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ANALYSIS OF GENDER-FAIR LANGUAGE IN SPORT AND EXERCISE

Gender-sensitive language, gender-neutral language, gender-inclusive language, gender-free language and gender-fair language are terms used in English to refer to the usage of a tactful and respectful selection of vocabulary devoid of unfounded, unfair and discriminatory reference to women in contrast with men. Sport as a global social phenomenon strives for effort, excellence, fair play, solidarity and respect for all, and tries, among other things connected with these principles, to implement gender-fair policy throughout its domains, language included. The aim of this research was to analyse, both diachronically and synchronically, the usage of gender-fair language in competitive sport as well as in the scientific journals addressing sport and exercise-related topics. To realize the aim of this research, several relevant sources were inspected. As for competitive sport, first the texts of the Olympic Charter (the name is generally used in reference to all the editions) were analysed from its first edition in the English language, besides French, published in 1930 up to the latest edition published in 2015. Secondly, the set of nine documents published by the International Olympic Committee was scrutinized in terms of gender-fair vocabulary both with respect to diachrony and synchrony of their usage. Thirdly, the set of seven documents published by sports governing bodies were investigated to find out whether they abide by the principle of using gender-fair language. Further, names of sporting events and terms designating a person or persons participating in a sporting event were explored. As regards scientific inquiry, to analyse the policy of abiding by the same principle, i.e. by the principle of using non-discriminatory language in scholarly writing, a set of scientific journals that publish articles whose topics are sport-related was selected. The *Web of Sci-*

ence Core Collection – Science Citation Index Expanded, an example of a relevant and a highly valued database in which a multitude of scientific publications – sport-related in terms of their topic as well – are indexed, was searched to look into the word choice used to talk about women and men in sport. The analysis has shown that special attention is paid to using gender-fair language both in competitive sport and in scientific writing. Although evidence revealed that in some cases gender-fair language is either inconsistently used or better solutions should be sought, sport is indisputably a domain which strives to follow a policy aimed at developing equal opportunities for women and men – using gender-fair language being one of the ways to corroborate this endeavour.

1. Introduction

The matters related to language in terms of its fairness with regard to gender (implying the man – woman dichotomy) have attracted the attention of linguists and continue to do so today. The variety of topics is wide and by no means exhausted. The publication of *Language and Woman's Place* by Robin Tolmach Lakoff in the year 1975 is by many considered to be the booster of feminist research into how gender and language are connected. The book was preceded by the article *Language and Woman's Place* published in the journal *Language in Society* in 1973 (Lakoff 1973) in which the author addressed two critical issues – talking like a lady and talking about women. Following was a plethora of papers that covered a wide range of topics connected with gender and language – how men and women use language (Newman et al. 2008), those dealing with the use of generic pronouns (Gastil 1990, Hamilton 1988), various recommendations connected therewith (cf. Conkright, Flannagan and Dykes 2000, Gustafsson Sendén, Bäck and Lindqvist 2015: 2), attitudes towards using sexist language (Douglas and Sutton 2014), sexist and non-sexist usages in a particular language (e.g., English – Magner 2002–2003), arguments for retaining masculine/generic usage, i.e. arguments against changes from sexist to more gender-fair language (Blaubeurgs 1980), promoting gender-fair language (Koeser and Sczesny 2014), attitudes relating to gender-fair language usage in different languages, e.g. German (Sarrasin, Gabriel and Gygax 2012), Italian (Merkel, Maass and Frommelt 2012), etc. McConnell and Fazio (1996: 1004) analysed the possible implications of gender-marked language in that occupation titles like *chairman*, i.e. titles containing *man*-suffix were perceived to depict personality-related notions designated by such titles as being more masculine, and the titles containing either a *person*-suffix or not containing a suffix at all to designate personality portraits as being less masculine. In other words, research has been done into ways

of achieving fairness in language, i.e. of avoiding discriminatory language practices in terms of gender, race, etc. Research has pointed to two main strategies of making a language gender-fair – these two strategies being neutralization and feminization (cf. Formanowicz et al. 2013: 62). The former is easier in languages in which the differentiation between genders as regards language is not frequent, whereas the latter implies that the feminine form of, for example, nouns be increasingly used to address female referents and is applied in languages with grammatical gender (e.g., German) (cf. Formanowicz et al. 2013: 62).

That language shapes the way we think, i.e. that it has a strong impact on perceptions and cognition of people (Vainapel et al. 2015) is a commonly accepted viewpoint. The common denominator of all listed studies was an attempt to change the masculine dominance reflected in language. However, the multitude of studies has only partially succeeded in changing the point of view of people in this matter, so that the standpoint that language codifies “an androcentric worldview” (Ehrlich and King 1994) is largely true even today. Subsequently, the *male as norm* principle is reflected in the structure of lexicon (Pauwels 2006: 553). Changes in this respect, although worthwhile, are still limited and often partial. Still, proponents of non-discriminatory language in terms of gender persist in advocating for the usage of inclusive language (Cronin and Jreisat 1995). *Gender-sensitive language, gender-neutral language, gender-inclusive language, gender-free language and gender-fair language* are examples of terms used in English to refer to the usage of tactful and respectful selection of vocabulary devoid of unfounded, unfair and discriminatory reference to women in contrast with men. For the foregoing reasons, several tendencies have evolved in language to become principles of gender-fair language use, for example, using *he* or *she* in compliance with the *one-gender-only* exclusive reference (Pauwels 2006: 556), using plural *they* instead of the generic *he* and substituting the *–man–* element in compounds with the neutral *–person–* compound member (Pauwels 1997, 2001).

Sport, gender and language

Sport as a global social phenomenon strives for effort, excellence, fair play, solidarity as well as for respect for all. Given this background, it seeks “to advance gender equity” (United Nations 2008: 135) and to implement gender-fair policy throughout its domains, language included. However, in spite of efforts to eliminate discriminatory practices, “gender-based discrimination in all areas and at all levels of sport and physical activity, fuelled by continuing stereotypes of women’s physical abilities and social roles” still exists (United Na-

tions 2007: 3). It appears that sport – a domain traditionally dominated by men – still “likes its men ‘manly’ and its women ‘cute’” (Shaw and Frisby 2006: 493), and this perspective makes sexist language and negative perceptions issues that women in sport perpetually encounter (Grappendorf 2011: 94). In the last twenty-five years research into gender-related matters of language use in sports has, as in general language, abundantly developed in various directions. For example, Eitzen and Baca Zinn (1989) expressed an opinion that the naming patterns applied by a striking number of American colleges and universities de-athleticized women’s teams and found names such as *Belles*, *Green Gals*, *Tigerettes* and *Lady Jags* to be demeaning. Fabrizio Pelak (2008) analysed the connection between sexist naming practices and sport-related opportunities. Parks and Robertson (1998) found that there were students who strongly opposed to using terms like *player-to-player defense* instead of *man-to-man defense*. Messner, Carlisle Duncan and Jensen (1993) analysed the commentaries of televised men’s and women’s basketball and tennis events to conclude that sport commentaries significantly contributed to the construction of gender. Halbert and Latimer (1994) focused on language used by sports commentators in a broadcast tennis competition, and concluded that women’s achievements in sport “will continue to be meaningless as long as sports broadcasters undermine, trivialize, and minimize women’s performances through biased commentaries” (1994: 298).

Nowadays gender belongs to a set of social constructs which takes into account conventions, roles, behaviours and relationships that emerge and exist between men and women (Krieger 2001). Building on the practices in general language, which advocate for a more fair usage of language in terms of gender, sport-related language tradition is slowly but surely changing from a gender-exclusive to a gender-inclusive one.

2. Aim of research and methodology

The aim of this research was to analyse, both diachronically and synchronically, the usage of gender-fair language in competitive sport as well as in academic writing style. The analysis conducted into competitive sport was divided into four areas: the analysis of the text of the Olympic Charter, the analysis of a selected set of documents other than the Olympic Charter and published by the International Olympic Committee, the analysis of texts published by sports governing bodies, and the analysis of the names of sporting events as listed on the official website of the International Olympic Committee.

The analysis of the texts of the Olympic Charter relied partially, i.e. in the part related to language matters, on the research conducted by Teetzel (2011) who investigated the text of the Olympic Charter from 2010, and on the research conducted by Murrmann (2014) who analysed the text of the Olympic Charter from 2011 with regard to its ‘fairness’, language in terms of gender references included. However, Teetzel’s (2011) paper has focused on the broad scope of content analysis, the issue of gender-fair language being one part of this analysis. A reference was made in her paper to the statement in the 2010 edition of the Olympic Charter which specified that “the masculine gender used in relation to any physical person [...] shall unless there is a specific provision to the contrary, be understood as including the feminine gender” (International Olympic Committee 2010: 9). The same sentence was quoted by Murrmann (2014) with reference to the 2011 edition of the Olympic Charter (International Olympic Committee 2011: 8). In contrast to Teetzel’s (2011) and Murrmann’s (2014) inquiries which addressed one edition of the Olympic Charter, the methodology regarding the subject matter of the analysis in this paper abides by the criterion of diachrony, and included the texts of the Olympic Charter (the name is generally used in reference to all editions) from its first edition in the English language, besides French, published in 1930 up to the latest edition published in 2015. The analysis dealt with the usage, or the lack thereof, of the following set of terms: *sportsmanship*, *sportpersonship*, *sportsman/sportsmen*, *sportswoman/sportswomen*, *sportsperson*, *athlete(s)* and *woman/women*. The use of generic *he* was also inspected.

The second area within competitive sport addressed nine documents, other than the Olympic Charter, issued by the International Olympic Committee and found on their official website (www.olympic.org). These documents were inspected to gain insight into the usage of the same set of terms as with the 43 editions of the Olympic Charter – *sportsmanship*, *sportpersonship*, *sportsman/sportsmen*, *sportswoman/sportswomen*, *sportsperson*, *athlete(s)* and *woman/women*. The criteria for inclusion of documents in the analysis were the diachrony of their publication and the variety of contents. Subsequently, nine documents were selected:

- one document addressing the topic of anti-doping
- two annual reports addressing the same topic (credibility, sustainability, and youth)
- three interim and final reports with three different topics (*Shaping the Future*, *Building a Legacy through Sport* and *Olympism in Action*)

– one text addressing the topic of the context and background of the 2020 Olympic agenda

- one text on the role of sport for humankind
- one text on the teaching values of sport.

As for the third subject matter within the domain of competitive sport, i.e. the texts of documents published by sports governing bodies, Teetzel's (2011) research in which she analysed eligibility rules of eight international sports federations in terms of gender-exclusive language was used as the basis on which the analysis in this respect was built in this paper. This part of the analysis was conducted from two points of view: the first one was based on an angle different from Teetzel's (2011), i.e. a search was made to find out whether the analysed documents contained any explicit comments or instructions regarding the usage of gender-neutral language. The second point of view was the same as the one applied by Teetzel (2011) and addressed the question whether words that are either marked or not marked for gender were used in those documents that contained no explicit comments or instructions in this respect. Consequently, from the multitude of rules/laws of various sports, competitions rules, technical regulations and statutes a set of seven documents was selected. To refer to Teetzel's (2011) research again, it focused more on content analysis, and subsequently on language, i.e. on words such as the pronoun *he* to refer to a director or a president, and the word *lady* to refer to female athletes in speed skating (*Lady World Allround Champion*), i.e. the usage of gender-marked nouns when referring to female athletes, whereas no gender marker has been used when referring to male athletes (*World Allround Speed Skating Champion*). In contrast to Teetzel's study, the sample in the analysis in this paper included rules/laws of games and competitions, technical regulations and statutes. Further to the contrast with her research, the study reported in this paper addressed five documents from sports governing bodies that were not included in her research (football, handball, tennis, sailing and equestrian) with the aim to extend research into this subject matter. The documents selected for the analysis in this paper have been accurately specified. Further, two documents from the same international federations as in Teetzel's analysis (*International Association of Athletics Federations* and *Fédération Internationale de Gymnastique*) were used in this analysis as well, however, with exact reference to the documents under consideration, as will be specified further in the analysis. There were two reasons for including documents from the same international sport federations as Teetzel's (2011) into this analysis. The first one was the exact reference to two documents (*Technical Regulations 2017 Fédération Interna-*

tionale de Gymnastique and *International Association of Athletics Federations. IAAF Competition Rules 2016-2017*), which was aimed at avoiding any general reference, in contrast to Teetzel's research (2011), which might not apply to all documents issued by the same international sport federation. The second reason was the date of publication of these two documents. This date accounted for their relevance in terms of actuality – the four-to-five-year difference from the year in which Teetzel's research was published, i.e. the year 2011, was supposed to have led to possible changes in the usage of gender-exclusive language. Following her research, the criteria for the inclusion in this study were: type of a document (rules/laws of the game; statutes), type of a sport (team, individual, containing an aesthetic component), and nature of sport (masculine, feminine, gender-neutral – as specified, when possible, by Koivula, 2001). Teetzel's criterion (2011) regarding winter/summer sport dichotomy was not applied in this analysis. Ultimately, seven documents published by sports governing bodies (all these sports are on the list of the Olympic programme), were selected and inspected for tendencies regarding vocabulary-related reference to gender:

- two books of rules/laws of the game – one team sport-related (football, a masculine sport) (*FIFA Laws of the Game 2016/17* published by The International Football Association Board), and one individual sport-related (tennis, a gender-neutral sport) (*ITF Rules of Tennis* published by International Tennis Federation in 2016);

- one book of technical regulations – a sport with an aesthetic aspect (artistic gymnastics, a sport often perceived as a feminine one) (*Technical Regulations 2017* for artistic gymnastics and published by Fédération Internationale de Gymnastique);

- three books of competition regulations – athletics (not specified by Koivula's research from 2001 as being masculine, feminine or gender-neutral) (*IAAF Competition Rules 2016-2017* published by International Association of Athletics Federations), sailing (a sport perceived to be gender-neutral) (*The Racing Rules of Sailing 2013-2016*), and equestrian sport (perceived as a feminine one) (*FEI Regulations for Equestrian Events at the Olympic Games* published in 2015);

- one book of Statutes, i.e. the Statutes of handball (*Statutes* of the International Handball Federation published in 2016), a masculine sport according to Koivula 2001.

Finally, within the context of competitive sport names of sporting events, as found on the official website of the International Olympic Committee, were in-

vestigated to find examples which either deviated from the principle of using gender-fair language when referring to both genders or those which resulted in rather incoherent terms. Additionally, terms designating a person or persons participating in a sporting event were also explored. A different search principle was applied for this part of the analysis. For a broader insight, the investigation was not done only for the official website of the International Olympic Committee (www.olympic.org), but was extended to Google search to gain insight into possible varieties of referring to athletes in different sports.

As regards the second sport-related domain addressed in this analysis, i.e. scientific inquiry, the policy of abiding by the principle of using non-discriminatory language in terms of gender in scholarly writing was addressed. Ideally, the link between practical, competitive sport-related practice and scientific writing in terms of gender-fair language use should lie in the argument that science and practice are, or should be, interconnected. Scientists are expected to discern their perceptions of the physical world and practitioners are expected to implement the results of scientific research in concrete situations. Subsequently, to analyse the usage of gender-fair language in academic writing, a set of journals, whose domain addresses sport and exercise-related topics, was selected from the Master Journal List of Clarivate Analytics (2017) within the database *Web of Science Core Collection – Science Citation Index Expanded (View subject category – Sport sciences – View journal list)*. The search has provided a list of 80 journals from which 49 were then randomly selected for further analysis. The criterion was to include journals from various subdomains, e.g. applied physiology, sports medicine, sports psychology, applied biomechanics, etc. These journals were then analysed as for their instructions (guidelines) for authors and the existence of any directions as regards the usage of gender-fair language style.

3. Results and discussion

3.1. Competitive sport

The second half of the previous century saw social and cultural changes that enabled women in many areas of the world to reshape their status in the society. These prosperous developments have staunchly been initiated and supported by feminists' efforts – ridiculed, opposed and ignored by many at first – to change the way of the *male as norm* thinking world. In spite of numerous changes in language occurring as the result of those social transformations, some deeply rooted vocabulary-related routines persist even in recent publications.

The diachronic view of gender-related language used in Olympic Charters published by the International Olympic Committee (IOC) commenced with the year 1930 and ended with 2015, totalling 43 editions. The texts of Olympic Charters were inspected for the usage of seven terms (*sportsmanship*, *sportspersonship*, *sportsman/sportsmen*, *sportswoman/sportswomen*, *sportsperson*, *athlete(s)* and *woman/women*) and the generic *he* to identify possible canons of their application. The yielded results have pointed to some compelling developments on this matter. The habitude of using the term *sportsmanship*, maintained from the first publication in English of the Olympic Charter in 1930 ended with the 2003 edition. An expected development of substituting the previously mentioned term with the term *sportspersonship*, i.e. one that does not contain the generic *man* element and is nowadays oftentimes applied, did not happen. Such an outcome was in compliance with the absence of the term *sportsperson* in all inspected texts. Instead, the term *athlete* has been continuously used from the year 1930 to 1958, and from 1982 through to the 2015 edition, which may be attributed to the preference of the term used in American English (*athlete*). This preference presumably favours a non-gender-marked noun that has, according to the results of this analysis, been used in the text of the Olympic Charter since 1930 over the noun (*sportsperson*) whose usage history is significantly shorter. Such a selection of a term would be well justified were it not for the fact that this finding might lead to an incorrect assumption that no gender-marked nouns have been used to refer to male and female athletes. The results, however, have shown that the term *sportsman*, together with its plural form, employed to refer to athletes (men and women alike) has been used, simultaneously with the term *athlete*, in the text of the Olympic Charter from 1955 to its 1990 edition. However, the term *sportswoman* has not once been used in any edition of the Olympic Charter – in most of its editions (with the exception of two – the 1935 and 1949 editions) female competitors have been referred to as *women* without the collocating specifier *sports~*. Such usage of gender-marked terms cannot be justified, at least not for the period of the last 20 years, which was a period long enough to adapt to current linguistic trends, since non-gender-marked terms like *sportsperson* and *sportspersonship* have been used, not on a large scale but their usage is indisputable, both in general language and in academic writing. A good example of the switch from using the term *sportsmanship* to the usage of the term *sportspersonship* is evident in the titles of two papers first-authored by the same researcher: *Toward a multidimensional definition of **sportsmanship*** by Vallerand, Deshaies, Cuerrier, Brière and Pelletier from 1996 and *Development and validation of the Multidimensional **Sportspersonship** Orientation Scale (MSOS)* by Vallerand, Brière, Blanchard and Provencher from

1997. In other words, only one year later Vallerand and her collaborators used a term that is not marked for gender. Interestingly, the generic *he* has been used throughout all the Charter's editions.

The set of nine documents (Table 1), other than the Olympic Charter, as specified previously, published by the IOC was inspected for the usage of the same set of terms as with the 43 editions of the Olympic Charter. The term *sportsmanship* was used in only three (documents 2, 8 and 9) versus zero usage of the term *sportspersonship*. The infrequent usage of the terms *sportsman/sportsmen* (documents 2, 6 and 9), *sportswoman/sportswomen* (document 9) and *sportsperson* (document 9) was contrasted to the occurrence of the term *athlete(s)* in all selected texts. The terms *sportsman/sportsmen* and *sportswoman/sportswomen* were found to refer to members of the one or the other gender, respectively, but only as emphasis when so decided as the result of the writing style. As was the case with the Olympic Charter's editions, female persons were referred to as (~) *woman/women* (e.g., *chairwoman*) in all but one instance (document 1).

Table 1. The set of nine documents published by the IOC (accessible from <https://www.olympic.org>)

1	FIGHT AGAINST DOPING SUMMER OLYMPIC GAMES – RULES AND REGULATIONS The International Olympic Committee Anti-Doping Rules applicable to the Games of the XXX Olympiad, London 2012
2	IOC Annual Report 2014 Credibility, Sustainability and Youth
3	IOC Annual Report 2015 Credibility, Sustainability and Youth
4	IOC INTERIM AND FINAL REPORTS IOC INTERIM REPORT 2009-2010 – Shaping the Future
5	IOC INTERIM AND FINAL REPORTS IOC FINAL REPORT 2009-2012 – Building a Legacy through Sport
6	IOC INTERIM AND FINAL REPORTS IOC FINAL REPORT 2009-2012 – Chapter 6 – Olympism in Action
7	OLYMPIC AGENDA 2020 Context and Background
8	OLYMPISM IN ACTION Sport Serving Humankind
9	OLYMPISM IN ACTION EDUCATION THROUGH SPORT Teaching Values – An Olympic Education Toolkit

As for the analysis of the set of seven documents published by different international umbrella federations in terms of the existence of recommendations or note on the usage of gender-fair language, Table 2 clearly shows that only four were explicit in this respect – the umbrella federations for football, gymnastics, athletics and tennis. Table 2 further shows only one of these documents – FIFA Laws of the Game 2016/17 – to have changed its discourse in such a way that the text is written in the gender-neutral style. Such a result was somewhat surprising since football (AE *soccer*), as already specified, is considered by many to be a masculine sport (Koivula 2001). In the Technical Regulations of the Fédération Internationale de Gymnastique – gymnastics being a sport often perceived as feminine (Koivula 2001), in the ITF Rules of Tennis – tennis being regarded as a gender-neutral sport (Koivula 2001) – and in the IAAF Competition Rules 2016-2017 in which both men and women compete in numerous events all references to masculine gender are instructed to be understood to simultaneously refer to female gender. In the selected documents from sailing – a gender-neutral sport according to Koivula’s research (2001) – and in equestrian sport – believed to be a feminine one (Koivula 2001) – the style of writing is characterized by personal dual gender words and the generic *he*, thus circumventing the gender-fair language usage principle. Interestingly, in the text of the Statutes of the International Handball Federation both the words such as *chairman* and those designating the same position but including the non-gender-marked noun *person* were used.

Table 2. The set of seven documents published by sports governing bodies

DOCUMENTS PUBLISHED BY SPORT GOVERNING BODIES		GENDER-RELATED REFERENCE
1	FIFA Laws of the Game 2016/17 (The International Football Association Board 2016) http://www.fifa.com/mm/Document/FootballDevelopment/Refereeing/02/79/92/44/Laws.of.the.Game.2016.2017_Neutral.pdf (accessed 19 September 2016).	Page 12: “The Laws are now ‘gender neutral’, reflecting the importance of women in football today.”

2	<p>Technical Regulations 2017 (Fédération Internationale de Gymnastique 2016)</p> <p>http://www.fig-gymnastics.com/publicdir/rules/files/main/20160905%20TR%202017-e.pdf (accessed 19 September 2016).</p>	<p>Page 11:</p> <p>“Words designating the masculine gender shall also include the female gender, including the judges who can be male or female for each of the disciplines...”</p>
3	<p>IAAF Competition Rules 2016-2017 (International Association of Athletics Federations 2016)</p> <p>https://www.iaaf.org/about-iaaf/documents/rules-regulations (accessed 19 September 2016).</p>	<p>Page 15:</p> <p>“All references in the Rules to the masculine gender shall also include references to the feminine...”</p>
4	<p>Statutes (International Handball Federation 2016)</p> <p>http://www.ihf.info/files/Uploads/NewsAttachments/0_01%20-%20Statutes_GB.pdf (accessed 19 September 2016).</p>	<p><i>men, women, chairman, chairperson, player</i></p>
5	<p>ITF Rules of Tennis (International Tennis Federation 2016)</p> <p>http://www.itftennis.com/media/221030/221030.pdf (accessed 19 September 2016).</p>	<p>Page 1:</p> <p>“Except where otherwise stated, every reference in these Rules of Tennis to the masculine includes the feminine gender.”</p>
6	<p>The Racing Rules of Sailing for 2013-2016 (International Sailing Federation, Yachting Australia)</p> <p>http://www.sailing.org.au/wp-content/uploads/2014/05/121211-2013-16-RRS-with-YA-Prescriptions-and-Addenda.pdf (accessed 19 September 2016).</p>	<p><i>competitor, person, boat owner, seamanlike, seamanship, helmsman, chairman, sailor</i></p>
7	<p>FEI Regulations for Equestrian Events at the Olympic Games (Fédération Equestre Internationale 2015)</p> <p>https://inside.fei.org/system/files/Olympic%20Regulations%20Rio%202016%20-%20Equestrian%20-%20April%202016.pdf (accessed 19 September 2016).</p>	<p><i>athlete, competitor, generic 'he' (> his)</i></p>

As for the names of sports and sports events, the principle applied on the official website of the International Olympic Committee has it that the plurals *men* and *women* are used to differentiate between men's and women's events in all Olympic sports where such division is made (in contrast, in all three equestrian events – dressage, eventing and jumping – there is no such division of events; the events are *individual mixed* and *team mixed*), e.g. *double sculls men* and *double sculls women* (rowing), *ice hockey men* and *ice hockey women*, 470 – *two person dinghy men* and 470 – *two person dinghy women*, etc. This naming principle was also highlighted by Teetzel (2011) in her paper. An exception to this principle was found in the names of bobsleighting events. *Two-man men* and *four-man men* are examples of sports events' names in which both the singular *man* and the plural *men* substitute for a possible gender-neutral noun *person*, i.e. its plural form *persons*. What catches the eye are the *two-man women* and the *two-woman women* multi-word constructions. In the former one the generic *man* and the female participant marker *women* are used, whereas in the latter an attempt was made to substitute the generic *man* with explicit reference to a female person, which resulted in double usage of the same word within the one and the same term. Both in men's and in women's bobsleigh events' names the perplexing constructions could have been avoided by using the *person* element – *two-person men*, *two-person women*, etc., as is the case in the sometimes used official terms *women's* and *men's two-person bobsleigh*.

Names of athletes participating in a certain sport or sports event provide a more equitable selection. The term *bobsleigh athlete* which is unmarked for gender and which makes it possible to refer to male and female bobsleigh participants collectively coexists with the terms *bobsleigh man* and *bobsleigh woman* that can be used to refer to either male or female contestants in this winter sport. However, no term substituting the generic *man* element is to be found for *brakeman* in the women's event. Another example selected for this research was rowing. Whereas *oarsperson*, *oarsman* and *oarswoman* used in sweep rowing (also termed *oar-boat racing* and *oars rowing*) represent the same selection format as in *bobsleigh athlete/man/woman*, the terms *rower* and *sculler* are used in personal dual gender, so that they may designate either a man or a woman. Such personal dual gender nouns are used in many other sports, e.g. in artistic gymnastics (*male/female gymnast*).

3.2. Policy of using gender-fair language in sport and exercise-related scientific inquiry and academic writing

The analysis of the set of 49 journals that publish papers whose topics are sport and exercise-related and their guidelines for authors in terms of recom-

recommendations or requirements regarding the usage of gender-fair language has shown that in some, but not all, scholarly publications tendencies in the policy of demanding that gender-fair, non-discriminatory language be used by authors of papers were clearly outlined (Table 3). In the second group of journals the instructions for authors contained a reference to the Publication Manual of the American Psychological Association (2010) which then directs authors towards using gender-fair language (Table 3), and in the third group the instructions for authors did not include either a requirement regarding the use of non-sexist, non-discriminatory language in texts or a reference to a publication manual which contains such a recommendation.

Table 3. Examples of guidelines for authors

JOURNAL	STYLE
European Journal of Sport Science (Publisher: Taylor & Francis)	http://www.tandfonline.com/action/authorSubmission?show=instructions&journalCode=tejs20 (accessed 19 September 2016). “For all manuscripts non-discriminatory language is mandatory. Sexist or racist terms must not be used.”
Kinesiology (Publisher: Faculty of Kinesiology University of Zagreb)	➤ APA style
Journal of Applied Biomechanics (Publisher: Human Kinetics)	<i>AMA* Manual of Style – A Guide for Authors and Editors</i> . 2009. 10 th edition. http://www.amamanualofstyle.com/view/10.1093/jama/9780195176339.001.0001/med-9780195176339-div2-9 (accessed 19 September 2016). “Choose sex-neutral terms that avoid bias, suit the material under discussion, and do not intrude on the reader’s attention. ... Use <i>man</i> or <i>men</i> when referring to a specific man or group of men, <i>woman</i> or <i>women</i> when referring to a specific woman or a group of women.”

Journal of Strength and Conditioning Research (Publisher: National Strength and Conditioning Association; Lippincott, Williams & Wilkins)	Instructions for authors. http://edmgr.ovid.com/jscr/accounts/ifauth.htm (accessed 23 September 2016). “Authors are encouraged to use nonsexist language as defined in the <i>American Psychologist</i> 30:682-684, 1975...”**
Physical Therapy in Sport (Publisher: Elsevier)	For authors. http://www.physicaltherapyinsport.com/content/authorinfo (accessed 22 September 2016). “Do not use ‘he’, ‘his’ etc. where the sex of the person is unknown; say ‘the participant’, etc. ... Avoid sexist language.”

* AMA = American Medical Association

** American Psychological Association Task Force on Issues of Sexual Bias in Graduate Education. 1975. Guidelines for nonsexist use of language. *American Psychologist* 30/6. 682–684.

Attempts discerned in competitive sport are thus reflected in academic writing. Perseverance in abiding by the principle which instructs the usage of non-sexist vocabulary appears to slowly but steadily make a difference. Nevertheless, the usage of gender-related language in scientific articles addressing sport and-exercise related topics seems to vary. On the one hand, terms like *sports-personship* permeate the writing style of some authors (see Perry et al. 2015), whereas some comply with old traditions and hold on to using generic masculine forms to refer to both genders, e.g. the generic *man* (e.g., Abad 2010). Understandably, it is the journals’ editorial policies that either do or do not impose demands on non-sexist vocabulary conventions, thus affecting the authors’ writing preferences in this respect.

4. Conclusions

The scrutiny conducted in this paper applies to the English language. The analysis has shown that special attention is paid to using gender-fair language both in competitive sport and in scientific writing. Although evidence revealed that in some cases gender-fair language is either inconsistently used or better solutions should be sought, sport is indisputably a domain which strives to fol-

low a policy aimed at developing equal opportunities for women and men – using gender-fair language being one of the ways to corroborate this endeavour. As a consequence, further attempts are necessary to make athletes, professionals and scientists cognizant of the desideratum not to condone once omnipresent practices that, either consciously or unconsciously, act to the detriment of gender-related fairness, but to eschew erroneous – and consequently deleterious – usage of sexist, discriminatory language, thus opting for ubiquitous gender-fair language choices. Educators – lecturers, teachers, coaches, instructors – and mass media should be instrumental in achieving this goal.

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Analiza rodno nediskriminirajućega jezika u sportu i vježbanju

Sažetak

Cilj je istraživanja dijakronijski i sinkronijski analizirati uporabu rodno nediskriminirajućega jezika u engleskome jeziku u tekstovima koji se odnose na natjecateljski sport i znanstvenim časopisima koji se bave temama vezanima za sport. U kontekstu natjecateljskoga sporta analiziraju se primjeri rodno (ne) diskriminirajućega rječnika u izdanjima *Olimpijske povelje* od 1930. do 2015., skup drugih dokumenata koje je objavio Međunarodni olimpijski odbor te skup dokumenata koje su objavile druge međunarodne sportske organizacije i rukovodeća tijela u sportu kako bi se utvrdilo poštuju li načelo uporabe rodno nediskriminirajućega jezika. Slijedi analiza engleskih naziva natjecateljskih disciplina i naziva za osobe koje u njima sudjeluju. Predmet je daljnje analize skup istaknutih znanstvenih publikacija na engleskome jeziku, koje se analiziraju s obzirom na odabir rječnika kojim se koriste kad govore o muškarcima i ženama. Podloga za ovaj dio istraživanja bila je visoko cijenjena citatna baza podataka *Web of Science Core Collection – Science Citation Index Expanded*. Zaključuje se da se u natjecateljskome sportu, kao i u znanstvenim tekstovima osobita pažnja poklanja uporabi rodno nediskriminirajućega jezika.

Ključne riječi: sport, jezik, rodno nediskriminirajući

Keywords: sport, language, gender-fair

