

# **GAME CHANGERS**



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**GAME CHANGERS**



**A RESEARCH REPORT SUBMITTED TO  
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**BACHELORS OF ARTS  
IN  
MEDIA STUDIES**

**BY  
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2018-2022**

**PROJECT APPROVAL**  
**KINNAIRD COLLEGE FOR WOMEN**



**Date: 5th December, 2022**

**I hereby recommend that the dissertation prepared under my supervision by**

**Name(s) of the Candidate: Maryam Mohiuddin**

**Registration No: F18BAMS046**

**Entitled**

**Title: “Game Changers”**

**be accepted in partial fulfillment of the requirements of the degree of**

**BACHELORS OF ARTS**  
**IN**  
**MEDIA STUDIES**

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**In Charge of Dissertation**

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**Head of Department**

**Recommendations concurred in**

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**Committee for the**  
**Final Examination**

## RESEARCH COMPLETION CERTIFICATE

It is certified that Ms. Maryam Mohiuddin of BA (Hons.) (Session 2018-2022), Department of Media Studies has carried out research work entitled “**Game Changers**” under my supervision.

It is assured that research work is original and has not yet been published anywhere else.



Signatures of Supervisor  
Ma'am Sheezah Taimouri  
Lecturer

Date: 05/12/2022



Signatures  
Dr. Kiran Karamat  
Head of Department

All the changes suggested by the examiners during defense are incorporated in this final copy.



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**Dr. Kiran Karamat**

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## **ABSTRACT**

The aim is to produce a praiseworthy tabloid named “Game Changers” with the news of Female athletes and the hardships they go through to achieve their dreams. It will help to reduce the under representation of female athletes in print media and in media generally as well. Also, because of the sexualized manner in which female athletes are portrayed, they suffer from poor representation and stereotypical remarks, this discouragement of female athletes is problematic for athletes who dream about representing Pakistan to win medals nationally and internationally. It will focus on the fact that girls should be applauded for their talent and hard work rather than how they look and behave. It will also focus on the mindset that does not let women succeed in their career choices.

# GAME CHANGERS

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## CHAPTER I

### INTRODUCTION

Society has come a long way toward promoting gender equality over the years; especially in the modern era today. A point we should be mindful of is that in fact, in certain parts of the world, women are well represented in society. However, this cannot be generalizable to the vast majority as gender discrimination is quite frequent, especially in the athletic world. If we are to define gender discrimination, it tends to happen as a result of one person having biases and prejudices against another individual that would have not existed if they were the same sex. Gender stereotypes are quite prevalent in terms of the recognition of female athletes. This may be accredited towards the fact that the emphasis remains on femininity and sexuality of these athletes rather than the skill and the sport itself. When it comes to induce a perception in the minds of society's members, the media plays a vital role towards it. In terms of female representation, there is no doubt that female athletes are underrepresented in print media. In fact, when it comes to women representation in a sports newspaper, it is usually deemed in a non-active or socially acceptable manner. (Knight & Giuliano 2001). It is important to acknowledge that gender beliefs indeed run deep, and improvements can be achieved by institutional reforms; however, backlash after dramatic reform is inevitable. It may be less concrete than any of the other factors on this list, but a society at large underlying mentality has a huge effect on gender discrimination. Gender roles can be varied when it comes to the sporting world; breaking the stereotypical notion such as 'Girls cannot play' and 'Playing like a girl' has become even more important as these phrases carry negative connotations. Even in the modernized world, individuals are attacked with gender stereotypes from their birth to death. Not only does it impact women but the deeply rooted, fixed gender roles in society require men to be tough and athletic, whereas women are required to be accommodating and homemakers. This has crucially impacted women who aspire to pursue sports as a career as sports have been restricted to males. There is a need to change the insight and mindset of the society as a whole, so that gender does not impact an individual's decision to freely participate and play. While there is still a long way to go, we think that women can obviously get rid of traditional stereotypes one step at a time. Girls should be applauded for their talent and hard work rather than how they behave and

look. We need to make it known that a gold medal is a medal- irrespective of gender.

Kinnaird College for Women is known for their academics but also has contributed to Pakistan's Sport by producing more than 40 players that represented Pakistan Internationally in various sports. Currently, there are 120 female athletes registered in Kinnaird Sports Club which includes 70 female Cricketers, 20 hockey players, 3 players of tennis, 4 representing table tennis and 23 basketball players. (Kinnaird Sport Department, 2021).

Government College University provides ample sports and recreational facilities to the students, in several diverse fields such as Cricket, Hockey, Tennis, Gymnastics, BasketBall, Table Tennis, Boxing, Swimming, Rowing, Squash and athletics. Their students have represented Pakistan Internationally and also take part in National Events. GC has produced some of the finest sportsmen for Pakistan's National teams'. (Government College University Sports Department, 2019).

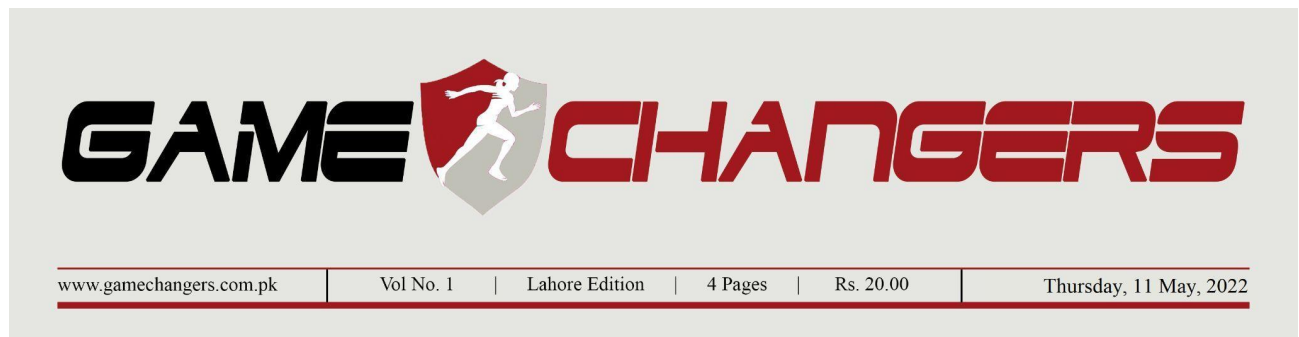
Currently, Pakistan has only 3 female swimmers and there are more than 32 male swimmers (Punjab Swimming Association, 2020). There are 42 female badminton players and there are 140 male badminton players (Pakistan Badminton Federation, 2021). There are also only 2 Alpine Skiers in Pakistan. We can also have a look at this unbalanced ratio keeping in mind the Tokyo Olympics, there were 7 male athletes and only 3 female athletes in Pakistan Contingent for the games (Pakistan Olympics Association, 2021). This also shows that the players are not even given proper training so that they can support Pakistan Internationally and win medals. This also shows that girls are not encouraged enough. This discouragement of female athletes is problematic for athletes who dream about representing Pakistan to win medals nationally and internationally. Another reason why fathers won't let their daughters join sports clubs or train is because of the female sports dress. Something that is so criticized, if not fetishized, in our society. Yet the taboo of a woman in sport is still prevalent. Gender inequality, biased opinions, and dress code are big hurdles in the way of female participation, especially in rural areas.

Unfortunately, the numbers of men's participation outgrow the number of women's participation. Sadly, the female to male ratio in Pakistan's sporting world is extremely unbalanced. Simply because it is so hard for a woman to even make it to holding a badminton racket, let alone play a match. Pakistan's sports authorities have to look into providing female athletes not only equal opportunities but also make available incentives, prizes, and job promotions at the victory for their appreciation, which is provided to male athletes but denied to their counterparts. So people know that their daughters, in choosing their passion, have chosen a life where they will make their country and families proud.

### 1.1 Logo



### 1.2 Flag



### 1.3 One Liner

The basic aim of this tabloid is to break the stigma attached to female athletes and highlight the continuous struggle of these everyday heroes.

### 1.4 Basic Idea

The basic idea behind this tabloid was to bring awareness about the struggles of these

athletes who work tirelessly to achieve their dreams. It was to change the mindset and give representation to female athletes. Micro changes like supporting your friend, sister, or daughter when she expresses her talent in any game and not telling her to go inside the house or maybe try painting instead. When she starts winning medals and is finally appreciated, it will magnify the need for the revolution that the Pakistani sports federation is in dire need of. You can be feminine but also a powerful and firm world champion.

### **1.5 Scope**

Pakistan women's participation in games is based on various factors such as social division, skills, welfare, capability, social class, cultural standards, and religious limitations. The treatment, presentation, recognition and understanding of female sports is falling behind in the sporting world and when they are being streamed, the focus is more on the athlete's muliebrity and sexuality rather than their achievements in their career. Despite the progress of women's overall participation in sports in recent years, it cannot be challenged that female athletes today continue to face a lack of appreciation for their accomplishments. Game Changers will help eliminate this stigma and help female sports evolve in spite of all these hurdles.

### **1.6 Need of the Topic**

It was high time that girls were given the freedom to do what they want to do and just because they are born with slightly less physical fitness than boys doesn't mean that they cannot participate in physical activities. We have to provide them with safe places and a positive environment so people know that their daughters, in choosing their passion, have chosen a life where they will make their country and families proud. We had to change the mindset that does not let women succeed in their career choices. If we didn't highlight the challenges these athletes were going through, it might have been a little too late and the upcoming generation would have to suffer just like them. Sexual harassment, feeling unsafe in places, inadequate resources, and under-the-table leverages are the barriers that are just the tip of the ice-berg and sadly the incomparable experiences women go through in this field. This bi-weekly tabloid covers all relevant sports issues, tournaments, female athletes, their stories and the bitter truth of the sports federations. It ensures the authenticity of its sources and the news published; so the readers not only see the surface, but beneath the surface as well.

## CHAPTER 2

### SIGNIFICANCE OF THE PROJECT

In today's era, the media plays an important role in influencing the world population. Media has many forms, such as print, which includes newspapers, tabloids, magazines and electronics, which includes television, internet and radio etc. Regardless of the forms, media can have negative and positive effects on people of all ages.

Pakistan has a rigid patriarchal society where gender norms tend to be strictly abided by. This has caused a whirlpool effect that rises above women athletics in Pakistan and their treatment. Therefore, the significance of this tabloid was to challenge and confront the mindset of the vast majority of individuals in our society who do not let females in the society be free. This Tabloid highlighted professional female athletes for the purpose of conquering social barriers with relation to their sexual orientation, race, and gender. It aimed to act as means to educate on an issue which are not talked about in our country so that majority of people may be more accepting towards aspiring female athletes despite unfitting the "hetero-normative" ideals of society. We tried to look into the factors which contribute towards the inequalities that exist within the sports world and how media plays an integral part in all of it and how can media help these female players to achieve their dreams. If once in a blue moon, women's sports are covered in the media, the prime focus is still their femininity and not on athleticism.

This tabloid focused on the back stories of these athletes and the lesser known stories that are waiting to be discovered, that deserve more attention. So people are attracted towards these and give them the attention and respect they deserve. Women's participation in sport has grown dramatically in Pakistan but despite this growth coverage of women in sports remains inferior to that given to men in sport across all media not only in Pakistan but all around the World. This tabloid helped us acknowledge, promote and celebrate these athletes and their untold stories which will bring a revolution that the Pakistani sports industry is in dire need of.

## CHAPTER 3

### TECHNICAL METHODOLOGY

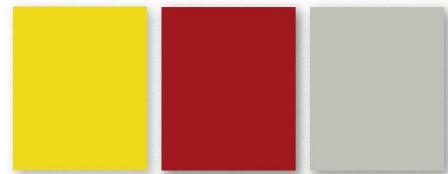
This bi-weekly tabloid was published in English for only 20/- RS. The price of the tabloid is kept low keeping in mind the general public and financial constraints. Once it is known in the society, the price will be changed so 50% of each copy sold can go to our athlete's fund.

#### 3.1 Layout

The tabloid is published on the sheet of 11 by 17 inches, consisting of 4 pages in total. The front page of the tabloid has some pictures of the female athletes, relative to the news. The main news is published on the front page in two columns under a bold and attractive headline. The subheading is written between the news and headline. One sponsored ad is featured on the front page. The inner two pages have editorials, columns, features articles based on sports. There is another ad containing two columns on top of the second page (first from inside). The second inner page consists of an interview or a feature of a well-known and renowned sportswoman with the relevant picture, and a letter to the editor comprising two column space and two editorial notes of one column space each. Both of the inner pages are connected with a sports illustration in the middle of these two pages. The last page has an ad on the bottom, and a two-column space each for two soft news and with images along with the captions so that the readers are able to understand the theme and the topic easily.

#### 3.2 Color Scheme

The main color scheme of our tabloid is Red, Yellow and Gray. Yellow color is used a little bit just to highlight some of the important aspects in layout so that it stands out. The color Red is considered as the best color for



sports as it represents energy and vitality. By using a vibrant shade of Red, we are able to capture the attention of readers as well because it is one of the most visible colors and is also associated with the meanings of passion, strength and determination. Moreover, since Red is the

color of blood, it has been connected historically with sacrifice, danger, and courage.

The selection of these unique and attractive color schemes makes our tabloid stand out against the other tabloids on news-stands. The eye-catching colors and designs used in our tabloid is definitely going to catch the readers' attention. Moreover, the blend of gray color with red is going to give a hint of sophistication. The vibrant red color looks more elegant with the amalgamation of gray in the tabloid. Our tabloid's fonts are in black color and we have used black color in the design as well to make it look more professional and sophisticated.

### **3.3 Advertisements**

There are three advertisements, the first one advertisement is of a vitamin company and how they are important for our game and health. The second hypothetical advertisement is of Lahore Care Hospital and the physiotherapy services provided there. One of our advertisements is sponsored by 'Irongear' that will also give discounts to National athletes who come buy their gear from them.

### **3.4 News Content**

The tabloid includes both hard and soft news to engage their readers. Achievements of women are highlighted and successful stories of these struggling athletes are brought to the forefront which they narrate themselves. Every week there will be a column that will differentiate between the opportunities given to Pakistani athletes and athletes in foreign countries. We have included a column by famous people of Pakistan that in their capacity are doing something for athletes.

### **3.5 Campaigns Strategies**

The promotional campaign is curated professionally to attract the audience's attention. Our main target for now is Lahore's audience. For the distribution of campaign materials, money, time, and creativity are managed sensibly to promote our tabloids in the city.

Following materials are included for the promotional campaign of our tabloid, that will successfully enhance the publicity of the tabloid.

## GAME CHANGERS

- Posters
- Flex
- Standee
- Business Cards
- Flyers
- T-Shirts
- Mugs
- Letterhead
- Envelops
- Pens
- Keychains
- Notebook

## CHAPTER 4

### BUDGETING

#### Tabloid Budget Sheet

Tabloid Name

**GAME CHANGERS**

Categories	Quantity	Name	Total Amount in PKR
Owners	2	Manaal Tariq Maryam Mohiuddin	
Reporters	1	Manaal Tariq	
Editors	1	Maryam Mohiuddin	
Writers	1	Manaal Tariq	
Columnists	1	Manaal Tariq	
Photographers	2	Manaal Tariq Maryam Mohiuddin	
Designers	1	Maryam Mohiuddin	
Advertisements	3	Sponsored	
Printing			6,000/-
Publishing			3,000/-
Transport		Fuel	3,000/-
Miscellaneous			2,000/-
<b>Subtotal</b>			<b>14,000/- PKR</b>

<b>Budget for Promotional Campaign</b>			
<b>Designing</b>	<b>2</b>	<b>Maryam Mohiuddin</b>	
<b>Printing</b>	<b>1</b>		<b>3,000/-</b>
<b>Promotional Material</b>	<b>1</b>		<b>3,000/-</b>
<b>Time Required</b>	<b>4 Months</b>		
<b>Subtotal</b>			<b>6,000/- PKR</b>
<b>Grand Total</b>			<b>20,000/- PKR</b>
<b>Tabloid Price</b>			<b>20/- PKR</b>

## CHAPTER 5

### CONCLUSION

We are the “Game Changers”. We are campaigning in our capacity for equality and visibility for women in sports. Women are recognized as a second fidget to men when it comes to sports. Society has applied these norms. We have been associated by our community that men are superior than females. Every day we pass by billboards that display and encourage sexist ads without knowing it. We in our capacity will make this subject matter in Pakistan because, even though we might not be able to get rid of stereotypes, we could increase awareness and knowledge to control the negative discrimination of women in sports. We have to break the stereotype, “Girls can’t play”. Playing ‘like a girl’, ‘pretty good for a girl’ has never been less of an insult. Unfortunately, ‘Women’s sport doesn’t matter’, “women's sports are boring” and of course” women can't just play as well as men can”. And this insult doesn't just come from men, but women too. We will, with the help of this tabloid, help eliminate the negative stigma that is attached to women in sports. The class difference adds another layer to the problem. Some people can't afford the luxury of being taught or trained. To buy the proper equipment and are afraid to invest in a field that rarely provides sufficient support to especially women, we will start a proper campaign that will fund women athletes who want to play professionally but don't have the means to do that. Female athletes can only learn to compete in the world if they get to train with men equally and there is no field that girls can excel in when given the opportunity. They can leave all men behind. If we compete with the same determination and keep working with the same enthusiasm, we are sure that a day will come when women will be watched more. But the difference will be that women wouldn't put other genders down and not degrade their counterparts, so the future looks beautifully safe. Just like women athletes take part in their male counterparts doing wonders for Pakistan, men athletes should also extend their support and wishes and be ready to help them, these small gestures will take the game a long way.

## **CHAPTER 6**

### **RECOMMENDATIONS**

For the active participation of girls in sports, they do not have to be brought up as boys. Parents, on their part, just need to ensure that the girls never question and doubt what they can or cannot do, just because they're girls. We can do more, just by having more media attention and coverage. The more women are highlighted; the younger girls will be inspired to do what they want. Parents should not think about how people will say that your daughter is wasting her time but they should think about how their daughter is working towards a goal. Because at the end of the day, when she comes home winning, the pride they feel will be worth taking the risk. More media coverage as representation is the key, the more these athletes are highlighted, more females will think of opting sports as a career in Pakistan. Schools are the best way to influence young generations. We should educate and sensitize the entire teaching staff to be more vocal about girl's participation in sports. Organizations can collaborate and come up with initiatives for gender equality in sports.

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