

Sidelining Women and Their Achievements: Representing Women Sports in Bangladeshi Newspapers

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ABSTRACT

In academia, longstanding debates highlight how women are subordinated within male-dominated social hierarchies. It is further argued that women are dehumanized, marginalized, and undermined both within society and across social institutions such as mass media. Examining two mainstream Bangladeshi newspapers--Prothom Alo and Kaler Kantho--this study contends that such dynamics are evident in Bangladeshi mass media. Specifically, the newspapers discursively set agendas that sideline the achievements of female footballers in the context of the South Asian Football Federation (SAFF) Women's Championship 2022. The findings suggest that these outlets maintained silence and omitted coverage of the accomplishments of Bangladeshi female footballers, thereby undermining and dehumanizing them. The study also reveals that neither committee members nor ruling elites anticipated that the championship trophy would be won by female footballers, contributing to their underrepresentation. Moreover, the coverage was conditional; for instance, unless the team secured the championship cup, media attention remained minimal.

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Introduction

In the ever-evolving landscape of media, while covering women sports, the coverage plays a significant role in shaping societal perceptions, values, and narratives. The media influence social beliefs and function as a pervasive force in constructing, shaping, and contextualizing individuals' values and attitudes toward gender role differentiation and socialization (Crossman et al., 2007; Kabir et al., 2018). Mass media construct images about the role of women and men in society (Christopherson et al., 2002; Kane & Parks, 1992). In addition, sport is an essential conduit for transmitting images, symbols, and meanings central to our society (Jackson et al., 2007). However, a persistent disparity exists in the portrayal and visibility of female athletes and their accomplishments, both on and off the field. This study, thus, examines two mainstream Bangladeshi newspapers--the *Prothom Alo* (*PA*) and the *Kaler*

Kantho (*KK*). It will discursively discuss how these newspapers represent women's sports and associated images--for example, their clothing patterns. It needs to be noted that the *PA* and the *KK* are the highest and second highest circulated quality Bangla dailies, respectively, in Bangladesh. The *PA* claims that it aims to empower women in Bangladesh.

When women participate in traditionally 'masculine' team sports, the media focuses on performance-irrelevant aspects such as their private lives or physical looks (Crossman & Kian, 2008). For women in sports, particularly in countries like Bangladesh, media visibility can make the difference between obscurity and recognition, between securing sponsorships and struggling for financial support, and between inspiring future generations and remaining invisible role models. This phenomenon is not

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unique to Bangladesh; it is a global concern that underscores the broader issues of gender bias, stereotypes, and the lack of representation in the media.

Therefore, this study aims to identify how women's sports are represented in Bangladeshi newspapers. The media agenda, encompassing the selection of stories, their prominence, and framing, significantly influences public perception and discourse. Within this sphere, sports media hold the power to shape societal norms and attitudes, making it crucial to examine how women's sports are integrated into the media agenda. While there has been an increase in women's participation in sports, it is essential to critically assess how these events are being reflected in the media. By analyzing the patterns of coverage, the prominence is given to women athletes and events, and the framing of their narratives, this study intends to uncover the nuanced ways in which women's sports are either included or sidelined within the media discourse.

This study seeks to contribute to the existing body of knowledge on gender representation in sports media, particularly within Bangladeshi content. Ultimately, this research aspires to catalyze meaningful conversations and actions toward dismantling gender biases in sports media coverage and fostering a more equitable representation of women athletes on the media agenda. There are several studies done in Bangladesh deals with the people that are voiceless inside society. These studies suggest that voiceless and underprivileged people are sidelined and dehumanized in newspapers' coverage (Kabir, 2023; Kabir & Alkaff, 2018). Nonetheless, no researcher has provided their attention in examining the representation of women in Bangladeshi newspapers in general, and in sports in particular. Therefore, this study can be a moderate attempt to bridge the gap.

Literature Review

Previous studies have shown that the gender distribution of news created is based on the personal opinions of journalists towards female sports (Billings, 2009; Organista et al., 2021). Additionally, they use their presumptions about the male audience to excuse women's underrepresentation (Dashper, 2018). Researchers have consistently documented the underrepresentation of sportswomen in the media (Eagelman, 2015; Eastman & Billings, 1999; Litchfield & Kavanagh, 2019; Mesnner et al., 1993). According to their research, female athletes are given less space in newspapers (Duncan, 1990; Lee, 1992; Pratt et al., 2008) and less airtime (Billings, 2007, 2008; Eastman & Billings, 1999).

While most studies have looked at how much male and female athletes are covered in the North American and European media, most have found that female athletes get much less coverage than male athletes. This is usually in comparison to men's coverage or to the number of women who play sports or their accomplishments (Eastman & Billings 1999, 2000; Higgs & Weiller 1994; Jones et al. 1999; Koivula 1999; Owen 1999;). The research looks at how Australian newspapers cover female athletes and finds that women are often portrayed as great athletes who don't require any treatment or sexualization. This emphasizes the need for more coverage and funding (Caple & Halen, 2013). It has been revealed that the extent of media representation dedicated to women's sports is insufficient in comparison to the coverage afforded to men's sports (Hardin et al., 2002; Kian, Mondello, & Vincent, 2009; Shifflett & Revelle, 1994; Weber & Carini, 2012). The qualitative analysis of media representation of sportswomen in media reveals a complex picture, with research findings emphasizing the persistence of sexualized language in the verbal depiction of female athletes (Harris 1999; Kane & Greendorfer 1994; Shugart 200). Cooky et al. (2013) argue that comprehensive coverage of men's sports, including technical details and commentary, might enhance their excitement and significance. Conversely, inadequate coverage of women's sports could potentially project a bad image of female athletes.

Huffman et al. (2004) observe how female athletes are portrayed in the media shapes public perceptions of these sports and how it may even influence beliefs about whether sports are suitable for women. Studies also consistently show that male and female athletes are portrayed differently in newspapers and other media, including the 2015 FIFA Women's World Cup, and this issue persists in various sports teams (Biscomb & Matheson, 2017; Cooky et al., 2015). Evaluations of the American media show that men's and women's sports are not adequately covered across all channels in a gender-balanced manner (Cooky et al., 2013; Lumpkin, 2007, 2009).

In Australian context, for example, there is a structural change taking place in elite sports, which is enabling female athletes' potential by tearing down the boundaries that separate women as social beings or athletes (Palmer & Leberman 2009). Australian Prime Minister Albanese uses sport to address domestic political tensions and strengthen relationships with Pacific women, highlighting shared love for sport and challenging China's recent Pacific expansion (Patricia O'Brien, 23 August, 2023). Australian Prime Minister Albanese promotes Pacific women's engagement in sports, aligning with US interests and Pacific Games hosting, and utilizes sport to ease domestic

political tensions and fortify partnerships in the Pacific.

In Bangladesh, Politics and women's sports have intersected in various ways, with both positive and negative implications for the development of women's sports in the country. The study, thus, looks at how the media covered the 2015 FIFA Women's World Cup and makes the case for a change to more positive coverage. It also draws attention to the underrepresentation of women in the media and the necessity of taking fluidity concerns into account in future sociological research (Petty & Pope 2018). Studies show that there is a lack of representation for female athletes in the media, yet the language employed in written or spoken representation has a critical role in forming identities and influencing public opinion. Feminism and sex norms are still at odds with the conversation around women in sports (Higgs et al., 2003).

Kane (1996) goes into detail on how women are portrayed in the media in relation to sports, as well as the misconceptions and preconceptions that accompany this portrayal. According to the author, most of the media coverage of women's sports is polluted with homophobia, bigotry, and prejudiced attitudes. According to Brookes (2002), sports coverage generally indicates that women's sports account for less than 10% of all coverage on a daily basis. However, he points out that when major events like the Olympic Games are covered, this percentage approaches equal coverage. Gallagher (2006) notes that the news serves as a "mirror" of the world, akin to a circus mirror. One may understand the reality of the coverage of women sports—distorted, elevating certain groups above others and marginalizing others in the process.

One may argue that media unfairly highlights the physical attributes of female athletes, emphasizes femininity, trivializes their accomplishments, and gives them less publicity than male athletes (George et al., 2001). Research has revealed that the extent of media representation dedicated to women's sports is insufficient in comparison to the coverage afforded to men's sports (Hardin et al., 2002; Kian, et al., 2009; Shifflett & Revelle, 1994; Weber & Carini, 2012). Compared to male athletes, female athletes are generally underrepresented in sports media. Moreover, stereotyped, humorous, sexualized, and sexist portrayals of sportswomen are common. Rather than their athletic prowess, they are more frequently described by their physical attributes, femininity, and/or sexuality. Media representations of sports and athletes frequently reinforce negative gender stereotypes by showing women as athletes second and women first, while

males are viewed as strong, self-reliant, dominant, and respected athletes (UNESCO, 2021).

There is a question of whether it depends on the interest of the mass population, which affects the newsworthiness and coverage in the media, or whether it is the gender bias or stereotyping in the representation and coverage of women in sports that paves the way to the present situation. This research endeavors to shed light on the issue of the sidelining of women's sports within the context of the media agenda in Bangladeshi newspapers. While women's participation in sports has made considerable strides in recent years, the media's portrayal of their achievements remains unequal, often relegating them to the sidelines of coverage. Eventually, the readers and the audience receive a partial image of women and women footballers in media frame.

Media Framing

The goal of framing theory is to pinpoint the conceptual frameworks that people use to interpret the world. Sociologist Erving Goffman created the framing theory, which first appeared in his seminal work in 1974. According to Entman (1993), media frames have the capacity to influence public opinion by effectively transmitting information from a media source to both individual and social awareness. The process of media framing involves choosing which facts to emphasize and which to ignore in a communications setting, highlighting some characteristics and excluding others (Chyi & McCombs, 2004; Entman, 1993; Knight, 1999). The use of frames to draw attention away from or even completely omit details is equally powerful as focusing on sections or aspects of a narrative (Entman, 1993). According to Hardin et al. (2002), the way the media portrays a sport and/or player can influence the opinions and views of viewers towards that sport or athlete.

The framing theory also highlights how the media may positively or negatively frame a narrative, with negative depictions having a greater impact on viewers than positive ones (Billings, 2004; Eastman & Billings, 2001). According to the idea, there are several methods to deliver information, and how it is organized and disseminated through the media affects how the public understands and applies the knowledge that they are provided with (Terkildsen & Schnell, 1997).

There are four stages in the communication process when media frames are used (Entman, 1993). First, information communicators' own frames and schemas have an impact on the information they choose to broadcast and promote. This is when frames come into play. Second, the inclusion or exclusion of characteristics in the text itself can help identify frames. Just putting frames

in the right places or repeating them makes a text more likely to stick in someone's memory. The receiver is the third place a frame can be discovered throughout a communication process. Through influencing the information that people are exposed to and reinforcing or refuting preexisting beliefs, frames have the power to influence the ideas and insights that the public generates. Finally, there are a lot of frames that the majority of people in society share and accept in today's culture (Entman, 1993).

The media's constant exposure to and exclusion of information has resulted in the widespread dissemination of many of these frames across society. Media decisions on highlighting or excluding aspects of female athletes and women's sports influence the gender messages being portrayed, affecting the public's understanding. Eastman and Billings (2001) suggest that athletes' media frames are transmitted to the audience and can be consciously or unconsciously affected in their minds. Gender misrepresentations in sports messages can influence viewers' attitudes towards these groups in a societal context, leading to negative effects on passive viewers who may apply these stereotypes.

Methodology

This study uses both quantitative and qualitative methodology. In recent years, most researchers have come to realize that both qualitative and quantitative techniques are important in understanding a particular issue. The quantitative method usually provides the numerical understanding. One of the main objectives of quantitative research is to create precise and trustworthy measurements that enable statistical analysis (Goertzen, 2017). Quantitative analysis, however, cannot answer to all research questions. Thus, researchers emphasize a qualitative approach to data analyses. They typically investigate meanings and insights in a particular context when conducting qualitative research because of its inductive characteristics (Corbin & Strauss, 2008).

Therefore, the main focus of this research would be qualitative examining the media frame in this case. As discussed above, frame analysis is an almost generic term that can be applied broadly to describe a range of methods used to explore how society constructs reality. Framing theory suggests that the presentation of information to the audience significantly influences their decision-making process. Framing examines, for example, how news is presented, creating a frame for that information. Media framing can simply be described as the angle or perspective from which a news story is told. Although news is frequently

perceived as impartial and value-free, this isn't always the case. News is a reconstruction of reality from a variety of perspectives rather than an accurate portrayal of it. The study chose two daily mainstream newspapers in Bangladesh: The *Prothom Alo* (PA) and the *Kaler Kantho* (KK). PA and KK are the most circulated Bengali daily newspapers. The timeframe of the study is September 6, 2022, to September 30, 2022-- a 25-days data set. The study will be conducted on women's SAFF football-related data, i.e., news, photo stories that have been published on the first page, sports page, last page, and editorial pages of the two newspapers.

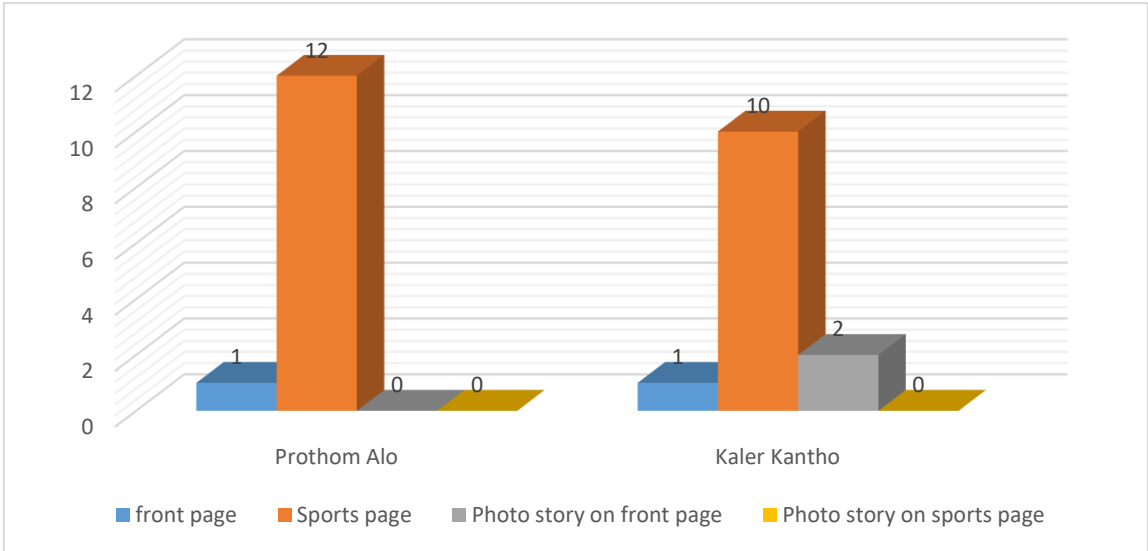
The 2022 SAFF Women's Championships was the sixth edition of the SAFF Women's Championships tournaments. The tournament took place from September 6 to September 19, 2022, in Kathmandu, Nepal. They are Bangladesh, India, Nepal (hosts), Pakistan, Bhutan, the Maldives, and Sri Lanka. This was one of the biggest events of that year for women's football and there was an intense competition. The venue for the tournament was Dasharath Rangasala Stadium in Kathmandu. The dates that will be included in the study are the 6th of September 2022, until the 30th of September 2022. This study only considered printed news.

Findings and Discussion

As mentioned, this study will discuss the representation of women in sports in Bangladeshi mass media to understand how Bangladeshi newspapers set the agenda to construct the achievements of female footballers in the context of the South Asian Football Federation (SAFF) Championship in two selected newspapers published in Bangladesh. It will discursively discuss how these newspapers have set the agenda and whether they have sidelined the female footballers in their coverage. The discussion would focus on the PA first and then the KK. However, often it will encourage data from both newspapers in its discussion while in need of comparison.

From September 6 to September 30th, the two dailies published 97 items on SAFF Women Championship coverage. Among these, the PA published 47 news items and KK published 50 items. Therefore, the KK published more items than the PA. The difference can be measured using statistical data between two dailies (see Figure 1).

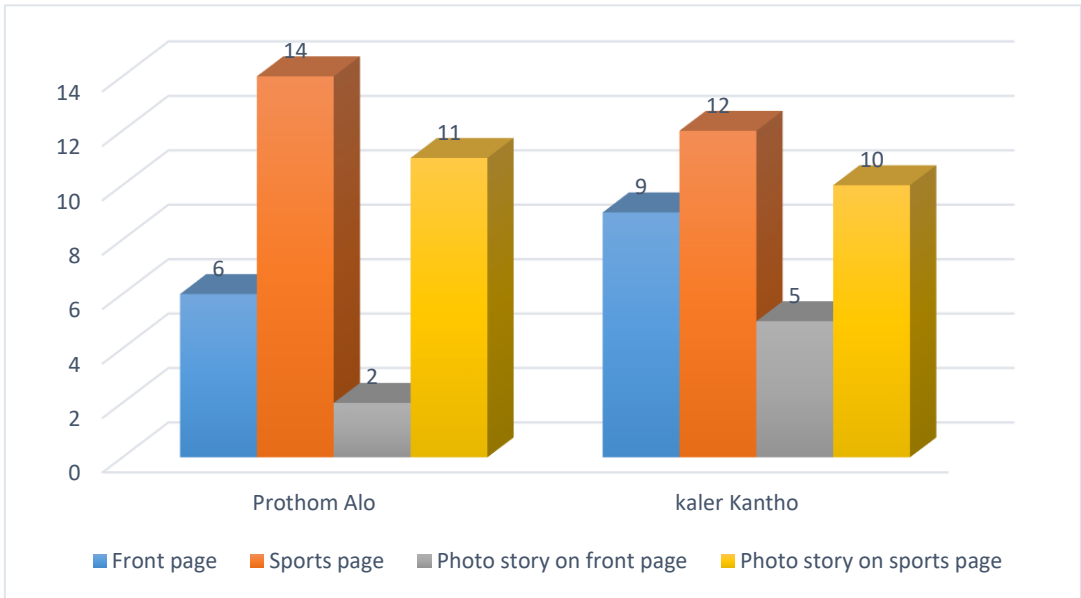
Figure 1: Total Coverage of Before Winning



There is not much quantitative difference in the coverage of the newspapers. The above figure shows the total coverage before winning the SAFF Women's Championship Cup. The *PA* and *KK* newspapers published a few reports on their front pages, including a photo story, but did not emphasize women's sports before winning the cup.

This led to the first page not publishing any news about them, and the focus was on female sports pages with little discussion. The newspapers' lack of attention to female sports highlights their insufficient coverage of women's sports. The increased coverage of women's football, however, can be understood through Figure 2 below.

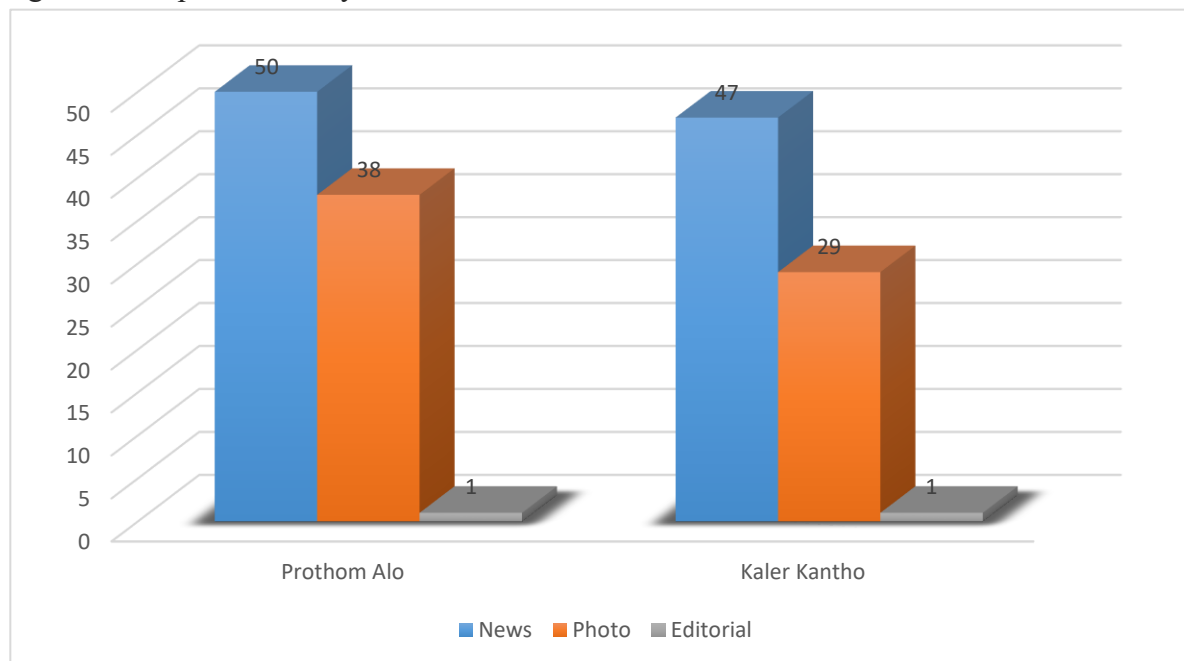
Figure 2: Total coverage of After winning



After the SAFF Women's Championship victory for the Bangladesh women's team, there was a noticeable shift in content distribution within the *PA* and *KK* newspapers. The combined total items across both newspapers included 15 news on front-page coverage, including the *PA* published six news on their front page and the *KK* published

nine news. The *PA* published 14 news reports on their sports page and the *KK* published 23 news on their sports page. These two newspapers, in total, published seven photo stories on their front page. There were 21 photographs appearing in these newspapers with news reports in their sports pages (see Figure 3).

Figure 3: Comparative Analysis in Total



The comparative data between *PA* and *KK* newspapers following the Bangladesh women's team's victory in the SAFF Women's Championship shows the distribution of content types, emphasizing news, photographs, and editorials. The *PA* published 50 news reports, signifying a substantial focus on coverage and updates relating to the SAFF Women's Championship victory. Complementing the news coverage, there were 38 photographs, indicating a considerable visual representation, possibly including images of moments, celebrations, or team achievements. Additionally, there is one editorial that reflects a limited focus on opinion pieces or editorial content specifically related to the championship win. In contrast, the *KK*'s coverage is slightly higher than *PA*'s news coverage; it published 47 news reports. This indicates a strong emphasis on reporting the events and developments concerning the Bangladesh women's team's victory in the SAFF Women's Championship. There were 29 photographs, which is lower than the *PA*, which still signifies a visual representation, likely showcasing moments from the championship. Similar to the *PA*, the *KK* also published one editorial.

The above data shows that both newspapers prioritized news coverage by showing detailed coverage of championship wins. The *PA* emphasized a bit more on visual presentation through pictures, while the *KK* leaned a bit more towards news coverage. Both newspapers had a similar allocation to editorial content, indicating a limited focus on opinion pieces or analysis specifically related to the SAFF Women's Championship win.

Overall, the data reveal a concerted effort by both the *PA* and *KK* to provide comprehensive news coverage and visual representation of the Bangladesh women's team's success in the SAFF Women's Championship, although there is a little difference between news and photographs. However, while quantitative understanding provides a surface impression, it is important to discuss the qualitative presentation for an in-depth analysis. Therefore, the qualitative discussion of this study is presented below.

Female Footballer's Victory Dominated by Male

The excitement surrounding the Bangladesh football team's victory at the 2022 SAFF Women's Championship is primarily due to their representation in the sport—the way they achieve the cup and brought the honor for Bangladesh, for example. However, even after the winning the championship cup, they had to fight for a place in the coverage that would highlight their achievement—for example, it is the male officials that have received the frequent coverage. This was possible as it is a male-dominated society, and it looks like only the male have the right to be shown and heard. The city celebrated the team's victory with an open-top bus parade. After the parade, the Bangladesh Football Federation (BFF) held a 45-minute press conference for the footballer's honor. They forced the female football players to stand behind all male officials. Surprisingly, there was no female players on the photographs, which can be translated that it is the male officials that deserved the credit and the footballers did nothing—the absolute domination of male inside society and in social institutes (e.g., mass media) is prominently presented; the

dignitaries dominated the event. For further conceptualizing the issue, Figure 4 presents the photograph of the press conference.

“During the press conference, BFF officials have front row seats, while the captain Sabina and Choton have to stand in the back.”

It may be surprising to hear, but this actually happened with the victorious team that returned home with the golden title. All photographs taken from the event show a row of men sitting at the table or standing at the front. Though they have no major functions in terms of

winning the cup, but they grasp the front-focus omitting the credit of the women. The players and their coach are hardly noticeable; despite the fact the entire day was intended to focus on them and their achievements. They were not interviewed, no journalist even did not feel to quote them, moreover, the male officials never felt that the actual heroes would have to be presented instead of them. The male gazes omnipresent through devaluation the achievement of female players.

Figure 4: Photograph of the Press Conference



Despite the fact that a female footballer would have to be the hero of the event, and apparently, they are; but in fact, they got no space or attention as the heroes. For example, after coming back to Bangladesh and conquering in the victorious cup, the leaders received the important. It looks like that the female footballers are nobody to share their achievements, happiness and enjoyment; rather, it is the male dominating officials that occupies the position of spokespersonship. The actual hero of the cup is sidelined through the male dominations. Apart from decorating a double-decker bus to accommodate the women's team, no other plan was noticed. Therefore, despite the championship cup is achieved by the female footballers, but the ultimate power is given to the male-dominated group. Therefore, males are given the authority over female footballers, which means the masculine ideology is established inside society, and these newspapers legitimated the authority.

Discrimination and the Conditional Coverage

The coach (Mr. Chotan) of the women footballers was regularly laugh at and mocked, undermining him as *mohila coach* (female coach) or sometimes coach for women (PA, September

19, 2022). The coach of the Bangladesh women's football team, Chotan, was subjected to bullying and teasing from his colleagues due to his role as a women's team coach. His own peers would belittle him by calling him “Mohila coach,” His friends and colleagues are well-educated, yet they taunt him only for being the women's coach. But Golam Rabbani Chotan did not stop. His new struggle began by overcoming laziness-inertia. Ignoring society's eyesores, Chotan has turned girls towards football and moved girls forward with football modernity. However, the dehumanization that Mr. Chotan has experienced uphold the male-dominating social understanding.

It is not a secret that men's and women's sports teams in Bangladesh are treated very differently. These SAFF-winning footballers have straggled enough to reach their present situation, whether it be from undervaluation and underfunding or from financial instability and societal disgrace. All these have been neglected, ignored and dishonored. One of the female players, Sanjida Akther, and her family were subjected to bullying and abusive with speeches because she played football in the football ground. Undoubtedly, their ability to work hard as players brings honors to the nation. However, the

newspapers rarely questioned the discriminatory salary levels between male and female counterparts. The salary difference between male and female club football players is approximately 50 to 60 lakhs for male players and three to four lakhs for female players--the gulf discrimination is visible but none of the newspaper questioned them despite the fact male players could show any achievement similar to their female counterparts. With the winning news, both newspapers somehow cheered the achievement but none of them challenged the elite or the male dominating society--for example, why the male footballers are paid three times more than the female players; and why it is so discriminatory.

It needs to be mentioned that many of the female player's families are encountering financial constraints and in many cases their families would have to pass a miserable life. These newspapers, however, never underlined the issue and asked the authority to increase their. Thus, media and the patriarchy society keep silence on women players and the sports. One thing is almost certain from all of these reports: it is an endless struggle to prevent men in positions of authority from assuming their victories and removing them from the positions that dominating position though the achievement does not come through them. It is very likely that the men's football has dominated news headlines in Bangladesh, but women's football has mostly been ignored.

In addition, despite the women's team's strong international record, local clubs consistently fail to recognize the untapped potential of women's football. The spotlight did not finally come until the women's team won the 2022 SAFF Women's Championship. Bangladeshi mass media do not give as much importance to female sports as it does to male sports. Female sportspeople in Bangladesh like many other countries face a cruel challenge in proving their worth and receiving the same support as their male counterparts. Therefore, women players are unfairly sidelined for many reasons.

Before Winning: Female Footballers Get No Importance

In the quantitative analysis above, it has been shown that when female players went to play, these newspapers did not give much attention to them--the female footballers. Women's soccer news was placed in one or two columns in a corner of the newspaper's sports page, which clearly shows the sidelining of women footballers and their engagement in sports. In many cases the coverage was limited to photo stories. There are no details or follow-up news. There was hardly any news about the women sports on the front page of this newspaper. Overall, it can be said that the coverage of women sports and women football was overshadowed and never comes to their attention. Due to this, the common readers did not have much understanding of women's football as well as the girls playing in the SAFF women's championship. Either *PA* or *KK* none of these newspapers publish much news on their front pages before the women football team won the SAFF Football cup. It seems to be that none of these newspapers expect anything from the women football team--the patriarchal attitudes and approaches that sideline the female members of a particular society.

Using of Photographs: Now Talks a Lot

The uses of women footballers were overwhelming after their winning of the cup. No news reports, at this moment, appears, without their photographs. They published photo-stories, and it looks like this type of story was more important than their achievements. Girls have given pictures from different angles in the name of entertainment and encouragement--a sign of selling them to the readers. One may argue that one of the reasons for publishing that many photographs the footballers is that the more pictures of girls appear, the more readers will buy the news. The girls play in shorts on the field. Figure 5 shows some photograph examples.

Figure 5: Photographs of Female Footballers from Newspapers



The above images show that these newspapers published many photographs from a particular angle--the curb of their body is clearly in camera--their achievement surpass their body. The media often perpetuates negative stereotypes about female footballers by focusing on their physical appearance, sexualization, misleading imagery, negative headlines or captions, excessive coverage of off-field incidents, double standards, ignoring achievements, and lack of diversity--this can be the case in this study. There was no special interview of any female footballer, they could not get place in the front line while press conference has taken place, there was no special photo shot for their achievements. All maintained the power of male gaze that dehumanized women and in this case women footballers, which regularly devalues the contribution of women inside society.

These factors can lead to a negative public perception, highlighting the female footballer's contributions to the sport and undermining their credibility. The media portrays female players as inferior to male players and presents men as superior through their framing.

Conclusion

In a civilized society, one may expect responsible coverage in which there will be no biased coverage towards any particular group or individual. However, Bangladeshi mass media, similar to many other nations, are male dominating and continues to be male dominated. Therefore, importance is given to men's sports. When it comes to winning a game, the media gives much attention to males than female. Yet if the female players win, they get very little coverage. If there is a male footballer or cricketer in the interview, the media puts as many booms as possible or cameras in front of them, which never happen to women players. Instead, women are excluded. In this case, on the eve of winning of the SAFF football cup, the media

took interviews with the girl's coach, Golam Rabbani, and BFF president, Kazi Salah Uddin. Whereas Kazi Salah Uddin had no confident on the team prior to joining the SAFF football and did not expect that the team would win the SAFF cup. The number of female players is increasing in sports, but there has been no increase in the coverage.

This research highlights how women's sports are sidelined and silenced in Bangladeshi newspapers. It shows that the coverage of SAFF-winning female players was not given much attention in the beginning. Girls did not receive attention and were sidelined. They received attention after winning the match. After the SAFF cup won, various companies organized events such as reception, and the media also covered the news. The irony is, even though the female players are given very low payment, no one talked about the salary of the girls or the pathetic condition of their poverty. Even after the winning, they requested the president of BFF for increasing their salary. Media, the power elite and their aides clearly overlook the issues. Social development comes through the participation of all people from all corners--male, female, rich, poor etc. and there is no society in this world can overcome their lacks without encouragement to a particular group.

However, the way, Bangladeshi newspapers covered the SAFF female footballer's achievements have sidelined and dehumanized them all through the way. This study thus, argues that the coverage pattern needs to be changed in Bangladeshi newspapers in particular and in mass media in general.

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