

WOMEN SPORTS

STRUGGLE FOR RECOGNITION

1. Introduction

1.1 Historical background

1.2 Barriers faced by women in sports

1.3 Importance of promoting women.

Thesis Statement:- women athletes continue to struggle with fewer professional opportunities, a massive pay gap, fewer sponsorships and unequal playing condition.

2. Achievements of women in sports

2.1 Notable female athletes

2.2 Breakthrough moments in women's sports

2.3 Impacts of women's sports on society

3. Challenges and Opportunities

3.1 Gender inequality

3.2 Equal Pay for women

3.3 Sponsorship opportunities

3.4 Empowering women through sports.

Women's activity in sports began in the 19th century. Passion for sports was largely reduced due to a passion for independence and the war during the 19th century. Enthusiasm for sports was greatly affected by judgments towards femininity and indecision.

on the effects of physical exercise. In promoting women's sports many aspects of the world were in opinion that it was harmful for women to engage in athletic and women's sports was inconsistent often endorsing team sports more. This prevailing attitude towards women's sports lasted almost into 20th century. Women ~~are~~^{were} considered to be the weaker sex and as such were not encouraged to participate in physical activities. In contrast to the experiences of Indian and black women who were sometimes encouraged as part of their cultural heritage to learn and participate in traditional sporting activities. Although the resources were limited but women perceived their involvement in these activities.

women are subjected to various culmination of gender ideals for many different cultures. For many years society has promoted the idea that women are not meant to be physical and competitive. Women face many disadvantages in getting the chance to participate in sports. Women are still equated with

an honorary male status, physical activity for women is only endorsed if it does not detract from the ultimate goal of enhancing her appearance.

Female athletes are less accepted because they are seen as threatening the very institution of heterosexuality.

The lack of media coverage and lack of visible role models is also a huge barrier. Women's sports only receive 2-4% of all sports media coverage. Despite sex difference in sports interest is another reason.

There has been little response in female competitions and games. Women's sports have been a contentious issue for a long time.

Participation of women in sports, and their receipt of equal funding and opportunity has always been a topic of vocal interest. Over the past three decades, there has been much change, though much has been questionable. It would be said that women have never had it so good in sport.

However, and in spite of this view it will be argued here that the topic of women and sport carries a great deal of negativity. This negative response can be seen in all aspects. The importance of

Promoting women in sports is to challenge the misconceptions, attitudes and negative representations that have been constructed and become ingrained in the culture. The manifestations of these attitudes are endless. It can be seen in the inequalities of sports provision with women only receiving 1/10 of government funding. This subsequently leads to barriers in the development of elite sports for women and little media coverage for women's achievements in sports.

After demonstrating the increasing plethora of opportunities for women to have a career in sports, it is important to recognize their achievements. There are many notable female athletes who overcame significant obstacles. Some female athletes have made incredible sacrifices and successes of their sports and through their individual achievements have contributed to the betterment of women's sport.

In 1950, the American Athletic Union did a survey of women's interest in sports and found that 92% of those interviewed had participated in some form

up competitive sports. As a result more events for women were included in the Olympic Games. The major impacts of women's sports on our society is that it has changed societal beliefs regarding women. Women have faced many challenges in the world of sports. Not only have women been discriminated against based on their sex but women have also had separate and unequal sporting opportunities from men. ~~The past women have also had separate and unequal sporting opportunities from men.~~

In past women have had very few opportunities to participate in athletics. Athletic programs for women were supported by National Association for Girls and Women in Sports. Women experienced great social changes. This was a giant step when Title IX was introduced.

It increased the opportunity for women to participate in sports. Although women have a greater opportunity to be successful in sports, there are still many inequalities in women's athletics. In many countries, a girl who aspires

to be an athlete is still an oddity. There are still many countries that don't understand the importance of women in sports. This unfavorable public attitude towards women in sports has led to fewer female role models in athletics. Today, women receive only 3-5% of all sports media coverage, even though 40% of the participants are women. The lack of media coverage of women's sports is directly related to the struggle for equal pay and sponsorship opportunities for female athletes. Because of the inequalities and discrimination women have faced in the world of sports, many have united to try and change the face of women's athletics. This has led to efforts to empower and enable women through sports. Even despite the enormous progress made in the last few decades to say that the world of women's sports is a level playing field when it comes to their male counterparts would be an outright lie.

Sports have significant gender differences on both ends of the spectrum.

In essence, men's and women's sports are being treated as two different entities that just so happen to share the same goal.

Due to lack of investment and coverage put into women's sports this has led to the outlining of the gender differences between the two and thereby augmenting the issue of gender inequality that is still present today.

It is widely accepted that women's sports receive only 4% of the total sports coverage.

It is a very well known fact that women in sport are paid less than men. This fact rings true no matter where in the world you are. However the closer you get to professional level, the larger the pay gaps becomes.

Empowerment of women and girls through sports and physical education focuses on how provision of greater opportunities for participation will produce empowerment both within sport and in other social spheres.

It argues that by creating

an enabling environment for women and girls in the sport context positive individual and personal development outcomes will result. This will increase women's self-confidence, self esteem and autonomy. These psychological and emotional changes can be empowering and can be transferred into decision making processes and actions in other social areas. Participation in sport may also provide a safe platform for young women to challenge culturally prescribed gender roles.

In the Swiss, women's and sports program, it is argued that by eliminating the existing obstacles that prevent women and girls from exercising and excelling in sports. Empowerment of women and girls in the sports context can also have wider implications
