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The Construction of Femininities in Mediasport in Norway: Three Different Stories in Three Different Periods

This paper deals with media representations of women's bodies in soccer in three different periods of change; the 1930s 1970s and 1990s. The focus is on the most well known soccer matches of the decades. Three different stories are told to show gender representations in the national sports press of the time.

In the 1930s the focus is on a match between two teams of non-soccer players, of which the figure skater Sonja Henie was one. The 1970s are known to be a period of debate on equal rights in public in the western countries. The focus is on the unofficial Norwegian Championship in soccer. By the mid 1990s women's soccer became the most popular female sport in Norway. The attention is on media representation of the World Cup in 1995, in which the Norwegian national team won a gold medal.

The main questions are: What are the main differences, the contradictions and the doxa, the practices that seem so natural that they are taken for granted of media representations in the three periods? The following national papers are used: *Sportsmanden*, *Aftenposten* and *Dagbladet*. The theoretical perspectives are from Bourdieu, Douglas, and Solheim.