Misogynoir is a problem in mainstream sport media: Key themes revealed from media (mis)representations of Naomi Osaka after the 2018 US Open.

**Overview**

* Misogynoir combines the English word *misogyny* and the French word for Black, *noir*, to refer specifically to the unique discrimination towards Black women seen in popular culture.

* This study used critical discourse analysis (CDA) of mainstream media & ICT texts* to reveal contrasting narratives about race and misogynoir regarding Naomi Osaka after the 2018 US Tennis Open.

* ICT = Information & Communication Technology (such as social media).

**Themes of Misogynoir Revealed in Sport Media**

1. **Ongoing colorism of sport media and athlete sponsors**
   - Journal illustrations diminished Osaka’s Blackness when portraying her alongside Serena Williams, a tactic that forwards a Black vs. non-Black narrative.

2. **National and diaspora media (mis)representations**
   - In interviews, journalists disproportionately represented Osaka through the Japanese part of her mixed-race heritage and its stereotypes, thereby erasing Blackness from the (culturally White) sport of tennis.

**Contrasting Themes in ICT**

- Naomi Osaka and her fans construct representations of Osaka that centre her Haitian heritage with her Japaneseness, and embrace “Blasian” (Black-Asian) ideas through videos and texts on ICT platforms such as social media.

**Conclusion**

- Being able to construct nuanced representations of race is a skill that mainstream sport media is lacking, but one that we are able see in content created by Naomi Osaka and her fans on ICT.