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The Gendered Nature of the 2010 FIFA World Cup and Its Impact on the Girl Child's Self-efficacy and Educational Aspirations

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ABSTRACT The granting of the opportunity to host the 2010 FIFA World Cup to South Africa marked a significant milestone in the development and promotion of sports in South Africa as well as the African continent at large. Among other things, the global tournament would act as a catalyst for economic growth and the achievement of development goals. The critical issue though, was that the 2010 FIFA World Cup was grossly gendered in terms of its structures and media coverage. The imbalance in gender representation and media coverage raised the controversy of whether the tournament would really promote total social development among all the people. This article examined the gendered nature of the 2010 FIFA World Cup and the negative impact this had on the girl child's self-efficacy and educational aspirations. The study was based on secondary data collected through review of studies, policy documents and reports. The study concludes that gender stereotypes reinforced and sustained through non-school social institutions have latent effects on the girl child's self-efficacy and learning opportunities.