

Naomi Osaka and Misogynoir in Sport Media

By Sabrina Razack, PhD Student, University of Toronto

OUTLINE



EXAMPLES OF MISOGYNOIR
AND RACE TALK



RESISTANCE BY NAOMI OSAKA



IMPACT OF NAOMI OSAKA'S
FLUID IDENTITY

RACE TALK & MISOGYNOIR

Media coverage of their pursuits involves “race talk,” the explicit insertion of “racial signs and symbols” that reify meanings of racial inferiority.

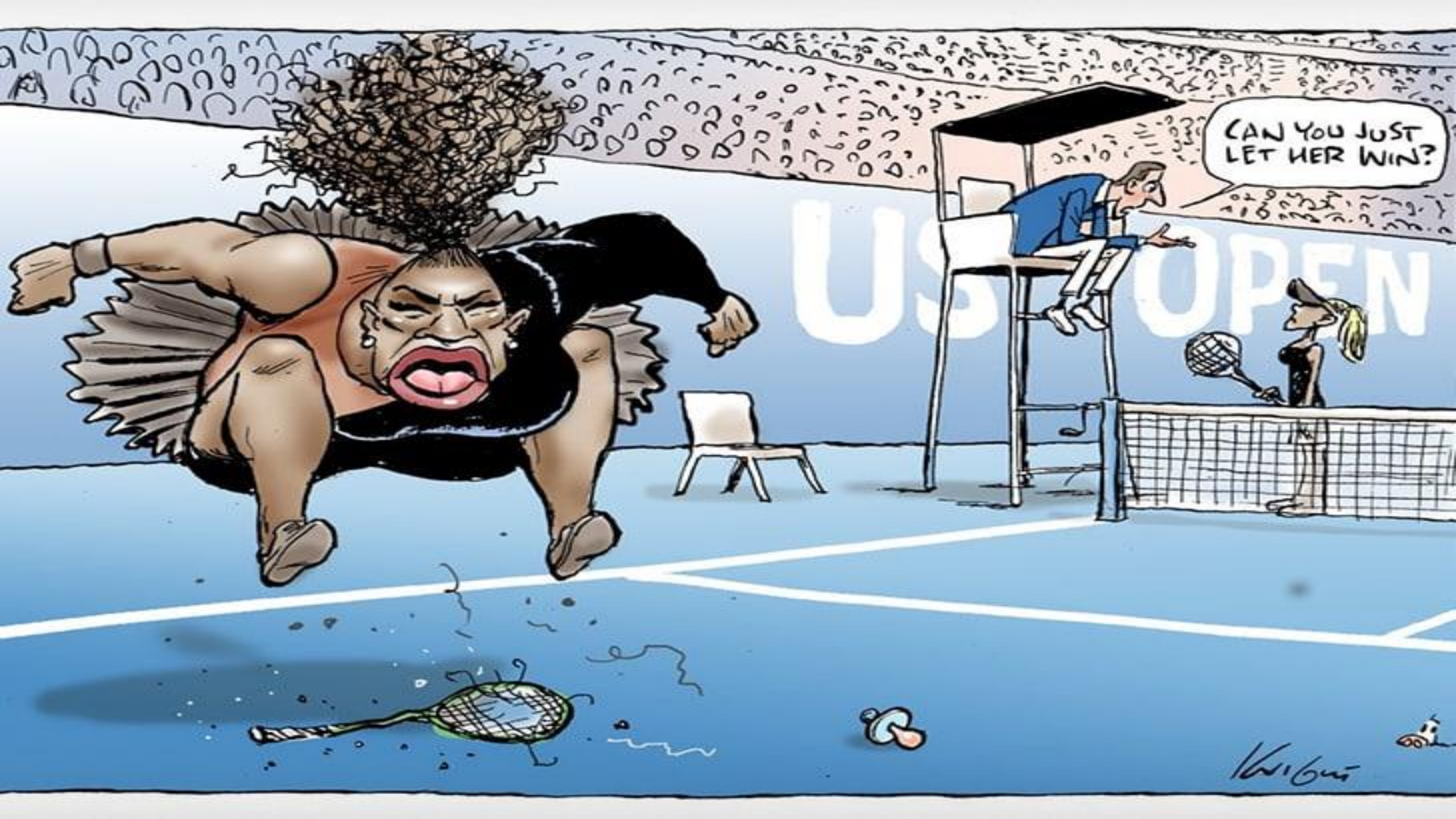
The anti-black racism they experience is imbricated with misogyny. This pernicious combination is framed as *misogynoir* by Bailey (2014).

Misogynoir refers specifically to the visual violence against black women.

DISIDENTIFICATION

- **Disidentification** may be read as a survival strategy for minoritized subjects.
- Managing and negotiating historical trauma and systemic violence.(1999: 161–162)
- More readily available to subjects whose class privilege gives them access to systems of representation (Muñoz, 1999: 164).

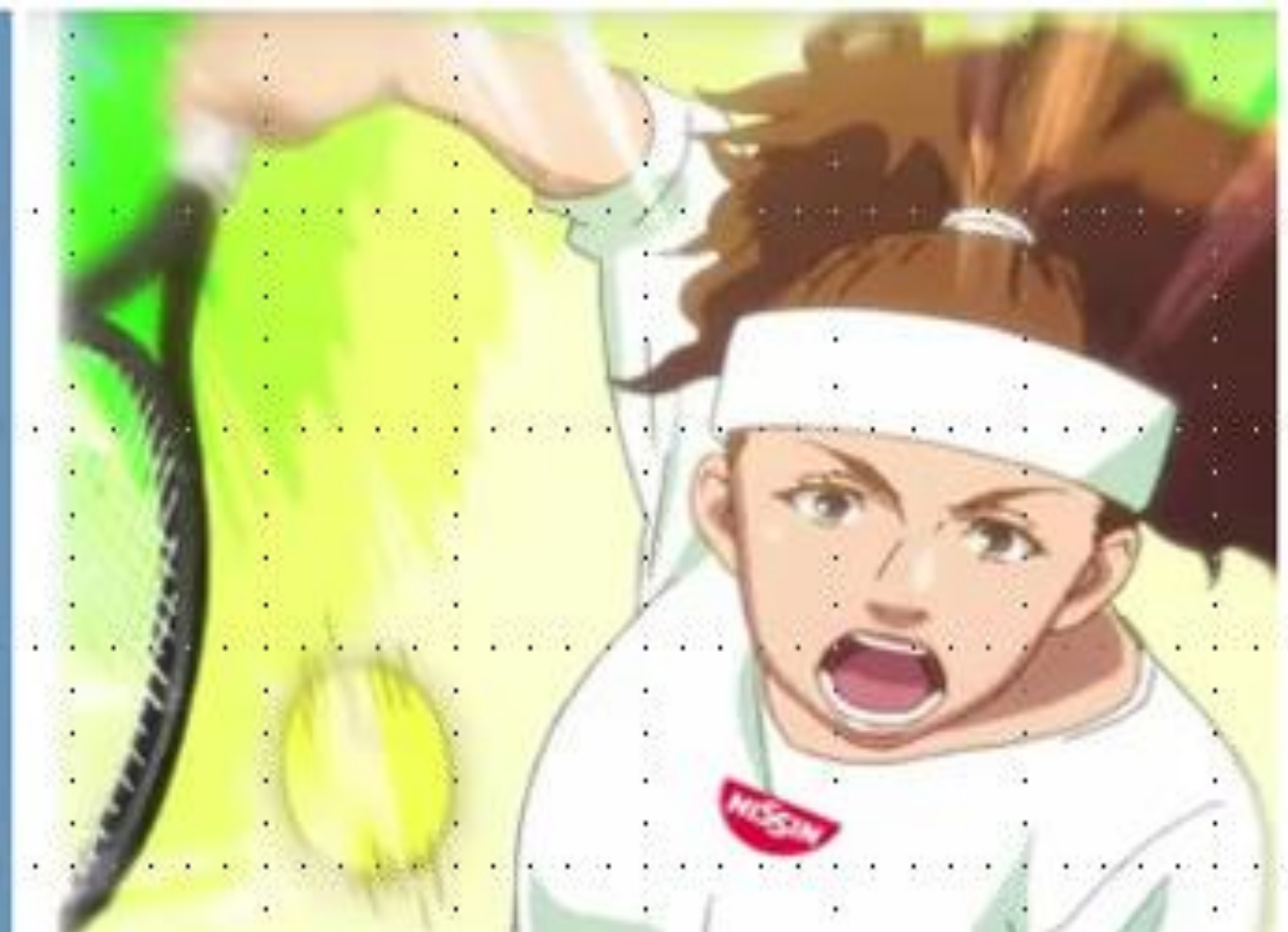




CAN YOU JUST LET HER WIN?

US OPEN

K. Gibus





si.robi / Twitter

CONTESTED TERRAIN

“I can understand way more Japanese than I can speak ... and when I go to Japan people are confused. From my name, they don't expect to see a black girl” (McCarvel, 2016).

Mainstream media are contending with increased numbers of athletes that do not fit binary colonial classifications of race and identity.

“But, I mean, of course I'm very honored to be playing for Japan. But my dad's side is Haitian, so represent. But um, yeah. I forget the rest of your question. Sorry!” (#TeamEbony, 2018).

RESISTANCE



NaomiOsaka大坂なおみ

@Naomi_Osaka_



"Too sunburned" lol that's wild. Little did they know, with Shiseido anessa perfect uv sunscreen I never get sunburned 😊
😊😊 [twitter.com/tokyoreporter/...](https://twitter.com/tokyoreporter/)

TokyoReporter @tokyoreporter

Duo apologizes after saying Osaka 'needs bleach'
asahi.com/ajw/articles/A...



65K 5:13 AM - Sep 29, 2019



15.2K people are talking about this



A WAY FORWARD



Future of media accountability



Alternative media: power to shift representations

Questions/Comments

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