

***New opportunities foreshadow the truth about the future of journalism***

The future of journalism can be seen through many different lenses. However, women's sport is a true representation of the incline of ample opportunities for all in journalism.

The recent FIFA Women's World Cup in Australia proved to many around the world that through perseverance and love of the game, anything can happen.

Matilda's, the Australian female soccer team clearly showed us this during their run in the 2023 tournament. They broke records and shifted attitudes about what so many call "women's sport".

"The Matilda's had very much shifted the public perspective of women's sport", said Marnie Vinall, a sports journalist for The Age.

Vinall explained how the Matilda's impacted many Australians who weren't interested in Women's sport at all, but now are. She said, "You had a lot of new people that aren't traditional fans of women's sport, enjoying the Matilda's and enjoying female sport."

Viewership increased during the 2023 FIFA Women's World Cup. According to Nielson Brand Tracker, there has been an increase of "7% in viewership from 34% to 41%" from the 2019 FIFA Women's World Cup to now.

"Matildas really showed that they are really a good spectrum who was worth your while", Vinall said.

Due to the rise in women's sports, there are now many opportunities for women within the media. Sports journalist Vinall explained that she wants more voices like hers to be heard. "I just want more women to exist in this space, and no matter what they will like it." Even as a fan someone will feel representative. "I want more people and we saw that with the Matilda's, a lot of women we're like 'oh I actually feel a part of this'. The way that it was all packaged, it felt like a safe space to be a fan". Said Vinall.

With the overloading encouragement from female journalists themselves, there is now a demand for journalists to cover women's sports.

Opportunities to cover the AFLW, Tennis, WNBA, WNBL, Soccer and many other sporting leagues, journalism is definitely not dying, as many say, but instead growing.

According to The University of Oxford, "News is more diverse than ever" and the best journalism is yet to come.

## References:

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