

# **ASSUME NOTHING, LEARN THE TRUTH**

By Emma-Louise Precious

# Artist Statement

Assume Nothing, Learn the Truth is a series of environmental portraits shot in the style of a lifestyle advertising campaign, addressing how gender inequality is a contemporary issue within the world of sport.

Research into various aspects of female sports have been carried out by a number of charities and organisations; however, the data as a whole highlights the enormity of these issues. The media is central to extending the reach of sport but are selective in their coverage, even though sport is deployed to represent a nation. Women's sport makes up only 7% of sports media coverage in the UK (Women in Sport, 2017). As a result, venues, participation opportunities and salaries can be broken down by gender and age, to reveal the unmatched respect and honourability compared to men. This imbalance provides further exposure to men's sport and causes implications surrounding how women athletes are valued.

No organisation relays the underlying truth females face in sports and I feel it is vital their role is looked at seriously. This series recognises a range of ages, sizes and abilities from grassroots level to professional athletes, to constitute for the women and girls who are still existing in the shadow of their male counterpart. Despite being influenced by campaigns such as: Like A Girl by Always, Find Your Greatness from Nike and This Girl Can, this series has been created with the intentional output of an advertising

campaign for a charity like Women in Sport, who focus on the entirety of gender imbalance. With the purpose to inspire, educate and raise awareness, the compelling lifestyle imagery embodies active women's values and aspirations whilst conveying a relatable narrative.

The photographs show an outsider's perspective of a woman or girl playing sport/exercising, assuming nothing is wrong, however, the overlaying text highlights the contrasting reality they face. The larger and stronger typography reflects perseverance, strength and resilience female athletes possess, and although the models are photographed alone, this text shows how they are coming together to stand up against the inequalities. The subtitle reveals statistics that are not common knowledge, with the feminine font and reduced opacity reflecting how females are perceived in the sporting world. The juxtaposition between image and text symbolises the disparity between what we think is the reality and the truth, whilst also prompting the viewer to stop, think and question their own perspective.

It is time people stopped patronising females and started recognising them as equals.



# BATTLING FOR EQUAL OPPORTUNITIES

*Girls have 1.3 million fewer opportunities to play high school sports than boys*



A young female soccer goalkeeper is shown in profile, wearing a bright yellow long-sleeved jersey and matching pants. She is wearing pink and black goalkeeper gloves and is holding a colorful soccer ball with both hands. The background is a white goal net with a blue frame, set against a clear blue sky. The lighting is bright, suggesting an outdoor setting during the day.

# SAVING SOCIETAL STANDARDS

*70% of young girls feel they don't belong in sports due to the pressure to conform to societal expectations*





# EMBRACING OUR INNER WARRIOR

*42% of women feel too embarrassed  
to exercise in public*





# RIDING AWAY FROM GENDER STEREOTYPES

*65% of women have experienced sexism within their sport, but only 10% report it*



# STRENGTHENING OUR FUTURE PROSPECTS

*Women's sport only attracts 1%  
of the sponsorship market*



A female rugby player is shown in profile, running from left to right across a grassy field. She is wearing a red and white striped jersey with 'SAMURAI RUGBY GEAR' and 'LADIES' visible. She is holding a white rugby ball with both hands. The background is a blurred green field under a clear blue sky.

# LEVELLING THE PLAYING FIELD

*Men are twice as likely than women  
to be members of a sports club*



# ACCELERATING TOWARDS EQUALITY

*There are just two women in the  
top 100 highest-paid athletes*



# RUNNING FOR OUR FREEDOM

*43% of women experience  
harassment whilst running,  
compared to just 4% of men*





“Gender equality is the unfinished business of the 21st Century.”

- Elizabeth Broderick (2015)  
Sex Discrimination Commissioner