



## Comparative Analysis of Men's and Women's Cricket News in National Dailies of Bangladesh

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### Abstract

The aim of this study has been appointed to find out the ratio of women's sports get in Bangladeshi daily newspapers, the difference in coverage of men's and women's cricket, and identify the overall treatment of men's and women's cricket news coverage during the biggest events and explore why women's cricket news is covered in such way. Regarding this, 44 days of news from two dailies of Bangladesh have been analyzed. Interview of cricket specialists is taken to find out why they cover men's and women's cricket differently. This study found out that men's cricket is covered with great excitement and during the men's cricket world cup, most of the sports news is related to this topic. Different segments to attract readers are also published during this time. On the other hand, women's cricket is not covered sufficiently even during the women's T20 world cup. Men's cricket is prioritized at this time also. Experts said that women's cricket is not very popular among audiences and commercial purposes are the reason behind this type of coverage of women's cricket. But the change in this type of coverage and the steps of media can make a difference in the popularization of women's cricket in Bangladesh.

**Keywords:** Comparative Analysis, Men's Cricket, Women's Cricket, National Dailies, Bangladesh

## INTRODUCTION

Gender inequality is a cultural stereotype in the world. The field of mass media is not different from it. Media is considered as the ‘Fourth Pillar of a Democracy’ and it holds great responsibility to inform and educate the masses. Improper and gender unequal coverage affects the audience and readers hugely. From a global perspective, there is evidence of significant gender gaps in news content. The Global Media Monitoring Project (GMMP), a grassroots monitoring, research and advocacy project, has released several reports highlighting a worldwide disparity. Data from the GMMP show that in 2010, women made up only 24 percent of the people heard, read about or seen in the news. A report the organization released in 2015 indicates that the number remains unchanged. The 2015 report of GMMP also states that, women came up at mere 19% of experts featured in news stories and 37% of reporters telling stories globally. As behavioral scientists researching women’s underrepresentation in the workplace, we acknowledge that this gender-imbalanced picture of society can reinforce and perpetuate harmful gender stereotypes (Ordway, 2016).

In Bangladesh, sports are one of the greatest sources of entertainment, especially cricket. Sports lovers are excited to enjoy their favorite sports and read the news related to it in the newspapers next day. But the news of the men's cricket team is mostly seen in the sports pages of the leading newspapers. In spite of the women's cricket team achieving great success and glory in the past years, people’s interest in women's cricket has not been seen to be raised. Any of the female cricketers has not been able to achieve the kind of stardom that male cricketers easily get by just scoring a hundred in a single innings, sometimes by scoring a hundred once in the whole career.

The number of female athletes and women’s sporting events is advancing day by day all over the world. But the media’s coverage of women’s sports is still very low. Almost all kinds of media generally ignore most women's sports. According to the Tucker Center for Research on Girls & Women in Sport at the University of Minnesota, women’s sports in the United States only get around 4% of all sports media coverage (MacKenzie, 2016).

A major reason for gender stereotypes in society is the media's representation of women. The ground of sports and athletics is not different. Media is often seen to represent women athletes as women first and athletes second. In the '90s, commentators freely said sexual innuendos in coverage of women’s sports. In the 2000s, the language used in commentating lost its

inappropriate jokes, but became diluted and indifferent. Commentators used much less vigor and excitement than they did when covering male athletes (Krasovitski, 2019).

Bangladesh women's national cricket team made their international debut when they played, and won, two matches against Thailand in July 2007. They were granted One-Day International (ODI) status in 2011. In the last couple years, they have shown a tremendous display of well-played cricket. They made history in national cricket by winning the Asia Cup in 2018. It is the first Asia Cup win for the country which the men's team could not even achieve. They won the gold medal in the 2019 South Asian Games which was held in T20 format. Their performance in the recent ICC Women's T20 World Cup 2020 selection round was also remarkable as they became champion there.

The captain of Bangladesh women cricket team, Salma Khatun is the best bowler in ICC Women's T20 ranking. Nigar Sultana is the leading run-scorer for Bangladesh in the 2020 ICC Women's T20 World Cup tournament, with 114 runs in four matches. Jahanara Alam became the first bowler for Bangladesh to take a five-wicket haul in WT20Is. They all are internationally renowned in the area of women's cricket. But very few people in Bangladesh know them. From young to old, every person knows Shakib-Al-Hasan, Tamim Iqbal, Mushfiqur Rahim and other men cricketers of the country. But it is not the same for the women cricketers though they have achieved a lot. Is this because of Bangladeshi peoples lack of interest in women's cricket or because of the less coverage of media on the women's cricket events?

This research will find out the ratio of men and women cricket news published in daily newspapers of Bangladesh. It will also help to find out whether the imbalance of the popularity in men's and women's cricket depends on the coverage of Bangladeshi daily newspapers. It will analyze the pattern of women's cricket news coverage to see if they are encouraging the women cricketer or not. This kind of research has not been done before in this country. Other countries have done similar types of research to find out the gap between men and women's sports coverage to overcome them. This research will help to point out and fill the gaps in the coverage of men and women cricket news coverage.

## **OBJECTIVES OF THIS STUDY**

The main objectives of this study includes-

1. To find out the ratio women's sports usually go through in the newspaper sports page.

2. To analyze the differences of the news coverage of male and female players of cricket.
3. To examine how the biggest events of both male and female cricketers are covered in the leading dailies.
4. To identify the overall treatment of the women's cricketers' news comparing the men's cricketers.
5. To explore why women's cricket news is covered in such way.

## RESEARCH QUESTIONS

- Is Bangladeshi print media giving enough coverage to women cricket events?
- Is the coverage motivating the women cricket players?
- Is the coverage attracting the audience of cricket to watch women cricket events?
- What is the ratio of the coverage of men and women cricket event coverage?

## LITERATURE REVIEW

Most of the women related research in Bangladesh is based on how the media represents women in news. But there is no research regarding the representation of women sportspersons in the sports beat. Studies related to this research are mostly foreign. Some of them are reviewed here.

King (2007), reviewed two British newspapers where they would cover the Olympic Games Track and Field event from 1948 till 2004, in his research about 'Media Portrayals of Male and Female Athletics'. It was demonstrated that the female athletes were underrepresented. This study highlighted that within both newspapers, The Times and the Daily Mail, coverage dedicated to track and field events has increased dramatically since 1948. Differences were found, generally the results showed that, compared with men, female athletes were underrepresented until the 2004 Athens Games.

Duncan, Messner and Williams (1991), conducted a research on 'Coverage of Women's Sports in Four Daily Newspapers' where they examined four newspapers to determine how much coverage was devoted to women's sports in each newspaper and in aggregate, and how that coverage compared to that of men's sports from July 1990 to September 1990. Stories focusing exclusively on men's sports outnumbered stories addressing only women's sports by a ratio of 23 to 1.

Mwambwa (2014), investigated how decision making by reporters and editors and their interaction with sports institutions result in limited coverage and at times exclusion of women in the newspaper sports pages. The study 'Media Coverage of Women in Sport by National

Newspapers in Zambia: An Assessment of State Compliance to Women's Right to Sport' was analyzed using several methods which include desk review, interviews and group discussion, open ended questionnaires, document inspection and observation.

Adams, Ashton, Lupton, and Pollack (2014), worked on the paper 'Sport is king: An investigation into local media coverage of women's sport in the UK East Midlands'. The data showed there was a significant and on-going imbalance for coverage and even some signs of a decline in women's football reporting, in spite of a national resurgence of the sport itself. Research of these sports (not news) bulletins indicate that 0.95per cent of local radio football news is about women's football. It's interesting to record that the name Derby County Ladies (the most successful women's team in the station's patch) could not be found on a word search on ENPS in Radio Derby Sport from 14/5/09 to 23/4/11, so for almost two seasons.

Abisaid and Li (2019), conducted a research named 'He Said, She Said: An Exploration of Male and Female Print Sports Journalist Tweets, Sports Coverage and Language Style'. It employed a content analysis of tweets from 57 sports journalists. They found that male and female sports journalists tweet at statistically the same rate, but male sports journalists are more likely to tweet about sports than female sports journalists, less likely to tweet about women sports and athletes, and more likely to use assertive language in their tweets.

Alam (2019), in his research 'A Comparative Analysis on Women and Men Cricket News Coverage in Bangladesh Newspaper', found out that women are getting less coverage in Bangladeshi print media. He analyzed Prothom Alo and The Daily Star newspaper during the time of men's and women's Asia Cup through content analysis. Women got 27 news coverage in the tournament where men got 92 news coverage. Treatment of news was 276 inch/column for female and 1508 inch/column for male. All the other sections are discriminatory too.

## **METHODOLOGY**

This study adopts quantitative approach, using content analysis of newspaper articles and photographs. Thus, it aims to draw from the strengths and minimize the weaknesses of quantitative approaches.

### **Content Analysis**

Content analysis techniques are mainly used for quantitative research. It maintains the objectivity of the analysis. But this study also needs a qualitative analysis of content. The

articles and photographs collected from samples for this research would be analyzed not only by the numbers, but also by its quality. The size and treatment of the news, word selection, use of photographs, size of photographs would be analyzed to get a qualitative result. This study aims to carry out several outcomes from this research. Content analysis will categories them and figure out the expected objectives.

### **Sampling**

This study employed a content analysis of three Bangladeshi newspapers: The Prothom Alo, The Daily Star. One Bengali newspapers and one English newspaper are taken as samples for this research. These samples were chosen on the basis of their national prominence and country wide circulation. These samples are used as the representative of the population.

Among various kinds of sampling, purposive sampling is used here to meet the particular needs of the research. The Daily Star is selected as it is the highest circulated daily English newspaper in Bangladesh. Prothom Alo is taken as a sample because it is a major newspaper and second most circulated daily in Bengali language in Bangladesh. It is also regarded as a progressive newspaper with a relatively strong record on women's rights.

The newspapers were collected in hard copies from 30 May to 15 July, 2019 and 21 February to 9 March, 2020. Men's ODI cricket world cup started on 30 May, 2019 and ended on 14 July, 2019. Women's T20 cricket world cup started on 21 February, 2020 and ended on 8 March, 2020. This allowed for an analysis of coverage of the latest big cricket event of both male and female.

## **THEORETICAL FRAMEWORK**

Theoretical framework introduces and describes the theory which explains why the research problem under study exists. It explains the problem of the research and gives a solution for it. The problems that are pointed in this research can be explained by representation theory.

### **Representation Theory**

The theory of representation in media studies means thinking about how a particular person or group of people are presented to the audience. The way certain group of people are presented in media can have a huge social impact. The representation of a group or people may seem natural but it is actually constructed by the media. Media producers can reinforce existing representation or can change it by going opposite of the flow. Media can also change the

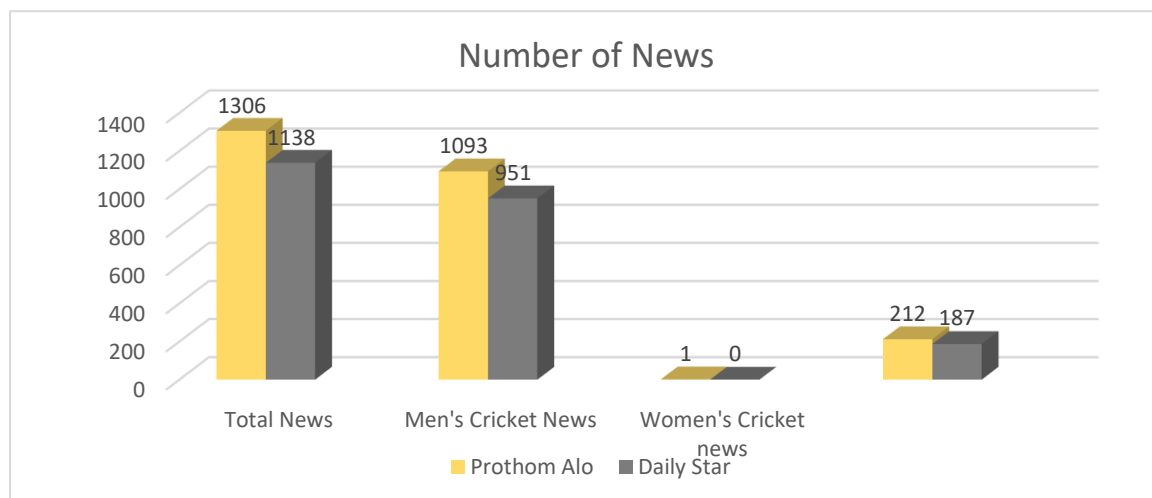
existing gender stereotype. It goes same for the representation of women in sports and to be specific for this research, representation of women cricketers. This study will show if the media goes with the societies stereotyping of the women in sports or tries to represent them differently.

### Agenda Setting Theory

Agenda-setting theory describes the “ability of the news media to influence the salience of topics on the public agenda.” That is, if a news item is covered frequently, the audience will regard the issue as more important. In reality, mass media only shows the audience what it comprehends as an important issue. Print or broadcast news will then take away the audience’s ability to think for themselves. Thus media sets the mindset that men’s cricket news is more important than women’s cricket news.

## FINDINGS AND ANALYSIS

**Figure 1.** Number of News



*Figure 1.1: Number of News during Men’s ODI World Cup*

In the 47 days of the Men’s ODI Cricket World Cup there are 2444 sports news in Prothom Alo and Daily Star. 2045 news are related to cricket. 399 news were about other sports. Prothom Alo published total 1306 news. Among them 1093 news related to men’s cricket. There is only one news relate to women’s cricket during this time in Prothom Alo and 212 other sports related news. The Daily Star Published total 1138 sports news. 951 news related to men’s cricket. There is no news relate to women’s cricket during this time here. 187 news are related to other sports.

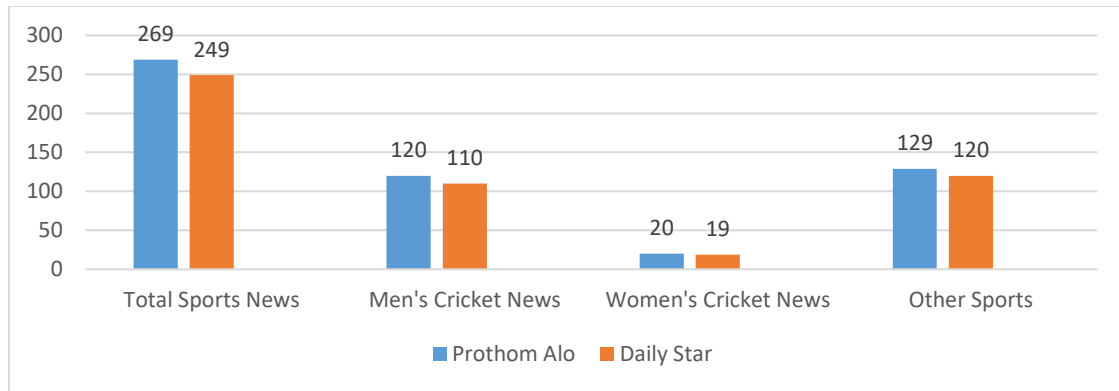


Figure 1.1: Number of News during Women's T20 World Cup

In the 18 days of the Women's T20 Cricket World Cup there are 518 sports news. 230 news are related to men's cricket. 39 news related to women's cricket. 230 news are related to other sports. Prothom Alo published total 269 sports news during this time. 120 news related to men's cricket. There are 20 news relate to women's cricket and 129 related to other sports. The Daily Star published total 249 sports news. 110 news related to men's cricket. There are 19 news relate to women's cricket and 120 news related to other sports.

Figure 2. News Size (inch/column)

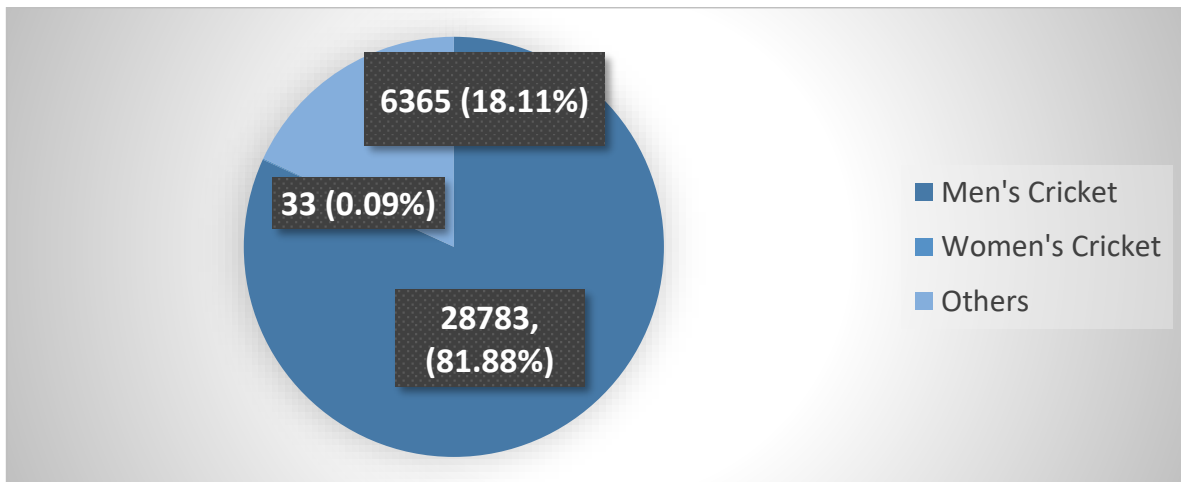


Figure .2.1: News size during Men's ODI World Cup

Total 35153 inch/column sports news was published during this time in Prothom Alo and The Daily Star, where 28783 inch/column men's cricket news, 33 inch/column women's cricket news and other sports news 6365 inch/column.



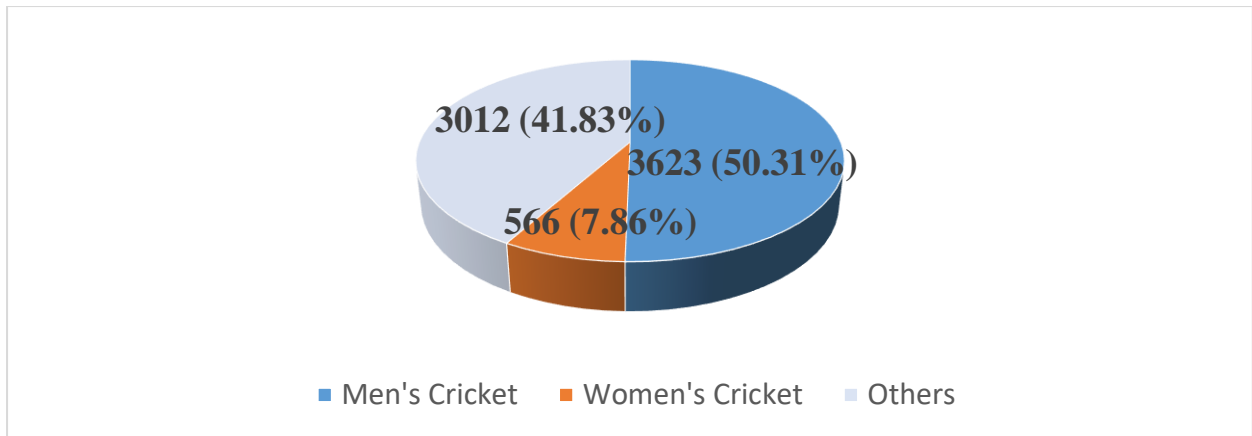


Figure 2.2: News size during Women's T20 World Cup

Total 7201 inch/column sports news was published during this time in Prothom Alo and The Daily Star, where 3623 inch/column men’s cricket news, 566 inch/column women’s cricket news and other sports news 3012 inch/column. The frequency and percentage is given bellow through pie chart

Figure 3. Position of News

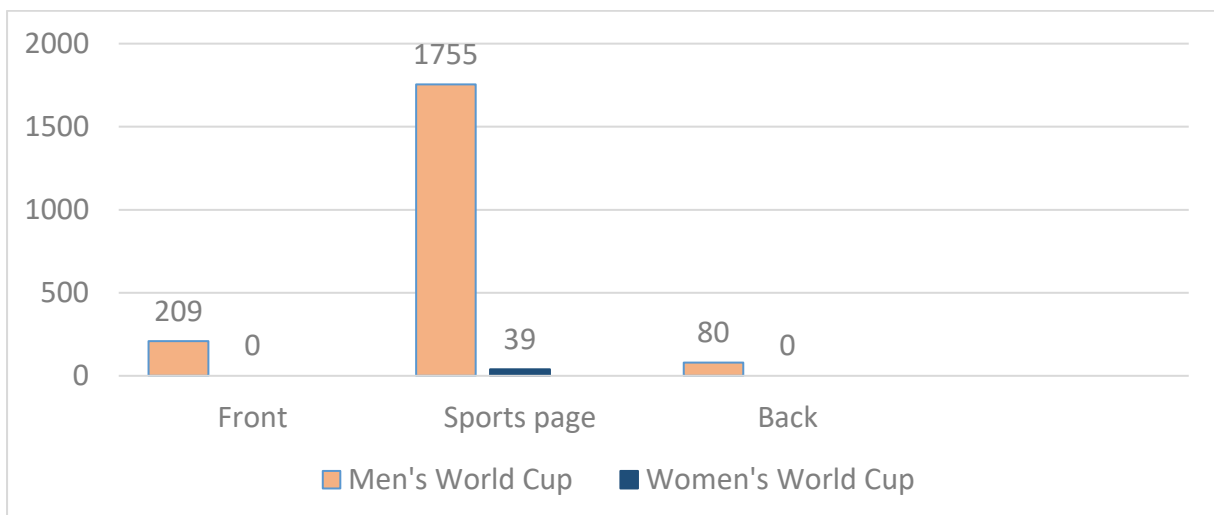
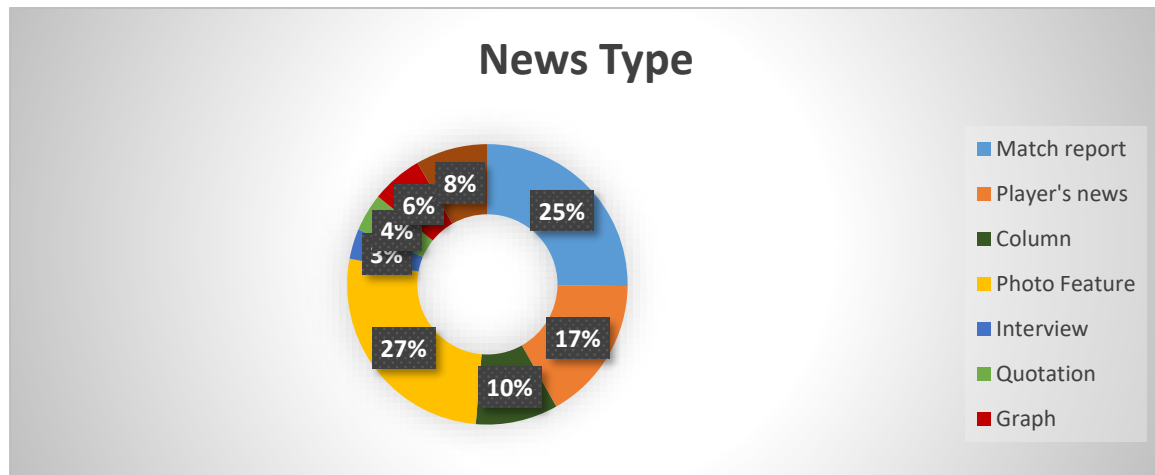


Figure 3: Position of news

The position of the news decides the ultimate treatment or the importance to the news that is given by the news media. Front page is the position for the reports which has much importance to the readers and also to the editors. The others pages don’t carry that much importance than the front page. But the back page is the second page after front that get much importance than the others pages. The publication of settled issue news has shown by positions of the sampled newspapers differently bellow in the figure-03 During Men’s ODI World Cup, Prothom Alo and The Daily Star published total 2044 men’s cricket news among which 1755 news are in the sports page. 209 news are in the front page and 80 news in the back page. During Women’s T20 World Cup, Prothom Alo and The Daily Star published total 39 women;s cricket news and

all of them are in the sports page. During Men's ODI World Cup, Prothom Alo published 139 men's news in the front page, 883 men's news in the sports page, 71 men's news in the back page. The Daily Star published 70 men's news in the front page, 872 men's news in the sports page and 9 men's news in the back page.

**Figure 4.** Types of News



*Figure 4.1: Types of news during Men's ODI World Cup*

Type of a report indicates the news angle. In the settled issue news, match report, player based news, interview, special column, quotation, graph and photo feature are the main types.

During Men's ODI World Cup, special column is published in both Prothom Alo and The Daily Star. Prothom Alo published special photo feature segment. Graphs are also used in a large number and in an attractive way. The Daily Star also published special column, facts, best quote, happy moment etc segments. During Women's T20 World Cup, only match reports and some player based reports are seen. No special segments are covered in this time. During Men's ODI World Cup Prothom Alo and The Daily Star published 515 match report which is 25% of total men's cricket news, 340 individual player's news which is 17% of total men's cricket news, 194 columns which is 10% of total men's cricket news, 544 photo features which is 27% of total men's cricket news, 71 interview which is 3% of total men's cricket news, 89 quotations which is 4% of total men's cricket news, 121 graphs which is 6% of total men's cricket news and 170 other news which is 8% of total men's cricket news.

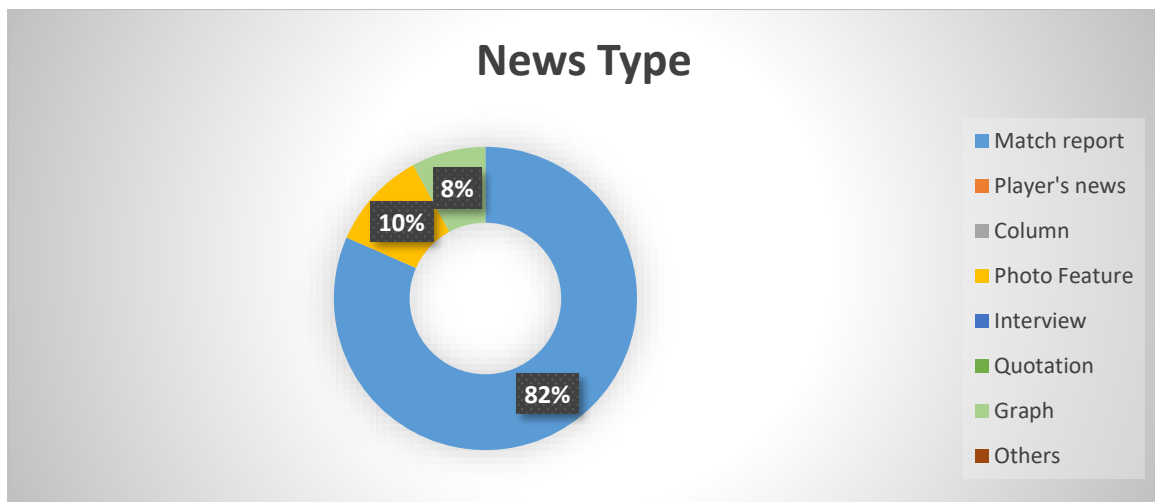


Figure 4.2: Types of News during Women's T20 World Cup

During Women’s t20 World Cup Prothom Alo and The Daily Star published 31 match report which is 82% of total women’s cricket news, 4 photo features which is 10% of total women’s cricket news and 3 graphs which is 8% of total women’s cricket news.

**Figure 5. Headline**

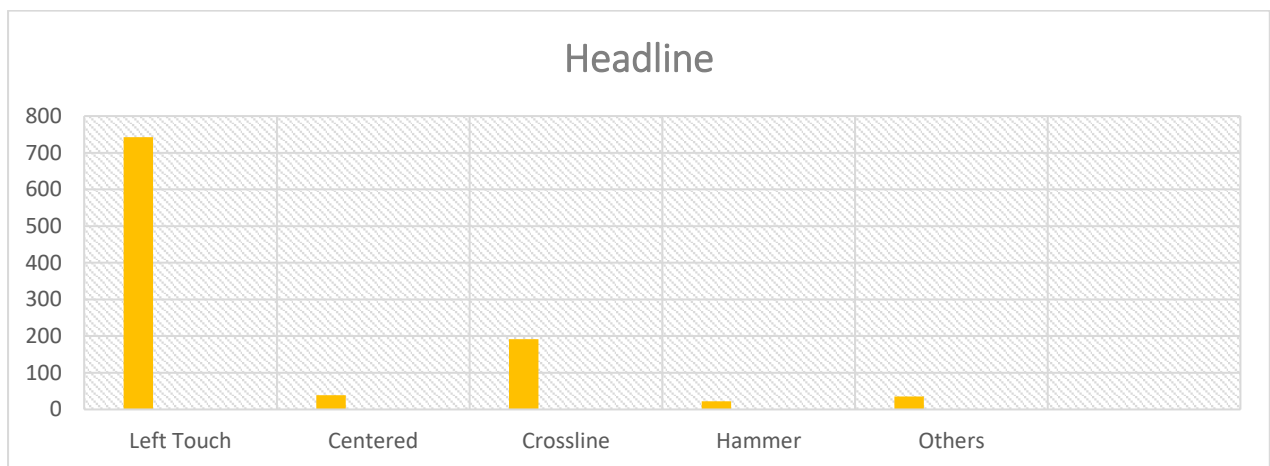


Figure 5.1: Headline during Men's ODI World Cup

During Men’s ODI World Cup Prothom Alo and The Daily Star published 742 left touch headline, 39 centered headline, 192 crossline headline, 22 hammer headline and 35 other headlines.

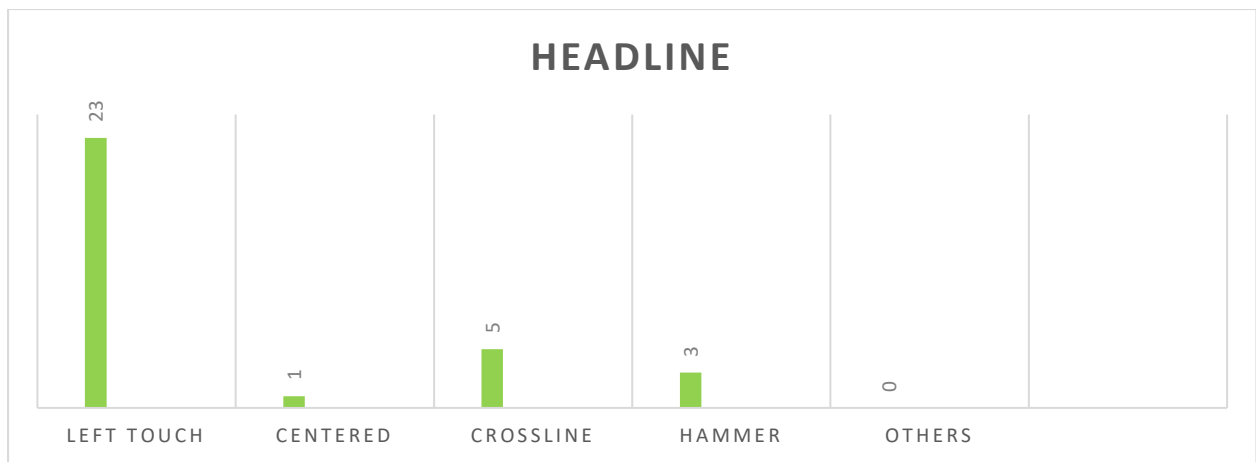


Figure 4.5.2: Headline during Women's T20 World Cup

During Women’s T20 World Cup Prothom Alo and The Daily Star published 23 left touch headline, 39 centered headline, 1 crossline headline, 3 hammer headline.

Figure 6. News Treatment

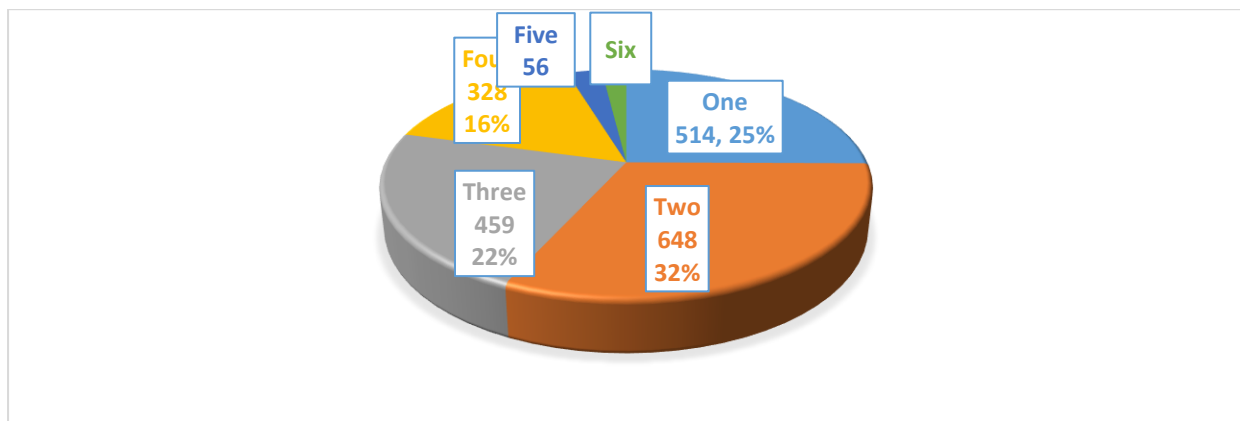


Figure 6.1: News treatment during Men's ODI World Cup

During the Men’s ODI World Cup Prothom Alo and The Daily Star published total 2444 news related to men’s cricket. Among them 514 news were one column which is 25% of total men’s cricket news. 648 news were two column which is 32%, 459 news were three column which is 22%, 328 news were four column which is 16%, 56 news were five column which is 3% and 40 news were six column which is 25% of total men’s cricket news.

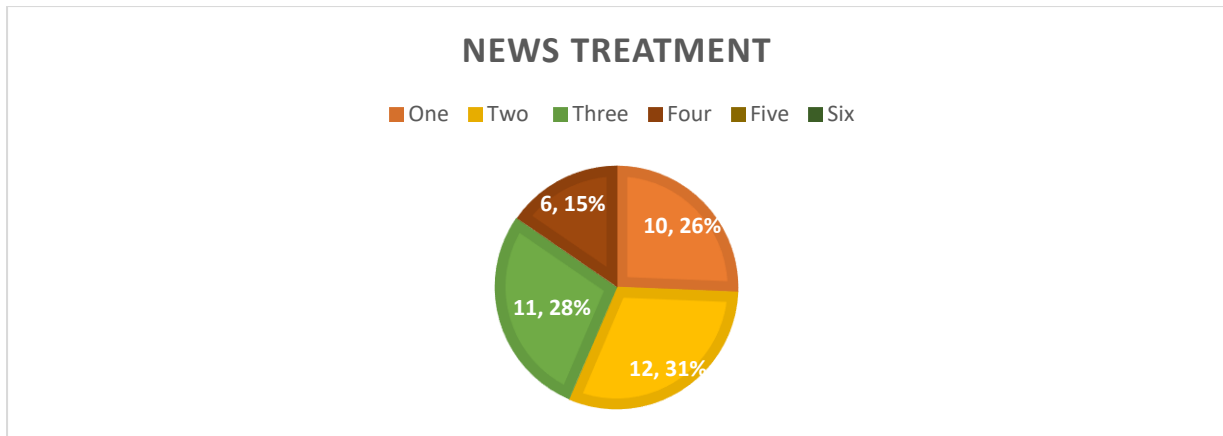


Figure 6.2: News treatment during Women's T20 World Cup

During the Women’s T20 World Cup Prothom Alo and The The Daily Star published total 39 news related to women’s cricket. Among them 10 news were one column which is 26% of total women’s cricket news. 12 news were two column which is 31%, 11 news were three column which is 28%, 6 news were four column which is 15% of total men’s cricket news. There no five or six column news on women’s cricket during this time.

Figure 7. News credit

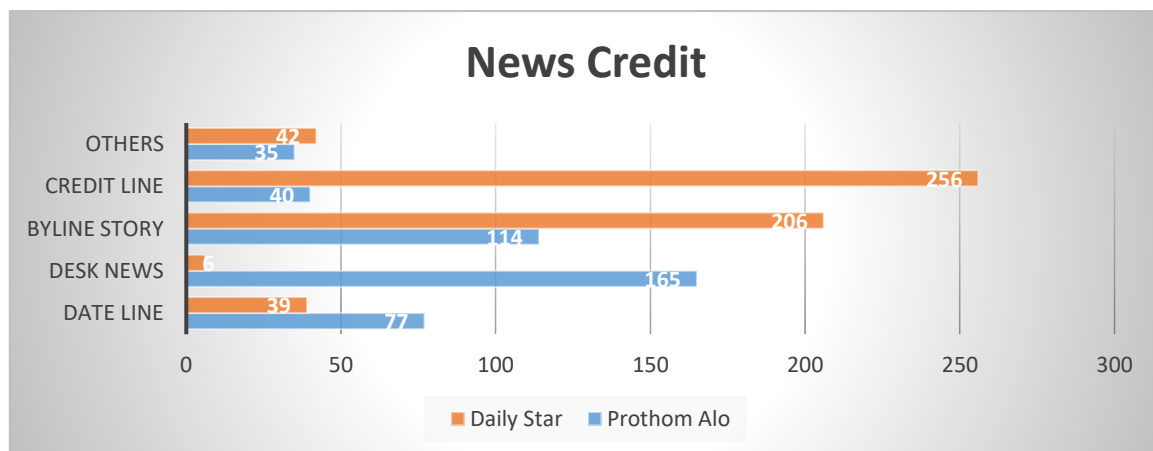


Figure 4.7.1: News Credit during Men's ODI World Cup

During Men’s ODI World Cup Prothom Alo published 77 datelines news which means reports that has been written by the staff corresponded, 165 desk news, 114 byline news with the reporter’s name, 40 credit lines news which means collected news from news agencies and 35 news from other sources. The Daily Star published 39 dateline news, 6 desk news, 206 byline news, 256 credit line news and 42 news from other sources. The frequency of them is shown in figure

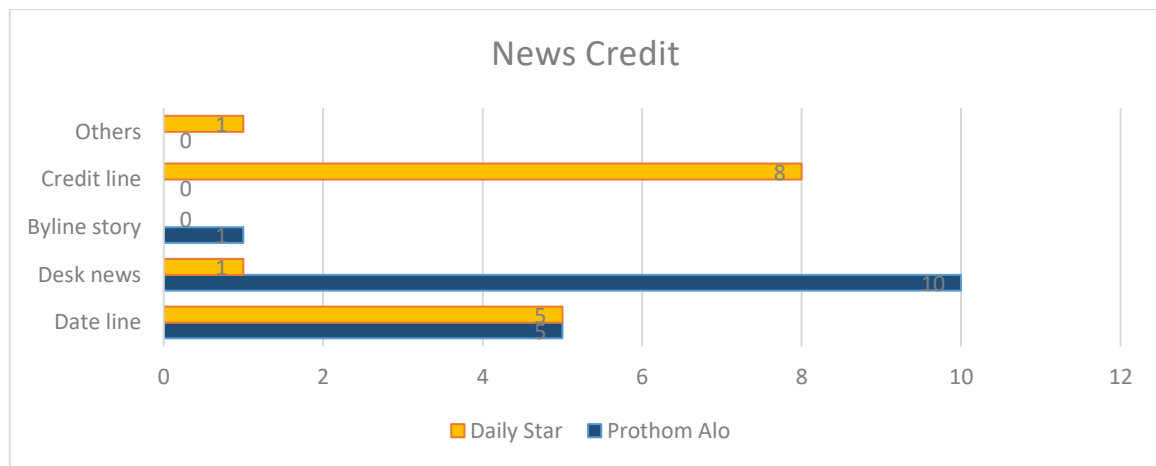


Figure 7.2: News credit during Women’s T20 World Cup

During Women’s T20 World Cup Prothom Alo published 5 dateline news, 10 desk news and 1 byline story. The Daily Star published 5 dateline news, 1 desk news, 8 credit line news and 1 news from other sources.

Figure 8. With and Without Picture

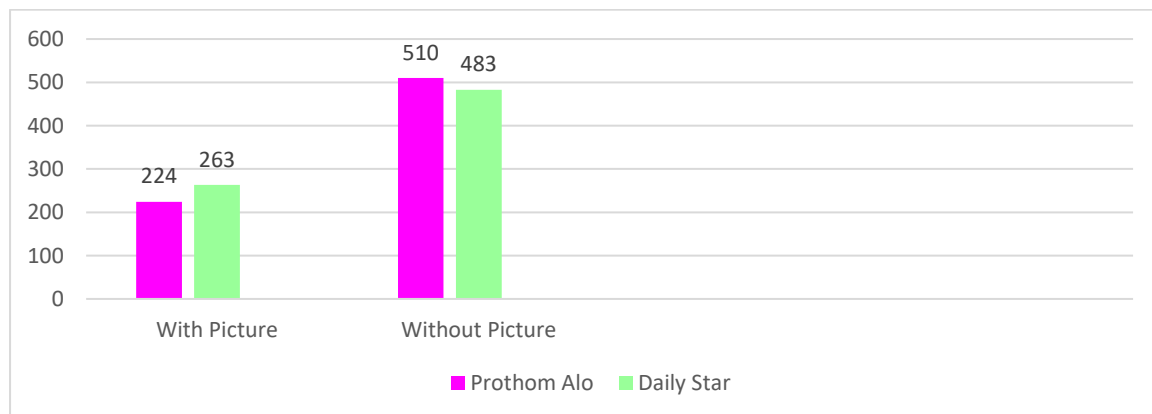


Figure 4.8.1: With and without picture news during Men’s ODI World Cup

During Men’s ODI World Cup Prothom Alo published 1093 news related to men’s cricket. Among them 224 news are with photos which is 30% of men’s cricket news in Prothom Alo. It published 510 news without photos which is 46% of total men’s news in Prothom Alo. Rest of the news are photo features. The Daily Star published 951 news related to men’s cricket. Among them 263 news are with photos which is 27% of men’s cricket news in The Daily Star. It published 483 news without photos which is 50% of total men’s news in The Daily Star. Rest of the news are photo features.

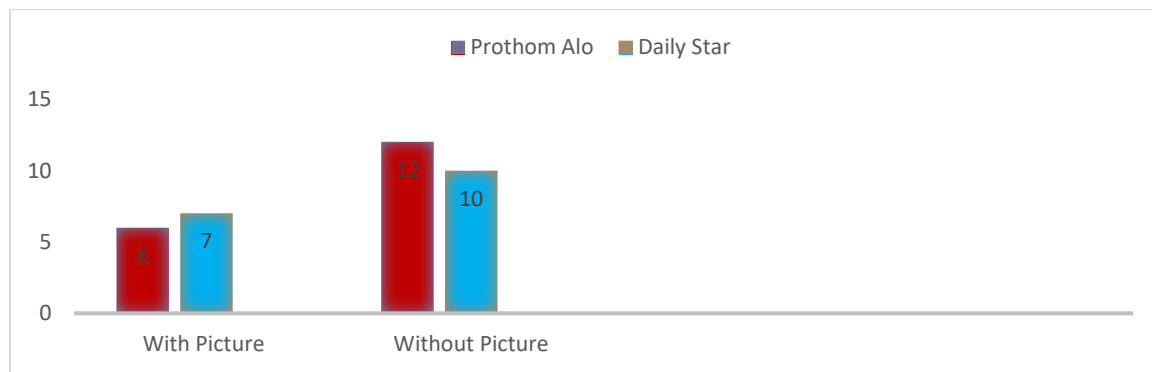


Figure 4.8.2: With and without picture news during Women's T20 World Cup

During Women’s t20 World Cup Prothom Alo published 20 news related to women’s cricket. Among them 6 news are with photos which is 30% of women’s cricket news in Prothom Alo. It published 12 news without photos which is 60% of total women’s news in Prothom Alo. Rest of the news are photo features. The Daily Star published 19 news related to women’s cricket. Among them 7 news are with photos which is 36% of women’s cricket news in The Daily Star. It published 10 news without photos which is 52% of total women’s news in The Daily Star. Rest of the news are photo features.

**Figure 9. Source of Picture**

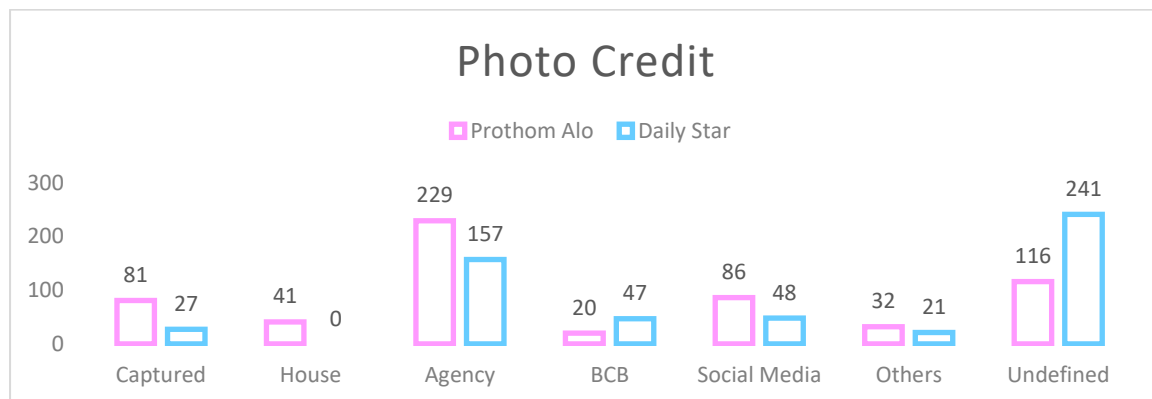


Figure 9.1: Photo Source during Men's ODI World Cup

During Men’s ODI World Cup Prothom Alo published total 605 photos about men’s cricket. Among them 81 are Captured photo where photo credit is given to the person who clicked the photo. 41 photo from house which are taken by photographers who work in the house. 229 photo from agencies like Reuters, AFP etc. 18 photo from BCB. 86 photo from social media, mostly twitter and 32 photo from other sources. 116 photos are undefined.

The Daily Star published total 541 photos about men’s cricket. Among them 27 are captured photo, 157 photo from agency, 47 photo from BCB, 48 photo from social media and 21 photo from other sources. 241 photos are undefined.

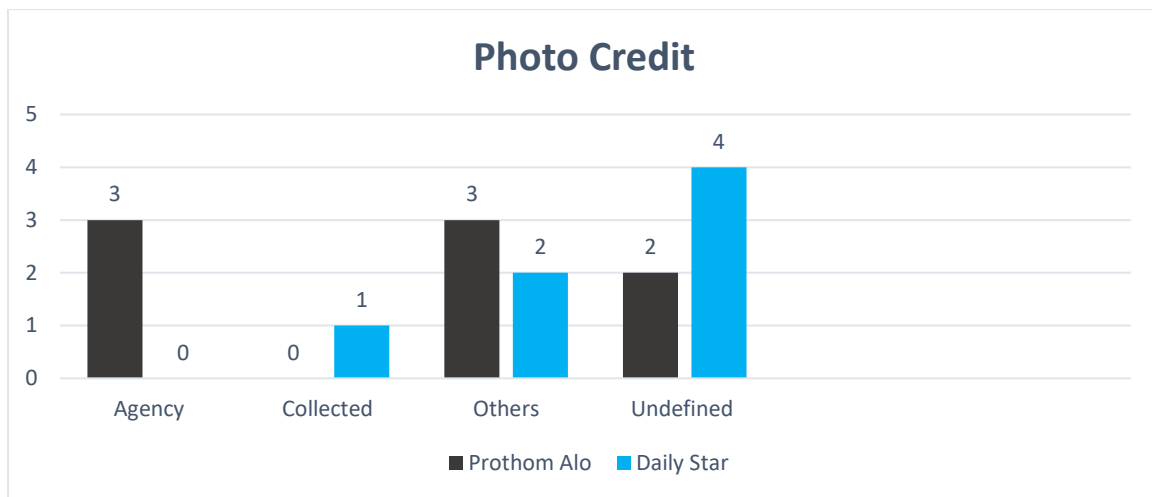


Figure 9.2: Photo Source during Women's T20 World Cup

During Women’s T20 World Cup Prothom Alo published 8 photos about women’s cricket. Among them 3 photo are from agency and 3 photo from other sources. 2 photos are undefined. The Daily Star published total 9 photos about women’s cricket. Among them 1 is collected photo and 2 photo from other sources. 6 photos are undefined.

**Figure 10. Picture Treatment**

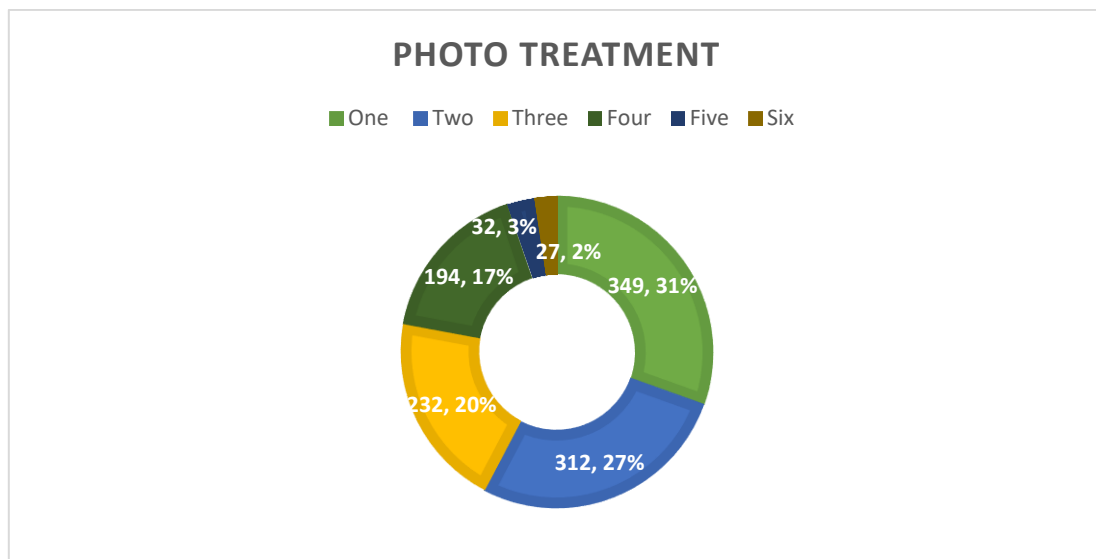


Figure 10.1: Photo Treatment during Men's ODI World Cup

During the Men’s ODI World Cup Prothom Alo and The Daily Star published total 1146 photos related to men’s cricket. Among them 349 photos were one column which is 31% of total men’s cricket photo. 312 photos were two column which is 27%, 232 photos were three column which is 20%, 194 photos were four column which is 17%, 32 photos were five column which is 3% and 27 photos were six column which is 2% of total men’s cricket photo.



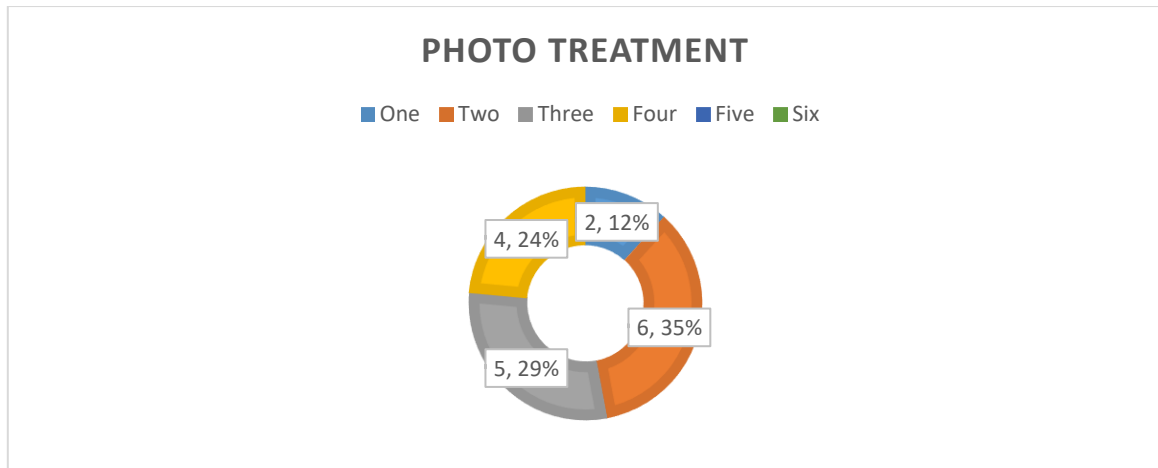


Figure 10.2: Photo Treatment during Men's ODI World Cup

During the Women’s T20 World Cup Prothom Alo and The The Daily Star published total 17 photos related to women’s cricket. Among them 6 photos were one column which is 35% of total women’s cricket photos. 5 photos were two column which is 29%, 4 photos were three column which is 24%, 2 photos were four column which is 12% of total men’s cricket photos. There no five or six column photo on women’s cricket during this time.

Figure 11. Photo Topic

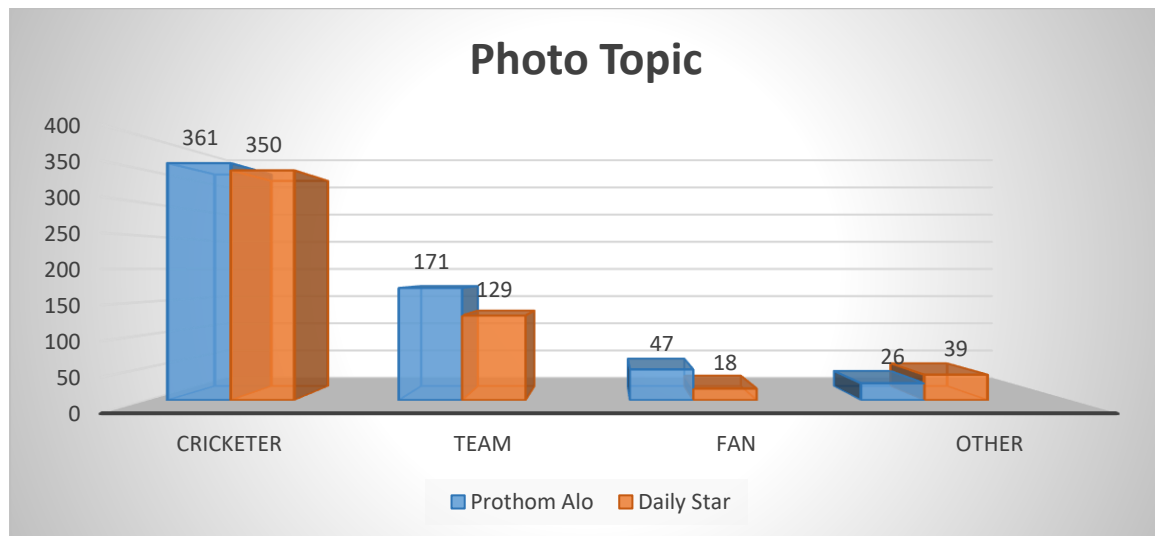


Figure 11.1: Photo Topic during Men's ODI World Cup

Among the 1146 photos related to men’s cricket during the Men’s ODI World Cup, Prothom Alo published 605 photos. 361 photos of individual cricketer which is 60%, 171 photos of team that contains more than one cricketer which is 28%, 47 photos of fans who went to see the match which is 8% and 26 other photos which is 4%. The Daily Star published 541 photos related to men’s cricket during the Men’s ODI World Cup. 350 photos of individual cricketer which is 65%, 129 photos of team which is 24%, 18 photos of fans who went to see the match which is 4% and 39 other photos which is 7%.

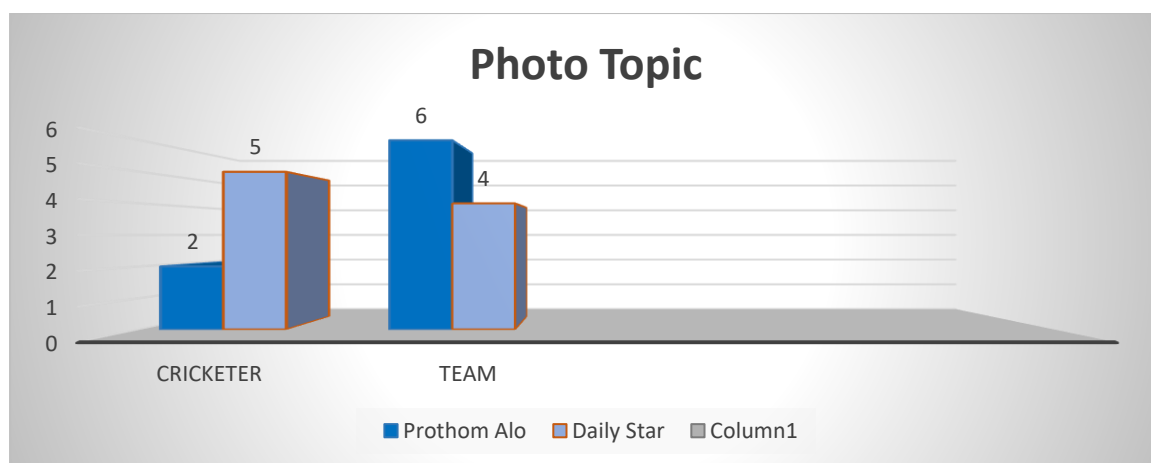


Figure 11.2: Photo Topic during Women's T20 World Cup

Among the 17 photos related to women's cricket during the Women's T20 World Cup, Prothom Alo published 8 photos. 2 photos of individual cricketer which is 25%, 6 photos of team which is 75%. The Daily Star published 9 photos related to women's cricket during the Women's T20 World Cup. 5 photos of individual cricketer which is 60%, 4 photos of team which is 40%.

## DISCUSSION

To present content and analysis, many tables, column charts and pie charts have been used. Content analysis is the very core part of this research. In social researches it is important to reach to the aim by analyzing and presenting the information and also by discussing. This chapter analyzed and presented all the findings and information in a disciplined way. In this research the sampled dailies Prothom Alo and The Daily Star's news on settled issues have been analyzed by the treatment and elements to figure out the nature of this type of news. The newspapers were collected in hard copies from 30 May to 15 July, 2019 and 21 February to 9 March, 2020 during Men's ODI World cup and Women's T20 World cup. There have been total 2044 men's world cup related news and 39 women's world cup related news. All the news has been analyzed in this chapter.

## Number of News

In this study, the total number of newspapers were 65, 47 newspapers when Men's ODI World Cup was going on and 18 newspapers when Women's T20 World Cup was going on. In the 47 days of the Men's ODI Cricket World Cup there are 2444 sports news. 2044 news are related to men's cricket and all of them are ODI World Cup news. 399 news were about other sports and only one news related to women's cricket. In the 18 days of the Women's t20 Cricket World Cup there are 518 sports news. 230 news are related to men's cricket. 39 news related

to women's cricket. During Men's ODI World Cup, almost all the cricket news is about men's cricket. It even got two extra pages coverage in the whole tournament. So there is almost double news coverage than normal time. The ratio of men's cricket news is very high at this time. In the 18 days of the Women's T20 Cricket World Cup there are 518 sports news. 230 news are related to men's cricket. 39 news related to women's cricket. During the Women's T20 World Cup, women's cricket news are published but in great number. Men's cricket news gets priority at this time also.

A study titled 'Gender Unevenness in the Sports Pages of Newspapers: A Case Study Based on Indian Women's Cricket Team' by Anjali R Nair & Kartika shows that even, in the month in which Women's World Cup occurred (July, 2017), the number of news reported about men's cricket team activities was 65 in three newspapers took for study. But the number of Indian women's cricket team was only 55.

### **News Size**

News Size in Page describes the frequency and percentage of news in front page, back page and sports page by column/inch. 47 days of Men's ODI World Cup got total 35153 inch/column sports news was published during this time in Prothom Alo and The Daily Star, where 28783 inch/column men's cricket news, 33 inch/column women's cricket news and other sports news 6365 inch/column. (Figure-3) Total 7201 inch/column sports news was published during Women's T20 World Cup in Prothom Alo and The Daily Star, where 3623 inch/column men's cricket news, 566 inch/column women's cricket news and other sports news 3012 inch/column. A study titled 'Sports and Media Coverage' by Cindy Lin describes that In the future, media should be more sensitive about its own bias and be more inclusive in reporting sports events. For example, female and male athletes deserve an equal amount of media coverage and attention. From the results, it is observed that men's cricket is covered more than women's cricket.

### **Position of News**

Position of news is divided into front page, back page and sports page categories. Every segment of men's cricket news has a pure domination in comparison with women's cricket news. The position of the news decides the ultimate treatment or the importance to the news that is given by the news media. Front page is the position for the reports which has much importance to the readers and also to the editors. The others pages don't carry that much

importance than the front page. But the back page is the second page after front that get much importance than the others pages.

During Men's ODI World Cup, Prothom Alo and The Daily Star published total 2044 men's cricket news among which 1755 news are in the sports page. 209 news are in the front page and 80 news in the back page. During Women's T20 World Cup, Prothom Alo and The Daily Star published total 39 women's cricket news and all of them are in the sports page. It is clear that men's cricket is getting more importance and is a national issue than women's cricket.

### **Type of News**

During Men's ODI World Cup, special column is published in both Prothom Alo and The Daily Star. Prothom Alo published special photo feature segment. Graphs are also used in a large number and in an attractive way. The Daily Star also published special column, facts, best quote, and happy moment etc segments.

During Women's T20 World Cup, only match reports and some player based reports are seen. No special segments are covered in this time. 4 photo features and 3 graphs is a very minimalistic example of visual presentation while men's cricket news are full of these. Men's cricket is not as much as news-oriented compared to women's cricket news as it has 17% individual player's news, 10% columns, 27% photo feature, 4% quotations, 6% graphs.

### **News Credit**

Type of news credit is categorized as dateline, desk news, sports reporter, desk, byline, credit line or others. Men's cricket news are mostly covered by byline story which is 320 in number in Prothom Alo and The Daily Star during Men's ODI World Cup. And then credit line story which is 296 in number. It means reporters show their interest to cover the men's cricket news. They try to involve with the game and try to write for the mass people. On the other hand, women's cricket news is covered by desk news mostly which is 11 in number in Prothom Alo and The Daily Star.

### **News Treatment**

According to previous research, media was not effective at telling us what to think, but they had the power to suggest what we should think about and how to think about it (Carroll & McCombs, 2003). And news treatment determines it.

Men's ODI World Cup Prothom Alo and The Daily Star published total 2444 news related to men's cricket. Among them 514 news were one column which is 25% of total men's cricket news. 648 news were two column which is 32%, 459 news were three column which is 22%, 328 news were four column which is 16%, 56 news were five column which is 3% and 40 news were six column which is 25% of total men's cricket news.

During the Women's T20 World Cup Prothom Alo and The The Daily Star published total 39 news related to women's cricket. Among them 10 news were one column which is 26% of total women's cricket news. 12 news were two column which is 31%, 11 news were three column which is 28%, 6 news were four column which is 15% of total men's cricket news. There no five or six column news on women's cricket during this time.

Men's cricket got huge coverage and the news pages are full with them on Men's ODI World Cup. But Women's cricket news do not get it. Even they are published so bad treatment that readers cannot find them many times.

### **Picture Treatment**

Comparing this study with 'Framing of Cricket and Non-Cricket News Stories in the Times of India Newspaper' by Mohit Chowdhry, Images help the readers to understand the news more easily. During Men's ODI World Cup Prothom Alo and The Daily Star gave huge photo coverage of men's cricket. There are total 1146 photos of men's cricket. There are 554 photo feature. Prothom Alo published special segment of photo feature.

On the other hand, Prothom Alo and The Daily published only 17 photos during Women's T20 World Cup related to women's news. Only 4 photo feature. There are no special segment for photos. On the study 'The Invisible Woman?' by Deirdre O'Neill & Matt Mulready, women appeared in about 2 per cent of photographs, and never made a lead story on the sports pages. It goes same with this study.

### **Language of Body Text**

Gendered language is understood as language that has a bias towards a particular gender, reflects and maintains pre-existing social distinctions. Language affects the gender binary in society and how it helps to create and support the male-female division. In journalism and reporting, gendered language can not only promote bias towards one gender, but also simultaneously entrench such bias further.

## **Prothom Alo language**

Studying all the sports reports published in Prothom Alo during Men's ODI World Cup 2019 and Women's T20 World Cup 2020, No significant gender bias had been found in reporting, choice of word and overall language. Since Bangladesh women's team couldn't win any of the matches in that particular tournament, the undertone in the description of matches is quite understandable. But above all, there are some observations in the overall use of language in those reports.

- **Highlighting Star Players**

During the men's world cup tournament, various features (Pre-match and Post-match) were published which told stories and updates about star players or key players. On the other hand, during the women's t20 world cup, such features are not found which tells any story about any of the star players or highlights any particular key-player.

- **Using Glamourous Adjectives**

'Fighter, Magnificent, Terrific' such flattering adjectives are frequently used in the reports about male cricketers. Such heroic words seem to be very rare in the reports about women's cricket matches/players.

- **Hard news of Match, no soft stories**

Apart from just match reports, no interesting on-field or off-field stories about the match or tournament is seen. In men's cricket tournaments, things are different.

- **Emphasis of the term 'Bangladeshi Girls'**

Though it could not be considered as a 'gender bias', too much use of 'Bangladeshi Girls' phrase makes it sound like a 'not a serious cricket' 'non-mainstream cricket', which could have been avoided in the language.

- **No interview of any female player**

None of the female cricketers of Bangladesh had been interviewed during a major tournament in women's cricket.

## **The Daily Star language**

- **Called 'Tigresses'**

In the reports published in The Daily Star about the Women's t20 world cup, Bangladeshi female cricketers had frequently been called 'Tigresses', which is a very positive approach to develop people's mindset about women's cricket team.

- **Gender Neutral Tone**

The tones of the reports about both men's and women's cricket tournaments are gender-neutral and well-balanced. Male cricketers and men's cricket is not pushed with overwhelming adjectives, moreover much objective language has been used.

- **Only Hard news of Match Report**

Although, besides match reports of Bangladesh women's cricket team, other updates of the tournament have been often ignored. Feature stories are also not seen about women's cricket news.

## **CONCLUSION**

Cricket is the most popular sport in our country and people of all classes cheer this sport a lot like fanatics. Apart from spectators' overwhelming likeliness, men's cricket gets massive coverage, even when the team is losing matches. Male cricketers get immense stardom and luxurious life and sponsorships as well. On the contrary, women's cricket, showing terrific promise in recent years, is observed to get less media attention. In a major tournament like the Women's t20 World Cup, our women's cricket team is seen to get little coverage in sports pages, mostly match reports of some matches had been published. Women are suffering from inequalities in almost every territory in our society. In the sports sector, no different picture is observed. Media covers women's cricket less for the lack of people's interest in it and in such a way, the curiosities in people are not being increased. This cycle continues and women's cricket as well as female cricketers keep struggling for sponsorships and standard of living. During this study, the researcher had many questions like there might be differences in the coverage of men's and women's cricket. The analysis of the data indicates a significant contrast. The differences in the coverage of men's and women's cricket might seem normal in general perspective, but in a comparative perspective the disregard upon women's cricket is observed clearly.

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