Out Of The Bleachers: Writings On Women And Sport

Stephanie Twin

This effectively manipulates how spectators view women’s sport, and influences public opinion regarding athletes. By promoting athleticism and the instrumental value of the female body, the capabilities of women within sport and exercise can be demonstrated, and women can be inspired to consider their own bodies instrumentally. Images with an instrumental focus have also been found to result in less self-objectification and pressure upon women than sexualised images (Fallon & Hausenblas 2005). Further, the demonstration of athleticism and health may encourage women to participate in physical activity to improve their own fitness levels without the pressure to conform to society’s unrealistic standards.