Jocks for Justice: How Sports Media Reflects and Propagates Societal Narratives

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Abstract
Sports presents one of the most popular forms of entertainment in society, and sports media continues to expand its billion-dollar influence through new television deal and broadcasting rights. But with a population of journalists who are overwhelmingly white, straight, and male, sports media is promoting the hegemony of said image by reproducing stereotypes in its broadcasts to audiences around the country. Mainstream media regurgitates these stereotypes in their coverage of minority athlete by portraying black players as unintelligent or “thug”-ish, women as “butch”, and gay athletes as effeminate. These representations allow for the perpetuation of the white, heterosexual male narrative throughout society while sidelining those who do not fit the description.

But just as sports media is growing in popularity, so too is the athlete activist. Starting in 2013, today’s athletic superstars are now using their exalted platforms to address societal issues and speak on behalf of marginalized groups that are often ignored or misrepresented by traditional media narratives. The efforts of Colin Kaepernick, Billie Jean King, and Jason Collins in fighting against the system and these stereotypes will reveal how certain athletes are represented in the media and their unique position of changing the discussion and inspiring others to challenge societal norms. The growing popularity of social media and its use as a tool for social activism will also be examined, particularly as it has revolutionized the culture of athlete activism.

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Donbas destabilised. The media is not always a reflection of society. As the networks are in competition with one another, they often end up distorting and sensationalizing what has happened in order to attain more viewers. Indeed, the media can be a powerful source of propaganda for whatever their agenda may be. In its presentation of the Hollywood scene, however, it is, indeed, a reflection of a society that worships fame. list Cite. link Link. Related Questions. Explain how media reports crime as a true or distorted reflection of reality? 2 educator answers. In the 'Gary McKinnon case', what was the i It is social theory that provides the vocabulary for our study of society, that helps us ask the right critical questions and that encourages us to look for the (real) story behind sport and exercise. Sport, Exercise and Social Theory is a concise and engaging introduction to the key theories that underpin the study of sport, exercise and society, including feminism, post-modernism, (Neo-)Marxism and the sociological imagination. Using vivid examples and descriptions of sport-related events and exercise practices, the book explains why social theories are important as well as how to use them,