

~~NAMELESS~~ WOMEN

PROGRESS ON AND CHALLENGES IN WOMEN'S
PRESENCE IN THE MEDIA



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NAMELESS WOMEN

INTRODUCTION

Women's presences in the media, from their images to their prominence in news stories, have long been the subject of research in universities and newsrooms. The consensus of many of these analyses is that how these women role models are depicted to new generations and future decision-makers is often distorted; little is said about women, and what is said is often biased.

At LLYC, we have spent several years researching women and feminism in social conversations and the media, which is why we know the visibility of women, both in the workplace and in general, accelerates equality. After looking deeply into women's presence in the media over the past year, this is what we found.

OUR RESEARCH METHODOLOGY


To perform this analysis, the LLYC Deep Digital Business team examined **14 million news stories containing explicit mention of the subject's gender published in the last year**. This covered more than 78,000 sources of information from **12 countries** (the United States, Argentina, Brazil, Chile, Colombia, Dominican Republic, Ecuador, Mexico, Panama, Peru, Portugal, and Spain,). We studied 17 semantic fields, including domestic, family, abuse, sexual, sport, crime, police, military, science, technology, fashion, human rights, audiovisual content, companies, entrepreneurship, journalism, and politics, subdivided into the eight main topics of technology, economy, events, sports, society, environment, culture, and health.

After this, we examined the three most outstanding reference groups with regard to female prominence, historical evolution, and variability in isolation versus the average. Once we identified these three groups (science; sports; and security professionals, covering police,

military, and the armed forces), we examined them over a five-year period – five times longer than the timeframe used in the initial phase of research. These semantic results were then compared with the profiles of leaders in the fields of business, politics, and journalism analyzed in the LLYC's last report on equality¹. We analyzed more than 200,000 news items for each group, evaluating perceptual aspects such as leadership, team, success, failure, values, and attributes as well.

Finally, to corroborate the incidence of female classifiers in both male and female subjects, our research team manually analyzed five years of news associated with the aforementioned referents and leaders. This allowed us to determine whether these news stories referred to specific women or men, whether the subject's name was properly reported, and whether the subject's gender was explicitly marked.

¹ Women leaders on the threshold of visibility (2022).



**LLYC DEEP DIGITAL
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NINE KEY TAKEAWAYS ABOUT WOMEN IN THE MEDIA

1. WOMEN ARE UNDERREPRESENTED.

There are 2.5 more articles about men than about women in the media.

2. WOMEN ARE OFTEN LEFT NAMELESS.

Women's names appear 21% less in headlines on average, and up to 40% less in articles on topics like sports, science, leadership, or film.

3. FEMALE CLASSIFIER.

Gender is explicitly mentioned 2.3 times more often for women than for men, reinforcing the view that it is not normal for women to take on the gender marked role and othering those who do.

4. MEN SIGN MORE ARTICLES.

Men author articles associated with economics, politics, technology, and sports 50% more often than women, who more frequently write about culture, health, and society.

5. WOMEN AND THEIR FAMILIES ARE STILL INSEPARABLE IN THE NEWS.

Families are mentioned 36% more often in stories about women. Shockingly, business articles on women mention their families 366% more often than business articles on men (a ratio of almost 4:1). In science articles, this percentage stands at 191% (almost 2:1).

6. IMAGE IS STILL IMPORTANT.

Fashion choices are reflected in 1 out of every 25 news stories about women, 20% more often than in coverage about men.

7. DOUBLE VICTIMIZATION IN COVERAGE ON GENDER-BASED VIOLENCE.

Reports on gender-based violence continue to focus on victims rather than aggressors. Women victims are named almost 3 times more often than their male aggressors in stories about violence, and twice as often in stories about harassment.

8. SPORTS IS STILL A MAN'S WORLD.

Only 1 in 20 news stories on sports mention women. For example, reports on soccer that do not mention gender assume the subject is male 95% of the time.

9. BEING GOOD IS NOT ENOUGH; SHE MUST BE EXCEPTIONAL.

Media mentions of women frequently focus solely on them as successful and outstanding. News about women politicians, for example, highlights their successes 50% more often than news on their male counterparts does, while also minimizing their blunders. This feeds into imposter syndrome, insecurity, and burnout among women.



MAIN FINDINGS

THERE ARE 2.5 MORE NEWS STORIES ABOUT MEN THAN ABOUT WOMEN

Although the inclusion of female reporters and correspondents, as well as the emergence of specialized news beats, have closed this gender gap to some degree, our study found **2.5 times more news stories published about men than about women over the last year.**

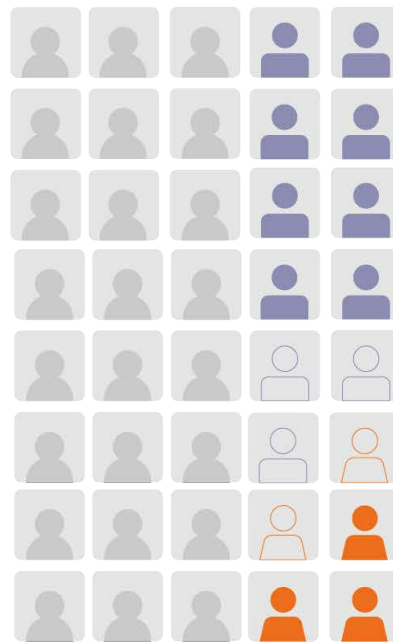
This reinforces the common hypothesis that men hold a considerably larger presence in our society's collective imagination. Earlier LLYC studies into social networks resulted in similar findings, and we are now seeing a similar pattern in mass media as well.








-  News referring to a woman or women.
-  News referring to a man or men.

GENDER IS EXPLICITLY MENTIONED 2.3 TIMES MORE OFTEN WHEN THE SUBJECT IS A WOMAN

Another key finding is that the **subject's gender is mentioned 2.3 times more often for women than for men.** This phenomenon is called **"female classifier,"** and we found it used whenever an article, story, or report focused on a woman or women in a professional, leadership, or athletic setting. By always saying "women's" or female" before a noun (e.g., "women's soccer"), it is as if to say that omitting the adjective would, by default, mean it had nothing to do with women at all. The truth is that, in general, women are not acknowledged, and equality has not yet permeated language. For example, women's names appear 21% less (that is, a fifth less frequently) in headlines than men's do. When it comes to headlines for articles in certain areas, such as sports, science, leadership, or film, women's names appear fully 40% less often than men's do. This means readers often receive news about nameless women.



-  News referring to neither man nor woman.
-  News referring to a man or men.
-  News referring to a woman or women.
-  Regarding men and mentioning their own name.
-  Regarding women and mentioning their own name.

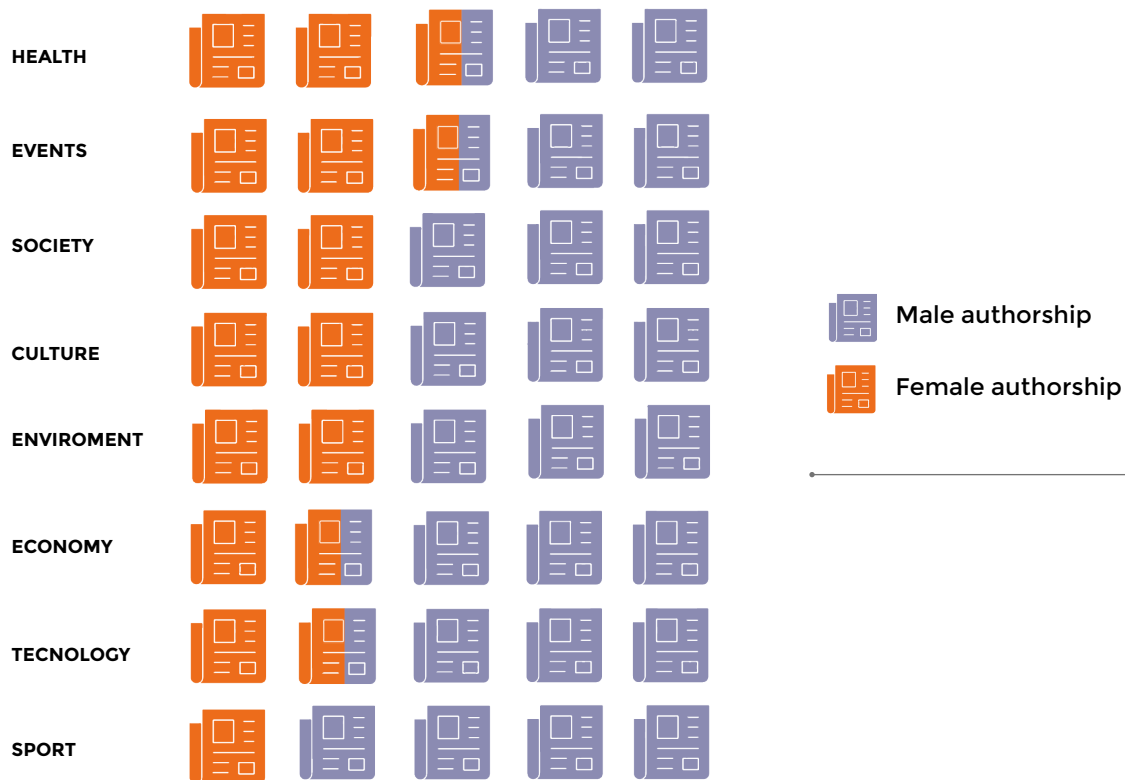
In these headlines, the story's main protagonist goes unnamed, appearing (at best) with a general, female classifier "title." It could read, for example, "A woman could be the new president of the United States" instead of "*First name + last name* is poised to run for president of the United States." This may look like economy of language, but in truth, it shows a clear bias, fails to convey important information, and erases the subject herself; the "woman" in question has a name. The fact that she is recognized and qualified enough to be the subject of an article should merit mention of her name in the headline, not merely her womanhood.

MEN SIGN MORE ARTICLES AND REPORTS

In most countries around world, **men sign 50% more news articles than women do**. After analyzing authorship by country, LLYC found that up to 80% of all news items are published without an author listed. However, among the articles that are signed, most are authored by men. The Dominican Republic shows the largest authorship gap, with men signing articles three times as often as women. The United States, Argentina, Chile, and Panama also show significant gaps. In the United States, where most news stories have a byline, men sign articles at a rate 8 percentage points higher than women. In Portugal and Ecuador, the gap is much smaller, with Portugal exhibiting a nearly 50-50 split. Colombia, meanwhile, is the only country where more women sign articles than men in five of the eight areas analyzed. These results are consistent with the low proportion of women in leadership positions in newsrooms, as well as the marginalization of women experts².

In our analysis, we found a marked difference in the ratios of men and women authors based on the article's topic. **Health, current events, and society pieces were signed by women about 45% of the time**, while women authored sports, technology, and economy articles only about 25% of the time. While men generally authored more articles than women, this gap is well above average in Ecuador, Mexico, and Portugal. This is even more remarkable when considering the context; according to the [Reuters Institute's 2022 report](#) on gender inequality in newsrooms, there are proportionally fewer women in leadership positions than in reporting roles. Specifically, in the 12 markets Reuters analyzed, only 21% of leadership positions were held by women, despite the fact that they represented 40% of journalism professionals.

² The forgotten perspective of women in the media (2020). Commissioned by the Bill and Melinda Gates Foundation.



The fact that women working in journalism more often write about certain topics, such as health and society, but are much less commonly seen in areas such as economics or technology, may be due to gender stereotypes. Our report's results align with the idea that author gender plays a role in a news piece's perceived credibility. In the "A woman's got to write what a woman's got to write" study, researchers found that news articles written by men were perceived as significantly more credible overall, especially when the article was on a traditionally male-associated topic, such as technology.

Interestingly, the sections with the highest proportion of male authors, such as sports and economy, are also the ones that most often use female classifiers. For example, 98% of articles on women athletes use female classifiers (e.g., "women's basketball" or "women's football"). In economics, 80% of pieces featuring women - specifically with regard to entrepreneurship, talent, and leadership - are similarly gender marked.

Meanwhile, in the sections with the highest proportion of women authors (even though their names still appear less than men's do), more proper names are mentioned. For example, in the case of journalists, just 2% discuss subjects as "female," while 79% use their proper names. The same is true among TV personalities and in the culture and society sections. This shows that areas with fewer articles written by women also have farther to go toward equality.

THE FACT THAT WOMEN WORKING IN JOURNALISM MORE OFTEN WRITE ABOUT CERTAIN TOPICS, SUCH AS HEALTH AND SOCIETY, BUT ARE MUCH LESS COMMONLY SEEN IN AREAS SUCH AS ECONOMICS OR TECHNOLOGY, MAY BE DUE TO GENDER STEREOTYPES.



ECONOMICS, POLITICS, AND JOURNALISM ARE STILL A MAN'S WORLD

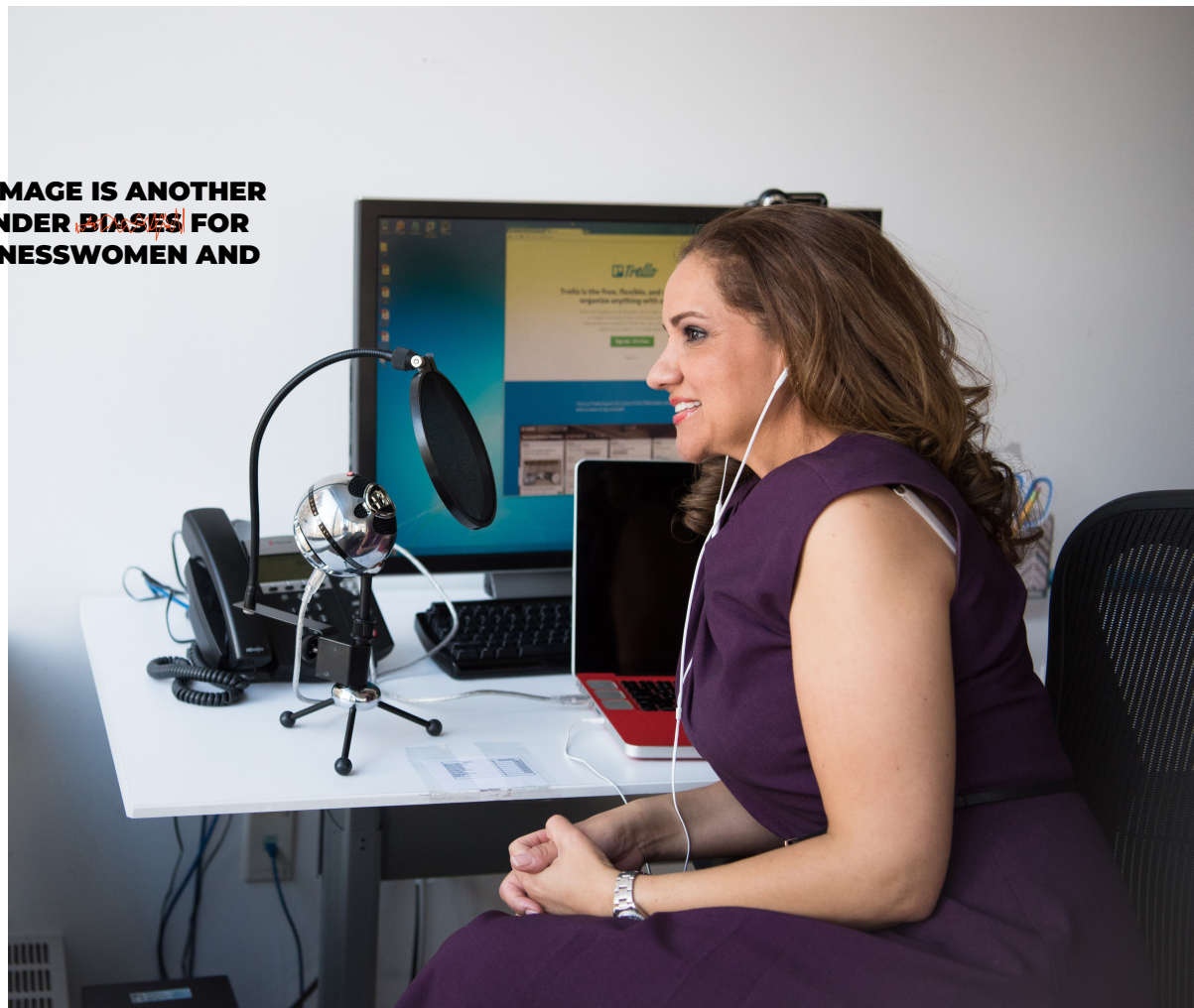
This study analyzed three professional categories that best exemplify **the representation gap in mass media**. In Politics, “woman” and “female” are mentioned in 10.1% of articles, while this falls to just 3.2% in Business and 1.2% in Journalism. Our analysis across all categories shows that gender marking for men is considerably less common than for women. This finding is consistent with one of the main theories behind our research: That the **adjectives “woman” and “female” are used so commonly because women are more often associated with their gender than their skillsets**.

The analysis of the term “Family” in news items addressing politics yields less differences between male and female subjects. Nonetheless, news reports in the field of politics are 40% more likely to mention the female subject being single, married or divorced. The category “Company”, on the other hand, most often associates women with their families.

The category of image is another area of clear gender biases for journalists, businesswomen and politicians alike. In fact, the physical beauty of women in politics is addressed 10% more than it is for men.

Interestingly, women politicians, who are most often associated with success, are also the least associated with leadership and authoritative reliability. We might argue that gender-based assumptions are largely responsible for this representation of women politicians. Assigning women traits such as compassion and warmth, while describing men in terms of competence and assertiveness, exerts an enormous impact on what we perceive as “leadership material” (Liu, S. 2019).

THE CATEGORY OF IMAGE IS ANOTHER AREA OF CLEAR GENDER BIASES FOR JOURNALISTS, BUSINESSWOMEN AND POLITICIANS ALIKE.



ERASING WOMEN AND SIGNALING “NORMAL:” ~~FEMALE~~ CLASSIFIER IN THE MEDIA

In the media, as well as throughout society, there is a tendency to use the adjective “female” or “woman.” This has led to the establishment of news sections focused on women in media of all kinds (print, online, industry-specific, etc.). This has been and continues to be very important, as these developments should make it easier for us to take the next step beyond female classifiers and toward true visibility. But while female classifiers have helped create reference points and reveal gaps, biases, and stereotypes, it also has negative effects. The more times “woman” or “female” is used as an adjective in a given topic area, the less likely the article will report the subject’s proper name (-72% correlation). This produces a phenomenon of invisibility, erasing women as individuals and relegating them to a secondary role as members of a collective. Even when a woman’s name does appear, this female classifier still marks her out as “other.”

Female classifier occurs twice as often in general interest news (1 in 15 mentions) and up to ten times as often in areas like leadership, talent, or sports. Because of this, when a role or individual is referred to generically, they are essentially assumed to be men. Moreover, women’s names appear 40% less often than men’s in headlines in these areas, but “woman” and “female” appear four times as often as “man” or “male.”

In the 12 countries studied, women are explicitly gender marked using “woman” or “female” 18% more often than men on average. There are significant differences from country to country, however, especially in Spanish-speaking countries. In Spanish-language reporting, 60% of explicit mentions of gender refer to women, and the terms “woman” and “female” appear twice as often as the term “man” in Argentina and Mexico. However, in the United States, Brazil, and Portugal, men are mentioned more often. This is especially true in the United States, where mentions of the male gender are 30% higher than mentions of the female gender.

Female classifier reinforces biases and makes it seem as though women can only be fairly measured against other women. It homogenizes and depersonalizes a diverse group that represents more than half of the world’s population, while also perpetuating gender roles that oppress women. This habit of turning certain concepts, such as “female,” into adjectives is often accompanied by thematic biases; for example, women are frequently associated with family, activism, sustainability, culture, and even mental health. This is why LLYC strives to promote both visibility and full representation of the full diversity of women.

THE MORE TIMES “WOMAN” OR “FEMALE” IS USED AS AN ADJECTIVE IN A GIVEN TOPIC AREA, THE LESS LIKELY THE ARTICLE WILL REPORT THE SUBJECT’S PROPER NAME.



PROS AND CONS OF ~~MALE~~ FEMALE CLASSIFIER IN THE NEWS

Female classifier inherently implies that it is normal to discuss and think about major topics with men as the norm, which adversely affects the visibility of women in these areas and inherently marks them as “other.” Using female classifier to increase the visibility of these women as a specific subset has advantages, but it comes with disadvantages as well.

PROS

OF THE "FEMALE CLASSIFIER" IN NEWS.

CONS

OF THE "FEMALE CLASSIFIER" IN NEWS.

THEY MAKE WOMEN VISIBLE...	... IN "SECOND-RATE" CONTEXTS, COMPETITIONS OR CATEGORIES.
<p>In the 9 referential, leadership and conceptual territories, news with a female classifier covers 50% of the news about women. This percentage has an impact on the 7% of non-thematic news in the last year.</p> <p>Without the female classifier, nearly half of the news about women in some professional sectors would be lost, sometimes almost all of them (Sport 98% or leadership 80%)</p>	<p>Although these mentions improve visibility, they transfer it to festivals, competitions or limited training that separate the protagonists from those with greater international or professional repercussions, establishing limited comparisons with other colleagues in the profession</p>
THEY SHOW NEW WAYS OF DOING OR APPROACHES...	... WHICH ARE OFTEN SOAKED IN CLICHÉS, ARCHETYPES AND ROLES.
<p>News and events with a female classifier show novel approaches that separate them from generic news; the same does not happen with the male classifier, which does not exceed 3% of the news about men and merges with general aspects.</p>	<p>These ways of doing introduce thematic biases, such as association with family, activism, sustainability, culture or even mental health (see terminological analysis).</p>
THEY ARE REPRESENTED IN COLLECTIVES...	... DIMINISHING THE REPRESENTATION OF INDIVIDUALS.
<p>The female classifier stimulates the diffusion of news about women in those sectors where there are still few female referents, such as leadership or sports, where the names of protagonists are not mentioned in 4 out of 5 headlines about women.</p>	<p>In the 9 referential, leadership and conceptual territories, news with female names covers 45% of the news about women, slightly more than half as much as in the case of men. This percentage impacts the 62% of non-thematic news in the last year.</p> <p>It is generally true that a greater use of the female classifier translates into a lower mention of women's proper names within each thematic sector, with a Pearson Correlation of -72%. The abuse of the label translates into a lower mention of its protagonists.</p>

WIFE AND MOTHER

As found in LLYC's 2022 equality report on women's visibility on social networks³, women are generally more closely associated with their families in social conversations than men are. This year, we found the same trend in the media as well. Specifically, there are 36% more mentions of family in news about women than about men. Moreover, these mentions are often objectifying. If a woman is the subject of a story, she is "X's wife" 10% more often than she is "married to X." If the subject is male, however, "married to" appears three times more often than "Y's husband." In short, the term "wife" appears more often than "husband" or "spouse," and men are seen to have some sort of ownership of their wives. In addition, corporate news on women includes the term "family" nearly five times more often (366%) than news on men. A businesswoman's relatives and relationship status appears in the news up to 30 times more often than a businessman's. In LLYC's 2022

study, we found that Spanish-speaking businesswomen's family relationships were mentioned 62% more frequently than Spanish-speaking businessmen's.

Science news pieces featuring women mention their families nearly three times more often (191% more) than those featuring men. For women working in journalism, their families are mentioned twice as often as men's.

Political news pieces show the fewest differences between news stories featuring women and men. Interestingly, women's marital status seems to arouse considerable interest, with over 40% of all articles talking about whether they are single, married, or divorced. Women in politics are still more closely associated with their families (30% more often than men), which is nearly the difference LLYC found in social media conversations (34.8%).

³ Women leaders on the threshold of visibility (2022).

A regional breakdown shows that in the United States, it is 6% more common to associate men with their families in the news. In this market, news pieces also associate men with the concepts of children and family 40% more often than they do women, unlike all other countries.

In Latin America, Spain, and Portugal, women are associated with their families 45% more often than are men. However, in the USA it is 6% more common to associate the family with the male gender in the news, with children being associated 8% more, parents 50% more and grandparents twice as often with news about men than about women. This association with children is particularly pronounced in Portugal, where 1 in 3 news stories about women that mention their families include mentions of their children as well, while only 1 in 5 mention her husband. Moreover, women in Portuguese media stories are much more closely with their families than men, more than double the numbers seen in Brazil, followed closely by Spain.

Of all the various news formats, interviews stand out for linking women to their families most often. These touch on family 20% more often than news articles do. The greater link between women and their families in interviews suggests that this format, which centers on a conversation between the interviewer and interviewee, is more prone to gender stereotyping than other formats. According to the *“Women and Media”* study by the Women’s Institute of Mexico, women are still represented through stereotypes and are more closely associated with their personal lives, families, and homes than men are.

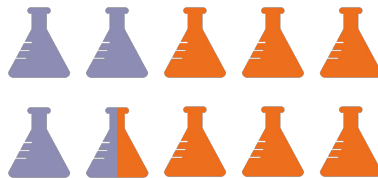
GENERAL NEWS

The term “family” is mentioned 36% more in news about women.



NEWS IN SCIENCE

Family was mentioned twice as often with women.



NEWS IN THE COMPANY

Family was mentioned twice as often with women.



- Men’s news
- Women’s news



SLAVES OF THE MIRROR

In all the countries, news articles mentioning fashion talk about women more often than men. On average, the way women dress is addressed in 1 out of 25 news stories about them, with the United States associating women with fashion most frequently.

“Fashion,” with its connotations of design and style, appears 27% more often in news articles about women, while “clothing,” seen as more practical and functional, appeared 13% more frequently in news on men. No terms of phrases linked to fashion appeared very regularly, though some, such as “elegant,” are used for women 42% more often than men. In business and corporate news, women are still linked to fashion three times more than men.

Media coverage of female politicians is a good example of how the media focuses on image. Our results are consistent with the [European Council's](#) research into media coverage of elections, which found that topics such as a woman’s hair color, weight, and clothing were discussed more often than her decisions, electoral history, or programs.



WOMEN ENTREPRENEURS, MALE EXPERTS

In news related to business and the economy, women are linked to entrepreneurship 216% more often than men, and they are most often associated with specific sectors (e.g., tourism or industry). Men are more often the focus of news on earnings, inflation, capital markets, stocks, unemployment, business, and money. This shows that, while women are included in economic news on specific projects or activities, men monopolize positions as analysts and experts on financial issues and macro- and micro-economics.

U.S. financial sections portray women as closer to their businesses and companies than those in any other market analyzed, which showed weaker associations.

WOMEN ARE INCLUDED IN ECONOMIC NEWS ON SPECIFIC PROJECTS OR ACTIVITIES, MEN MONOPOLIZE POSITIONS AS ANALYSTS AND EXPERTS ON FINANCIAL ISSUES AND MACRO- AND MICRO-ECONOMICS.



News about women mentioning how they dress.



News about women.

WOMEN PREVENT, MEN DISCOVER

How the media covers health issues corroborates the idea that mental health topics are more frequently associated with women than with men. Women suffer from depression 10% more often in the United States and twice as often in Latin America, while anxiety comes in at 3% and 22%, respectively. It is interesting that women suffer from depression proportionately less often in the United States than Latin America, given that women are nearly twice as likely as men to be diagnosed with depression in the United States, according to the [Mayo Clinic](#).

In the health news across all 12 countries, women are more frequently associated with terms linked to lifestyle and care, such as “health,” “diet,” “vitamin,” and “treatment.” Men, by contrast, are more commonly associated with “disease,” “virus,” “addiction,” and internal organs such as the heart or lungs. In addition, the terms “vaccine” and “pathogen” are also most often linked to men. These results suggest that the media continues to portray science and research as male-dominated environments, while the domains of prevention, care, and healthy living are associated with women. This is clearly not a good indicator for how well society is doing at motivating women to pursue STEM careers.

DIFFERENT WAYS OF APPROACHING CULTURE

When analyzing cultural topics, we found that women are associated with poetry, dance, and literature 20% more frequently than men are. Comics and graphic novels, on the other hand, are associated with men fully 70% more often than with women across all 12 countries studied. How women are linked to different areas of culture does vary by market, however.

In the United States, men are more commonly associated with cinema, entertainment, and theater than women - opposite to the trends found in Latin America. Gastronomy, orchestra, and music, however, linked to women in Latin America more often than in the United States, which more frequently associates them with poetry, documentary films, dance, and literature instead.

THESE RESULTS SUGGEST THAT THE MEDIA CONTINUES TO PORTRAY SCIENCE AND RESEARCH AS MALE-DOMINATED ENVIRONMENTS, WHILE THE DOMAINS OF PREVENTION, CARE, AND HEALTHY LIVING ARE ASSOCIATED WITH WOMEN.



DOUBLE VICTIMIZATION

Coverage of gender-based violence continues to focus on victims, putting them in the limelight instead of their aggressors. Specifically, women are named almost three times more often than men in articles on gender-based violence, and twice as often in those on harassment. Furthermore, if a victim’s name is published, an alias is often used for the aggressor. Even when men are mentioned, the term “woman” is 20% more likely to appear in the headline than “man.” This is especially true in current events or society sections, where news about gender-based violence is most common. This focus on victims can re-victimize them, suggesting they bear responsibility for their attack or harassment.

Also relevant is how the media writes about the police officers investigating these cases. The names of male officers appear almost three times more often than those of policewomen, who are portrayed as brave, courageous, intelligent, and deserving of merit up to four times more often than their male colleagues. However, the strategy, protection, or safety measures are only mentioned half as often when a woman is leading the investigation.

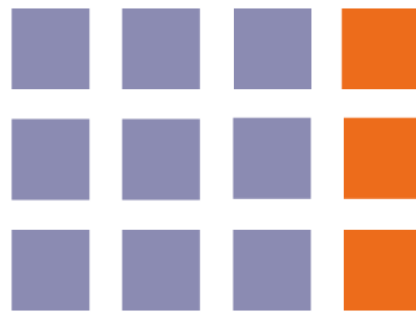
In addition, if several officers are mentioned, the male officers generally hold higher ranks.

Many newsrooms are beginning to work on these issues, placing a greater focus on sensitivity, ethics, and a coherent approach when reporting on gender-based violence and women. El País gender correspondent [Isabel Valdés](#) has been developing a set of best practices to help guide journalists in writing about these topics, including basic rules for writing headlines. For example, headlines should focus on the murderer, not on the murdered woman. Valdes specifically criticizes headlines such as “A woman died/passed away” or “A woman was murdered by,” also urging reporters not to use “domestic violence” as a synonym for “gender-based violence” or “sexist violence,” since these are not, in fact, the same.



HARASSMENT.

x2 mention of the woman (victim) compared to the man (aggressor).



VIOLENCE.

x3 mention of the woman (victim) compared to the man (aggressor).

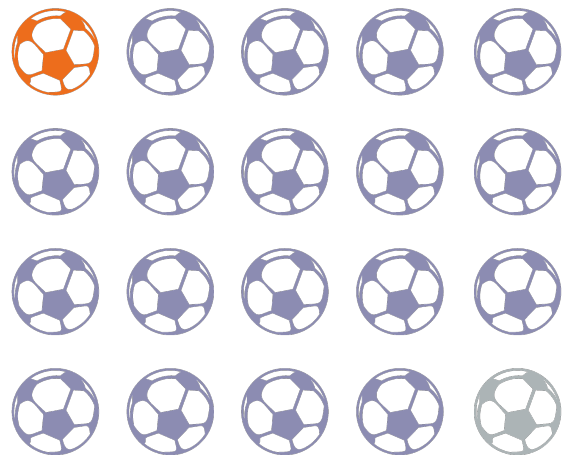
WOMEN IN SPORTS VS. FEMALE SPORTS




Of the extremely high volume of sports news published in media (there were more than 3 million Spanish-language news pieces on sports in the last five years), only 5% explicitly mention women. Interestingly, however, stories about women account for only 1 in 20 (5%) sports news pieces, and female classifier is 50% more prevalent than masculine gender marking. This means almost all sports news explicitly mentions gender when it comes to women (98% of the time), while news on men's sports are often assumed to be the norm.

Data reveals some clear realities: News pieces about football, basketball, or tennis are implicitly about men, with stories about women requiring gender marking to be understood. Similarly, gender marking relegates women's sports leagues, national teams, and other competitions to second-class "female" events, much like how the "indoor" or "Paralympic" labels suggest something less than full-fledged, "normal" soccer. This labeling is another example of othering. In fact, soccer is perceived as a male domain in 95% of cases, so writers grant men's leagues and events the position of "default," at the top of the linguistic hierarchy.

But on a positive note, people around the world view soccer as a true example of women's leadership.

This linguistic othering is not a harmless accident; it deeply impacts social perceptions. Our analysis of the past five years shows that "women's soccer" is only considered newsworthy for two months of the year, when there are no competing events or competitions in the "default" (men's) leagues (e.g., the Qatar World Cup or Champion's League). In short, any version of a sport that is othered like this will be overshadowed by the sport's default version, which takes most of the attention and established what is "normal" (e.g., soccer is played on a grass pitch by two teams of 11 men with no disabilities).



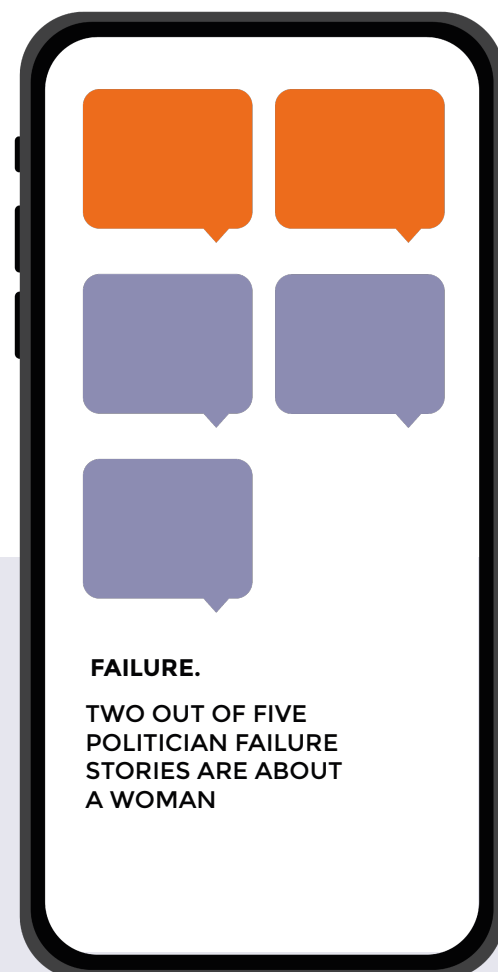
-  Sports news referring to women expressing "women".
-  Sports news not mentioning gender, yet referring to men.
-  Sports news not mentioning gender and referring to neither men nor women.

NO SHARE OF MEDIOCRITY

For women, it is not enough to be good; they must be extraordinary to be newsworthy. Women are often portrayed as successful and outstanding. News items about women in politics, for example, highlight their successes 50% more often, while minimizing their mistakes when comparing them to men. This occurs despite the fact that female politicians are not as closely associated with leadership and are less trusted as authorities.

It seems paradoxical that this might have negative implications, but when only outstanding achievements are newsworthy and no “middle of the road” is ever acknowledged, women are portrayed as perfect. Being put on this pedestal, in turn, feeds imposter syndrome, insecurity, and burnout. For women in science, unlike women in sports, failure or mediocrity are simply invisible. Results collected from science news support the idea that

the media only write about women as being exceptional: 1 in 5 news stories about a woman in leadership is inspirational, using terms like “leader,” “acknowledged,” and “represents.” For women, success in the sciences is tied to being the one to invent or discover something. When they continue, improve, or progress in scientific trends, however, it is not acknowledged.





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