Naomi Osaka and Misogynoir in Sport Media
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OUTLINE

EXAMPLES OF MISOGYNOIR AND RACE TALK

RESISTANCE BY NAOMI OSAKA

IMPACT OF NAOMI OSAKA'S FLUID IDENTITY
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** 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).
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).
“Too sunburned” lol that’s wild. Little did they know, with Shiseido anessa perfect uv sunscreen I never get sunburned 😜😊

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Questions/Comments

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