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INVESTIGATION OF BEIJING 2008 OLYMPIC GAMES PHOTOS IN THE TURKISH SPORTS MEDIA IN TERMS OF GENDER DISCRIMINATION

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Abstract

Purpose: The research aims to investigate the Beijing 2008 Olympic Games photos published in Turkish sports media in terms of gender discrimination.

Method: The photos published in 5 daily newspapers in Turkey during the Beijing Olympic Games were analyzed with the help of an assessment form developed by the researcher. The researcher and an academician implemented the form. The data was analyzed by utilizing frequency distributions and Independent Samples *t*-test.

Results: Out of the 554 photos related to sports in the investigated newspapers, 37.8% (203) belonged to women whereas 62.2% (334) belonged to men. No meaningful relationship was found among the photos of the 5 newspapers in the sample in terms of variables such as presentation of the photos according to gender, the size of photos, distribution according to newspaper type, the lay out of the photos and the page that the photo appeared ($p < .05$). The analysis according to gender showed that the photos of Turkish sportswomen appeared in the papers more than the photos of sportswomen of other nationalities ($p < .05$). Frequency distributions showed that the ratio of close-up shots were higher. 8 photos of sportswomen that were classified as erotic were published during that term. The newspaper Zaman, known as a conservative newspaper, was found to have carried the least number of photos of sportswomen.

Conclusions: It can be said that sports media in Turkey did not exhibit gender discrimination in the presentation of photos of sportswomen during the Olympics. However, the number of photos of sportswomen was less than those of sportsmen. The media in Turkey prioritize the news about successful sports persons as is the case in the world. When we consider that fact that 4 of the 8 medals that the Turkish team won belonged to sportswomen, we can argue that the photos of Turkish sportswomen were not given enough representation in the Turkish sports media.

Key words: Sports, media, gender, newspaper, Olympic Games.

Purpose

The presence of women in the sports is not dated very late in history. The conservative approach of Coubertin, the founder of the modern Olympic Games, that discriminates against women goes back as far as the Olympics of the Ancient Greeks that punished the women who attended the Games even as a spectator (L. Fuller, 2006; A. Gutmann, 1991). Centuries had to pass before the elimination of the sports branches from the Games that were not considered as branches that women could not perform.

In the past decade, several national and international actions have fostered gender mainstreaming in society. This is also mirrored in sport (e.g. Title IX, 1972 and IOC works) where gender-equal democracy has been developed to recognize women's sport, reduce existing economic, social, and cultural inequities between male and female athletes, and change attitudes of those who decide what others should see, hear, and read in the media. While the 1972 Title IX laws as enforced by the US Department of Education's Office of Civil Rights mandates of resources in athletic programs at educational

institutions receiving federal funding, actual institutional practices and cultural changes have come slowly (M.J. Kane, H.J. Lenskyj, 2003: 187). In spite of those changes, the male dominant structure still continues. Another field that is male dominant like sports is the media. Sports and media are two fields that need and complement each other. As emphasized by I.Y. Chang, J. Crossman (2009), the media is using sports to make profit. To run a newspaper successfully as a big business it needs to sell to as large a readership as possible. As a result sport sells newspapers and newspapers sell sport. TV as well as newspapers is a very important financier of various organizations such as world and European Olympics and football cups. The two interdependent fields of media and sports are under male domination more than most of the other fields in life. Gender discrimination in the sports media which is a branch of media in general is the subject of a great deal of research in the present day. It is observed that news related to sports in newspapers or TVs usually portray male athletes. Up until the 1970s, women had virtually no presence in the sports media. Sports were considered a male domain: played, coached, watched, and reported on by men. The few female sports reporters were considered rarities that covered obscure women's sports or wrote fluff stories. Sports journalism was considered an exclusive male club, in which writers covered games by day and then hung out in bars with the ballplayers at night (B. Shultz, 2005: 229). Over the last two decades sport sociologists have convincingly demonstrated that media representations of women's identities in sport link their athleticism to deeply held values regarding femininity and sexuality (M.J. Kane, H.J. Lenskyj, 2003: 186). The fact that football is a sports branch that is favored more and it has certain male characteristics create less coverage of news related to women in sports newspapers and TVs. The time allocated to women sports in an Australian TV channel in 1992 only amounted to 1.2% of the total coverage of sports. It was also found out that in Australia women sports were covered in sports sections in 4.5% ratio (D. Rowe, 2004: 221). News editors believe sports news is of interest to male readers. Sports sections of newspapers may be more likely to neglect the concerns of women than other sections. According to research results about the reasons for less coverage of women sports in the media obtained through discussions with 285 sports editors in America revealed that most of the editors were not successful in analyzing reader interests and most of them believed that the sports potential of women was lower than those of men (M. Hardin, 2005). The same research also showed that 27% of the women newspapers readers in America read the sports sections regularly whereas the number for male readers who regularly followed sports sections was 58%. The characters that the sports media present to its readers in the news and commentaries are mostly males. The content analysis about gender discrimination of the news related to Winter Olympic Games from 1934 to

1992 in published in *Globe* and *Mail* of USA showed that sportswomen were presented less than sportsmen (J. Urquhart, J. Crossmann, 1999). In the scope of the same research, analysis regarding the size and type of photos, sports branches, location and resources of the news revealed that news about male athletes appeared 4 times more (647 compared to 144) and photos of sportsmen were used 3 times more than those of sportswomen (346 compared to 131). It was also interesting to note that news were written by male journalists compared to female journalists with a 6:1 ratio (341 compared to 75). Majority of workers in the field of TV also is comprised of males. That's one of the many things that make the job of a female sports journalist so difficult. While recent research indicates that women make up about 40% of the television news workforce, the number of female sportscasters and sports writers is still only about 10% (B. Shultz, 2005: 229). The percentage of journalists who are women increased from 20 to 34% between 1971 and 1982 (I. Clarginbould et al., 2004). Sport photographic coverage also is dominated by male athletes. In an examination of four of the top-10 sports sections in the country, found that photographs of male athletes outnumbered photograph of female athletes by a 13:1 ratio. Stories about male athletes outnumbered those of female athletes by an even larger margin 23:1. M. Hardin, J. Chance, J.E. Dodd and B. Hardin (2002) examined sexual difference during 2000 Olympic Games in news photographs. This content analysis of four Florida dailies and one national newspaper shows that newspapers editors included fair numbers of women in Olympic photos and chose photos that depicted female athletes in a realistic manner. They found that images of 1425 athletes appeared in photographs. Of those images 48 percent were women, and 52 percent were men. Research in the same topic also reveals that when the sportswomen are given place in the media; their sexuality is featured more than their sports characteristics, they are made passive and their femininity is highly emphasized whereas sportsmen are emphasized as being athletic and strong. D. Jones (2006) examined the representation of female athletes in online images of successive 2004 Olympic Games. This content analysis of 2004 Olympic Games coverage on the website of Australia's national public broadcaster, ABC News Online, shows that images of female athletes outnumbered those of male athletes. However, in line with results from analysis of 2000 Olympics coverage on News Online, women competing in team sports received little recognition and females were frequently depicted as passive subjects rather than active competitors. Such under-representation for team players and stereotypical portrayals of sportswomen on News Online may instill in its news audiences the belief that women's sports are less powerful, less interesting and thus separate and different from men's sports.

In an another study found that bias in newspaper coverage of the 1996 Olympic games was related to frequent mention of marital status, attractiveness from a male gaze, emotionality of female athletes, and the assignment of stories along gender lines. L. Capranica et. al. (2005) researched the representation of women in the print media in the Summer Olympic Games by comparing the news in the papers in Belgium, Denmark, France and Italy. They examined the news in terms of number and size of the news, the page lay-out, the photos that were used and the size of the photos. The results showed that sportswomen were given more coverage in the media in the 2000 Olympic Games compared to 1996 Atlanta Games. The writers believe that the reason for this increase was related to the actions undertaken by the International Committee of Olympics that aimed to increase women participation in the Games and to have their successes published in the media. W. Wanta and D. Leggett (1989) examined the emotionality of male and female tennis players in news wire photographs. Their findings revealed that male and female tennis players were equally emotional (or unemotional). However, sports content may translate visually to emotional reactions such as happiness (victory) or sadness (defeat) that may be difficult to detect within gender. Contrary to predictions, male tennis players were depicted showing emotion more often than female players in wire photos, while newspaper photographs showed no difference between genders on emotion. Newspaper photos, male players were shown dominating opponents, while female players were shown being dominated in newspaper photos. Wire photos did not differ. The research undertaken in Turkey reveals that the news related to sportswomen are less than those of sportsmen. Research (B. Arslan & C. Koca, 2006) on three newspapers published in Turkey showed that only 8.56% of the news represented sportswomen whereas 79.98% of the news was about sportsmen with a 11.46% of mixed news coverage and these news were presented in the light of gender mainstreaming. The present study aims to identify whether there is gender discrimination in the presentation of sports news in the Turkish daily newspapers and to determine the style of presentation regarding the sports photos related to women sports branches. In order to accomplish this task, sample was chosen as the period of Olympic Games where women sports branches are the subject of the media extensively. The Olympic Games held every 4 years is the most important sports event along with football. Turkey won 1 gold, 4 silver and 3 bronze medals with 68 sports persons in the Summer Olympics in Beijing in 8-24 August 2008. During the Olympics that lasted for 16 days, the news covered the Turkish Olympic Team and the successful sports persons from the other countries in the place of football news. Turkey competed in athleticism, wrestling, weight lifting, tae kwon do, boxing, swimming, sailing, table tennis, archery, marksmanship, judo and cycling. Beijing Games is the

Olympic Games in which Turkey competed with the highest number of sportswomen in the Turkish Olympic Games history after the 2004 Athens Olympics (21). Turkey competing in Beijing with 48 male and 20 female sports persons won 4 of the 8 medals with the help of the sportswomen. The research is based on the premise that the fact that an equal number of medals won by male and female sports persons would reflect on the news thereby would create an equal representation of the sports persons in the number of photos that were published.

The answers to these questions were sought in the scope of the research:

1. Are there any differences in the presentation of the photos of sportswomen according to gender?
2. Are there any differences in the distribution of the photos of sportswomen according to newspaper?
3. What types of photos do the newspapers present of the sportswomen?
4. Are the photos of sportswomen distributed evenly according to lay-out?
5. Are the photos of sportswomen larger in size?
6. Are the photos of foreign sportswomen more in number?
7. Do the photos show the face or the bodies of the sportswomen?
8. Are the photos evenly distributed in different sections of the papers according to gender?

Method:

The newspapers with the highest circulation rates such as Posta, Zaman, Hürriyet, Sabah and the sports paper Fotomaç were examined for 16 days regarding the presentation of photos about the Olympics. The paper Posta with the highest circulation rate is sold at a cheaper price and addresses a somewhat lower profile of readers in socio-economic terms. The sports paper Fotomaç is sports based paper like the other sports papers. As is the case with the other sports papers that addresses the male reader groups, target reader group of Fotomaç is comprised of young male readers. The paper Zaman is has a conservative publishing policy. Hürriyet and Sabah addresses the average reader. The daily newspapers allocate 2-4 pages on average for sports news.

Table 1 – Types and circulation of the daily papers that are analyzed

Type	Name of the paper	Circulation (August 2008)
Political	Posta	670.000
Political	Zaman	660.000
Political	Hürriyet	530.000
Political	Sabah	390.000
Sports	Fotomaç	308.000

The assessment form was created by the researcher by the help of a literature review and the implementation was undertaken by the researcher and an academician. The academician was informed of the assessment form and a pilot study utilizing two daily papers was undertaken. The form was finalized after the pilot study and the implementation was carried out.

Page location included four possibilities: 1) the front page of the newspaper, 2) the front page of the sport section, 3) the remainder of the pages of the sport section or 4) the inside pages of the newspaper other than the sport section. Gender of athlete included 1) male, 2) female. If the photo contained content regarding both a male and female athlete, it was coded one. If the photo portrayed a nonhuman (e.g. ceremony or facility), it was not coded. Nationality of athlete was classified into 1) domestic athlete 2) international athlete 3) both or 4) unspecified. The field of view was categorized into 1) head shot, 2) upper-body shot, or 3) full-body shot. Photographs were categorized by four type (modified from J. Fink and L.J. Kensincki, 2002): Athletic action: Persons actively engaging in a sport and dressed in athletic apparel (e.g. photograph of athlete in game action). Dressed but poised: Person(s) dressed in athletic apparel but posed for the photograph. Person(s) is not engaged in athletic activity (e.g., group shot of team). Non-sporting setting: Person(s) dressed in non athletic apparel and photographed in a non athletic setting (e.g., photograph of athlete at home with family). Pornographic/sexually suggestive: Person(s) dressed provocatively or photographed in such a way as to focus solely on sexual attributes. The photos smaller than 5 square centimeters were classified as 'small', the ones between 5-15 square centimeters were classified as 'medium' and the ones that were larger were classified as 'large'. The pages of the papers were classified as 'the first page', 'sports papers- first page', 'sections related to sports', 'sections unrelated to sports/other pages' and 'supplements independent of the main body of the paper'. When the photos were reviewed in the papers, the titles and captions related to gender discrimination were also taken into consideration and were commented on. Obtained data was analyzed through frequency distributions and Independent Samples *t*-test.

Results

Of the 554 sports photos in the 5 papers investigated in the scope of the 2008 Beijing Olympic Games, 37.8% (203) belonged to sportswomen whereas 62.2% (334) belonged to sportsmen. According to the Independent Samples *t*-test results undertaken for gender among the photos published in the 5 newspapers in the sample, a meaningful difference of .05 was found only for photos of Turkish sportswomen and sportswomen of other nationalities ($p < .05$). Other analysis undertaken with variables according to gender did not show a meaningful difference.

Are there differences in the distribution of the photos of the sportswomen according to newspaper?

The results showed that the highest number of photos of sportswomen (26%) was published in the paper Hürriyet. The sports paper Fotomaç was found to be the paper with the least amount of photos in its news related to the Olympic Games. The paper Zaman with its conservative nature was found to be the newspaper which published the least amount of photos of sportswomen (22%) (Table 3).

Table 2- Photos of the Olympics in the papers according to gender

	Female	Male	Total
Posta	41	61	102
%	40,2	59,8	100,0
Zaman	18	64	82
%	22,0	78,0	100,0
Hürriyet	50	90	140
%	35,7	64,3	100,0
Sabah	64	74	138
%	46,4	53,6	100,0
Fotomaç	30	45	75
%	40,0	60,0	100,0
Total	203	334	537
%	37,8	62,2	100,0

Are there differences in the presentations of the photos of sportswomen according to the nationalities?

It was seen in the papers that were investigated that the photos of Turkish sportswomen appeared more often than those of international sportswomen. In the analysis among the photos of Turkish sports persons, the ratio of sportswomen was found to be 44.2% whereas the ratio for sportsmen was 55.8%. The photos depicting other nationalities reflected photos of sportswomen (29.1%) and sportsmen (70.9%) (Table 2).

Table 3 – Nationalities of the sportsmen in the papers according to gender

	Female	Male	Total
Domestic	134	169	303
%	44,2	55,8	100,0
International	69	165	234
%	29,1	70,9	100,0
Total	203	334	537
%	37,8	62,2	100,0

What type of photos do the newspapers present of the sportswomen?

53.4% of the photos in the papers that were under investigation consisted of event photos. 30.7% of these belonged to women sports. 35.7% of all photos consisted of sports persons dressed in their sports attire. Of these, 49.5% belonged to women. 32.6% of the photos of the sports persons that were not directly related to sports belonged to sportswomen. The

investigation revealed 8 photos that included pornography or were sexually suggestive. Most of these belonged to German sportswomen who posed for Playboy. The news presented with erotic photos was found in the pages other than sport pages of the papers (Table 4).

Table 4 – Types of photos in the papers according to gender

	Female	Male	Total
Athletic action	88	199	287
%	30,7	69,3	100,0
Dressed but poised	94	96	190
%	49,5	50,5	100,0
Non-sporting setting	14	29	43
%	32,6	67,4	100,0
Pornographic/sexually suggestive	8	-	8
%	100	0	100,0
Indefinite		9	9
%		100,0	100,0
Total	203	334	537
%	37,8	62,2	100,0

Are the photos of the sportswomen evenly distributed in the papers according to the shot layouts?

It was seen that the close-up shots were used more often for sportsmen than sportswomen. The papers used 42% of close-ups compared to 57% of distance shots. 58.4% of the close-up shots were of sportsmen whereas this ratio was 42.6% for sportswomen. The distance shot ratios were 64% for males and 35.2% for females (Table 5).

Table 5 – Lay out of the photos in the papers according to gender

	Female	Male	Total
Close up	94	132	226
%	41,6	58,4	100,0
Distance shot	109	202	310
%	35,2	64,8	100,0
Total	203	334	537
%	37,8	62,2	100,0

Are the photos of the sportswomen bigger in size?

When the photos of sportswomen were examined in size, it was seen that there was no meaningful relationship between gender and the size of the photos. 64.4% of the photos coded as large belonged to males and 35.65 belonged to females. 60.7% of the medium sized photos belonged to males whereas 39.3% belonged to females. Of the small sized photos, 62,2% was of males and 37,8% was of females. It is interesting to note that 41.6% of close-ups belonged to sportswomen where only 37.8% of all photos belonged to them (Table 6)

Table 6 –Size of the photos in the papers according to gender

	Female	Male	Total
Big	42	76	118
%	35,6	64,4	100,0
Medium	66	102	168
%	39,3	60,7	100,0
Small	95	156	251
%	37,8	62,2	100,0
Total	203	334	537
%	37,8	62,2	100,0

Are the photos of the foreign sportswomen more than the domestic ones?

It was seen in the investigated papers that photos of domestic sportswomen appeared in the papers more often compared to the photos of international sportswomen ($p < .05$). The analysis among the photos of Turkish sports persons showed that the ratio of sportswomen was 44.2% whereas the ratio for sportsmen was 55.8%. the photos in the paper depicted less females (29.1%) than males (70.9%) from other nationalities (Table 7).

Table 7 - Nationalities of the sportsmen in the papers according to gender

	Female	Male	Total
Domestic	134	169	303
%	44,2	55,8	100,0
International	69	165	234
%	29,1	70,9	100,0
Total	203	334	537
%	37,8	62,2	100,0

Do the photos show the faces or bodies of the sportswomen?

When the lay-out of the photos was evaluated, it was seen that the close-up shots of sportswomen were more common than those of sportsmen. Upper body shots were common in the photos of the sportswomen (51%). Head shots of sportswomen were on the ratio of 40.3% whereas the ration for head shots was found to be 59.7% for males. Full body shots for the sportswomen was found to be 35% and 65% for the sportsmen (Table 8).

Table 8 – Shot types of the photos in the papers according to gender

	Female	Male	Total
Head shot	29	43	72
%	40,3	59,7	100,0
Upper-body shot	104	161	265
%	39,2	60,8	100,0
Full-body shot	70	130	200
%	35	65	100,0
Total	203	334	537
%	37,8	62,2	100,0

Are the photos evenly distributed in different sections of the newspapers?

Majority of the news related to the Beijing Olympics was located in the sections of the papers

related to sports. The records and the medals won by the Turkish sports persons were announced to the readers from the first pages of the papers. News related to the Olympics was also included in other sections of the papers such as economy and political sections. It is interesting to note that the majority of the photos (83.3%) used in the other sections of the papers were of sportswomen. Only 29% of the photos that were published in the weekends supplements of the papers belonged to sportswomen (Table 9).

Table 9 – Pages that the photos appear in the papers according to gender

	Female	Male	Total
First page	30	35	65
%	46,2	53,8	100,0
Sports paper- First page	64	86	150
%	42,7	57,3	100,0
Pages that are related to sports	90	189	269
%	33,4	70,2	100,0
Other pages	10	2	12
%	83,3	16,7	100,0
Supplements	9	22	31
%	29,0	71,0	100,0
Total	203	334	537
%	37,8	62,2	100,0

Athleticism is the sports branch that involved the majority of the photos (32,5%). It was followed by swimming (14%), wrestling (13%), weight lifting (12.2%), tae kwon do (0.6%) and boxing (0.6%). Majority of the photos in athleticism (56.9%), wrestling (63.6) and tae kwon do (59.5) belonged to sportswomen. When we consider the fact that news and photos of the successful athletes are commonly used, the relationship between the results of events and the number of photos will be clearer (Table 10). Michael Phelps in swimming and Usain Bolt and Yelena Isinbeyeva in athleticism were the names that were prominent in the Beijing Games. For Turkey, Ramazan Şahin won a gold medal in free style wrestling, Sibel Özkan won a gold medal in weight lifting, Elvan Abeylegesse won two gold medals in athleticism and Azize Tanrikulu won a silver medal in tae kwon do. The bronze medals were won by Nazmi Avluca in groco-roman style wrestling, Servet Tazegül in tae kwon do and Yakup Kılıç in boxing.

Table 10 – Sports branches in the Olympic Games photos according to gender*

	Female	Male	Total
Athletics	99	75	174
%	56,9	43,1	100,0
Swimming	9	71	80
%	11,3	88,8	100,0
Wrestling	0	73	73
%	0	100	100,0
Weight lifting	42	24	66
%	63,6	36,4	100,0

Tae kwon do	22	15	37
%	59,5	40,5	100,0
Boxing	1	36	37
%	2,7	97,3	100,0

* other branches: Sailing (3), Table tennis (3), Archery (2), Marksmanship (2), Judo (4), Cycling (5), Mixed (8), Tennis (5), Football (10), Beach Volleyball (4), Basketball (9), Gymnastics (2), Canoeing (2), Hockey (2), Water polo (2), Baseball (1).

Conclusions

The quantitative analysis of the sports photos samples from 5 newspapers in Turkey regarding the Olympic Games in Beijing, capital of China revealed that the sports media does not discriminate against the sportswomen in their representation of their photos however they use more photos from male sports branches. Majority of the photos of the Turkish Olympic Team of 68 were of sportsmen although 4 of the 8 medals were won by the 20 sportswomen in the team. Out of the 554 photos related to sports in the investigated newspapers, 37.8% (203) belonged to women whereas 62.2% (334) belonged to men. Although the obtained ratio (37.8%) is lower than the ratio of 48% obtained by M. Hardin, J. Chance, J.E. Dodd & B. Hardin (2002) in a similar research in the USA, it might still be found high when we consider that ratio of Turkish sportswomen in the Olympic games compared to the ratio of sportsmen (29%). The ratio of photos of sportswomen might be analyzed as considerably high according to the ratio of sportswomen to sportsmen who were in the Beijing Games but it can also be thought of less than it should have been when we thought of the number of medals that they won. However, when the historical development and the fact that there is an increase in the number of sportswomen in Olympic Games are taken into consideration, it will be seen that the effectiveness of Turkish sportswomen are reflected in the media. The analysis undertaken in the scope of the research did not specify a meaningful difference in the distribution of the photos according to type of papers. Frequency distribution of the photos revealed that photos of sportswomen were mostly taken in event ceremonies posing for the ceremony compared to the photos of events themselves. This results shows that sportswomen are regarded as a visual image in the newspapers.

When the distribution of photos according to paper type is examined, it was noted with interest that the least amount of photos were found in the sport paper that was included in the sample. The newspapers that were classified as sports papers in Turkey normally publish news related to football.

During the Olympic Games, news related to the Games did not extend one page in a 12 page newspapers. This finding can be explained with the extreme interest of public in football in Turkey.

The paper Zaman known with its conservative structure was found to be the paper with the least amount of photos that depicted the sportswomen.

The ratio of sexually explicit photos in the investigated papers is very little and they were found in sections of the paper other than the sports section. When the Olympic photos were examined it was seen that there was no difference between the lay out of male and female photos. When the photo sizes were examined, there was still no meaningful difference between male and female photos.

The photos of international sportswomen are more in number than the photos of Turkish sportswomen in a .05 level of significance. There was no meaningful difference among the photos in terms of shot types (head shots versus full body shots). There was no indication of gender discrimination in terms of the page the photos are displayed.

As is the case in the world, Turkish sports media also gives priority to domestic sports persons with a nationalistic approach. The developments other than the medals that are earned usually do not carry news value. With this understanding, the developments and news other than Michael Phelps of USA with 8 gold medals and the world record owner Usain Bolt with 9.69 level in 100 meters were not given enough place in the papers.

It is an expected result to have more photos of sportsmen in the obtained data since international sportsmen are more prominent in the Olympic Games. However, when the fact that 4 out of 8 medals were won by the sportswomen in the Turkish team was considered, it was expected to see more photos of sportswomen than that was the case (44.2%).

In addition to the quantitative data, the news and comments were also examined in the papers that were included in the sample. Although rare, it was seen that some comments or expressions reflected gender discrimination or gender mainstreaming. One paper used the title of 'The medals went to the beauties' when describing the Russian athletes and a woman journalist described the successful male swimmers as 'the ugly ducklings of the Olympics' (Sabah, 17 August, 2008).

Hürriyet (22 August, 2008) announced the selection of 'beautiful sportswomen' citing Italian Il Giornale paper with the title of 'The 5 beautiful rings of the Olympic'.

Tabloid Posta included the sexually explicit photos of German sportswomen Katharina Scholt, Petra Niemann and Nicole Reinhardt who previously posed for Playboy with the title of 'Beauties of the Olympics'.

In addition to these, the photos of sportswomen covered in Islamic garb were included in pages other than the sports section. The photo depicting the prostration of female athlete Rukiye El Ghasra from Bahrain who took part in the event with her Islamic garb after her success in the 200-meter race was displayed in detail in Sabah, Hürriyet and Zaman.

The papers published the photo with the title 'The athlete in Islamic garb celebrated her victory by prostrating' and mentioned her words to the effect that 'I have shown that Islamic garb does not prevent success'.

It was also seen that the sports events were used along with political developments during the period of the Olympics. During the first days of the Olympics, when the ardent conflict between Russia and Georgia erupted, the Russian and Georgian sportswomen sent messages from the first pages of the newspapers by hugging each other (Hürriyet, 11 August).

Further research in the field related to the topic of examination in the present research may involve a more detailed analysis of the gender discrimination of the media by including news and commentaries along with the photos.

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THE IMPORTANCE OF PSYCHOMOTRICITY IN THE APPARITION AND DEVELOPMENT OF LANGUAGE IN CHILDREN

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Abstract

An important role in the development of personality is held by the development of language and the psychomotor structures. This constitutes a fundamental requirement in the children education process, which aims at developing the psychomotor abilities and structures, in forming and developing both the oral and the written language. Our research aims at identifying some characteristic aspects of the relationship between the psychomotor development and the language disorders (dyslalia and dysgraphia) in children.

Research. The research sample consisted of 120 subjects (60 preschool age children and 60 young children); 60 children were selected for every language disorder (dyslalia and dysgraphia): 30 children with speech disorders for the experimental group and 30 subjects without speech disorders, for the control group. From a methodological point of view, we applied three psychological tests: the “Oseretzki” development motor scale, the Bender-Lauretta Test and the Raven coloured progressive matrices. For the interpretation of the data obtained and for the verification of the hypotheses, we used the *Student Test* (t) – for independent samples and the *linear correlation coefficient* – Pearson. We also used the data statistical processing program SPSS 10.0. The hypotheses advanced in this research were confirmed for the language disorders analysed (dyslalia and dysgraphia), by the differences between the level of visual-motor maturity, the motor age, as well as the connection between the intelligence coefficient and the motor age in the dyslalic and dysgraphic subjects, compared to the subjects with a normally developed language.

Conclusions. The conclusions of the study highlight the interdependence between language development and the psychomotor development, an important aspect in the early education of the children, in preventing the apparition of language and psychomotor disorders. By the results obtained, this research fundamentals the necessity of the psychomotor recovery therapy within speech therapy.

Keywords: psychomotricity, dyslalia, dysgraphia, therapy, child

Introduction

The psychomotor conducts evolve depending on the degree of psychophysical development and the educational influences exerted throughout childhood. Psychomotricity determines the control of the human behaviour and includes the participation of the various processes and psychic functions ensuring the adequate reception and execution of the response acts (E. Aubert, J.M. Albaret, 2001). Through its basic components, psychomotricity realises the pragmatic adjustment (acquisition of the professional, manual, intellectual techniques), social adaptation (methods of interpersonal communication), aesthetic adaptation (body expression techniques) and educational

adaptation. C. Păunescu and I. Mușu (1990) consider that psychomotricity constitutes a complex direction in personal development, resulting from the interaction and interconnection of the neuropsychological devices (especially at cortical and peripheral level) ensuring the elaboration and execution of the movement, among the mental and affective processes, coordinated by consciousness. The more developed is the hand kinaesthesia, the more precise are the coordinations in executing the graphemes, the drawing, the manual activities and, generally, the fatigue phenomenon is not installed so quickly.

It is considered that by educating motricity, the child learns gestures, and becomes is prepared for