, n.d.). The aim is to describe “what

exists” with respect to the variable or conditions in a situation (ibid) and that is what this study seeks to do.

According to Kirimi (2014, pg.60) 'Descriptive research design is a scientific method which involves observing and describing the behaviour of subjects without influencing them in any way.' Descriptive research uses a method to study, describe and interpret what exists (Koul, 2011, pg.78). The interest here is to discover and show the current situation on the ground – that is the facts about the current situation regarding the phenomenon being investigated. Kirimi (2014) agrees that the major purpose of descriptive research is description of the state of affairs as it exists. That is to describe situations and events. “The researcher observes and then described what was observed” (Rubin and Babbie, 2008, p. 137). Rubin and Babbie also mentions that 'it is based on quantitative data obtained from a sample ...' and the data being described in quantitative studies are likely to refer to surface attributes that can be easily quantified ... the objectivity precision and generalisability of the description are paramount concerns” (ibid, p. 138).

The research is based on a cross-sectional study because it involves the analysis of data collected from a population, or a representative subset, at a specific point in time – January, 2014 – December, 2014.

3.3 CONTENT ANALYSIS

The study utilizes content analysis for the analysis of data. Content analysis is one of the fastest growing methods used in quantitative mass... communication research (Riffe and Freitag, 1997,

as cited in Luke, Caburnay and Cohen, 2011). Content analysis is one of the appropriate research techniques in the social sciences. Content analysis is a research technique for the objective, systematic, and quantitative description of manifest content of communications, which is useful for analysing and understanding collections of text (Klaus and Angela, 2008, pg.34). It is any technique for making inferences by objectively and systematically identifying specified characteristic ... in the text and their implications and meanings (Neuendorf and Kimberly, 2002,p.g 10). Content analysis is a research tool focused on the actual content and internal features of media. It is used to determine the presence of certain words, concepts, themes, phrases, characters, or sentences within texts or sets of texts and to quantify this presence in an objective manner. According to Wimmer and Dominick (2010, p. 156) “the method is popular with media researchers because it is an efficient way to investigate the content of the media, such as ... the print media.” Krippendorff (2004) states that content analysis is one of the preferred method capable of coping with such large volumes of research data.

Babbie (2009) also defines content analysis as one of the most appropriate methods for studying processes or events occurring over a long period of time and that is what this study seeks to do.

Content analysis is therefore deemed appropriate for this study because it is one of the most practical methods for examining mass media content (Rife, Lacy and Fico, 1998). Since the content of two (2) sets of newspapers would be examined over a period of time using consistently applied rules, content analysis was judged appropriate for the study. In addition as pointed out by Krippendorff (1980) content analysis is quantitative, in that the researcher can possibly summaries results of their study with precision and clarity (as cited in Mauring, 2014).

The study used six (6) months content analysis to examine and evaluate the prominence given to male football news and female football news chosen for this study. Two newspapers, *Graphic Sports* and *Ghana Sports*, were sampled and content analysed. The period of study covered two (2) different time periods; that is June 1, 2014 to August 31, 2014 and June 1, 2015 to August 31, 2015. These durations were arrived at because those times were the periods in which the World Cup for both men and women were played and in the researcher's opinion, during this period extensive coverage on football was done. The study examined frequency of stories for both male and female football news. It also investigated into picture presentation to see whether pictures representing the various stories are coloured or black. The study also analysed the treatment of stories as in straight news, features, editorials and the tone of the stories.

3.4 POPULATION OF THE STUDY

Population simply refers to the individuals, groups or entities that are of interest to the researcher. Mugo (2010) posited that, “a population is a group of individual persons, objects, or items from which samples are taken for measurement ...” Malhotra (1999) defines population as the aggregate of all the elements that share common set of characteristics and that comprise the universe for the population of the research problem. Parahoo (1997, p. 218) also defines population as “the total number of units from which data can be collected” such as individuals, artifacts, event, newspapers or organization. Again Polit and Hungler (1999) confirms that population is an aggregate or totality of all objects, subjects or members that conform to a set of specification (Polit and Hungler, 1999, p. 37) and Wimmer and Dominick (2011 p. 87) sees population as “a group or class of subjects, variables, concepts or phenomena.”

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In the present study, the population comprises of the newspapers of *Graphic Sports* and *Ghana Sports*. *Graphic Sports* is a state-owned newspaper while the *Ghana Sports* is a privately-owned newspaper. Lamptey (2010, p. 36) found out that, there are over one hundred and thirty five (135) newspapers published in Ghana. There are state-owned newspapers and privately owned newspapers as well which contribute to create a diverse media environment in Ghana (ibid). Some of these newspapers are daily, others are weekly and bi-weekly. There are also sports newspapers which report or publish news only on sports. Some of newspapers which are not sports newspapers have sports news at the last three (3) to four (4) pages of the newspapers. The researcher chose these two (2) sports newspapers - *Graphic Sports* and *Ghana Sports* - as the population because he deemed them as the population to help collect data to answer the research questions and to realise the research objectives. This is because the two (2) newspapers report on sport and they both cover male and female football stories. The population is also made up of state-owned and privately-owned newspapers so as to bring a balance in the results of the study.

3.5 SAMPLE SIZE OF THE STUDY

Wimmer and Dominick (2011, p. 87) assets that in many circumstances, an entire population cannot be examined due to time and resource constraint and that studying the whole population may confound the research because measurements of large numbers affect measurement quality. Due to the fact that the entire population cannot be studied, specifically, all editions of *Graphic Sports* and *Ghana Sports* newspapers, the researcher to selected some representative elements from the whole population to represent the entire group. This representation group is called sample. A sample is a subset of the population that is representative of the entire population (Wimmer and Dominick, 2011, p. 87). According to Kumekpor (2002), the sample size of a

research is the number of sample unit or unit of analysis constituting a sample. The sample size for this research constitutes all editions of *Graphic Sports* and *Ghana Sports* newspapers from two (2) different time periods, that is, June 1 to August 31, 2014 and June 1 to August 31, 2015. This is because the World Cup, which is football's most greatest celebration globally (Time, 2010 as cited in Kayode, Adeniran and Jimoh, n.d, pg. 2), were held for both the male and female in those periods respectively and it is believed that football will arguably attract the highest coverage during these periods. This period covered some few days before and after both World Cups which were held between June 12 to July 11, 2014 for men and June 6 to July 5, 2015 for women. This, in the opinion of the researcher, was necessary because days before both World Cups, there were news about it and after the World Cup, the media discours continued. In all, 52 editions of each of the sampled newspapers published during the sampled period were selected for the study, making a total of 104 editions. This was sampled to help paint a true reflection of how the print media in Ghana cover or report on male and female football.

3.6 SAMPLING AND SAMPLING TECHNIQUES

Sampling is a process whereby a researcher uses a range of techniques to select a sub-group from his or her target population from which he or she collects data for the purpose of analysis and generalisation of the research results over the target population. Sampling is also the act, process or technique of selecting a representative part of a population for the purpose of determining parameters or characteristics of the whole population (Mugo, 2010). Kumekpor (2002, p. 132) further explained that, sampling “involves the examination of a carefully selected proportion of the units of a phenomenon in order to help extend knowledge gained from the study of the part of the whole from which the part was selected”. Yoon and Jain (2010) noted that sampling involves

three (3) decisions, that is, defining the sampling unit, deciding the sample size and the sampling procedure for the selection.

According to Wimmer and Dominick (2011, pg. 89) there are two (2) broad categories of sampling: Probability and non-probability sampling techniques. Probability sampling is where every element in the population has a known chance of selection or being chosen and the non-probability sampling is where the probability of any particular element of the population being chosen is unknown. This is to say that, for non-probability sampling, every member or case in the population does not have equal chance of being selected.

The non-probability sample technique, where elements are selected on non-random basis was utilised. In non-probability sampling, all elements do not have equal chances of being selected but rather the researcher decides which elements should be chosen or not chosen. "Non-probability sampling does not follow the guidelines of mathematical probability". (Wimmer and Dominick, 2011, p. 89). The problem here may be the fact that unknown proportion of the whole population was not sampled. Due to this, the sample may or may not represent the entire population accurately. As a result, the result of the research cannot be used to generalise what pertain in the whole population. On the other hand, Parahoo (1997, p. 223) argues that this type of sampling can be used when demonstrating that a particular trait exist in the population. Parahoo further explained that it can be used when randomisation is impossible; when the population is almost; limitless (ibid). These strengths and advantages and many more others of non-probability sampling make it appropriate for this study.

The purposive sampling technique under non-probability sampling was used to sample all the editions of the two (2) newspapers (that is *Graphic Sports* and *Ghana Sports*) from June 1 to August 1, 2014 and June 1 to August 1, 2015. Oliver (2013) noted that purposive sampling is a form of non-probability sampling in which decisions concerning the individuals to be included in the sample are taken by the research based upon a variety of criteria... Parahoo (1997, p. 232) illustrates purposive sampling as “a method of sampling where the researcher deliberately chooses who to include in the study based on their ability to provide necessary data” and Kumekpor (2002, p. 138) reiterated that in purposive sampling, the units of the sample are selected not by random procedure, but they are intentionally picked from study because of their characteristics or because they satisfy certain qualities which are not randomly distributed in the universe but they are typical or they exhibit most of the characteristics of interest to the study”. This is to say that the researcher considers what are relevant to the subject under study. The technique is based on the judgement and discretion of the researcher.

The underlying principle for choosing this approach was that the researcher was looking for knowledge about the coverage of male and female football coverage in Ghana, which the sports newspapers would provide due to their functions and characteristics. Again, the study focused on stories published on the World cup because it is expected that the media would focus more on football in their coverage during the World Cup fiesta.

In sampling, all element must have equal chance of being selected but the two (2) newspapers were chosen for this research because they both report on football; both male and female. There are a couple of sports newspapers in Ghana but *Graphic Sports* and *Ghana Sports* were chosen

based on the researcher's opinion that they are the newspapers that will help realise the research objectives and answer the research questions. In addition, the print media - newspapers for that matter - would guarantee accessibility to detailed and permanent document as well as reports, unlike the electronic media, which are normally brief in content and always fleeting or transient. This study examines the coverage of newspaper reportage on male and female football. Newspapers have referral value, which can make one to easily refer to something from it, it can help the researcher do this. These factors influenced the choice of the print media – newspapers to be specific – which in the researcher's view are the ideal choice for this research.

The study examines the content of state-owned *Graphic Sports* and privately-owned *Ghana Sports* newspapers. *Graphic Sports* is published by the Graphic Communications Group Limited and *Ghana Sports* is published by Ghana Sports Publications. Both newspapers come out two times every week; Tuesdays and Thursdays.

3.7 DATA COLLECTION INSTRUMENT

A data collection tool refers to any device or instrument that can be used to collect relevant data to enable the study to realize its objectives; they are instruments used to collect information for use in performance assessment, self-evaluation and external evaluation (Census Bureau, 2010, as cited in Kirim, 2014, p. 73). The instruments are the tools used for the collection of data. The researcher used a coding guide to gather the data for the newspaper content. The coding guide was prepared based on the thematic areas of the research, with focus on the objectives of the study. The coding guide served as the research instrument for the study. These areas included

picture presentation, treatment of stories, tone of story and placement of stories. These made classification of data on the coding sheet much easier.

3.8 UNIT OF ANALYSIS

A unit of analysis is the smallest element of a content analysis but also the most important. Kumekpor, (2002, p. 54) made it clear that “the unit of analysis in any research is ...the actual empirical units, objects occurrences, etc, which must be observed or measured in order to study a particular phenomenon”. He further advised that the unit of analysis must be appropriate to the problem being investigated, that is, it must focus attention on the essentials of the objects of the study and it must focus on measurable unit (ibid).

According to Wimmer and Dominck (2011, p. 164), “in written content, the unit of analysis might be a single word or symbol, a theme (a single assertion about one subject), or an entire article or story. The unit of analysis was used in identifying the categories. In analyzing the content of the two sampled sports newspapers, the researcher categorised them into picture presentation, that is whether the picture representing the various stories are in black and white or coloured and indeed if there are pictures to represent both male and female football stories. He again looked at what treatment is given to the various stories, that is, whether the stories are general news/straight news, feature, editorials or commentaries or even letter to the editor. The researcher also looked at tone of the stories, that is whether it is negative of positive. The researcher also looked at the frequencies at which the various stories appeared in the newspapers

and also the placement of the stories. The researcher used all the categories to analyse the prominence given to both male and female football news.

3.9 DATA PRESENTATION AND ANALYSIS PROCEDURES

The first step in data presentation and analysis was data coding to ensure uniformity of answers. Data was screened and edited to ensure consistence, legibility and completeness. The data gathered from the sampled newspapers were quantified into percentages and inferences were made to the population. The data was also scaled in relation to the total responses obtained thus leading to the creation of charts and graphs. Generally, tables, pie charts and graphs were used for the presentation of data since they are the simplest and most understandable techniques in terms of interpretation by readers.

3.10 DISCUSSION OF FINDINGS

In order to situate the study within context, the researcher used the findings to answer the research questions.

CHAPTER FOUR

ANALYSIS AND FINDING

4.1 INTRODUCTION

This chapter focuses on the findings and analysing the data that emerged from the study carried out. It outlines the interpretations of data collected from the state-owned *Graphic Sports* and privately-owned *Ghana Sports* through content analysis for this study. The research analysed the prominence given to both male and female football stories in the print media – newspapers to be specific – in Ghana. As expressed in Section 1.3, this study was an attempt to answer the question:

“What is the relative importance that the print media in Ghana attach to male and female football reportage?”

The study specifically investigated the level of importance given to male and female football by looking at:

1. The frequency of coverage given to both male and female football news.
2. Presentation of pictures; whether black and white, and how many stories came with pictures for both male and female coverage of football in Ghana.
3. The treatment given to male and female football in Ghana.
4. Tone of stories for male and female football news in Ghana.

Using the mixed method approach, the data for the research was collected through quantitative and qualitative content analysis of The *Graphic Sports* and The *Ghana Sports* newspapers. The quantitative content analysis was used to gather the numeric data and the qualitative content

analysis was used to interpret the data collected and give meaning to the data. The content of *Graphic Sports* and *Ghana Sports* newspapers for May, June and July, 2014 and 2015 were analysed for the study. Out of the six (6) months period of analysis, one hundred and twenty five (125) editions of the two (2) newspapers were analysed for the study. These were identified by reading the stories and detecting any mention of 2014 World Cup for men, 2015 World Cup for women and detecting any mention of the above or any relation to those stories.

The findings of the analyses of the data are mainly directed at answering the research questions, analysing and interpreting them.

4.2 FINDINGS

4.2.1 Total number of stories

Two sports newspapers – *Graphic Sports* and *Ghana Sports* – were used to undertake this study which seek to look the relative importance or prominence given to both men and women football news. The breakdown of the number of football stories for men and women featured in the question are as follows:

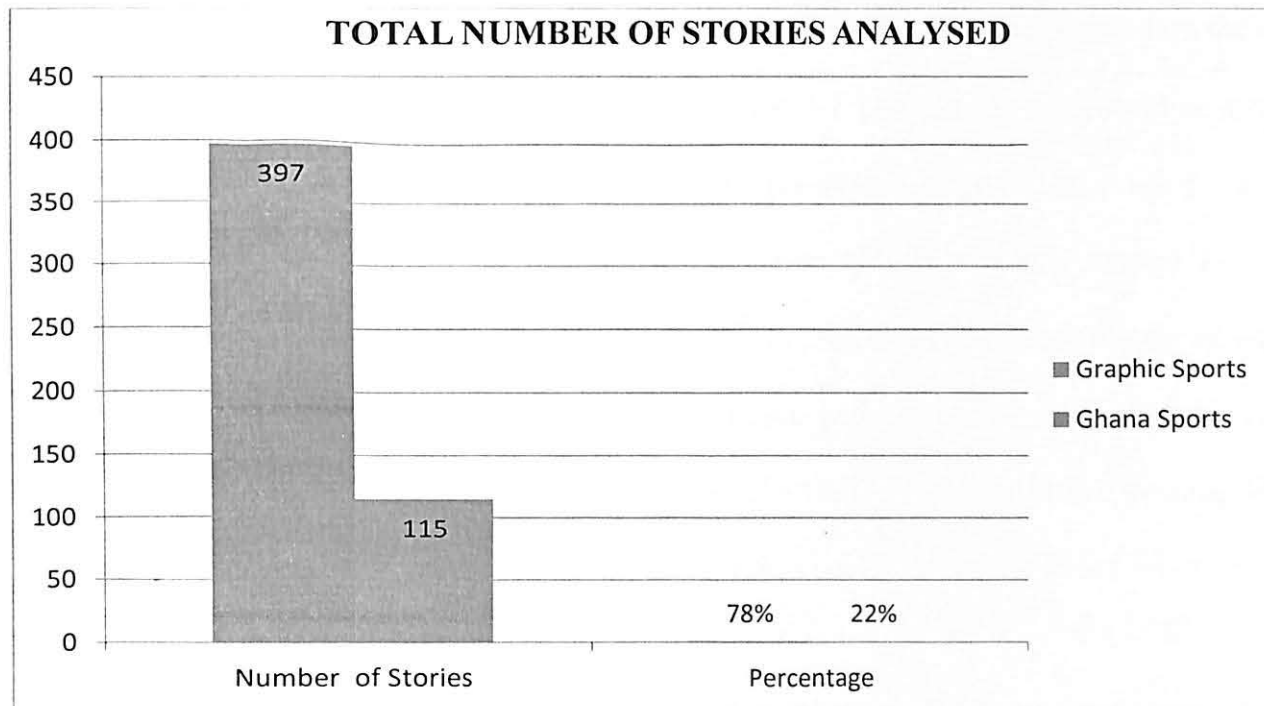
Table 1: Total number of stories analysed

News papers	Number of stories	Percentage (%)
Graphic Sports	397	78
Ghana Sports	115	22
Total	512	100

Table 1 above shows the total number of stories published on football for men and women between the period of May, June and July, 2014 and 2015. The *Graphic Sports* had the highest

number of stories on the world cup; which is three hundred and ninety seven (397) accounting for 78 % of the analysed stories. The *Ghana Sports* recorded one hundred and fifteen (115) which represents 22% of the total analysed stories. In all, five hundred and twelve (512) stories were analysed in the study. This shows that the *Graphic Sports*, which is a state-owned newspaper covered more stories of the world cup than the *Ghana Sports*.

Chart 1 Graphical representation of total number of stories analysed



4.2.2 Total number of stories for men and women

Table 2: Total number of stories for men and women

Gender	Graphic Sports	Ghana Sports	Total	Percentage
Men	336	112	448	88
Women	61	3	64	12
Total	397	115	512	100

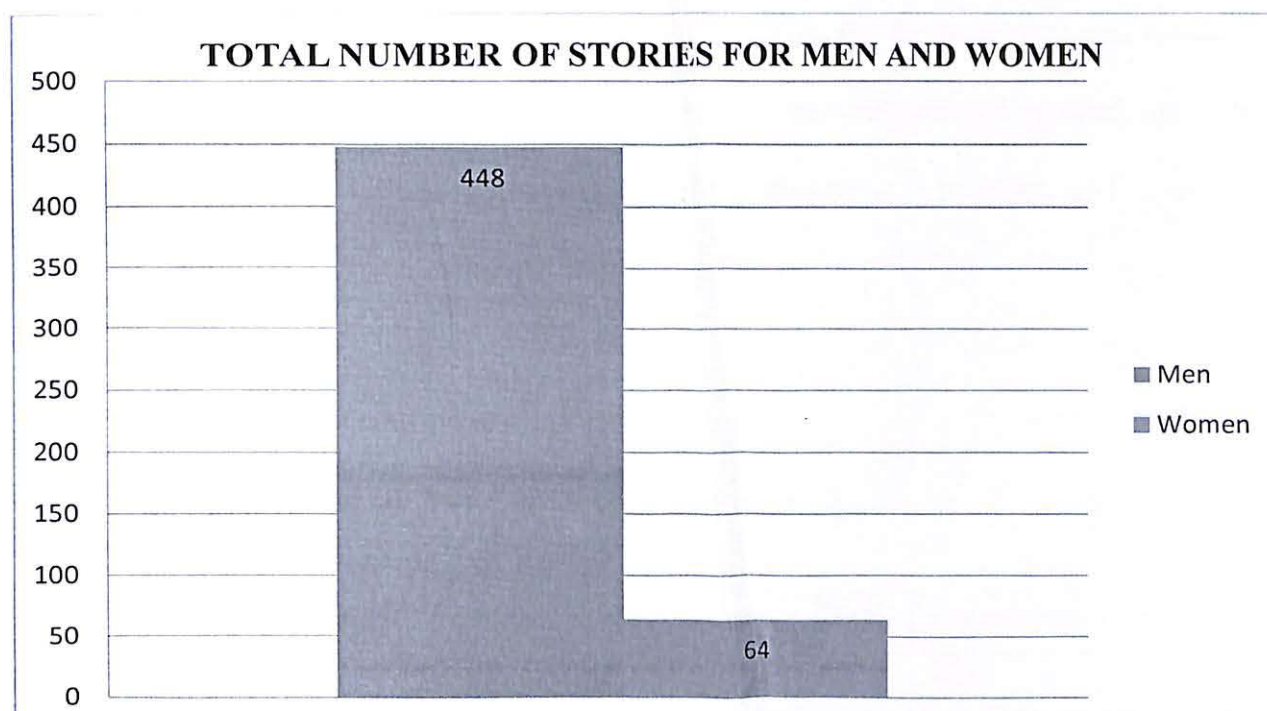
Table 2 above shows the number of stories covered by *Graphic Sports* and the *Ghana Sports* newspaper for both men and women between the periods of May, June, July, 2014 and 2015; the periods when the male world cup and the female world cup were played

The coverage for male football stories got the highest with four hundred and forty eight (448) stories which represents 88%. The total number that the two (2) newspapers covered for female is sixty four (64) times for the duration. The sixty four (64) is represented by 12% which is way below the one for the male coverage. This is to say that, men outnumber women on the coverage of football in Ghana. If this statistics is anything to go by, one can see some level of justification in the assertion made by scholars that the media (newspapers) give men more coverage than women thereby, side-lining the women in their reportage. This would support the study by Hargraves (1994) which reported that "in recent years the mass media has played an active role in side-lining and trivialising female sporting success, with the ultimate aim of preserving sport as a male domain" (Hargreaves in King, 2007, p.187). From the above results, it can be concluded that the print media - newspapers to be specific - reports more on men's football stories than women's football stories.

It is clear that the results confirmed that men's football stories get more coverage or reportage than their female counterparts. Messner et al. (1993, p. 122) said it so well when they mentioned that, most notably, this ignoring or underreporting of existing women's event contributes to the continuation of the invincibility of women athletes in the mass media. This indicates that the print media places more prominence on the male football stories than female football stories.

The data (see **Table 2**) shows that some partiality exists in the current media, working to prioritise men's football and further marginalise women's football (McGuigan, 2011, p.54). To support this, Adam and Tuggle (2004, p. 238) said female athletes are second rate and further more women's coverage significantly lags behind the men's.

Chart 2 Graphical representation of total number of stories for men and women



4.2.3 Picture Presentation

Photos have been identified as an important reference by which readers judge a news story (Mathews & Ruess, 1985). According to Lamptey (2013, p. 49), "Newspaper stories are often enhanced with photographs to show their prominence". A photograph is an image of an object, person, scene, etc., in the form of a print or slide recorded by a camera on photosensitive

material (Barnbaum and Nook; 2010, p. 22). Kirim (2014, p. 82) said photographs provide proof that something actually happened, keep memories alive and the unique properties are effective in details, which make powerful communication to viewers since they enhance comprehension beyond what is conveyed in words.”

This study looked at the prominence of the stories based on pictorial accompaniment. It compared the number of stories which came with pictures for both men and women; and also explored whether the pictures for both men and women are coloured or black and white. In the researcher's opinion, coloured pictures are more attractive than black and white pictures so coloured shows more prominence than black and white

Table 3 – Picture Presentation

a. Total number of pictures for men and women

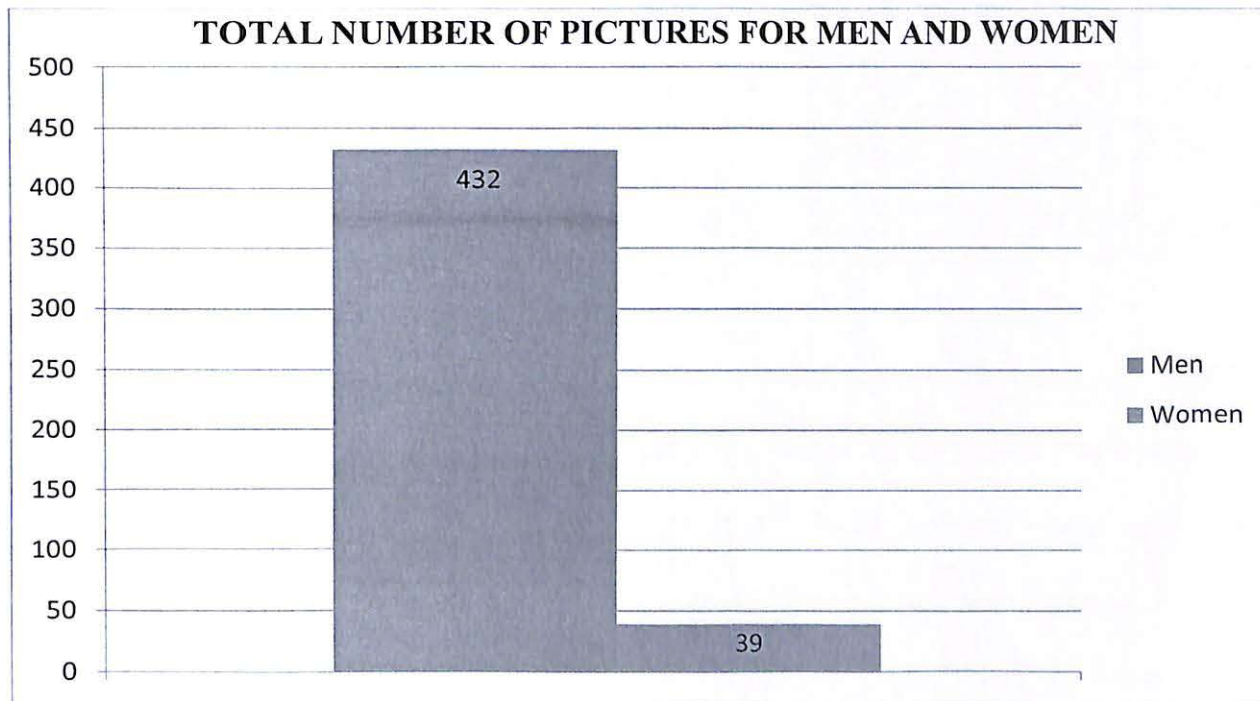
Gender	Graphic Sports	Ghana Sports	Total	Percentage
Men	273	159	432	92%
Women	36	3	39	8%
Total	309	162	471	100%

The table above (**Table 3**) shows the total number of stories that came with pictures for both men and women in the duration for the study. From **table 2**, it was realised that the total number of stories analysed by the researcher is 512, of which 448 went for men and 64 going for women. Out of the 512 stories analysed, four hundred and seventeen (417) of those stories were accompanied with photographs; both coloured and black and white. From **table 3**, stories on men

came with four hundred and thirty two (432) pictures which represents 92% while stories about women football has thirty nine (39) pictures representing only 8%.

Golding and Elliot as well as other communicators said that the role of photographs in reinforcing media messages cannot be under estimated. Like it has been mentioned already in this study, photographs or pictures add meaning to the stories and help readers to come to terms with what the story is about. In this vein, the use of photographs in the two (2) newspapers in this study, is not different from what scholars have said about women when it comes to prominence and coverage in the print media. It is clear from the table that, with pictures, the print media gives more prominence to male football stories than female football stories.

Chart 3 Graphical representation of picture presentation



4.2.4 Total number of coloured pictures & black & white pictures

Like it has been stated already, newspaper stories are often enhanced with photographs to show their prominence. This study again looked at whether the photographs used to increase the understanding for the various stories for men and women are coloured or black and white. This is because according to semiotic analysis, coloured pictures symbolises enhancement which in the researcher's opinion, represents prominence.

Table 4

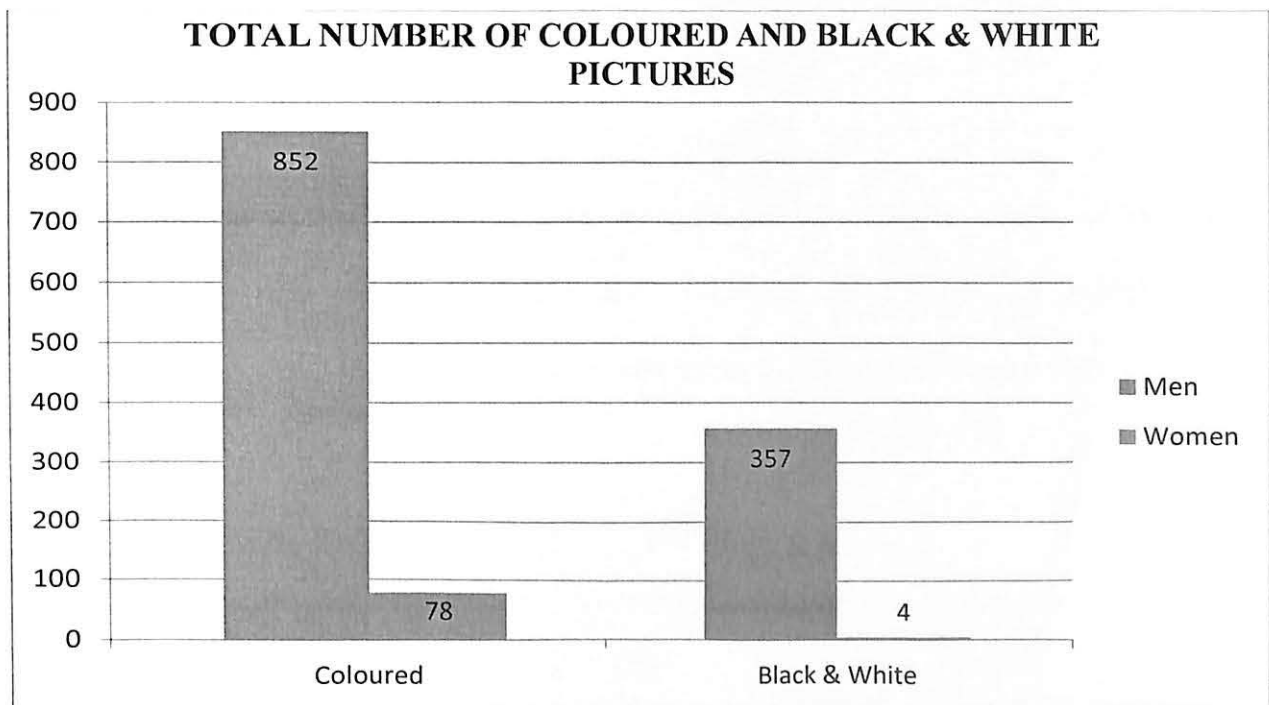
b. Total number of coloured pictures and black and white picture for male and female stories

Male Football News				Female Football News			Total
Pictures	Graphic Sports	Ghana Sports	Total	Graphic Sports	Ghana Sports	Total	
Coloured	642	210	852	78	0	78	930
Black & White	87	270	357	1	3	4	361
Total	729	480	1,209	79	3	82	1,291

Table 4 above represents the number of coloured pictures against black and white pictures for both male and female football stories. The table shows that for the period that was studied, a total of one thousand two hundred and ninety one (1,291) pictures or photos were used to enhance stories for men and women football. For the coloured pictures, the researcher recorded a total number of nine hundred and thirty (930) coloured pictures. Out of this, male football stories got eight hundred and fifty two (852) coloured pictures to enhance their stories, while female football stories got seventy eight (78) coloured stories.

For the black and white pictures, a total number of three hundred and sixty one (361) pictures were discovered within the period under study. Out of this, male football stories received three hundred and fifty seven (357) black and white pictures from both *Graphic Sports* and *Ghana Sports* newspaper. Female football stories got only four (4) black and white pictures to represent their stories. From the table above, it is obvious that male stories get a lot of coloured pictures to enhance their stories more than female picture. Even when it comes to black and white pictures, male football stories still receive more pictures than female football stories. Therefore this goes on to say that the newspapers in Ghana give more prominence to male football stories than female football stories.

Chart 4 **Graphic representation of total number of coloured and black and white pictures for male and female stories**



4.2.5 Treatment of stories for male and female

For the purposes of study, treatment is the journalistic medium through which football stories of male and female are disseminated to the public. According to Brian McNair (1998) in his work, *The Sociology of Journalism*, the basic types of journalistic output includes;

- The *news report*: which aims simply to inform us about what is happening of importance and, of course, is in some sense new in the world around us;
- The *feature article*: Which presents more in-depth reportage and analysis of a particular subject, and its broadcasting equivalent, the documentary and current affairs programme;
- The *commentary* or *column* in which a journalist presents his or her readers with an (assumed to be) authoritative viewpoint on a particular issue, and its equivalent in broadcasting, the output of the specialist pundits;
- The *editorial* in which a newspaper or periodical “speaks out” in its ‘public voice’.
(McNair, 1998, p. 9-10).

All these including others, like *letters to the editor*, ‘contributes to the totality of journalism is ...’ (ibid). In this study, the researcher ascertains the number of straight news, commentary, editorials, features, and letters to the editor for men and women stories.

Table 5 Treatment of stories for both men and women.

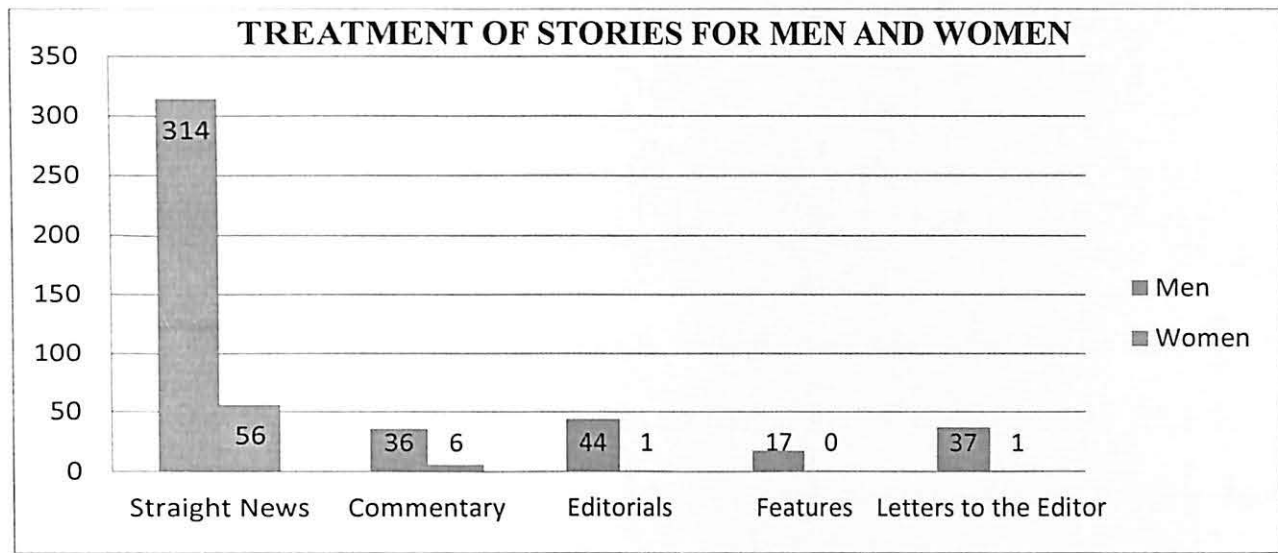
	Straight News	Commentary	Editorials	Features	Letters to the Editor	Total
Men	314 (84.7%)	36 (85.7%)	44 (97.8%)	17 (100%)	37 (97.4%)	448 (87.5%)
Women	56 (15.1%)	6 (14.3%)	1 (2.2%)	0 (0%)	1 (2.6%)	64 (12.5%)
Total	370 (100%)	42 (100%)	45 (100%)	17 (100%)	38 (100%)	512 (100%)

Table 5 above shows the forms in which stories for both men and women football were presented in the sampled newspapers. The two newspapers had most of the stories presented as straight news. Collectively, out of five hundred and twelve (512) stories analysed, three hundred and seventy (370) went for straight news, followed by editorials which got forty five (45), commentary had forty two (42), features had seventeen (17) and letters to the editor had thirty eight (38).

From the above, men got the highest with 448 representing 87.5% while women got 46 with 12.5%. From straight news, men got 314 which represents 84.7% while women got 56 which 15.1%. With commentary, again men got the highest with 36 which represents 85.7% and women got as low as 6 which represented by 14.3%. editorials which is how the newspapers talk to the public about what they think on issues also got 45 but 44 was for men which represents 97.8% which got only one (1) representing 2.2%. Men had seventeen (17) which represent 100% for features. Women did not get any for features. For letters to the editor, thirty seven (37) was published in favour of men which accounted for 97.4% which women got one (1) which accounts for 2.6%.

The above analysis tell us that in all the forms of stories that were published in the two newspapers, men got the highest which means that the newspapers give more prominence to men football stories than women football stories.

Chart 5 Graphical representation of treatment of stories for men and women



4.2.6 Tone of football stories

Tone of story in this study looked at whether the story published is negative, positive or neutral. In the **table 6** below, I looked at five hundred and twelve (512) football stories for both men and women that appeared in the newspapers that were reviewed and assigned to the stories whether it was positive, negative or neutral. This was done by looking at the headlines and also reading the stories. The researcher assigned a story to positivity; if the story is saying something positive; another is negative if the story read is about negativity or something bad; where the story does not have a clear cut category, it was assigned to neutral.

This is the details of how the categorisation of the stories appeared.

Table 6 Tone of stories for men and women.

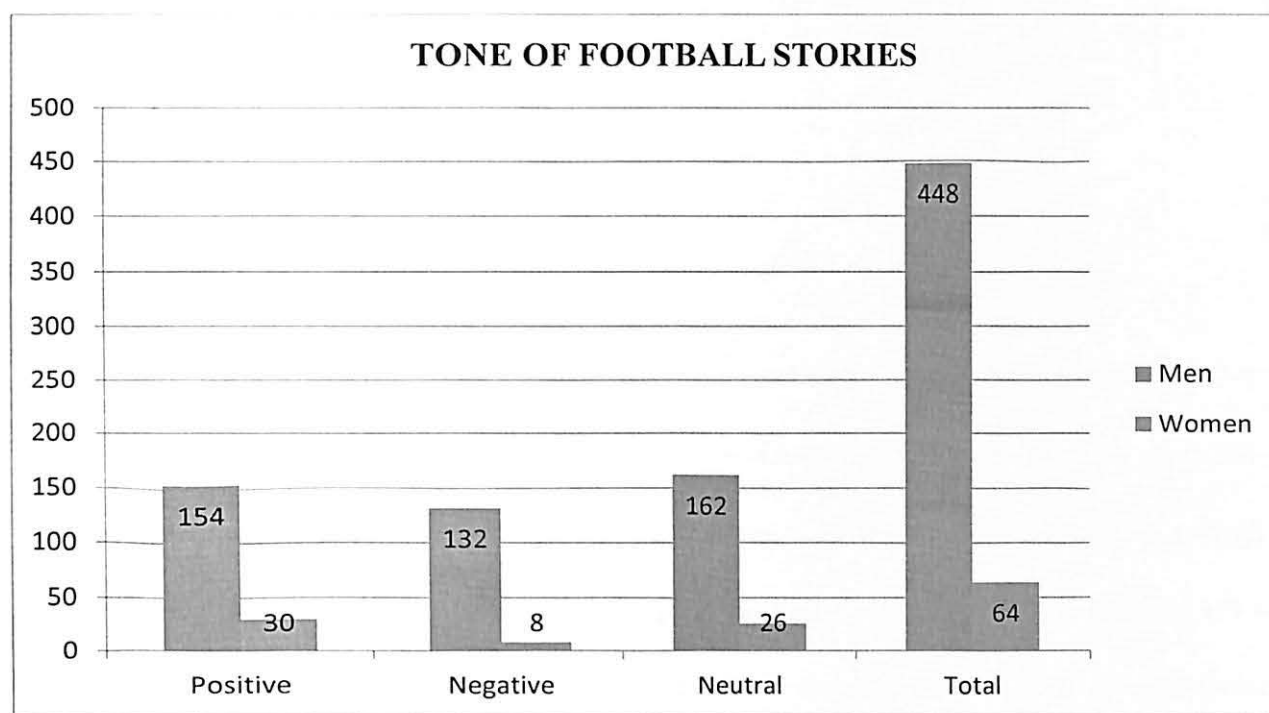
Gender	Positive	Negative	Neutral	Total
Male	154	132	162	448
Female	30	8	26	64
Total	184	140	188	512

From the **Table 6** above, positivity turned out to be the highest with a total of 184 collectively. It was followed by negativity with 140 and then 188 for neutral stories (see appendices 1,2,3,4 and 5 for positive stories. Appendices 6,7 and 8 for negative stories. Appendices 9 and 10 for neutral stories).

The table above show high figures for male stories throughout. For the positivity, male got 154 while female got 30. There were more positive stories for males than female. Again there is a prominence for male stories. When it comes to neutral stories, males got one hundred and sixty two (162) while females stories received just twenty six (26). There is prominence for male than female here too.

It can be figured out from the above that there were a lot negative stories or negativity dominates the statistics. This is due to the bad press that Black Stars received at the World Cup due to their behaviour. Again it is realised that they got the highest compared to the women. Men football news received one hundred and thirty two (132) while women got eight (8).

Chart 6 Graphical representation of tone of stories for men and women



CHAPTER FIVE

CONCLUSION AND DISCUSSION

5.1 INTRODUCTION

Historically men's involvement in sport was accepted as a natural phenomenon, whilst women's involvement was deemed to be anomalous (McGuigan, 2011, p. 74). As a result, women were/are excluded, side-lined and discouraged from participating and thriving in a large array of sports (ibid). However, the state of sport, and football for that matter, in Ghana has improved somewhat with an increased number of sports now open to women. Nonetheless, women continue to be under-represented and underrated at all levels of typically male sports in Ghana.

This chapter of the theses presents a summary of the problem investigated, the results obtained from the study in chapter four (4), limitation of the research and recommendations based on the findings for further studies. The study used content analysis to search the content of a six (6) months sample of *The Graphic Sports* and *The Ghana Sports* newspapers.

5.2 SUMMARY OF FINDINGS

This theses studied how the newspapers in Ghana report on football with respect to the prominence given to the male football news and female football news. It can be inferred from the

study that the two (2) newspapers, one state - owned newspaper and another privately - owned newspaper, give more prominence to male football news than that of the female news.

The researcher realised from the study that out of the two (2) newspapers sampled for the theses, The *Graphic Sports* newspaper had more stories on football for men and women than that of the *Ghana Sports*. In total, *Graphic Sports* had three hundred and ninety seven (397) stories representing seventy eight percent (78%). The *Ghana Sports* newspaper recorded a total of one hundred and fifteen (115) stories accounting for twenty two percent (22%). This may have happened because *Graphic Sports* come out every two (2) days but the *Ghana Sports* newspaper come out two (2) times in a week.

The data collected indicated that reportage on male football stories was significantly higher than the female football stories. This means male football is dominantly covered in the newspapers as compared to that of the female football news. The primary themes identified by the media analysis were that there is an undeniable saturation of male football news in the Ghanaian media. The media was identified as supporting and aiding the incessant reproduction of gendered norms, based on difference. The media analysis highlighted that, on the whole, the newspapers in Ghana give more importance to male football stories than female football stories. The media favoured the coverage of even individual male footballers which were deemed socially acceptable. Individual female footballers were hardly covered. Women's football was seen as being overshadowed by men's football.

The results of the content analysis showed that newspapers gave more prominence to male football stories than female stories in terms of the frequency at which stories appeared in those newspapers. It was realised in the study that male football news received a four hundred and forty eight (448) representing 88% and that of the females received a sixty four (64) representing 12% (refer to Chapter 4). This displayed how the newspapers, both state - owned and privately - owned newspapers for that matter, gave prominence to male football stories than the female football stories.

This make readers read more of male football stories than female football stories such that the newspaper readers in Ghana know more about male football than female football. The more numbers and spaces given to the male football stories, the more information readers get about them and the more they are attached to these stories. This does not help to promote female football in Ghana.

Newspaper stories are often enhanced with photographs to show their prominence. Photographs provide visual interest and cues to capture an audience. It is important for women to be represented because photos entice the reader to read the article. Consistent with previous research (Bissell & Holt, 2006; Lee & Choi, 2003; Shifflett & Revelle, 1994), The *Graphic Sports* and *Ghana Sports* newspapers displayed fewer photographs of women compared to men. The lack of photographs reinforces previous suggestions that the media does not help with the selling or marketing of women's football in Ghana by doing away with the visual appeal through pictures of female football. Maintaining existing societal views regarding gender ideology, the

disproportionate number of photographs between men and women reinforces the notion that women are under represented and not shown photographically in football stories.

Most of the male football stories came with pictures for emphasis and they were on players, coaches, their teams and, by extension, their private lives (see appendices 11, 12, 13, 14 and 16). This cannot be said about stories on female news. This means that females were under represented when compared to their male counterparts during the period of the study.

It was realised that more pictures were used for male football stories than the female stories. Again the newspapers failed to give prominence to the female football stories by way of picture presentation. Almost all the male football stories were presented with pictures. Majority of the female football stories were not accompanied with pictures. Within the study period, a total of four hundred and seventy one (471) stories were accompanied with picture, both black and white and coloured. From this total, four hundred and thirty two (432) male stories representing ninety two percent (92%) were accompanied with pictures while women stories which got picture were only thirty nine (39) accounting for eight percent (8%)(refer to Chapter 4). This again shows that the newspapers in Ghana give more importance to male football stories than female football stories. From the study, it was gathered, from both *Graphic Sports* and *Ghana Sports* newspapers, that most men's stories are accompanied by plenty pictures splashed on their pages but generally, women are given only one (1) picture for their stories or no pictures at all (see appendices 12, 13, 14 and 16).

According to scholars, coloured pictures calls more attention than black and white pictures.

Pictures, because they are processed in the image substructure, are assumed to be a way of triggering mental imagery (Sinatra, 1986 as cited in Schweizer, 1999, p. 2) and therefore helps the reader to remember the story and the event. On the connection of photographs to memory,

John Berger wrote:

The thrill found in a photograph comes from the onrush of memory. This is obvious when it's a picture of something we once knew. That house we lived in. Mother when young. But in another sense, we once knew everything we recognize in any photo. That's grass growing. Tiles on a roof get wet like that, don't they. Here is one of the seven ways in which bosses smile. This is a woman's shoulder, not a man's. Just the way snow melts.

Memory is a strange faculty. The sharper and more isolated the stimulus memory receives, the more it remembers; the more comprehensive the stimulus, the less it remembers... (1992, p.192-193).

Hooper (1994, as cited in Schweizer, 1999, p.54) suggested that more coloured pictures should be used instead of black and white pictures ... because people including children prefer that to black and white. According to Kress and Leeuwen (2006, p. 229), "colour is primarily related to affect", and Halliday, 2004; and Poynton, 1985, see effect as an aspect of the interpersonal metafunction. They believe that color is used metafunctionally, and it is therefore a mode in its own right. Colour may play a key role in the success of a story and it is noticeable faster than black and white.

Within a period of six (6) months, nine hundred and thirty (930) coloured pictures were used. Out of this, male football stories got eight hundred and fifty two (852) pictures while female football stories got a disappointing seventy eight (78). A total of three hundred and sixty one (361) black and white pictures were used. Three hundred and fifty seven (357) pictures were used for male football stories while female stories received a discouraging number four (4) pictures. There is yet another show of importance to male football stories in the newspapers in Ghana than female football stories. If coloured pictures are strong enough to be noticed quickly than black and white pictures and the male football stories had more coloured pictures than female football news then arguably the male stories will be noticed faster than the female stories. If it will be noticed faster then that is what will be read earlier than the female ones. As it has been mentioned already, the newspapers in Ghana give more prominence to male football stories than that of the female football stories.

When it comes to treatment of stories or the presentation of stories, it was gathered that more stories are reported as straight news. This showed that Ghanaian newspapers gave shallow treatment to their coverage of football stories. as other forms of newspaper story presentation such as commentaries, editorials, features and letters to the editor that should provide readers with detailed and interpretative reports on activities at the tournament were scarcely made use of. In essence, the Ghanaian media failed to provide the numerous football loving fans with the needed in-depth information they require about football. Even more serious is the comparison between men and women football news; looking at the result from the study, men got the highest for all of the forms of journalistic styles. This also means that particular attention was paid to male football stories than female football stories.

With *straight news*, men got three hundred and fourteen (314) representing 84.7% as against female who got fifty six (56) representing 15.1% (refer to Chapter 4). This means that men got more straight news than women. The *commentary*, which is also called column, according to McNair (1998) is an authoritative viewpoint of a journalist or expert on a particular issue, got a total of forty two (42) with men receiving thirty six (36) which accounts for 85.7 % and women, six (6) representing 14.3% (refer to Chapter 4). This also tells us that the newspapers gave more spaces to experts and journalists to talk more about men than women. It goes on to show that men have more importance than women in football reportage in Ghana. The *editorial* is the voice of the media house to the public and that too favoured men with forty four (44) stories representing 97.8% (refer to Chapter 4). Women got a disappointing one (1) which represents 2.2%. This means that arguably the newspapers give more prominence to men than women. They have more space to talk about men than women. This makes men football news more important than women football news. In terms of *features* men still got more than women. Feature is also a journalistic style which goes into in - depth analysis issues and men got seventeen (17) which is 100% because there was no feature on women during the study. This implies that when it comes to talking issues in - depth the newspapers are concerned more about men than women and this goes on to indicate that they give more prominence to men than women when it comes to football news (refer to Chapter 4). *Letters to the editor* is letter sent to a publication about issues of concern from its readers. Men got thirty seven (37) representing 97.4% and women received only one (1) accounting for 2.6% for letters to the editor. This means that the newspapers still give more space to readers to talk about men than women.

The last research question of the study is the tone of newspaper coverage of male and female football news. Collectively, findings of the study showed that Ghanaian newspapers reported on football neutrally even though there were some that were reported negatively. The highest number of stories were neutral which got one hundred and eighty eight (188) and followed closely by positive stories with one hundred and eighty four (184) and one hundred and forty negative stories. Though there were some negative reportage, the neutral and positive stories were more. For men and women football stories, when it comes to positive stories men had one hundred and fifty four (154) while women got thirty (30). For negative stories, men got one hundred and thirty two (132) and women got only 8. Then for neutral stories, men got one hundred and sixty two (162) while women received twenty six (26). This also tells us that men's football stories lead in all aspects when it comes to tone of the stories. It means again there is prominence for men's football stories than women's football stories in Ghana (see appendices 1,2,3,4 and 5 for positive stories. Appendices 6,7 and 8 for negative stories. Appendices 9 and 10 for neutral stories).

Even though both the *Graphic Sports* and the *Ghana Sports* news papers give more prominence to male football news than female football news, it was gathered from the study that the *Graphic Sports* which is the state - owned newspaper try hard to balance it but it was not done well. It was better compared to the *Ghana Sports* which is a private - owned newspaper.

In conclusion, newspapers in Ghana give a lot of prominence to male football than female football. More attention is given to the male football, meanwhile in the researcher's opinion, the

media can be used to promote the female football too. Women's football, comparing it to the past, has grown significantly in size and popularity. This is to say that women's participation in football has made huge strides through the years. However, the amount of coverage, along with the type of coverage females receive is far from equitable in comparison to men's coverage. Without equitable coverage, female adolescents may not have the opportunity to have a positive female athlete to view as a role model. Also, female athletes are not provided the same opportunity to develop fan interest and support. The football administration and the media continue to hold back the progress of women's football by constant failure on the part of the media to report on female football. As a result, women fail to receive adequate access to powerful position in sporting organizations and fail to receive comparable coverage in all the types of media.

Overall, this study has found that there are problematic gender practices in the sporting arenas of football. It has also shown that football, perhaps due to a more openly masculine historical legacy in the world and in Ghana, continues to structurally perpetuate sexism through the under-representation of women at all levels; including media coverage. Chapter two (2) of this study (refer to pg. 40) states that if women in sports are not given the acknowledgement they deserve, they will remain the 'weaker sex' because of media influence. Again it states that the media will indirectly influence the public in thinking that sport played by women is insignificant.

5.3 LIMITATION OF THE STUDY

Despite the fact that, the research was done within a six (6) month period, and with just two (2) newspapers thus limiting its scope, I have learned some things about research of this nature.

The main difficulty of this study was getting relevant literature, especially those in the African context. The study had to rely mainly on related research works in Europe, Asia and America. This made it difficult for the researcher to relate it to the Ghanaian context. This was a limitation.

Another limitation is that some of the criteria used were not scientific due to circumstances I could not control. This led to taking some subjective decisions. These include, the newspapers selected and the research period among others.

Due to time and resource constraints, the period for the study was six (6) months for two newspapers. The researcher's initial plan was to look at the content of four (4) newspapers over a period of twelve (12) months and also examine why media houses attach more importance to male football stories but the time was short for all of that. This was another limitation.

In connection with the lessons learnt, it was recognised that after reviewing relevant literature, the objectives and the way the research questions are prepared tend to move away from the initial objective or plan. It was also found out during the study that in conducting such research one needs to be flexible and change things as the situation demands.

5.4 RECOMMENDATIONS

This research discovered that newspapers give more prominence to male football than female football in Ghana. It is recommended that the newspapers should get more interested in female football news for the public to be informed on female players, teams and leagues. It is only when their stories are given to the public that the public will get to know about them. As the agenda setting theory states in Chapter two (2), if the media has reported and given most of their pages to the female football and news on the female footballers, people will perceive it as important to talk about it (see pg. 34). This is to say that if the Graphic Sports and the Ghana Sports newspapers and other newspapers decide to bring more stories on female football to balance that of male football, fans' interest in the female football will grow.

It is also recommended that more females will be encouraged to get into reporting of female football news because the researcher found out that a lot of the stories were written by men. In the researcher's opinion, if females report on football, they will give more prominence to female football and female footballers.

It is recommended that the time is expanded to twelve (12) months so that it will help in the generalisation of results. Further studies should use more newspapers to collect data so that results can be better generalised.

Additionally, research on the internet's sports media coverage seems warranted. It is imperative to know that the internet is one of the sources of football news for a lot of people in Ghana and it is growing. It seems important to know whether or not the internet continues to grow as a source of information for sports fans, if women's and men's football coverage continues to differ. These studies could include various websites, and different levels (professional or local). Additionally, it would be interesting to know if the same issues (lack of coverage, etc.) are occurring on internet websites as well. Future research could also be conducted with another sport. A study could be done comparing men versus women to see if they get equal coverage in other sport like Tennis, Golf, Volley, just to mention a few. A study could also be performed where a researcher finds out who exactly makes the decisions regarding newspaper reportage. Is it the news editor, the owner or someone else?

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