Media representations of doping in sports
An analysis of how media frames men and women in doping scandals

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Preface

First and foremost, I would like to thank my thesis supervisor, Carolina Martinez, for her advice, constant support, and professional insights throughout this journey. Her guidance and experience were critical in establishing the path of this study and guaranteeing its academic quality. I would also like to express my deepest gratitude to the Malmö University faculty members, whose commitment to quality in teaching and research has given me a great academic atmosphere.

Furthermore, I am grateful to every individual that has been implicated in any doping incident. Their experiences, hardships, and achievements serve as the basis for this research. It is my aim that my study will contribute to a more balanced and nuanced comprehension of their experiences, emphasizing the necessity of impartial media portrayal in sports. While media sources play an important role in information dissemination, it is imperative to critically analyze the possibility of biases embedded in their interpretation of doping situations. Recognizing the media's power and representation allows us to work toward a more honest and ethical representation of athletes, regardless of gender.

Finally, but not least, I will be eternally thankful to my friends and family for their constant support, endurance, and perseverance during this difficult but gratifying undertaking. Their faith in my skills and genuine motivation have served as the driving forces behind my academic success.
Abstract

In this thesis we delve into the profile doping scandals involving Marion Jones and Lance Armstrong. Our aim is to analyze how the online news media portray doping allegations in sports specifically on these two athletes. Through a textual analysis and approach encompassing framing theory and intersectionality we explore the gender biases that may exist in media coverage and examine the influence of these representations. The connection between media coverage of suspected drug usage and public sentiment was investigated by using methods mentioned above between two fields of sports- cycling and track and field.

This research reveals that the choices made by the media when framing their stories about doping shape opinion. This study also underscores the role played on representation by the media on doping crises within sports. It emphasizes the importance of transparent reporting that fosters discussions. By using these findings as a foundation, we can promote fairness, objectivity and evidence-based reporting when addressing instances of doping in sports.

Furthermore, this study contributes to existing literature on how the media portrays doping allegations by providing a framework for examining how these incidents are depicted by media outlets.

Keywords

doping, framing, media representation, Lance Armstrong, Marion Jones, performance-enhancing drugs
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1. Introduction

For many decades, doping scandals in sports have become a common issue in the sports industry. The usage of performance-enhancing drugs in both genders has been spotted in the media. The media coverage of doping has been on the incline in the past years with the rise of media in the world. Attitudes and perceptions made by the public towards doping scandals are mostly formed by the media representation (Vlad, et al., 2018). In this thesis the aim is to focus on the different framings of athletes and the difference between portraying men and women.

Doping in sports has historically been a sensitive topic that has plagued investors in the sports sector and outside. The widespread use of doping in sports implies a departure from the moral principles of fair play, rule compliance, and sportsmanship standards (Morente-Sánchez & Zabala, 2013).

Continuously doping is defined as athletes using performance-enhancing chemicals or practices to obtain an unfair edge over their competition (Mottram & Scarth, 2013). Anabolic steroids, stimulant medications, and blood-doping agents are examples of such drugs. Gene doping, in which athletes change their own DNA to improve performance, is another kind of doping (Australian Government, 2019). To protect the integrity of sports events and athletes' health, the World Anti-Doping Agency, also known as WADA, and many sports organizations in the world restrict the use of banned drugs or procedures. Nonetheless, doping in sports has a long history, with the first case of substance doping being documented in the 1960s (Kochakian & Yesalis, 2000). Furthermore, doping weakens the spirit of sports and endangers athletes' health (Mottram & Scarth, 2013). Several doping scandals have shaken the sports world in recent years, resulting in punishments, bans, and ruined reputations for the athletes involved.

Examples of such controversies include the instances of Marion Jones and Lance Armstrong, where both doping stories were extensively publicized. The doping incidents surrounding Marion Jones and Lance Armstrong brought up several ethical concerns about doping in sports. These incidents spurred public debates over the role
of players in maintaining sports integrity, as well as the responsibilities of sports organizations, the media, and the public in battling the vice.

Media coverage of doping scandals has been a controversial topic in recent years due to concerns over gender bias (Pastukhov, 2018). Numerous studies have shown that media coverage of doping scandals in sports tends to disproportionately focus on male athletes, while female athletes receive less attention (Loland, 2002). This gender bias in media coverage of doping scandals is concerning as it may contribute to the perception that female athletes are less competitive or relevant in sports than their male counterparts (Loland, 2002). Moreover, portraying doping scandals as predominantly a male issue sends the message that female athletes are inherently “cleaner” and more ethical than their male counterparts, which can lead to a false sense of superiority and ignore the possibility of doping occurring in women's sports as well. Further research is needed to explore the extent of gender bias in media coverage of doping scandals and its potential impact on female athletes.

In addition to concerns over gender bias, media coverage of athletic scandals has been shown to significantly affect sports fans and the reputation of sports celebrities (Osborne, et. al., 2016; Bruce & Tini, 2008). This negative effect on sports celebrities' images and reputation can lead to a decrease in fan support and loyalty (Fink, et al., 2015).

Despite years of intense anti-doping testing by major sports associations including those for cycling, athletics, and soccer, high-profile steroid misuse scandals remain front-page news throughout the world (Baron, et al., 2007). The doping scandals of Marion Jones, an American athlete and track and field star, and Lance Armstrong, who is a seven-time Tour de France champion, drew widespread media attention and sparked a national debate about the use of performance-enhancing chemicals in sports. Jones and Armstrong’s controversies were extensively followed by the media and their respective audiences because they were persons with substantial stature and impact in their respective sports (Groves & Griggs, 2016). This negative effect on sports celebrities' images and reputations can lead to a decrease in fan support and loyalty (Till & Shimp, 1998).

Furthermore, media coverage of scandals can be influenced by factors other than the prevalence or significance of the event. For example, traditional media coverage has been shown to confound search patterns (Lewandowsky, et al., 2012). Media outlets need to
remain objective and avoid perpetuating gender bias in their coverage of doping scandals, while also recognizing the potential impact of sensational reporting on the athletes involved.

In conclusion, the issue of media gender bias in athletic scandals and doping scandals must be addressed by sports media outlets to better represent athletes of all genders accurately and fairly. Media outlets must consider the potential impact of their coverage on both athletes and fans to maintain a responsible and ethical approach. Media coverage of sports scandals can also reveal a bias towards powerful sport organizations and an uncritical approach to their actions (Semotiuk & Obyrne, 2015).

2. Aim of the research

Sport doping has long been a source of difficulty for gamers and regulating agencies alike. It jeopardizes the legitimacy of sports which can be intended to be based on skills and truthful play. The doping controversies related to Marion Jones and Lance Armstrong are the various most high-profile incidents in current reminiscence. The purpose of this essay is to look at the similarities and variations of the Jones and Armstrong doping scandals. The substance abuse incidents concerning Marion Jones and Lance Armstrong come underneath the class of opposition-related sports scandals, which are in detail tied to athletic activities and training settings.

This master's thesis focuses on two renowned athletes, Marion Jones and Lance Armstrong, whose doping and post-doping experiences have received widespread attention. This thesis investigates how digital media in the form of news channels and online articles has depicted doping in sports, the influence of these representations, and the role of the media in constructing the narratives around performance-enhancing substances in the sports world by evaluating the media's coverage of Marion Jones and Lance Armstrong. This study aims to analyze how media frames men and women in doping scandals, with a specific focus on Marion Jones and Lance Armstrong, using digital news articles. By employing a comparison approach, this research seeks to examine the similarities and differences in the media framing of these two high-profile doping cases and explore the potential gender biases in media coverage. The findings of this study will contribute to a deeper understanding of how media narratives around doping scandals are shaped by gender dynamics.
Doping in sport research has evolved to include several theoretical frameworks and approaches to understanding and addressing the issue. By incorporating framing and intersectionality, this thesis complements previous research by examining digital media representations of the doping scandals involving Marion Jones and Lance Armstrong. While much research has been done on how the media frames the aforementioned scandal and its potential impact attitudes toward doping in sport, research is needed more in-depth to examine media coverage of the Jones and Armstrong drug scandals.

This study will aid in understanding the media representation of these scandals and awareness of doping in sports, as well as any discrepancies in media coverage of doping cases involving both female and male athletes.

2.1. Research Questions

1. How do media outlets frame Lance Armstrong similarly and differently compared to Marion Jones on the use of performance-enhancing drugs in doping scandals?
2. What are the predominant narrative patterns in media reporting on doping scandals involving male and female athletes?

3. Background and Context

3.1. History and Background

Doping in sports has long been a subject of concern and fascination, with sizable social, cultural, and historical implications. Historically, doping also reflects changes in cultural and social attitudes toward sporting ethics and law. The Marion Jones and Lance Armstrong doping scandals came at a time when sports doping was fiercely competitive. Use of performance-enhancing drugs by professional athletes had been on the increase dramatically between the 1990s and early 2000s, drawing attention to the anti-doping policies and legislation (Waddington, 2007).
Doping is a cultural challenge to the values that sports represent, such as equality, equity, and grandeur. When athletes engage in drug-related activities, they breach fundamental ideals, offering people who take overall performance-improving pills or therapies an unfair advantage. Such behavior has the potential to erode athletic occasions' legitimacy and authenticity, as well as the public's perception of athletes as true role models (Laure, 2010).

Doping isn’t just a social issue for top athletes, but it can also have an impact on those interested in leisure sports and fitness. Non-athletes are increasingly using performance enhancing drugs, especially younger individuals who want to enhance their appearance or social status (Cohen, 2016). This process can have basic health behaviors, moral concerns, social stress, and anxiety. Doping has always been associated with athletic achievement and the advancement of scientific technology and knowledge. The use of performance-enhancing drugs has a long history, when athletes took a variety of substances to improve performance (Catlin, 1994). Doping is not just a highly organized enterprise involving complex procedures and substances, but it is also frequently difficult to detect. (Quinn, 2010).

3.2. Context of this thesis

Jones, a track, and field athlete, became involved in a doping incident in 2007, which led to her Olympic medals being withdrawn and her departure from the game. Similarly, expert cyclist Lance Armstrong became stripped of his Tour de France medals and banned from aggressive cycling for the use of prohibited substances. The Armstrong incident was especially noteworthy because it sparked a shift in public opinion closer to doping and raised major concerns about the role and responsibility of governmental authorities and sport regulating groups. The controversy additionally marked the beginning of biking's dark years, which led to the formation of the International Anti-Doping Agency (IDA) in 1999. Since then, different expert and amateur cyclists were suspended on doping allegations, none more notorious than Lance Armstrong. Choosing to focus on these two athletes of different backgrounds, is to shed light on how the media representation has been interpreted and portrayed in selection of online news articles.

To summarize, doping in sports is a complicated topic with significant cultural, social, and historical ramifications. It calls into question the ideals that sports represent, the physical
health and mental health of athletes and the validity and credibility of sporting events. Understanding the cultural, sociological, and historical components of doping can aid in the promotion of ethical and responsible sporting activities, as well as critical reflection on the significance of sports in society.

4. Previous research

Previous study has investigated how the media portrays doping crises and how they cover male and female athletes. Marion Jones and Lance Armstrong's doping scandals are two of the most well-known examples in sports history. There is a large body of literature on the subject that analyzes and discusses many elements of these incidents, such as the ethical implications of doping, the role of the media in molding public perceptions, and the impact of these scandals on the athletes and the sports they participated in. According to certain research, the media's coverage of doping incidents tends to reinforce gender stereotypes, which might have an impact on how society sees male and female athletes (Krane & Waldron, 2005). For example, the Jones incident was characterized as a breach of trust, but Armstrong's case was viewed as a blow to sports' legitimacy (Krane & Waldron, 2005).

Doping is becoming a highly organized operation including sophisticated procedures and medications that are difficult to detect (Quinn, 2010). Doping history also illustrates shifting cultural and societal attitudes about sports ethics and regulation.

Past research demonstrates that gender biases in media coverage of doping crises might have harmful consequences for both male and female athletes. Greater knowledge and critical reflection of these biases can result in more fair and equitable media depictions of athletes.

Previous research has also looked into the impact of doping controversies on athletes, namely Jones and Armstrong's social, psychological, and emotional reactions to doping allegations (Boyd, 2009; Edwards, 2008). This study intends to bridge knowledge gaps pertaining to the impact of intersectionality on the media framing of Jones and Armstrong by combining and analyzing current material on their doping controversies. More research is needed to determine how identities such as gender, color, and socioeconomic standing represent media coverage of sports crises. However, further study is needed to investigate how social
identities interact to shape media framing. This research intends to contribute to the area by locating its unique intellectual stance within the existing literature.

4.1. Literature review

Research on the doping scandals involving Marion Jones and Lance Armstrong has been extensive and has covered a range of issues related to doping, sports ethics, and media representation. Studies have examined the public perception of doping scandals and their impact on athletes' reputations. For example, one study by de Lange and Jansen (2012) found that the public tended to view athletes involved in doping scandals as having lower ethical standards and less positive personality traits than those who were not. Another study by Mottram and Murray (2014) examined the impact of doping scandals on athlete endorsements and found that Jones' scandal had a significant negative impact on her brand.

According to research, media coverage of doping incidents frequently favors male athletes over female athletes. Cooky et al. (2013) examined media coverage of scandals involving doping in the United States during 2002 and 2009. Male athletes garnered more attention than female athletes, even though the male athlete's doping issue was less serious, according to the study. The application of intersectionality to both Jones and Armstrong's doping scandals demonstrates how their gender, race, and social standing influenced the media's reaction to their activities. Jones' case was scrutinized differently since she was a Black woman who had set records and received accolades. Armstrong, on the other hand, was regarded as a White man's global champion (Crouter & Whitman, 2021). The study also discovered that tales regarding female athletes were frequently centered on their physical attractiveness or personal connections rather than their sports accomplishments (Crouter & Whitman, 2021).

The media's coverage of doping incidents can promote gender stereotypes. Turner and Buckley (2011) discovered that male athletes in doping scandals are depicted in the media as "bad boys" who are totally accountable for their acts, but female athletes are prone to be represented as victims or in dire need of protection from their male peers. This portrayal supports gender stereotypes of males as those who take risks and rule-breakers and women as meek and fragile.
Tremayne and Zheng (2011) conducted research that examined print news coverage of Marion Jones' doping controversy in 2007. The study discovered that Jones' race, ethnicity, and national identity represent how the media portrayed her. According to the writers, Jones was portrayed as a "fallen idol" rather than a doper, supporting the image of black female athletes as imperfect and in need of redemption.

Similarly, Jones (2013) examined the media coverage of Lance Armstrong's doping controversy. The authors discovered that a great deal of the media coverage was unfavorable and focused on Armstrong's dishonesty, contributing to a loss of the public's faith in him. Moreover, the study discovered that the media's image of Armstrong was impacted by his celebrity status, and that portraying him as a villain was driven by popular indignation rather than factual reporting. Billings et al. (2017) investigated how digital media users reacted to headlines concerning Marion Jones and Lance Armstrong. The authors discovered that the general public's reaction to Jones' doping revelation was more unfavorable than Armstrong's, owing to Jones' gender and race.

Several studies have examined the ethical implications of doping, suggesting that the use of performance-enhancing substances compromises sport's legitimacy (Tamburrini, 2010). These studies also looked at the impact of doping on athletes' medical health as well as the long-term impacts of doping on their careers. Other studies have looked at the influence of the media in shaping public opinion and framing Jones and Armstrong. According to such research, media coverage of doping in sports might be sensationalist and worsen players' unethical behavior (Loland, McNamee, & Waddington, 2004). The media's portrayal of Jones as a "fallen hero" and a “liar” reinforced racial and gender stereotypes (Edwards, 2008).

Research has been conducted to investigate the efficiency of anti-doping programs as well as the larger ethics of doping in sports. Waddington (2013) investigated the contradictions between anti-doping rules and athletes' rights, arguing that anti-doping regulations should be structured to safeguard both clean athletes and the sport's credibility. Another study, by Overbye and Wagner (2013), looked at philosophical disputes concerning the ethics of doping and questioned the fairness of punishing athletes for using performance-enhancing substances while other methods, such as training and nutrition, are lawful. The scandals shed light on the media's role in forming public opinion of sportsmen and doping in sports. The media extensively covered these controversies, which played a crucial influence in shaping the
narratives around Jones and Armstrong (Edwards, 2008). These media narratives were formed not just by current social and political realities, but also by broader concerns of gender, race, and society values.

Recent research on the doping controversies surrounding Marion Jones and Lance Armstrong has addressed a variety of problems connected to doping, sports ethics, and media representation. These studies have shed light on the public's view of doping, the efficiency of anti-doping policies, and the broader ethical implications of doping in sports. Future research can contribute to continuing arguments regarding the fairness and integrity of sports, as well as the need for systemic methods to detect and prevent doping, by elaborating on these findings.

5. Theoretical (analytical) framework

While analyzing the doping scandals of Marion Jones and Lance Armstrong, the use of the above mentioned theories provides different perspectives and allows for a thorough understanding of the events, their implications, and the societal context in which they occurred.

5.1. Theoretical framework

This study employs the social construction paradigm, which recognizes the socially constructed character of media framing as well as the intersectionality of gender. The ontology behind this study understands that social and cultural settings impact reality, and that the media's representation is a result of these contexts. This essay uses interpretivism as an epistemology to comprehend and interpret the numerous meanings and viewpoints inherent in media depictions of doping scandals.

Furthermore, this thesis provides a valuable and multifaceted lens through which to analyze and interpret empirical data with framing theory and specifically analyzing how media frames
men and women in doping scandals through the examination of 20 online news articles for each athlete. Framing theory helps to understand how the media builds narratives surrounding such situations, highlighting some parts while downplaying others. Looking into what kind of theoretical frameworks could be applied in this thesis it is important to acknowledge George Lakoff's framework. Lakoff is a well-known cognitive linguist, lecturer, and author best known for his studies on framing theory. His study has made substantial contributions to our knowledge of how language and communication impact people's cognitive and cultural views of their surroundings. Applying Lakoff's framing theory to sports media depictions of doping might provide important insight into how media frames impact public views of doping incidents regarding male and female athletes. According to Lakoff's framing theory, language shapes people's perceptions of the world in addition to serving as a tool for communication. As claimed by his theory, frames are the mental structures humans employ to arrange their ideas and past experiences. People gradually internalize societal norms, cultural values, and cognitive processes that define their frames. Lakoff defines a frame as “a conceptual structure of a certain form”. (Lakoff, 2004, p.3).

"Don't Think of an Elephant!: Know Your Values and Frame the Debate" is one of the author's most important publications on framing theory. In order to properly frame arguments and affect public opinion, Lakoff stresses in this book how crucial it is to comprehend how frames affect political discussions. His view is that cultural norms and values are profoundly ingrained in frames, and that in order for communicators to reframe discussions on social and political issues, they must comprehend the emotions and values that underpin frames (Lakoff, 2004). By analyzing how doping is portrayed in the media, Lakoff's framing theory may shed light on how the public's opinions of male and female athletes implicated in doping controversies are shaped. The investigation might focus on how gender stereotypes in the media affect public perceptions of gender and doping in sports.

Intersectionality is a theoretical framework that recognizes the multiple identities and experiences that individuals possess and how they intersect to represent their experiences of oppression and privilege (Crenshaw, 1989). This framework acknowledges how social categories including race, gender, class, and sexual orientation are interrelated and influence each other's experiences and identities. In the framework of the thesis, intersectionality facilitates a more profound comprehension of the ways in which different social categories interact and impact how male and female athletes implicated in doping incidents are
portrayed in the media. Applying intersectionality it aids in exposing any prejudices, preconceptions, or disparities that may exist in the way that male and female athletes implicated in doping incidents are portrayed in the media. Rather than studying gender in isolation, it acknowledges that experiences and representations are formed by the interplay of numerous social categories, allowing for a more comprehensive analysis.

This approach can illuminate how visual and verbal cues in media representations of doping reinforce gender stereotypes and hierarchies in sports. It draws attention to the complexity of media representation and the necessity of taking into account the many identities and power structures at work when analyzing how the media presents doping incidents. Evaluating the doping scandals of Jones and Armstrong using these frameworks provide many perspectives that help to understand how these events were seen and how they linked to societal issues.

5.3. Theoretical limitations

Theoretical frameworks do have a limited scope. There are various limitations to take into account, even though the framework developed by George Lakoff is helpful in examining how gender frames are constructed in media representations of doping in sports.

Lakoff's framework places emphasis on conceptual frames that may have varying resonances based on the experiences, backgrounds, and socio-cultural contexts of an individual. It is crucial to understand that different people may have different framed concepts as a result of unique sociocultural experiences. The main focus of Lakoff's approach is on the language elements of framing, namely the use of metaphors. (Lakoff, 2004) Although this is helpful in comprehending the mental processes associated with framing, it could miss other important aspects like visual cues, nonverbal clues, or contextual components that influence how sports doping crises are framed in the media. Thus, while interpreting the conceptual frames found in media representations, researchers must consider these viewpoints and experiences.

Media portrayals of doping in sports fluctuate depending on the cultural setting, language spoken, and geographic location. The findings may not be as applicable or generalizable if the cultural distinctiveness of media framing is ignored. To guarantee a thorough examination, it is crucial to look for research and references that discuss media framing within various cultural settings.
Although intersectionality may be a valuable strategy for understanding how multiple social identities intersect and impact people' experiences, it may not be the best lens for examining Armstrong and Jones' doping controversies. Individuals' actions and breaches of norms and regulations are the primary focus of doping scandals. While certain intersecting elements, such as race and gender, may be at work, they may not be the major drivers of the controversies.

5.4. Empirical data collection

For this master's thesis titled "Media representations of doping in sports: An analysis of how media frames men & women in doping scandals”, empirical data collection will play a crucial role. In order to gather relevant data, systematic review will be applied in the thematic analysis method. First, a comprehensive search will be conducted across various online news platforms, and by outlining inclusion criteria specific articles that are relevant for these two athletes will be answering the research questions for this master thesis. The articles will be filtered based on their relevance, and a comprehensive database will be constructed including vital information such as the source, date, author, and content of each article. Exclusion criteria in this systematic review means to also filter and go through articles not meeting the inclusion criteria, that focus on other topics rather than media representation in sports. In the next step it is important to do a systematic search of the database using keywords relevant for the analysis. Retrieving all relevant online articles across platforms and further screening those selected articles in order to have a well established empirical database for the analysis. All selected articles will be systematically put into a table in order to extract relevant data to compare and contrast between the two sports athletes (Appendix 1). Lastly, synthesizing and summarizing key findings by highlighting similarities and differences in media representations of doping in sports and moreover identifying possible future research that could be conducted on this topic.

6. Methodology, method, and scope of empirical data

The study of media representation in digital media of two doping scandals involving Marion Jones and Lance Armstrong will employ an interdisciplinary approach that incorporates
several relevant theories and frameworks in examining how digital media portray doping scandals. This study aims to provide a thorough investigation of how the media frames men and women in the doping scandals that involve Marion Jones and Lance Armstrong. Additionally, the study looks at how these doping crises are explicitly portrayed in digital media. It is critical to examine how digital media platforms affect public perception and comprehension of doping incidents involving prominent athletes like Lance Armstrong and Marion Jones, given their growing importance and popularity in modern culture.

6.1. Scope of empirical data

The main source of data will be primarily from a qualitative thematic research method to analyze how modern media frames men and women in doping scandals. The sample includes a variety of online media outlets reporting on high-profile doping scandals involving a male and a female athlete who participated in the Sydney 2004 summer Olympics. Data gathering entailed searching internet archives of chosen news sites for publications about doping controversies involving Marion Jones and Lance Armstrong. Each piece was thoroughly studied to identify major topics, usage of language, imagery, and general framing patterns. The selection of data includes English written online news articles, from both British and American sources and those that are allowed to access without restrictions or payments.

This sample size was determined to be enough for providing a thorough grasp of the media framing patterns while keeping the amount of work within the limits of the study. NPR, BBC News, NBC News, the Chicago Tribune, and ESPN were picked for their stature and repute in the media landscape, assuring a varied spectrum of opinions and journalistic procedures. The articles were picked for their relevance to doping incidents as well as their ability to convey a variety of views and framing patterns. The analysis entailed classifying and labeling the observed themes and patterns in the stories, allowing for a thorough assessment of media framing tactics. To discover parallels and discrepancies in the framing of Marion Jones and Lance Armstrong throughout the selected news outlets.

The scope of the study will include gathering and evaluating data from digital media reporting from 2004 to 2020, highlighting how digital media has had a critical role in
molding public opinion in the twenty-first century. Digital media has become a powerful tool for shaping public opinion due to its ability to disseminate information quickly and globally in recent years, digital media has surpassed traditional media in terms of its reach and representation (Tsyo, et al., 2021). Purposive sampling will be used precisely to examine web publications with a large following and a track record of reporting on doping and sports-related issues. By using this approach, it will be possible to make sure that the papers that are chosen are likely to be relevant to the study topics and worthy of publishing. The sampling will be narrowed to Lance Armstrong and Marion Jones as the two genders involved in doping allegations. The analysis aims are aligned with the selection of these doping incidents, as their media coverage may feature gendered portrayals. The analysis can increase the relevance of the study's findings by using purposive sampling to guarantee that the participants chosen are in line with the goals of the investigation and to limit the study's scope.

6.2. Methodology

The study technique is interwoven in pertinent methodological literature in this master thesis, covering paradigms, an ontological framework and epistemology. This indicates that the thesis has employed a rigorous and comprehensive methodology to examine the media's representation of doping in sports and its impact on the gendered frame of doping scandals. The techniques used are examined considering the literature, followed by an overview of how the study was carried out in terms of gathering information and analysis. In addition, the sample of the data collected, and a summary of the data set are provided.

A variety of qualitative methodologies and theoretical frameworks were used to examine how the media depicts men and women in the doping controversies surrounding Marion Jones and Lance Armstrong. The analysis was guided by framing theory and intersectionality, which provided a thorough comprehension of the media narratives around these sportsmen. These frameworks provided a comprehensive understanding of the media narratives surrounding the doping scandals of Lance Armstrong and Marion Jones. Framing theory allowed for a deeper exploration of how the media presented these athletes to the public. Intersectionality was also used to understand how issues of gender, race, and class represented the portrayal of these athletes and the public's response to their doping scandals. Overall, the use of these theoretical approaches resulted in a nuanced analysis of media representations of doping in
sports, particularly in relation to how they framed men and women in the context of these high-profile scandals.

Furthermore, the analysis of digital news articles also highlights the potential representation of intersectionality in media framing. Intersectionality theory posits that various social factors, such as race, ethnicity, and class, intersect and represent an individual's experiences and societal perceptions. In the case of Marion Jones, the intersection of gender and race may have contributed to heightened scrutiny and harsher judgment compared to Lance Armstrong, who is a white male. This finding underscores the importance of considering intersectionality when examining media framing and its implications for individuals from different social backgrounds.

6.3. Method

6.3.1. Comparison analysis

To evaluate and analyze the data, theoretical frameworks such as framing theory and intersectionality were used. These frameworks served as a prism through which to examine the media's production of gender in the context of doping crises.

This study utilizes a comparison approach to analyze how media frames men and women in doping scandals, specifically focusing on Marion Jones and Lance Armstrong, using digital news articles. The findings shed light on the gender biases present in media coverage, with Jones often depicted as a deceitful villain and Armstrong portrayed as a flawed but redeemable hero. The study also highlights the potential representation of intersectionality in media framing, emphasizing the need for a more nuanced understanding of how social factors intersect to shape media narratives. By examining the media framing of these two high-profile doping cases, this research contributes to a broader understanding of how gender dynamics represent media coverage of doping scandals.

6.3.2. Critical discourse analysis
Critical discourse analysis is used as a method to look at how language is utilized to enact, reproduce, or challenge power relations and the relationships between social structures, and power relations (Fairclough, 2010). The analysis investigated a number of potential research themes using the critical discourse analysis. The study can reveal possible biases or discrepancies in the coverage of male and female athletes implicated in doping scandals by taking into account the ways in which other intersecting identities, such as race, class, or country, impact media portrayals (Fairclough, 2010).

First, the gendered portrayals of athletes in media coverage were investigated using this aforementioned method. The influence of these portrayals of Lance Armstrong and Marion Jones either supports or contradicts gender-based social power relations. Moreover critical discourse analysis was utilized to uncover how the media coverage affects both athletes when reporting about their involvement in doping allegations. Since online publications frequently represent a wider diversity of viewpoints and voices than conventional media outlets, they offer a rich supply of data for discourse research. The goal of the research is to determine how athletes are portrayed in the media.

This thesis examined a total of 40 news stories, 20 for each athlete. The sample comprises articles from 2004 to 2020 at various times in time, allowing for an assessment of possible shifts in media framing during the duration of the doping crisis. The research tries to discover gender-specific framing tendencies and their consequences by providing a fair sampling of articles for both athletes. By meticulously examining 20 articles for each athlete, identify and analyze linguistic patterns, rhetorical devices, and underlying biases. Each selected article was further analyzed individually and named into frames based on the occurring phrases mentioned in the same article. This research endeavor allows for a comprehensive understanding of the media's role in constructing narratives surrounding doping, shedding light on how men and women are framed differently in the context of doping scandals. Such an in-depth textual analysis presents an opportunity to contribute meaningfully to the understanding of the media's representation on public attitudes and perceptions towards doping in sports.

7. Ethics
Conducting this thesis, adhering to ethical guidelines regarding data collection, analysis, and reporting was maintained. The media representation of doping in sports, notably with regard to Marion Jones and Lance Armstrong, posed some serious ethical concerns that have been addressed.

When doing research on sensitive issues such as allegations of doping in sports, it was critical to follow ethical guidelines that safeguard the participants' safety and respect. This master’s thesis examines media depictions of Marion Jones and Lance Armstrong's doping controversies. Despite their high-profile status, it is crucial to acknowledge that Lance Armstrong and Marion Jones were both accused of doping, portraying a serious breach of ethical behavior in their respective sports. While there may have been efforts to shield their privacy and preserve their image, their actions have since been scrutinized as a violation of fair play and sportsmanship. It is essential to address these allegations transparently and openly, to maintain the integrity of competitive sports and ensure transparency in the anti-doping process.

To maintain impartiality, the researcher depended on reputable sources of information from numerous media channels, while recognizing and accounting for any bias in doping scandal reportage. Being conscious that articles made by journalists include to an extent subjectivity, needed to be taken into consideration as well.

Additionally, the researcher performed the study with race, cultural, and ethnic diversity in mind. The researcher's goal was to recognize as well as acknowledge the representation of gender and ethnicity on how doping scandals are portrayed in the media. The researcher's language has also been attentive to cultural diversity. As this thesis for academic purposes written in Sweden it was important to acknowledge the tight ethical guidelines of Swedish GDPR regulations. Being aware of culture, ethnic and racial discussion in this essay, it has been done so with no harmful language, to preserve a moral conduct and guidelines recommended by the Swedish regulations.

Finally, any potential conflicts of interest must be disclosed and addressed. A critical perspective was adopted when analyzing media framing, ensuring that stereotypes and bias are identified and challenged. The research findings weren't used to perpetuate harmful attitudes or stereotypes towards gender, race, or any other identity. Overall, the ethical
approach for this master thesis involved conducting research that is respectful, transparent, and socially responsible.

8. Presentation and analysis of results

The purpose of this chapter is to present and analyze the results of a study of online media focusing on two sports personalities, Lance Armstrong, and Marion Jones. The study is conducted using three theoretical approaches: framing theory and intersectionality. Each perspective offers a different view on how these athletes are portrayed and perceived in the media. To make it more comprehensible a table was created for both athletes where all articles and theories were written to create a visual representation of the analysis findings (Appendix 1).

This section of the analysis starts off with Marion Jones and her portrayal in the aforementioned articles, thoroughly diving into how framing and intersectionality interconnect with each other. How are these theories applied in this textual analysis on doping scandals both genders and athletes. Thereafter Lance Armstrong analysis will shed light to his “wrong doings” by also utilizing the same theories and online news channels. The research and analysis presented in this chapter aims to provide a comprehensive understanding of the application of theories shape media coverage of sports figures. By conducting a thematic research and critical discourse analysis of disparate online stories about Lance Armstrong and Marion Jones, we can identify key patterns and biases that potentially affect public opinion and how that narrative is constructed. Finally, a comparison and contrast of results from previous sections of both athletes and their respective actions is going to create a conclusion of this paper and explore the narratives constructed by the media.

8.1. Marion Jones

The application of framing theory to the analyzed articles sheds light on the media's strategic construction of narratives around Marion Jones, the former track and field athlete. These frames represent how the audience perceives her career, achievements, and controversies,
reflecting the complexities of her story and the multifaceted nature of media representation. Each frame highlights specific aspects of her career, character, and the consequences of her actions eliciting varying emotional responses. Several frames emerge, portraying different aspects of her story. Intersectionality plays a role in both athletes' allegations of the usage of performance-enhancing drugs.

**Accused individual frame**
The accused individual frame refers to the specific representation of Marion Jones as an athlete who has been accused of doping, emphasizing the possibility of losing her medals and casting her as a stereotypical subject of an inquiry. This frame positions her as a deceptive figure, highlighting her legal problems and potential ramifications. This frame centers on her alleged wrongdoing and focuses on her as an individual who is responsible for the doping allegations levied against her. From this frame, Jones is positioned as a questionable athlete whose performance may have been achieved through illicit means rather than through hard work, determination, and natural talent. This frame often emphasizes the potential damage to her reputation and her legacy as a record-setting track and field athlete. (New York Times, 2007; Longman, 2004). Goldman's 2004 article showcases Jones as an accomplished athlete, focusing on her long jump victory and success in the US Olympic Athletics Track and Field Tryouts. However, her connection to the BALCO doping probe acts as a counterpoint, potentially tarnishing her achievements (Goldman, 2004).

**Deceitful character and high-profile athlete frame**
Longman's article depicts Jones as a track and field standout who pleaded guilty to lying about her drug usage and involvement in a fraud case. The article also frames Jones as a deceitful character who pled guilty to lying about her drug use and involvement in a fraud case, emphasizing her culpability and legal troubles. This frame contrasts her outstanding Olympic career with her current circumstances, highlighting the discrepancy between her past accomplishments and her present situation (Longman, 2004). Furthermore, Jones' involvement in a bank-fraud plot and use of performance-enhancing pharmaceuticals, highlighting the prospect of investigating intersecting concerns of race, gender, and socioeconomic class. This indicates how intersectionality may impact the contextual
interpretation of her actions and subsequent punishment, potentially shaping public reactions based on various social identities (Longman, 2004; Jones, 2010).

Chicago Tribune portrays Marion Jones as having taken performance-enhancing chemicals based on remarks by Victor Conte, the president of BALCO, contrasting Jones' denial of drug usage. Conte's accusations are presented as contrary to Jones' statements, contributing to the complexity of the doping narrative (Associated Press, 2004). Furthermore, Jones is framed as a high-profile athlete receiving attention due to her omission from the list of charged athletes. This frame highlights her achievements and financial resources while creating doubt and calling her innocence into question. The framing creates doubt and questions her innocence, despite highlighting her achievements and financial resources (Dunaway, 2005).

**Hounded by drug charges frame**
Shipley's article frames Marion Jones' condition as a transition from her former favorable reputation to being hounded by drug charges. This frame suggests that Jones was relentlessly pursued and criticized by the media, anti-doping authorities, and the public, who were fixated on the allegations of drug use. The frame implies that there was a concerted effort to bring down Jones based on these accusations. The use of the word "hounded" (Shipley, n.p., 2004) conveys a sense of injustice and persecution, as if Jones was unfairly targeted and tormented by her accusers. It also suggests that the allegations were the focus of Jones' career and overshadowed her many achievements as an athlete. The hounded by drug charges frame can elicit a sympathetic response from readers and viewers, who may perceive Jones as a victim of a biased and flawed system. However, it can also be seen to downplay the seriousness of doping in sports and the impact it has on fair competition. Despite that, the framing mainly highlights her determination to clarify her name and save her reputation, portraying her as driven and intent on fighting and winning (Shipley, 2004). The article also highlights the measures she has taken to distance herself from the controversy and establish her innocence (Shipley, 2004). However, it is unclear if these measures have helped her image or cemented her connection to the scandal. The article ends with Jones stating that she has always been drug free and will continue to be, showing her attempts to maintain her reputation (Shipley, 2004).
Potential victim of unfair suspicions and omission of truth frame
In contrast, Goldman's 2006 article frames Jones's situation positively, emphasizing her relief and innocence after a negative drug test, portraying her as a potential victim of unfair suspicions (Goldman, 2006). The article also includes commentary from Jones' lawyer Howard Jacobs, who compares her case to those of other athletes who have tested positive for banned substances, indicating that Jones is not alone in facing these types of allegations. Additionally, her lawyer criticizes the way in which Jones' initial positive test result was announced before the backup result was confirmed, suggesting that this process is flawed and can result in undue suspicion and negative attention towards athletes.

The article seeks to clear Jones' name and restore her reputation in the public eye. In continuation the same article represents how Jones is regarded and treated in the media through the lens of intersectionality. Her identity as a black woman overlaps with other facets of her identity, such as an athlete, mother, and public personality. This interconnectedness of identities may shape people's interpretations and reactions to her behavior (Goldman, 2006).

The framing of Jones's acknowledgment of lying about drug usage in Goldman's 2007 article stresses disappointment and betrayal, framing the doping controversy as a momentous event with potential impacts on her image and Olympic medals. This frame portrays the doping controversy as a significant event that could impact not only Jones' image, but also her Olympic medals (Goldman, 2007). Bennett's article frames Marion Jones as a competitor whose Olympic gold medals are in jeopardy due to the doping controversy. The framing underscores the potential ramifications for her and the importance of the International Olympic Committee's inquiry. The story is presented simply, focusing on the likely withdrawal of prizes awarded at the 2000 Sydney Games (Bennett, 2007). The reference of the International Olympic Committee's inquiry, for example, conveys the severity of the issue. The possibility of Jones' Olympic medals being removed represents the effect and public implications of her role in the doping scandal.

Cautionary tale with repercussions for her behavior frame
Similarly, Goldman's 2008 article emphasizes Jones's six-month jail term and involvement in unlawful activities, framing her as a cautionary tale with repercussions for her behavior. The Cautionary tale with repercussions for her behavior frame - regarding Marion Jones and her
doping allegations suggests that her story serves as a warning to others about the consequences of cheating in sports. The frame acknowledges that Jones engaged in prohibited behavior by using performance-enhancing drugs, and that as a result, she faced serious repercussions such as losing her Olympic medals and having her reputation tarnished. The frame implies that Jones made a mistake by cheating, and that the negative consequences of her actions should serve as a lesson to others. It suggests that athletes who engage in doping or other forms of cheating may face similar consequences, and that these consequences may be severe. Overall, the cautionary tale with repercussions for her behavior frames the importance of honesty and integrity in sports and suggests that individuals who violate these principles may face significant consequences for their actions (Goldman, 2008). The article discusses Marion Jones' sentencing to prison for lying about using steroids and her involvement in a check-fraud scheme.

The story also mentions an Olympic shot thrower who thinks that the sentence would serve as a deterrence to doping, symbolizing the necessity for accountability. Goldman (2008) also discusses Jones' request not to be separated from her children, adding another dimension to her punishment that might be influenced by her motherhood. Intersectionality becomes pertinent in evaluating how her multifaceted identities, such as a Black woman, professional athlete, and subject of a doping inquiry, impact media coverage and public reactions.

**Athlete who acknowledged using steroids frame**

Fish's article frames Marion Jones as an athlete who acknowledged using steroids prior to the 2000 Olympics, defying her past denials of doping claims. The framing emphasizes her remorse, her likely guilty plea in the federal court system, and the potential repercussions she faces, including the loss of her medals and a competitive suspension, reflecting the gravity of her actions. The athlete who acknowledged using steroids frame refers to the scandal surrounding former American track and field athlete Marion Jones, who admitted to using performance-enhancing drugs (PEDs) in 2007. Jones had previously denied the allegations of doping and even filed a defamation lawsuit against a coach who accused her of using drugs. However, after years of denying the accusations, Jones eventually confessed to using PEDs at the peak of her career, including during the 2000 Sydney Olympics where she won five medals, three of which were gold. This frame highlights the controversy and shame associated with athletes who use steroids to gain an unfair advantage over their competitors.
Jones' admission of wrongdoing tarnished her reputation and led to the stripping of her Olympic medals and other athletic achievements. It also shed light on the prevalence of doping in sports and the pressure both athletes and coaches face to win at all costs. Overall, this frame represents the consequences and repercussions that athletes face when caught using performance-enhancing drugs, and the importance of maintaining integrity and fair play in sports (Fish, 2007).

Intersectionality is not directly explored, but the author mentions that Jones being a Black woman may have represented her involvement in athletics. The article suggests that considering these connections could offer a better understanding of the complexity surrounding her career (Fish, 2007).

**Track sensation fallen from grace frame**
Jones is portrayed as a former track sensation who has fallen from grace in Norris's article, with her guilty plea to hiding drug usage emphasizing her accountability for her allegations. The piece also highlights her departure from the sport, framing it because of her actions. Marion Jones' departure from the activity she loves is a sign of the consequences of her conduct. Her request for forgiveness, along with her admission of failing her followers, nation, and herself, acts as a symbol of sorrow and responsibility. The suggestion of possible prison time and the loss of Olympic gold represents the legal and ethical ramifications she may face (Norris, 2007). Similarly, Schmidt's article frames Jones's return to the sport as "sputtered" and her win as "short-lived," (Schmidt, n.p., 2008) painting her in an unfavorable light and emphasizing her problems and suggests that her comeback may fail. Additionally, the frame emphasizes her slower performance compared to her prior world records, reinforcing the negative portrayal. Marion Jones' heavy-legged look and poor pace despite a tailwind represent potential issues and obstacles. In a comparable vein the inclusion of Nike deals and the world's fastest timings signifies achievement and respect in the sports industry (Schmidt, 2008). The intersectionality analysis of this article highlights the potential impact of multiple social identities on Marion Jones' representation, treatment in the media, and public opinion. Schmidt's article (2008) examines how comparing Jones' performance to male athletes emphasizes potential gender dynamics and how male peers may represent perceptions of female athletes. This intersectional comparison sheds light on the complexities of gender in the sports industry.
Depiction of Marion Jones as a once-respected American heroine who has now fallen from grace due to her involvement in doping scandals and check fraud has been observed as another frame. The framing emphasizes the severe punishment meted out to her, shifting public perception from admiration to shame, focusing on her misdeeds rather than her achievements.

Analyzing article written by Holt where he highlights Marion Jones' experience as a fall from grace, starting with her early achievements, celebrity, and financial status, and proceeding to her confession of using performance-enhancing medications and subsequent legal problems. The framing depicts her as a gifted athlete who made poor decisions and suffered the consequences. Her private life, her marriage, and the psychological impact she made in court are all mentioned in the piece (Holt, 2008). Similarly, Jones's story is framed dramatically in her own account, focusing on her fall from grace, the repercussions of her conduct, and her subsequent jail experiences. This frame highlights the negative consequences of her dishonesty and drug affair (Jones, 2010). It describes Jones' actions, emotions, and physical appearance, such as her silence in the car, her running on the prison track, and her attire. These details contribute to the overall narrative and create visual imagery for the readers. (Jones, 2010)

**Triumph for Marion Jones frame**

Looking from the lawful side of doping scandals Gura's article portrays the issue as a triumph for Marion Jones' previous colleagues who can now retrieve their Olympic gold due to a lack of clear laws regulating the expulsion of relay squads when a team member commits a doping infraction. The framing presents their return as a positive result, underlining the complexities of the doping scandal. Additionally, the fact that Marion Jones is a present WNBA star raises her profile and the importance of the case (Gura, 2010).

8.2. Lance Armstrong

**Representation of doping allegations frame**

The framing in these articles highlights the significant representation of doping allegations on the reputations of athletes like Barry Bonds, Marion Jones, and Lance Armstrong, leading to
public distrust and altered perceptions. The detrimental impact of drugs on athletes' legacies is emphasized, drawing credibility from expert statements and sports writers' skepticism.

Regarding Lance Armstrong, the framing explores the implications of doping claims on his international cycling career. It emphasizes his prominence in professional cycling and raises concerns about the potential ramifications of doping charges on his overall legacy. It underlines the potential consequences of Armstrong's doping allegations on his charity, Livestrong (Beardsley, 2010). In the context of race and gender dynamics, it is noteworthy that the coverage and consequences of doping may differ for Armstrong, a white male athlete, compared to the black female athlete like Marion Jones. Armstrong's identity as a successful white male athlete might represent the interpretation and portrayal of his doping allegations. Considering the intersectionality of race and gender can provide a more complete understanding of how these dynamics intersect with the coverage and consequences of doping claims in sports (Beardsley, 2010).

Another framing also presents Armstrong's journey of transformation and atonement after his drug confession, portraying him as someone dedicated to personal growth (Finks, 2018). The stories may focus on different parts of Armstrong's post-confession path, such as his involvement in charity projects, prohibition against doping campaigns, or efforts to teach people about the hazards of doping. This framing demonstrates Armstrong's commitment to atoning for his previous deeds by directing his resources into pursuits that are constructive and helpful (Finks, 2018). The framing implies that Armstrong has begun a road of personal development and atonement by highlighting this story of transformation. It presents the guy as a person who has grown from his mistakes, is actively pursuing self-improvement, and is making a constructive contribution to society (Finks, 2018)

**Armstrong ambiguity of innocence frame**

The articles provide opposing viewpoints and discussions on Armstrong's doping charges (Chappell, 2013). They highlight Armstrong's denial of the claims and question the lack of concrete evidence against him, creating ambiguity around his innocence. The framing delves into debates about whether Armstrong cheated during his Tour de France triumphs. The Armstrong ambiguity of innocence frame refers also to the mixed views and uncertainty surrounding the accusations of doping leveled against Lance Armstrong. While some
believed him to be guilty of using performance-enhancing drugs, others attributed his success to his rigorous training regimen and natural ability. This frame suggests that there was a lack of clear evidence to support either side definitively and that Armstrong's case was perpetually mired in ambiguity and doubt. It also implies that Armstrong may have been perceived as an enigmatic and controversial figure due to the allegations leveled against him and the complex nature of the situation. Overall, this frame highlights the difficulty of establishing the truth in high-profile cases and the ongoing debate about Armstrong's alleged doping (NPR, 2007).

The power relations between Armstrong and authorities like the World Anti-Doping Agency (WADA) and the US Anti-Doping Agency (USADA) further illustrate the intersectionality of this issue. Additional discussions about Armstrong's suspension and potential comeback are represented by the intersectionality of his identities as an athlete, alleged doper, and media personality (Chappell, 2013). Through the perspective of intersectionality, it becomes evident that Armstrong's numerous identities influence the conversations around his suspension and possible return. The framing takes into account how his media presence, athletic talent, and the power relations involving him and the regulatory organizations are all influenced by his suspected doping activities. It draws attention to the intricate ways in which these identities interact in media coverage, and possible results for Armstrong's personal and professional lives (Chappell, 2013).

**Armstrong comeback frame**

The Armstrong comeback frame refers to Lance Armstrong's return to professional cycling after a brief retirement. At the time, Armstrong was a seven-time Tour de France champion, and his return generated a lot of interest and excitement among fans. Many people saw Armstrong's comeback as an attempt to prove that he could still compete at the highest level without the use of performance-enhancing drugs. However, Armstrong’s comeback to professional cycling is also interpreted, by shedding light on his motivations and the challenges he may face. The framing acknowledges lingering doubts and accusations of drug use during his past victories (Block, 2008). Looking back, the Armstrong comeback frame can be seen as a turning point in the ongoing saga of doping in professional cycling. While Armstrong's story was undoubtedly a high-profile case, it also shone light on the broader culture of doping in the sport and prompted many to call for greater transparency and accountability in cycling and other professional sports.
Armstrong's rise and fall frame
Another frame portrays Armstrong in a rise and fall narrative, underscoring his initial popularity and subsequent public disgrace (Cohen, 2020). This scandal tarnished Armstrong's legacy and reputation, with many feeling disillusioned by his success and the damage that his doping had done to the sport. Armstrong's rise and fall frame serves as a reminder of the dangers of cheating and the importance of fair play in sports. Armstrong's fall from grace represented a major blow not only to his career but also to the wider perception of cycling and doping in professional sports.

Disgraced and damaged Lance Armstrong frame
Both Auste's and Macur's articles (2012, 2018) converge in their framing of Lance Armstrong as a disgraced and damaged figure due to his doping practices and subsequent confession. Auste's framing highlights the transformation from denial to admission of drug use, reflecting the severity of the allegations against Armstrong. This journey of denial to confession serves as a central theme in Macur's framing too, emphasizing how the doping scandal damaged the credibility of sporting contests. The articles collectively underscore the profound consequences of Armstrong's actions on his reputation, cycling, and the public's perception of professional athletes. The framing in both articles creates the portrayal of Armstrong as a flawed and tarnished icon, whose doping confession significantly impacted the credibility and integrity of competitive sports. The articles contend that the public's opinion of professional athletes in general was impacted by Armstrong's admission of doping. According to this interpretation, Armstrong's activities not only damaged his personal reputation but also raised doubts about other sportsmen. The conclusion is that the public could now be more skeptical of professional athletes and doubt the veracity of their accomplishments and performances.

Damaged figure in the doping culture frame
Furthermore, the framing surrounding Armstrong's conversation with Oprah Winfrey depicts a pivotal moment in his denials regarding doping, highlighting his admission and acknowledging the prevalence of cheating in professional cycling. It presents Armstrong as a damaged figure who got entangled in a doping culture. The damaged figure in the doping culture frame presents a sobering lesson about the ethical standards that should be upheld in competitive sport and the serious consequences of breaking the rules. (Caroll, 2013).
In discussing doping charges and their impact on legacies, framing is employed to explore the broader issue of doping in sports. It emphasizes the role of sports writers, fans, and organizations in shaping the narratives around athletes and their controversies (Caroll, 2013).

The intersectionality of Armstrong's multiple identities contributes to the complexity of the issue. Armstrong is not only seen as a cyclist but also as an inspirational figure in the cancer community. The implications of the doping charges go beyond his reputation as a cyclist; they could also affect the Livestrong Foundation, which plays a significant role in the cancer community (Goldman, 2011).

8.3. Comparison of findings

While both Marion Jones and Lance Armstrong were involved in doping incidents, the framing of their tales was vastly different. Marion Jones' narrative was told in a way that highlighted her alleged guilt, legal problems, and fall from grace while simultaneously praising her accomplishments and financial riches. The framing of Lance Armstrong's tale, on the other hand, portrayed him as an ambiguous character whose innocence was impossible to determine, with the consequence of the controversy hurting his legacy and credibility. In contrast with Marion Jones, Lance Armstrong's framing depicts a more nuanced and contentious story surrounding his doping incident. However, the framing around Armstrong's case is notable for its focus on his ambiguity of innocence and later his downfall from grace.

Furthermore, Armstrong's position in professional cycling as well as his role as an advocate for cancer awareness and research add layers of complication to the framing, emphasizing the impact of his controversy on a larger social and cultural level.

The intersectionality analysis of Lance Armstrong and Marion Jones reveals several similarities and differences in how their actions and identities intersect with race, gender, and various social dimensions. For Lance Armstrong, his identity as a white male athlete represents the interpretation and portrayal of his doping claims. The coverage and consequences of these claims may differ from those of Marion Jones, a black female athlete.
Additionally, Armstrong's multiple identities as a cyclist, cancer survivor, and inspirational figure in the cancer community add further complexity to the issue. The implications of the doping charges extend beyond his reputation as a cyclist and could impact the Livestrong Foundation. Power relations between Armstrong and authorities like WADA and USADA also illustrate the intersectionality of the issue.

Similarly, the analysis of Marion Jones highlights the potential impact of multiple social identities on her representation and treatment in the media. Comparing her performance to male athletes emphasizes gender dynamics and the representation of male peers on perceptions of female athletes. Jones' involvement in a bank-fraud plot and use of performance-enhancing pharmaceuticals also bring race, gender, and socioeconomic class concerns into the spotlight. Both Armstrong and Jones, as public figures, are subject to media coverage and public reactions that are shaped by their intersecting identities. The articles examined in the analysis explore how race, gender, identity, intersect with their actions and behavior. Understanding these intersecting factors provides a more comprehensive and nuanced understanding of the issue of doping in sports and its broader implications.

However, it is important to note that not all the articles directly address intersectionality. Some articles focus primarily on the specific actions and allegations against Armstrong and Jones without delving into the representation of their social identities. Nevertheless, even these articles hint at the potential impact of race and gender on the athletes' careers.

The thorough comparison and contrast of findings in intersectionality theory between Lance Armstrong and Marion Jones reveal the significance of considering the intersections of various social dimensions when analyzing the issue of doping in sports. Understanding how race, gender, identity, intersect with their actions deepens our understanding of the complexities surrounding these athletes and their legacies.

8.4. Main findings

Research question concerning how frames are utilized in online news articles regarding the usage of performance-enhancing drugs in sports has revealed the significance of media in
shaping public narratives. The use of framing theory is predominantly employed in coverage of athletes like Marion Jones and Lance Armstrong, who have been accused of doping scandals. The findings demonstrate the complexity of media representation and emphasize the crucial role of media in constructing opinions. The diverse frames presented in the examined articles highlight the different aspects of the athletes' careers, character, and the implications of their actions. Thus, through multiple frames, the articles construct various narratives around these athletes and portray them in different lights.

Additionally, the use of framing theory highlights the broader issue of doping in sports, emphasizing the critical role of sports writers, fans, and organizations in shaping the narratives around athletes and their controversies. The media's framing choices significantly represent interpretations and judgments of athletes' legacies. As demonstrated in the analysis, the impact of doping allegations on the reputations of athletes can lead to potential public distrust.

The findings also underscore the crucial importance of analyzing the impact of framing on doping in sports. The framing employed in articles discussing doping scandals highlights the significant representation that the media has in shaping audience perceptions and attitudes. Thus, the media's framing choices can contribute to a broader cultural discourse regarding doping in sports.

Overall, the analysis demonstrates the strategic and influential role of the media in doping scandals and highlights the importance of considering framing in discussions of athletes and their legacies. The use of framing theory provides a useful tool for understanding how the media shapes thinking about doping while shedding light on the complex nature of media representation. The study highlights the significance of the media's role in shaping public opinion and provides insights into how future discussions of doping in sports can be more transparent, informed, and evidence based.

How do media outlets frame male athletes in doping scandals compared to female athletes could be observed in analyzed articles by both Jones and Armstrong who faced similar allegations of doping, the framing of their stories is markedly different. The media's coverage of Jones' scandal highlights the personal and emotional impact of her choices, often framing her as a fallen hero. The stories about Armstrong, in contrast, focus more on the broader
implications of the doping problem in sports, emphasizing the new anti-doping procedures and the need for reform in the sport.

9. Concluding discussion/remarks

The topic is relevant and timely given the recent increase in doping scandals in sports and the growing attention on the role of media in constructing narratives and attitudes. The thesis approach of analyzing media frames of male and female athletes in doping scandals is valuable, as it can highlight potential gender biases or differences in how the media portrays these athletes. It would be interesting to see how the media coverage differs for different types of sports, as certain sports may receive more attention or scrutiny compared to others when it comes to doping. The possible implications of the findings should also be discussed, such as how the media coverage may impact athlete's careers and reputations or perpetuate stereotypes about gender and doping.

However, this master's thesis examined media portrayals of Marion Jones and Lance Armstrong's doping scandals using two analytical theories: framing and intersectionality theory. This study aimed to evaluate how these tactics impact coverage in the media representation of doping scandals by examining media pieces from trustworthy news sources. This study also contributes to a better knowledge of the intricacies of doping in sports, the role of media representation, and the influence of intersectionality on media coverage. It adds to the current research by exploring the framing of the doping scandals of Marion Jones and Lance Armstrong, as well as the usage of intersectionality in media depiction.

The analysis of framing highlights the gendered nature of media portrayals of doping scandals. The media's framing choices for male and female athletes represent the cultural discourse surrounding sports and doping. Therefore, it is necessary to examine the ways in which media's framing of doping scandals perpetuates gender stereotypes and to ensure that coverage is fair, impartial, and promotes constructive dialogue regarding a serious and significant issue in the world of sports.
This research demonstrated that, to some extent, the media depicted the two situations differently. For example, there was a greater focus on Armstrong's collapse from grace than on Jones'. The articles written concerning her were not as dramatic and felt less significant than those written about Armstrong. The discrepancy appears to have occurred simply because Marion Jones being female and Lance Armstrong being male; hence, gender prejudice had a significant representation. The research of two doping scandals involving Marion Jones and Lance Armstrong put awareness on the seriousness and consequences of doping in sports. These images had an impact not just on the athletes' careers, but also on the greater societal discussion surrounding doping in sports. The findings imply that how drug cases are viewed and addressed in the media can have a substantial influence, emphasizing the necessity of ethical and transparent reporting. Moving ahead, reporters and news outlets must strive for honesty and impartiality in their reporting of doping crises to maintain the credibility of sports and public confidence.

Finally, by using several theoretical methods for the examination of the media portrayal about Marion Jones and Lance Armstrong's doping scandals, this study contributes to the larger body of study about the media's representations of the doping allegations that contributes to the existing literature. It has been demonstrated that theoretical techniques may be used to give a thorough understanding of how doping crises are depicted in the media and their representation.

9.1. Limitations

While this master's thesis employs several conceptual frameworks to examine how the media frames men and women in doping scandals, it is important to recognize some limitations that may limit the scope and depth of the analysis.

This research focuses on select news outlets, specifically NPR, BBC News, NBC News, Chicago Tribune, and ESPN, as well as their coverage of the Marion Jones and Lance Armstrong doping scandals. While some publications are well-known and extensively read, their coverage may not be comprehensive of every media report on the issue. Furthermore,
the research is limited to these two unique situations, thus restricting the findings' generalizability to other sportsmen or doping cases.

The choice of news channels and instances may result in sample bias. The research may not capture the entire spectrum of media framing trends across multiple sources of information or doping situations by concentrating on certain outlets and athletes. As a result, the findings should be understood within the larger context of the chosen sample. Because this research focuses exclusively on English-language news sites, it may overlook useful findings from non-English sources. Furthermore, cultural variations and subtleties in language may influence media framing, which are not expressly included in this approach. External factors such as public opinion, political environment, and media sector dynamics all have an impact on media framing. This research does not address these external elements and their possible representation on media framing in doping cases. Taking these aspects into account may offer a more complete picture of the mechanisms at work.

Framing theory, semiotic approach, agenda-framing theory and intersectionality were initially chosen as methods for this thesis, due to time-limitations and word restriction, agenda-setting theory and semiotics were not included. An analysis of articles using the agenda-setting and semiotic approach was conducted as shown in Appendix 1. Despite that the decision to not include agenda-setting in this thesis was also due to the similarity with the framing theory analysis.

Notwithstanding these limitations, this study tries to improve knowledge of how the media portrays men and women in drug situations by drawing on a variety of theoretical frameworks. The present research seeks to give helpful insights into the media's role of representation of gender, and broader social discussion surrounding the doping scandals that involve Marion Jones and Lance Armstrong by understanding these limitations and carrying out an in-depth investigation within the defined scope.

9.2. Future Research
Further research could delve into a comparison of media depictions of comparable high-profile doping incidents to uncover similarities in coverage in the media and biases that exist across other sports and nations. This could lead into qualitative research that gathers perspectives from professional athletes, trainers, and other stakeholders on the representation of media portrayal on their opinion of doping cases and the steps that may be taken to enhance fair coverage.

An insider's viewpoint on how the media presents decisions and decision-making processes can be obtained by conducting surveys or interviews with journalists and other media workers involved in covering the doping crisis. The motives of journalists, moral issues, editorial guidelines, and other elements that influence how doping in sports is portrayed in the media can all be uncovered by this qualitative investigation.

Focusing on social media and the representation it portrays in shaping the perception of athletes would be another way on how the doping incidents are or will be portrayed in the future. Future study on how social media platforms affect how doping incidents are framed has the potential to be very fruitful. A more sophisticated picture of the dynamics surrounding media depictions of doping in sports may be obtained by examining how public debate on social media platforms interacts with and impacts traditional media narratives. Social media being at the forefront, where athletes have the possibility of having their own voice, where they could narrate their story. Having this perspective, it would be interesting to compare and contrast how mass media and social media address doping scandals in sports.

In recent days Danish cyclist Jonas Vingegaard has won for the second time the Tour de France and whilst on a press conference he asked if he has taken any performance-enhancing drugs. To which he answered: "I completely understand the questions about it because of the past of our sport. All I can say is that I'm not taking anything," (Silva, n.p. 2023). Based on this statement the history of doping allegations is still clouding the present sporting athletes and their integrity. In the future this conducted essay could be enhanced by incorporating how the past tarnished integrity of sports has affected the current athleticism and how it is affecting the sportsmen career and their reputations. Additionally, it would be advantageous to look at how athletes from various ethnic origins are affected by heightened monitoring and testing procedures. Are athletes from particular nations or ethnic groups more closely inspected or suspicious? What effect does this have on their entire career trajectory,
performance, and mental health? Gaining insight into these factors might help one better comprehend the unfair treatment that certain players may experience in light of the sport's compromised legitimacy.

Another aspect where this thesis could be developed by also including current war affecting the world. How it impacted the sport industry and what consequences it made to both individuals’ athletes and sport itself.

10. References, endnotes, appendices


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10.1. Online News Articles

10.1.1. Marion Jones


https://www.npr.org/2008/05/28/90865379/ladies-got-game-what-a-year-for-women-in-sports


https://www.nytimes.com/2010/05/02/magazine/02jones-t.html?searchResultPosition=4


10.1.1. Lance Armstrong


10.2. Appendix

Appendix 1: Table of analysis for both Marion Jones and Lance Armstrong
https://docs.google.com/spreadsheets/d/e/2PACX-1vQfPC6eywYXggHB6lsifIn0PnvPL3_2Nl_sUzZMcnnnz0Cd6WSucqpL7dbIz6ocHErIvcY2pVx6i4eK/pubhtml