

Chapter 12 – Essay Questions

1. You know a highly visible female athlete who has often been asked to present herself in sexy poses for the photos taken in connection with stories written about her. She asks you why this happens, and wants to know what she should do—take it off or leave it on? You discuss with her the consequences of her choices along with the other issues involved. What do you say to her?
2. People from the media sometimes deal with men and women athletes in different ways. What are examples of some of these differences? How would you advise women athletes who must face interviewers and photographers whose approaches are grounded in traditional gender ideology? What is the goal underlying your advice?
3. One of your friends says that the only fair and informative way to cover sports in the media is to use a colour-blind approach when it comes to race and ethnicity. You say that this is neither fair nor informative. Your friend accuses you of being a typical liberal, but he is willing to listen to your explanation. What do you say to support your position?
4. You are called in as an advisor to a Council on Fitness and Sports. The two topics being discussed are (1) whether television sports are turning people into couch potatoes and (2) whether the television coverage of professional sports is destroying people's interests in amateur sports. The Council wants advice from you. What do you tell them?
5. A journalism student in your sport sociology course asks you why there seems to be so much tension between elite athletes and sportswriters. She also has noticed that there is much less tension in the relationships between athletes and television announcers. How would you respond to her question? In your response, identify the major differences between sportswriters and sports announcers and discuss how the differences might be related to tensions with athletes.