



## #48 HOW TO TALK ABOUT FEMALE OLYMPIANS

Developed by: the journalist Lindy West

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Type of project: Critical review

[https://www.theguardian.com/commentisfree/2016/aug/09/female-olympians-guide-gaffes-athletes-sports-makeup-shorts-marital-status-lindy-west?CMP=share\\_btn\\_tw](https://www.theguardian.com/commentisfree/2016/aug/09/female-olympians-guide-gaffes-athletes-sports-makeup-shorts-marital-status-lindy-west?CMP=share_btn_tw)

### Synthesis of the case study

It's a handy guide for how to talk and/or write about female Olympians in order to avoid some gaffes.

### Context and approach

The author or the article thinks that "we were raised in a culture that has almost no idea how to process competent women." During big sporting events like the Olympic games, we can still see many stereotypes in articles written by journalists about women and sport. This is why Lindy West wanted to create this article about do's and don'ts.

### Objectives / Challenges

To educate people and journalists on how to write about female athletes.

### Target

Journalists, people who want to write about athletes and sport.

### The deliverable (What did they do specifically?)

A very critical and ironic article on how to better describe the women athlete performances in five points.

### Key learnings

The way we talk about women – particularly women at the top of their fields, women whose power and prowess is undeniable – has a tangible impact on the way we treat female colleagues, female job interviewees and female presidents. This is not an accident. It is the system working as designed. Athletes are athletes. If you care about sports, write about sports. If you care about gender equality, write about sports.

### Contact information

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