

## **A Gendered Analysis of Egyptian Athletes' Visual Self-Presentation Strategies on Instagram**

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### **Abstract**

This paper provides valuable insights into the complex relationship between self-presentation and athletes, and highlights the importance of carefully managing one's public image in the sport industry. Self-presentation is an important aspect of athletes' lives as they strive to establish and maintain a positive image in the public eye. The study focuses on the strategies used by athletes to present themselves to sport stakeholders, including their physical appearance, within sport setting and in their personal lives. The paper also examines the impact of self-presentation on athletes' careers, including their ability to attract sponsors, maintain a fan base, and achieve success in their sports including football and other sports.

**Keywords:** Visual Self-Presentation, Athletes, Photographs, Instagram.