



# National University of Science and Technology

**Faculty of Communication and  
Information Science  
Department Of Journalism and Media Studies**

**BSc (Hon) in Journalism and Media Studies**

**Title:**

***A CRITICAL ANALYSIS OF THE COVERAGE OF WOMEN'S  
SPORT ON ZIMBABWE TELEVISION.***

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***(Honors) Degree in Journalism and Media Studies***

## ABSTRACT

This study explores the coverage of women's sports on Zimbabwean television. Through case studies of *Friday Night Sports Check*, *Saturday Sports* and *Sunday sports* and the use of interviews, questionnaires and content analysis, the study reveals that gender imbalances at ZTV, editorial policies, personal bias of journalists, sponsorship and audience preferences negatively influence the coverage of women's sport. As a result, women's sport accounted for 8 per cent of total airtime accorded to the programmes under study. In light of such findings, the research recommends the introduction of a media policy that guides the coverage of both men's and women's sports as well as the introduction of specialized courses on sports reporting. In addition the study recommends that sports journalists cover sports more widely while advocating a change in journalists' attitude in the way they cover sports.