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The Coverage of Female Athletes at London 2012 Summer Games in Turkish Sports Media

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E-mail: nayvazoglu@gmail.com**KEYWORDS** Female Athletes. London. Media Coverage. Sports. Turkey

ABSTRACT Female athletes and women's sports were disregarded or ignored by the media in many countries including Turkey. The purpose of this research was to analyze the gender role portrayals of female athletes in the Turkish news media. A content analysis was conducted in 1001 articles covering the 2012 London Olympic and Paralympic Games by two Turkish sports newspapers, *Fanatik* and *Fotomaç*. Findings revealed that Turkish sports media favoured male athletes in general, in terms of number of articles devoted to them. Female athletes were depicted as mostly participating in individual sports, both in the Olympic Games and Paralympic Games (71.6% and 95.2%, respectively). Athletic achievement was mostly covered in the content of articles (n=575). While athletes participating in the Olympic Games were depicted as active in articles for both genders, athletes participating in the Paralympic Games were depicted as passive.