

Paris 2024

The Paralympic Games in the Italian Newscasts

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Research undertaken by C.A.R.E.S. srl - Osservatorio di Pavia and promoted by Fondazione Bracco and the International Olympic Committee

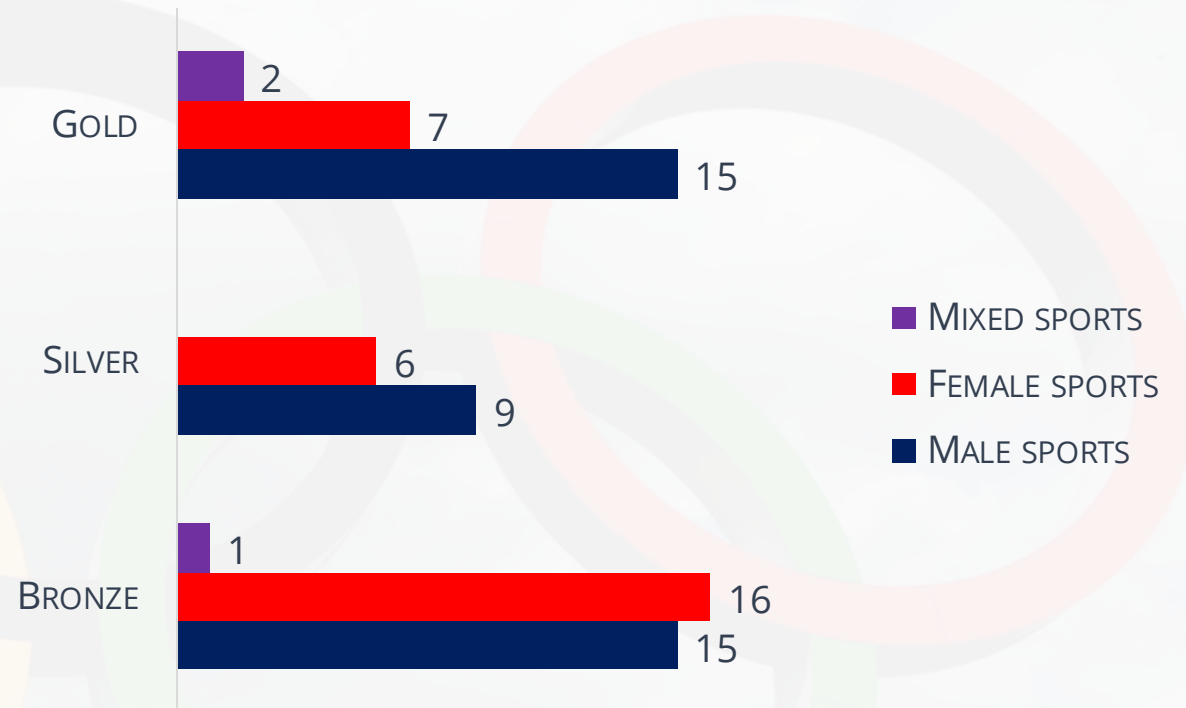
CONTEXT DATA: PARTICIPANTS AND MEDALS

1.983 female athletes and 2.417 male athletes participated to the Paralympic Games 2024.

45,1% women at the Paris Olympic Games 2024: an increase of 3 percentage points compared to Tokyo (42%), with some differences per Country.

49,3% Italian women at the Paris Paralympic Games 2024.

Italian medals at the Paris Paralympic Games, 2024



RESEARCH OBJECTIVES

Verify the degree of alignment of the Italian national news with the Guidelines on representation in sport. Gender Equality, Equity and Inclusion (CIO, 2024) in terms of

- **Narrative:** language, images and stereotypes.
- **Gender equality:** women's and men's sports, male and female athletes, journalists.
- Sharing of voices: people interviewed.



PORTRAYAL GUIDELINES GENDER-EQUAL, FAIR AND INCLUSIVE REPRESENTATION IN SPORT

2024 Ed



Source: <https://stillmed.olympics.com/media/Documents/Beyond-the-Games/Gender-Equality-in-Sport/IOC-Portrayal-Guidelines.pdf>

DATASET AND METHOD

7 Italian national newscasts, broadcast from 28 August to 8 September 2024 in prime time, selected as sample.

1.501.024 Daily viewers (average by newscast).

3.879.000 Max audience reached.

84 News editions analyzed.

Number of newscast editions broadcast from 28th August to 8th September, 2024





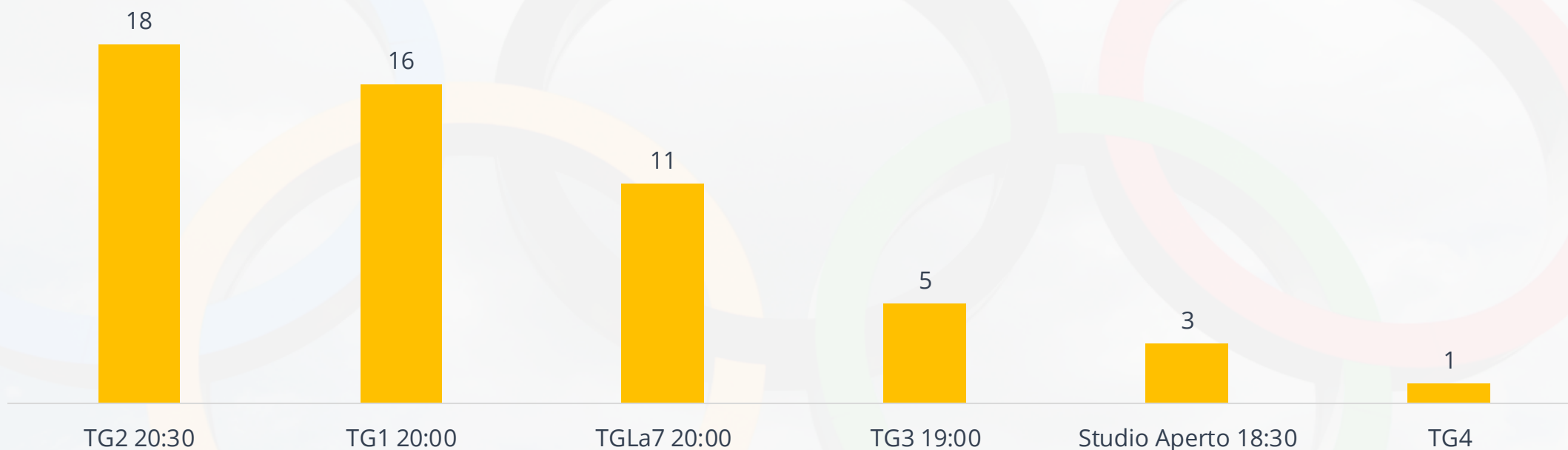
RESULTS

Coverage

Paralympic Games coverage

Overall, **54 476 news items dedicated to the Paris 2024 Paralympic Games**, of which **72%** broadcast by TG RAI, 20% by Cairo editore, and 7% by Mediaset.

Number of news items dedicated to the Olympic Games from 28th August to 8th September, 2024, by Newscast

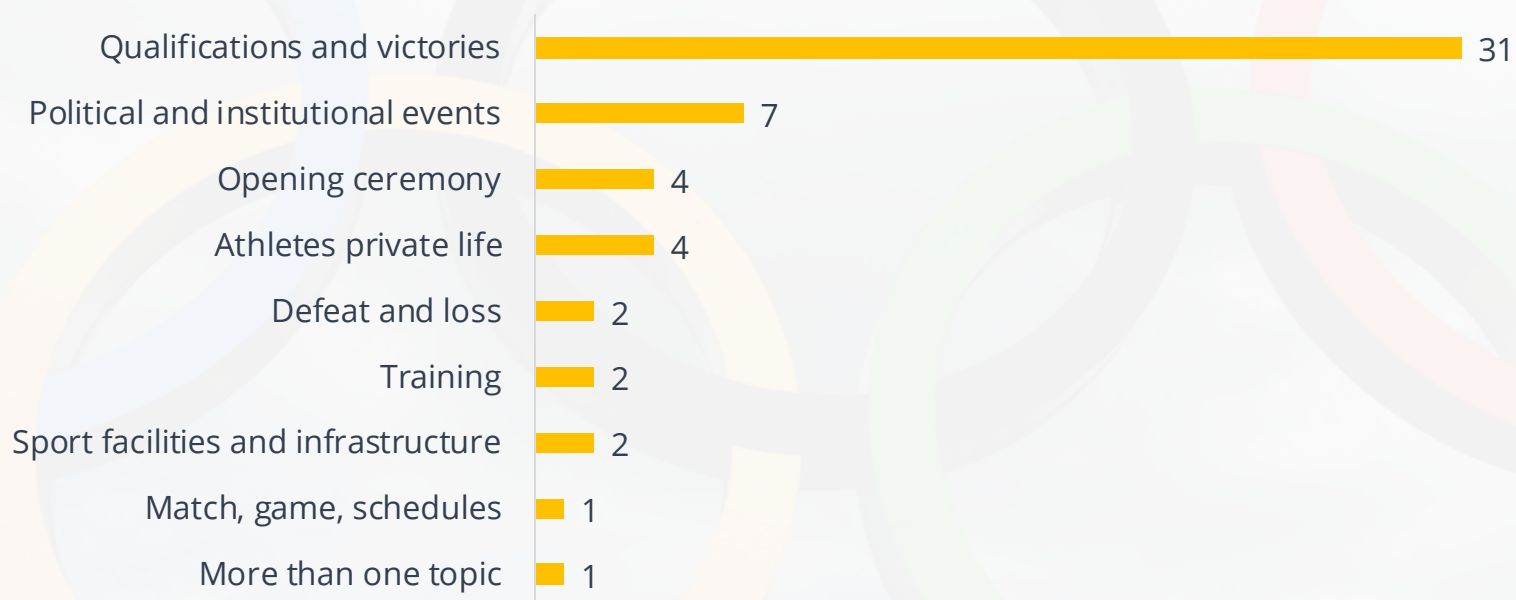


Coverage

Topic

63% of the news is dedicated to the competitions: calendars and races, sports performances, qualifications and victories, defeats and withdrawals. **The remaining 37% is dedicated to other topics,** including institutional and political visits to the Italian Paralympic Team.

Distribution of news dedicated to the Paralympic Games from 28th August to 8th September, 2024, by topic



Narrative

News language

Sexist Language

94% of the news uses non-sexist language that respects the dignity of women and men.

6% of the news uses sexist language in particular, forms of “benevolent sexism” were detected, often expressed with rhetorical forms as in the following example :

“And we are talking about the Paris Paralympics because there is a new, or rather not new because we have already talked about her in recent days, heroine of Italian sport. Carlotta Gilli has just achieved another gold, it is her second in the 200m medley, the race in which she had already won gold at the last Tokyo Paralympics. Just think that this is Carlotta Gilli's second gold after the one in the 100m butterfly. But it is the fifth medal she has won at the Paris Paralympics because she also won a silver in the 400m freestyle and a bronze in the 100m backstroke and another bronze in the 50m freestyle.”

«The limits of my world mean the limits of my language.»
Ludwig Wittgenstein

Inclusive Language

63% of the news uses inclusive language, , by referring to women with feminine nouns, in order to make them visible, and avoiding the use of the unmarked or generic masculine.

22% of the news uses masculine forms to refer to women or groups of women or men, in particular the overextended masculine form is frequent, namely the use of masculine plural forms to name groups of women and men, as in the following example.

“Il presidente Mattarella a Parigi per le Paralimpiadi ha incontrato **gli atleti azzurri** in gara ”

[The president Mattarella in Paris for the Paralympics met the ‘azzurri’ athletes competings]

In Italian, ‘atleti’ is the plural masculine form of the name ‘atleta’. The feminine form is ‘atlete’. The choice of splitting or a collective noun would have been more inclusive.

5% of the news uses a mixed language.

Narrative

News images

Inclusive images

87% of the news is accompanied by inclusive images: images that show both women and men, of different ages and physical appearances, in the footage of female and male athletes, during competitions or in other contexts, such as the award ceremonies; as well as in the footage of the fans or other people, for example, interviewed as vox populi on the streets of Paris.

13% of the news is accompanied by non-inclusive images or no images at all: short news items from the studio not accompanied by images or accompanied by a still image on a limited frame.

Sexist images

91% of the news is accompanied by non-sexist images that respect the dignity of women and men.

9% of the news is accompanied by some sexist images: in particular, objectifying and sexualized shots of female athletes were detected, or, in some cases, of celebrities present at the opening ceremony of the Games

«As the saying goes, a picture is worth a thousand words»
ICO Guidelines

Narrative Stereotypes

9% of the news reinforce stereotypes

These stereotypes often concern both the gender dimension and the condition of disability, giving expression to the so-called 'inspirational porn', that is, the narrative that puts disability before personal identity, portraying a person with a disability as a hero or heroine who has managed to achieve a goal despite their disability.

“ Il bronzo di Giulia Terzi, sei mesi dopo il parto. Una prestazione fuori dal comune ”
(Giulia Terzi's bronze medal, six months after giving birth. An extraordinary performance.)

“ Jessica Long, nata in Siberia senza gambe, abbandonata, adottata da una famiglia di Baltimora che le ha insegnato che l'impossibile è solo uno stato della mente ”
(Jessica Long, born in Siberia without legs, abandoned, adopted by a family from Baltimore who taught her that the impossible is only a state of mind.)

“ Rinunciare, abbandonarsi alla rabbia, compiangersi, sono emozioni che non appartengono a Manuel Bortuzzo ”
(Giving up, surrendering to anger, feeling sorry for oneself, are emotions that do not belong to Manuel Bortuzzo)

However, in 6% of the news, forms of deconstruction of stereotypes were also detected

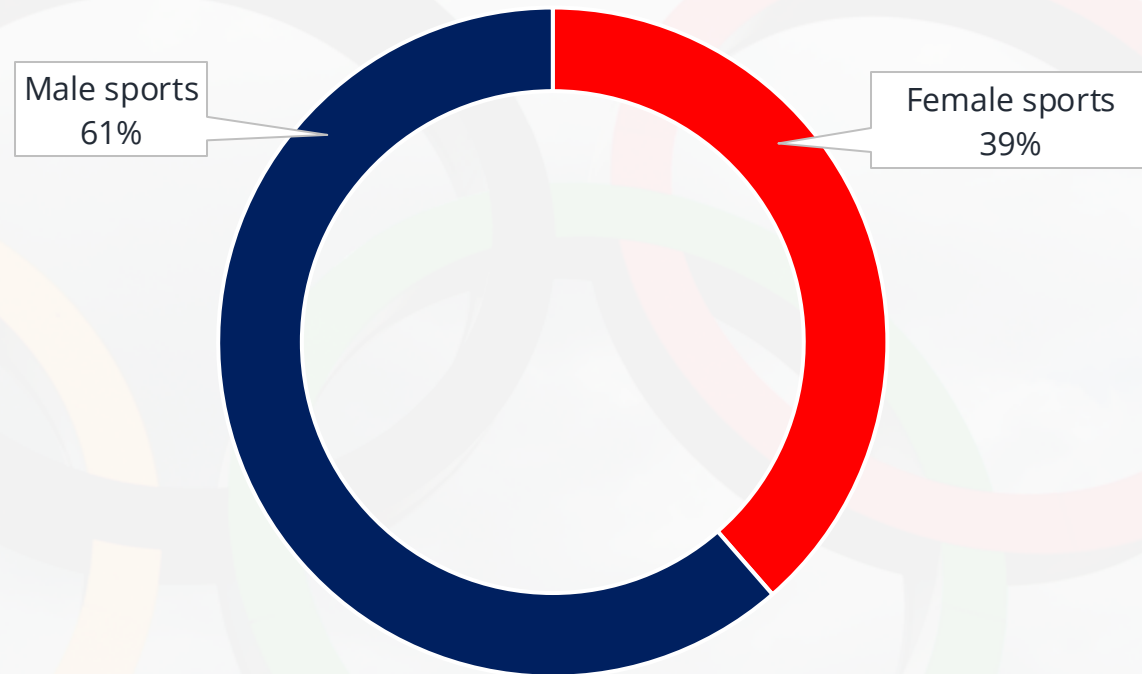
Gender balance

All sports by gender

the 54 news items about the Paris 2024 Paralympic Games mentioned the various Olympic sports (TOT N=92):

- 10% without any gender specification, typically in short quotes
- 28% with reference to both women's and men's, or mixed, races of the same Olympic discipline;
- **62% of the cases were not-balanced with respect to gender.**

Distribution of news coverage between women's and men's sports



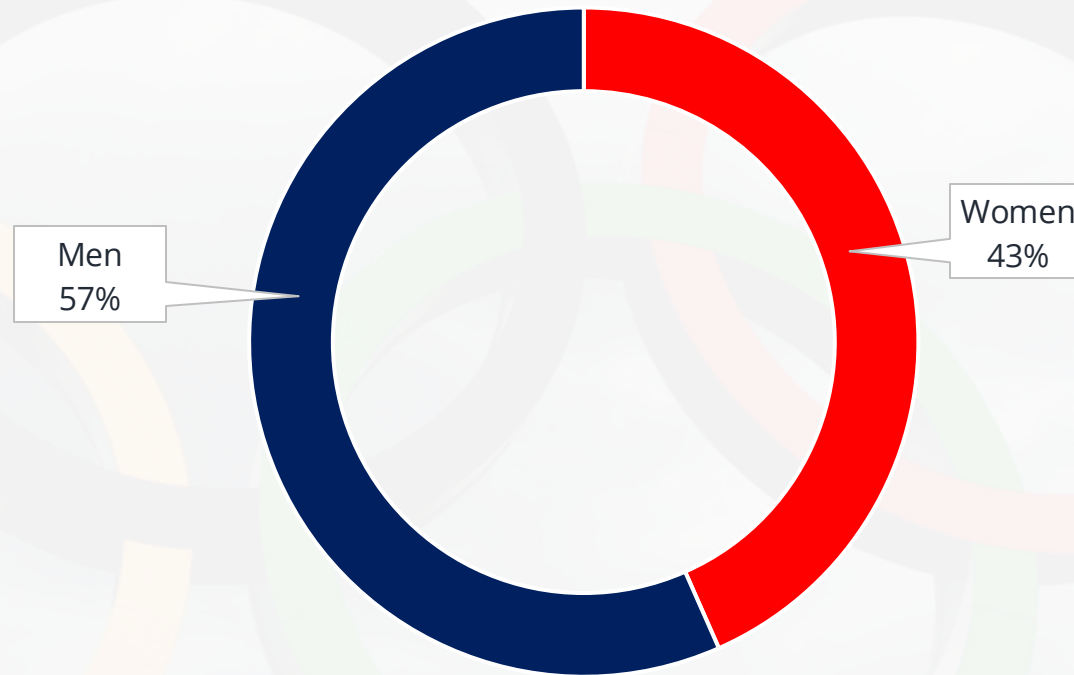
TOT N=57

Gender balance

Athletes

Visibility of athletes participating in the 2024 Paralympic Games in Italian news broadcasts, by gender

The men participating in the Paris 2024 Paralympic Games had greater visibility than the women.



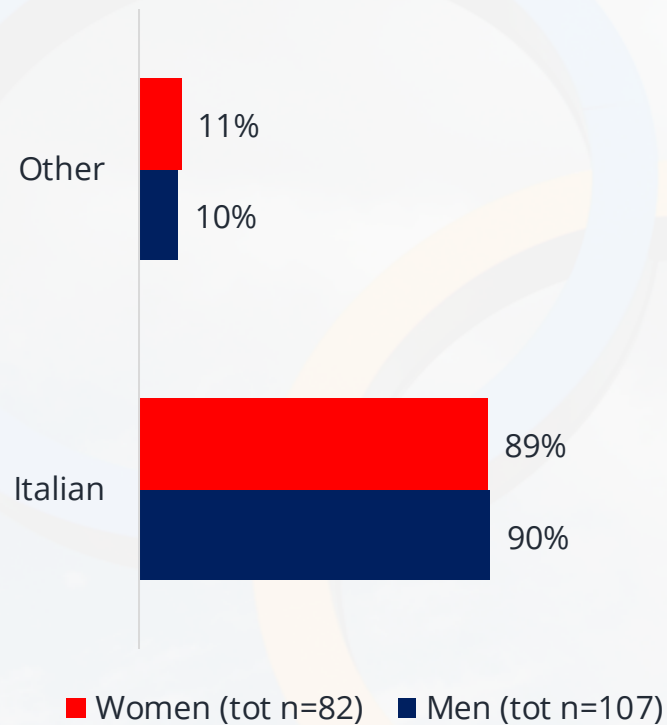
TOT N=189

Gender balance

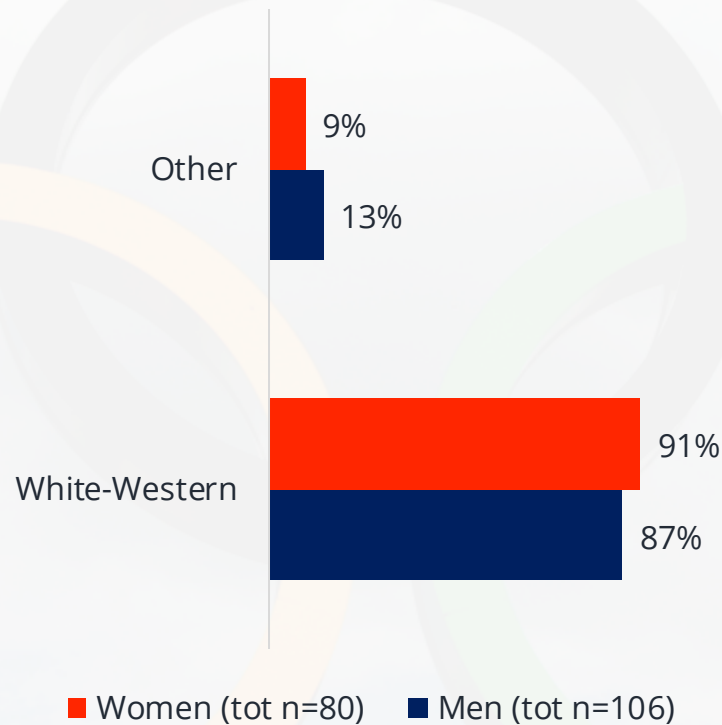
Athletes by diversity

Overall, profiles of athletes of Italian nationality, white-Western ethnicity, and heterosexual orientation prevail, however, diverse profiles also emerge, represented more by women than by men

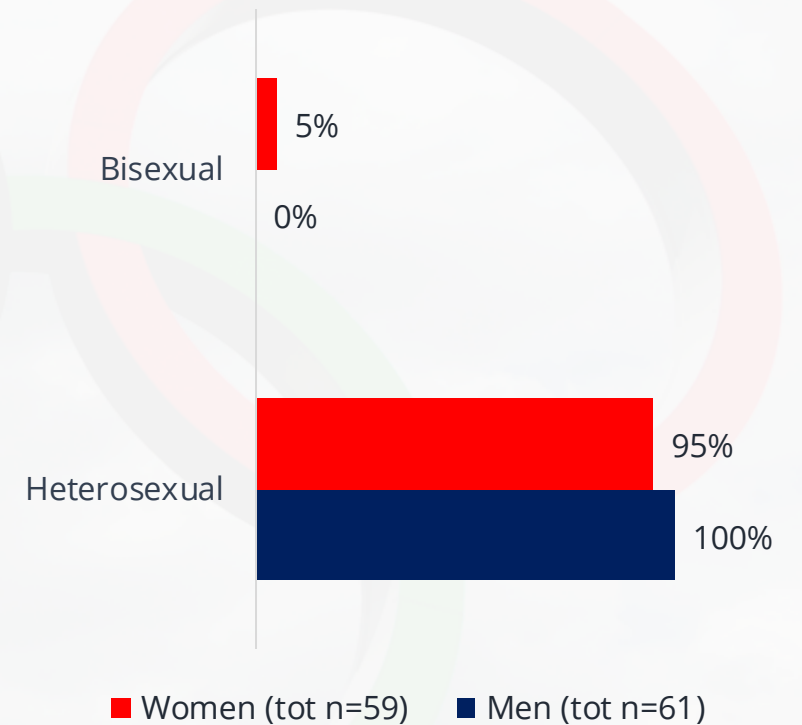
Nationality of athletes



Ethnicity of athletes



Sexual orientation of athletes



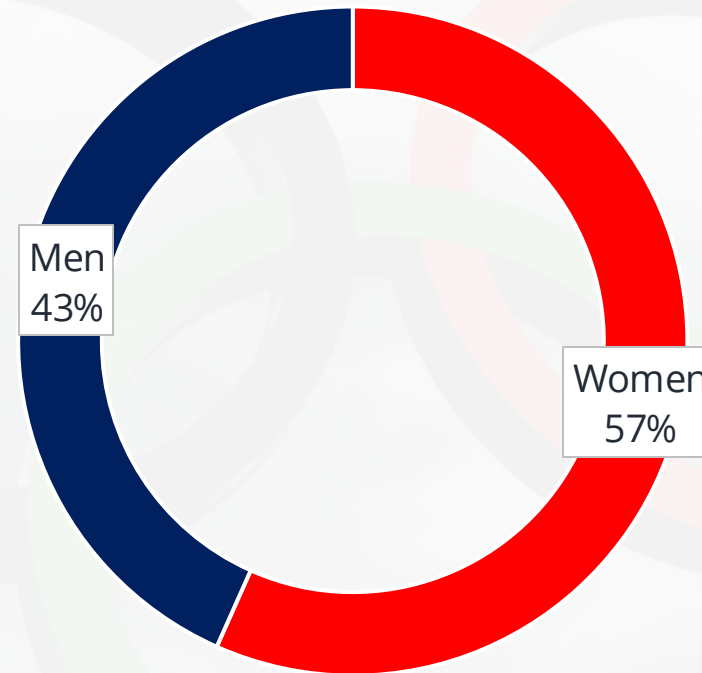
Gender balance

Journalists

The services, interviews, and news read from the studio or broadcast live from Paris or other locations where the Paris 2024 Olympic Games took place were covered by 60 journalists, of whom more than half were women.

For informational purposes, it is specified that each journalist was counted every time they covered a news item or conducted an interview

Journalists by gender



TOT N=60

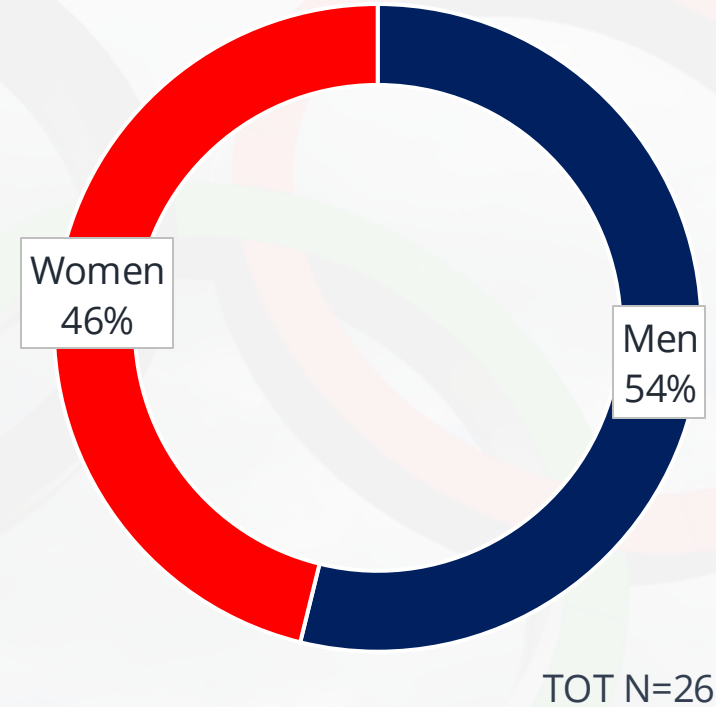
Share of voices

Interviews

The people interviewed in the reports dedicated to the Paris 2024 Paralympic Games were few, 36 in total, of which 58% were men and 42% were women.

Among these, 26 were athletes, in most cases male.

Interviews with athletes participating in the Paris Games, by gender



CONCLUSION

The 7 main Italian newscasts dedicated a total of 4.5 news items per day to the Paris 2024 Paralympic Games; on average less than one daily news item per newscast.

Although such a small number requires caution in interpreting the results, it is possible to highlight some critical elements, to be taken into account in view of the next Paralympic Games in Milan Cortina 2026.

- despite the 49.3% of Italian female Paralympic athletes at the Paris 2024 Games and despite women having won 40.8% of the medals, **women's sports disciplines had significantly less coverage than men's, female athletes had less visibility than male athletes, even in interviews;**
- the only seemingly positive value, namely a large involvement of female journalists, could actually be indicative of the tendency to entrust female information professionals with topics considered to be not very relevant overall, given the scarce coverage of the Paris 2024 Paralympic Games in the main Italian newscasts.

End

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