

The Inferior Position of Female Soccer Sports Comparison Between Female Soccer and Male Soccer

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Abstract. Overall, the essay is mainly about the women's soccer games due to nowadays people's over-widening interests about women's soccer games and women's World Cup. I focused on basically three prospectives of women's soccer games and especially focused on the disparity between women's soccer games and men's game. There is huge disparity between male players' salary and female players' salary, there is also huge difference of public acceptance about women's soccer game and men's soccer games (especially the different reasons which drove audiences watch the game). In addition, the investments of women soccer clubs is fortunately increasing in China mainly because the government support and more and more companies already realized the huge market behind women's soccer game as well.

Keywords: women's World Cup, female soccer players, soccer field standard, women soccer clubs' investments.

1. Introduction

The previous studies on the career of women's soccer games basically focused on: 1 public's interest on men's soccer games overweighs their interest on women's soccer games. 2 broadcasters' interests of women soccer games. 3 economic impacts that women's soccer games can bring for the sponsors and the cities which hold the sports events.

1.1. Olympic games

Previously, sports were basically developed by men and designed for men. For instance, Olympics used to hold the ski jumping as a men-only race. According to the Olympic administration, they claim that it is necessary to forbid women attending this game. The reason is that back to that age, some doctors claim that it is not suitable for women because the ski jumping may hurt women's organ like uterus. Generally, public may believe the authority of the Olympic administration but obviously none of the public can agree with this announcement and they eventually oppose this proposal.

1.2. Social media

About the social media part, social media usually prefer men's sports events and pay less attention to women.

There has been a recent interest in research into national media coverage of female sport, particularly single events, but ongoing sporting activities by women are rarely reported. In general, women are well represented among sports participants and sports audience but not in the media. Data show that woman's sport is greatly under reported and trivialized in newspapers. Therefore' the purpose of this study was to measure press coverage during the sports events in the Sri Lanka Sunday newspapers. By: a) number of articles, b) size, c) page placement, d) accompanying photographs and e) photographs size. Qualitative methods were used to collect data and also used AQUAD software. The researcher used sequence analysis to identify the article size and page placements and photograph size. The coding analysis was used to analyze accompanying photographs. Although only 29.3% of the articles and 38% of photos were on women's sports, the newspaper coverage was not similar to the distribution of events. There is a significant gender difference were found with respect to article size, page placement, accompanying photographs and photo size. In conclusion, there was a trend to overcome gender inequities in media coverage during the sports events [1].

1.3. Economic impacts

Sports have become one of the most profitable business niches in the last decades of the 20th century in the increasing entertaining economy. In this scenario, this appeared as a challenge for the newspapers to deal with thematic groups of journalistic editorials, which were apparently immiscible and, for the globalization and consumption society, they started to approximate and have connections, which is the case of the economy related to sports. Recently, in the day-by-day of the news coverage, in the pages of newspapers, articles that build, for instance, relations between football clubs and stock exchanges or even among strategies of product internationalization of beverage companies and investments in sports marketing. The same occurs with articles about technology, entertainment and transmission of events, despite others that approach the impact of tourism during a world championship and the acceleration of economy with this event. Within this diverseness presented, this research has the objective of studying the way to build football (football) as print media business. To achieve such goal, the option taken in this essay was to analyze communicative strategies of production on the economy of football in newspapers during the 2002 World Cup. Articles from daily newspapers from the economy segment *Gazeta Mercantil* and *Valor Econômico*, despite the one from the sports segment, the *Diário Lance!* and the general *Folha de S. Paulo* since one month before the event and for the entire competition, this is, May 5th 2002 thru June 5th 2002. With the objective of dealing with the corpus of 229 articles, the essay follows the course that expatiates media as business and approaches media relations with football (introduction and chapter 1). After that, there comes a reflection on economy journalism and sports as subsides to text analysis (chapter 2). From then on, there comes the hypothesis of building themes in four groups (chapter 3), with discourse analysis of representative articles of each one of them, as a conclusion, point out, in the building of 2002 World Cup, the current contracts between newspapers and their publics [2].

2. Data And Methods

The data in the following essay is basically collected from three channels, first is from TENCENT sport, second is from BAIDU and the last one is from WECHAT research (the research is designed by the author).

The methods used in the following essays are first documents investigation second is questionnaire method third is secondary data citation and the last one is specific case study.

3. Results And Discussions

3.1. Financial and social media

Financial: According to the FIFA, the average financial investment for each Chinese women soccer clubs is in the first place of the world in the career of women soccer. Average total investment is 1.1 million dollars per year and salary part holds 56% of total which is more than 0.5 million dollars per year.

According to statistics, a total of 850 million spectators from the countries of the 24 participating teams watched the game. Globally, FIFA estimates that the total number of spectators has exceeded 1 billion, which is twice the number of spectators of the 2015 women's World Cup.

Among this, the host country France and Brazil reached the 1/8 finals, and the global audience reached 58.761 million, setting a new record for the women's World Cup. The previous record was the final between Japan and the United States in the last World Cup, when the audience was 52.562 million. 62 national media have the right to report the women's World Cup, compared with 37 four years ago; A total of 126 television institutions broadcast the competition live, covering 206 countries and regions.

Social networks: According to the data collected from BAIDU, during the women's World Cup, the number of people following FIFA's official account increased by about 2.2 million, and the

cumulative number of users accessing FIFA digital channel reached 1.1 billion. Since June 7, 64% of the total number of visits to the FIFA official website has been related to the women's World Cup.

From the Audience, at present, a total of 1053000 spectators have watched the game, of which the French are naturally the most. 75% of the French fans do not want to miss the game. Surprisingly, Americans far away are the second largest group of spectators, accounting for about 15% of the total audience, followed by England and the Netherlands (both 3%). During the world cup, the average attendance rate of each stadium was 74.54%, and tickets for 24 games were sold out [3].

The travel plan specially designed for the women's World Cup received 33328 guests, an increase of 416% over the previous year. At present, FIFA has sold a total of 140000 kinds of goods in the stadium and the fan area [4].

Table 1. Question 1 do you follow the women's World Cup in your daily life? (Watch the match or follow the related news)

options	subtotal	proportion
Will	72	52.94%
Don't	64	47.06%

Table 2. Question 2: do you follow the men's World Cup in your daily life? (Watch the match or follow the related news)

Options	subtotal	proportion
Will	74	54.41%
Don't	62	45.59%

3.2. What indicated from the WeChat research

There is not a huge disparity between the two research about the acceptance of women soccer and men's soccer games [5]. But when I study deeper, and survey about the opportunity that how they get access to those games, most people who choose male's games deem that they are the fan of the specific club or nation and they really get hooked up about soccer [6]. Nevertheless, most of people pay attention to female's games because they just simply saw the game on TV or TIKTOK and more than 87% of them are not a fan and won't search for the games on their initiatives. on the first part of my research, the result it indicates that although Chinese women soccer developed pretty well in recent years and public awareness in women soccer sports had been awoken, but most of the public are not specifically interest in the sports but only watch a little during the national games and World Cup.

3.3. Social media do not realize the huge market behind women soccer game

About the social media part, social media usually prefer men's sports events and pay less attention to women. There has been a recent interest in research into national media coverage of female sport, particularly single events, but ongoing sporting activities by women are rarely reported. In general, women are well represented among sports participants and sports audience but not in the media. Data show that woman's sport is greatly under reported and trivialized in newspapers. The researcher used sequence analysis to identify the article size and page placements and photograph size. The coding analysis was used to analyze accompanying photographs. Although only 29.3% of the articles and 38% of photos were on women's sports, the newspaper coverage was not similar to the distribution of events. There is a significant gender difference were found with respect to article size, page placement, accompanying photographs and photo size. In conclusion, there was a trend to overcome gender inequities in media coverage during the sports events.

Same as the broadcasters, less of the companies and medias are interesting in women games. For instance, the Asian football cup just happened recently. What is delightful is that our national team played really well in the games. On the other hand, what is pathetic is that our national TV station CCTV and other well-known medias most of them didn't schedule the game in their timing list and as a consequence although our team got a great place in the cup but people did not get the chance to watch the live-game. Many of the people opposed CCTV and blamed their staffs. It is sensible and acceptable that some profitable medias and apps did not choose to schedule the games, but there is no room for doubt that it is unacceptable for our national station CCTV not scheduling the games [7].

3.4. Different standard in wold cup and women world cup

It is always unfair when women soccer events happened on poor field but men's events hold on the best field of the world.

In 2015 Canada hold the women world cup. What really shocked the whole audience and players themselves is that FIFA choose to use artificial turf instead of the standard field. That was the first time through the whole history of world cup that FIFA made this proposal and passed it. Some believe that it is necessary for FIFA to try artificial turf and find out whether the proposal is possible or not [8]. While others constantly opposed this proposal and blamed FIFA because FIFA show disrespectful to women and women world cup this mega event. It is reasonable to try out artificial but not during this kind of important events [9]. That's really unfair for all the women players and also all the public. According to the test made by the FOX local TV station, when the game chooses to use artificial turf, the turf will accumulate the heat made by players feet and ball [10]. The test indicated that the highest temperature can be as high as 49 Celsius. When the temperature keeps higher and higher, players may feel uncomfortable and the high temperature will eventually cause the injuries. When the test was reported and when players trained on the field for several times, they soon realize how bad and irresponsible the decision was. Alex Morgan and other players together prosecute FIFA. They started to fight for their own rights. As a result, FIFA made promise not to use the artificial again.

Potential strategies:

Use the same standard to treat men and women. Despite that FIFA apologized for their proposal, they still need to do more. FIFA need to show respect to women players by making same standards for the fields and treat them fairly.

3.5. Unfair salary between women soccer players and men players

According to TENCENT sports, the average salary of Chinese women's football team is the second highest in the world, only a place left behind European football league. Chinese women soccer players' get about 10000yuan per month on average and that is already a really high average salary in the world. The highest salary among all of the women soccer players is 2,800,000yuan per year.

According to an average investment amount of women's football clubs in various countries released by FIFA, the annual expenditure of Chinese women's football clubs is more than that of the Premier League, reaching the first level in the world. The average total salary of each club of the China Super Girls' football team reached US \$1.036 million, equivalent to nearly 8 million yuan, second only to the US \$1.25 million of the Premier League clubs. This also confirms that the average salary of female football players is about 500000yuan per year.

According to the data collected by HUPU sports, Chinese women soccer players' get about 10000yuan per month for average and that is already the highest average salary in the world. The highest salary among all of the women soccer players is 2,800,000yuan per year. It is unbelievable that this salary is less than Messi or other top players weekly salary.

The reason contribute to the circumstance is like a cycle that when players and the sports club get less investments, they are less motivated and the administration get fewer financial supports to boost their sports events. When there is less reputation about women soccer games there will be less market and less investors will notice these sports. That is to say there will be less investments. Only if

someone break the cycle from one side of the closed-cycle or else women soccer will constantly receive less money and fame. It is glad to say that in China, some companies like ALIBABA had already set some investment only for women soccer national team in order to help our national team get better training and better performance. Mengniu had also set bonus for national women teams. Those mega companies generally set the bonus and investment due to the order of local government and their own patriotism not because the profits. That is to say most of the companies have not realize the huge market behind women soccer game. And the main problem will be how to create better women soccer sports events and how to make other investors realize the huge profits and make investment.

4. Conclusion

In conclusion, there is still a long of change needed trend to overcome gender inequities not only in media coverage, but also about unequal treatments during the sports events. Although there are huge disparities between female sports and male sports, it is now good to see that female sports' reputation is increasing and investments in female sports are also widespread.

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