

## Copping Strategies on Women Fitness and Sports

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### Abstract

An often overlooked aspect of this phenomenon is their health. For example, the World Health Organization points out that “maternal mortality has barely changed since 1990. This fact points to the great need for a specific focus on women’s health issues. Fitness institutions are places where women can cultivate their individual needs in terms of keeping fit and having fun with other women. The concept beyond this commercial aspect can be explained by the idea of making the best use of time because women must pay for their membership in order to join a fitness institution. Thus, they are considered customers. Fitness institutions are trying to explore the market by providing extra services such as personal trainers, coaches and experts. For women fitness development needed especial focuses by government. Arrange separate sports ground where girls as well as women make practice spontaneously.

Include coach, manager, trainer, supporting staff in sports field. Need motivation from family members (father, husband guardians and school teachers) for women fitness. Government should allotted sufficient money to women sports quota. Arrange various kinds of sports competition and program in our society. In our society women have faced lots of problem about physical fitness.

**Keywords:** Fitness, Copping Skills, Women Culture and Social Barriers

### Introduction

- Women face many injustices and inequalities globally, both in terms of economic factors and human rights.
- An often overlooked aspect of this phenomenon is their health. For example, the World Health Organization points out that “maternal mortality has barely changed since 1990.”
- This fact points to the great need for a specific focus on women’s health issues.

### Women Fitness

- **Fitness:** Fitness is defined as the quality of being suitable to perform a particular task.
- **Physical Fitness:** Before the industrial revolution, fitness was the capacity to carry out the day’s activities without undue fatigue.
- However, with automation and changes in lifestyles physical fitness is now considered a measure of the body's ability to function efficiently and effectively in work and leisure activities, to be healthy, to resist hypo kinetic diseases, and to meet emergency situations.

### Fitness Culture

- **Mass Media:** Mass media plays an important role in shaping women fitness culture because of the messages of an ideal body image they convey.
- Media such as TV, magazines and book publications, tend to promote slimness or even thinness as the ideal standards of female body image.
- Commercial advertisements have also created an influential and powerful force in promoting a stereotype of ideal body image which is not limited to fashion advertisements.
- Exercising and dieting is often seen as the best way to achieve such ideal body image.

- For instance, fitness publications promote an idea that doing physical exercise is the natural medicine to women body and health.
- On the other hand, fashion magazines promote slimness and thinness as the ideal female image: to promote high fashion, models are usually slim and thin.
- Another important aspect of fitness culture is the gender differentiation in exercises performed.
- One study showed that women prefer to do cardiovascular exercise over weight training because it allows them to gain strength without transgressing norms for feminine physical appearance.

### Personal Trainers

Fitness institutions are places where women can cultivate their individual needs in terms of keeping fit and having fun with other women.

- The concept beyond this commercial aspect can be explained by the idea of making the best use of time because women must pay for their membership in order to join a fitness institution.
- Thus, they are considered customers. Fitness institutions are trying to explore the market by providing extra services such as personal trainers, coaches and experts.

### Social Barriers

- Physical inactivity is more prevalent among women than men, and participation in physical activity decreases as women age.
- Women's exercise participation has been studied less extensively than men's. Women are more likely than men to report barriers to exercise and reduced control over their decision to exercise.

- ⊙ Normative female gender role responsibilities such as child care and housework can lead to decreased participation in physical activity.
- ⊙ Female gender roles may also make it difficult for women to make their own health a priority.
- ⊙ Even women living with a chronic illness have difficulty taking care of their own health and self care needs because of the demands and needs of others.
- ⊙ Widespread opportunities for girls to participate in school sports before Title IX did not exist, due to sex discrimination and cultural biases.
- ⊙ Title IX was an educational amendment that prohibited discrimination on the basis of sex in institutions receiving federal aid and helped to create greater access to sports for women.

### Women of Modern Era

- ⊙ Today's women are becoming more sensitive regarding their health and fitness.
- ⊙ World has reached to a peak of success, and women has managed to seek a prominent place in it.
- ⊙ Women has now become careful of her fitness and realized her importance in the family. Today women's condition is far better, and believing in herself.
- ⊙ Today every woman is in the race of building slender body frame.
- ⊙ To achieve fitness they perform various activities like aerobic exercise, jogging, walking, swimming etc.
- ⊙ Every woman is approaching their physician to build a good body stature.
- ⊙ In the race of achieving the desired framework of the body, they are required to consult with their doctors before going through the tough exercise and hard diet.
- ⊙ Today thousands of exercise instruments are available in the market. Women get inspired with their promising dialogue and without seeking physicians' advice they adopt the habit which may result into fatal problems.
- ⊙ Women need to be more cautious before adopting any instruments for exercise purpose.
- ⊙ There is a diverse difference between men and women exercise agenda and need to follow separately.
- ⊙ Women of today have realized their power and importance in the family.
- ⊙ They have come forward in every field and booming with their good performance.
- ⊙ Women perform many roles in a day. So they are required to keep themselves fit and healthy and schedule with good exercise.

### Conclusions

- ⊙ For women fitness development needed especial focuses by government.
- ⊙ Arrange separate sports ground where girls as well as women make practice spontaneously.
- ⊙ Include coach, manager, trainer, supporting staff in sports field.
- ⊙ Need motivation from family members (father, husband guardians and school teachers) for women fitness.
- ⊙ Government should allotted sufficient money to women sports quota.
- ⊙ Arrange various kinds of sports competition and program in our society.

- ⊙ In our society women have faced lots of problem about physical fitness.
- ⊙ Basically women touch the toughness regarding health matter when their age chronologically increased (above 30).
- ⊙ They all time engage their family or house work, not have enough time for won self.
- ⊙ If some time they got free but that time involve other work. They want to keep fit herself physical activity is essential.

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