

Abstract

This bachelor's thesis deals with a topic that falls within the field of sports journalism, namely the topic of audience perception of female sports reporters. Specifically, it seeks to find out how female reporters in Formula 1 are viewed by the audience. This thesis seeks to shed light on this issue through its own research and by explaining relevant theoretical concepts such as gender and stereotype. Furthermore, it summarises social role theory, highlights the challenges that female sports journalists face during their careers and also discusses related research already conducted within the theoretical part of this thesis. The analytical part of the thesis includes both qualitative and quantitative research and thus analyses the issue from two different perspectives. The qualitative research contained in this thesis is an analysis of in-depth interviews with Formula 1 fans. This analysis is followed by quantitative research, which includes a questionnaire that is constructed based on the information gathered from the in-depth interviews. The questionnaire also contains audio-visual samples, so that respondents who do not follow Formula 1 can also express their opinion. The qualitative data is collected through a questionnaire survey. The results of the questionnaire survey show how Formula 1 reporters are viewed by fans and casual viewers.