Women in Sports

We live in an era where social media is our outlet to voice our opinion about discrimination in our community, but is there discrimination occurring that we are not addressing?

Did you know that the average NBA player makes $4.9 million compares to the average female basketball player making $72,000. It is obvious that women athletes are not given the same luxuries and privileges as men receive in the sports industry. Men receive endorsement deals, ads, commercials, and a lot more of exposure than women. There isn't discrimination only on the salary between women and men in sports but also on very little exclusive endorsement deals. You have athletes such as Tom Brady and David Beckham having huge deals not only with sports brands but also with fashion brands such as H&M and Movado. Women are receiving minimum exposure compared to men. According to Allison P Davis, on "Why don't Female Athletes Land Endorsements?", "Men sports receive 97% of television time", it is only obvious brands want to put these males as the faces of their brands. Brands want male athletes to model their clothing or products because they are attractive men. But they treat women athletes as if they cannot be athletic, appealing, and fashionable all at once like men. Why are women athletes not given the same treatments as male athletes?

This discrimination has a lot of factors affecting it. First of all and probably the most important is the way society views women in sports. We are raised to believe women are not strong nor athletic. We are brought up with the idea that women should not fight nor bleed. Its because of this perception of women that we have that discrimination continues. We are taught that women are not as strong or athletic as men, we do not acknowledge the greatness in some women athletes. There is some talented women in the sports industry that are not being recognize

simply because our society does not see this as the norm, yet we worship celebrities who are famous and have no given talent, just because they fit the ideal image we paint girls to be. If we do not change the way we view women in sports, than TV networks, brands, endorsements, commercials, and ads will continue ignoring the women athlete and focusing on exploiting the male athlete more.

Brands hire males because they want their product to sale. And since male athletes are more watched than women athletes, brands such as Nike, and Puma will choose males over female athletes. Or will pay male athletes more for a contract than they will pay female athletes. Serena Williams has to big contracts with Nike and Puma, but Nike and Puma do not pay Serena Williams as near as they pay their male athlete faces.

Men are seen as the dominant player in the sport industry, they are given more priorities and privileges than women athletes. But what happens when we are looking at two women are different races. It seems to be as colored women athletes have the odds against them. Maria seems to fit this "attractive tennis player" look audience expects women tennis players to have. There should not be any favoritism because of the way people look. Society is used to seeing women as a sex symbol. The only way we are familiar seeing women in the sports industry is as a cheerleader. There is nothing wrong with being a cheerleader but women are capable to be anything they set their mind to. Women should not feel the need to downgrade their skills because they need to fit a certain picture society classifies them as. We need to encourage our little girls to reach for the stars and not allow anyone to tell them that they cant be anything, they need all the support they can get because the whole world is against them.