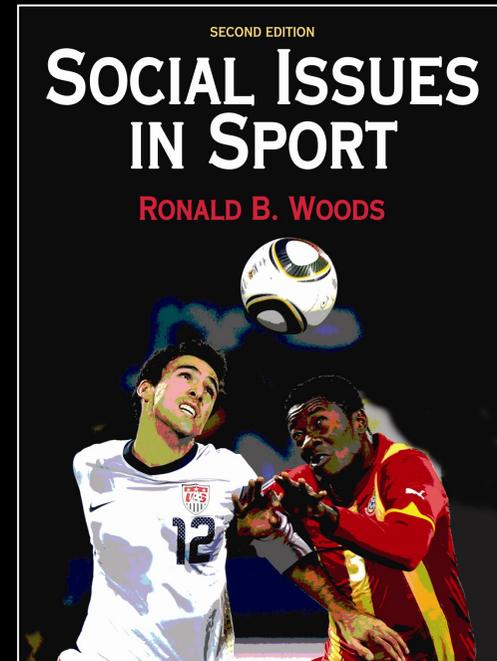


Second Edition

Social Issues in Sport



How to Build Excitement in Your Classroom!

- Highlights of second edition
- Popular topics for students
- Unique text characteristics
- Ancillary materials to help

Opening Vignettes

- Every chapter begins with an opening vignette that draws the reader into the topics of the chapter. Many vignettes are real-life examples from popular sport culture or the author's experience.

DEVELOPMENT THROUGH SPORT

The varsity girls' basketball team at Friends Central High School in Philadelphia, Pennsylvania, were excited to meet their new friends from the "Katie at the Bat Team" at the Shepard Recreation Center in West Philadelphia. The varsity girls turned into instructors and cheerleaders for their younger charges, who were just learning to play basketball. Set up at stations, girls worked on their skills while having fun and making new buddies. Eventually, teams were drafted, with players from both the "student" and "coach" groups on teams for full-court scrimmages to test their newly learned skills. The girls from the Katie at the Bat Team had first linked up with their mentors when they came to watch them compete in a high school basketball game. That was the beginning of a partnership designed to expose a group of at-risk and lower-income kids to a life outside their normal sphere.

In every culture through history, sport and physical activity have been used to enhance the quality of life for participants. While sometimes the focus is on the training and competitive skills of elite athletes, there has always been an acknowledgment that all citizens can derive immediate personal benefits from participating in sport and physical activity.

we will view physical activities and sport as one overall concept, similarly to the way the Sporting Goods Manufacturers Association does in its reports of sport participation (SGMA 2008c). That means that when we refer to sport in the chapter, we are including physical activities such as strength training, running, walking or swimming for recreation.

Updated Statistics

- The latest information on the finances of sport, including values of stadiums, franchises, Olympics, television rights, and costs for participants and spectators. Escalating costs affect every level of sport.
- Participation in sport and fitness activities is constantly changing. The percentage of population in every sport or physical activity is updated to 2010!

Photos

Every photo in text has been updated to reflect the current state of sport through the visual medium.

A picture is often worth a thousand words.

Business of Sport

his agent negotiates a contract, they also have the right to agree to an option clause in exchange for other favorable provisions such as a flexible signing bonus. Many teams try to make a player's option to be exercised by playing out his option, as they figure it's better to get something in return than to lose a player's services without any compensation at all. A team gives the player's current team some value in return compared to losing him with nothing to show for it once his obligation is satisfied and he is free to negotiate with any other team. This year we see established players with significant careers traded for fringe players, future draft choices, or the famous "paper" to be named later.

Over the years, strong leadership from union officials and former athletes with backing from the player union have effected some favorable changes for athletes. Minimum pay levels have been established for rookies and veterans, options set for players who cannot agree with the team that drafts them on a contract, and buyouts established for players who have fulfilled their original contract to negotiate with other teams for their services.

The owners agree to probably to draft of these player demands, arguing that allowing players to sign with the highest bidder at any time would upset the balance of competitiveness. Large-market teams like the Yankees would pay the highest salaries, attract the best players, and have the best teams year in and year out. Small-market teams left with poorer players would see fan attendance tumble and be at economic risk. The final irony would be that the large-market teams with deep pockets would eventually have no other teams to play and the sport would just be left out of business.

The Yankees already contend for the championship every year, leading up to their competitors. In 2010, the Yankees' total payroll was listed at \$267.2M, the highest in MLB. In contrast, division rival Tampa Bay Rays were ranked 16th in payroll total at \$72.121 (\$71.9 million). New York paid just three players (Alex Rodriguez, CC Sabathia, and Derek Jeter) more than the total payroll of the Tampa team (ESPN 2010).

Player Compensation

Let's look at the yearly compensation of all athletes in the United States. Keep in mind that the following statistics include all sports and all athletes, even those in so-called minor leagues. According to the U.S. Bureau of Labor Statistics (2009), in 2006 the median annual earnings of athletes was \$41,260, although of course many of the highest-paid athletes earn significantly more. Statistics



Diego Chaves, no. 31, was the number one 2010 WNBA draft pick. Did she have a chance to play for the Connecticut Sun?

also show that there are only about 21,000 jobs in total for all levels of professional sport athletes in the United States. While you read about the multimillion-dollar contracts of top athletes in the news, hundreds more are struggling to make ends meet in the minor leagues, hoping for a chance at the big leagues. The competition to reach the highest levels of any professional sport is intense, and the length of a career overall is only about three and a half years due to debilitating injuries and age.

Other athletes in major sports such as baseball, football, or basketball reach a certain level of performance; they are rewarded with a contract that may extend for several years or, in the case of superstars, up to 8 to 10 years. Since these athletes typically are in a high tax bracket, federal, state, and local taxes take a big chunk out of their earnings. Many athletes are required to pay state taxes in the state where their team is based and in states where their

International Sport



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Student Outcomes

After reading this chapter, you will know the following:

- How and why sports have expanded globally
- How American sports, the Olympic Games, and nationalisms affect worldwide sport
- How the media affect global sport expansion
- The roles of athletes and coaches as migrant workers in the sport world
- How sport affects the world at large

Olympic Movement

Pursuit of Medals

It may seem that the United States is in good shape to maintain dominance in Olympic competition. However, in-depth analysis reveals the challenges that lie ahead. Over the decades of the Soviet Union, dozens of medals have gone to amateur nations once considered weak. In spite of this loss, Russia continues to step at the helm of the United States.

The nation to watch now is China, along with Japan, Korea, and other Asian countries. China is the most populous nation on the planet and from its exceptional showing at the Games in 2008 has a strong stake in setting new records. China has more than tripled its gold medal production since returning to the Games in 1984. Asian governments are pouring resources into athlete training as they never have before and are likely to see the results for years to come.

The United States continues to be strong in swimming, led by Michael Phelps' record-setting, eight gold medals. But the United States is weakening in

many other areas, notably track and field, in which beach volleyball was the U.S. hopes in several other events that it expected to dominate. U.S. boxing has fallen on hard times and had its worst Olympics in more than 40 years in 2004.

In 2008, U.S. volleyball did well with gold medal performances from both men and women in beach volleyball and silver for both men and women indoors. In team sports, the United States fared well overall by winning medals in 9 out of the 11 team sport competitions. Only men's soccer and women's field hockey were denied medals. Regrettably, however, both baseball and softball have been eliminated from future Olympic programs. These were two sports that the United States might expect to dominate.

Ironically, if winning medals is the goal, then the smart strategy is to invest medal potential sport by sport and spend the money where it can do the most good. Some sports, such as tennis, offer only a few medals. Men's and women's singles and doubles are the only events offered, for a total of 12 potential medals. Other sports like swimming, track and field,

Maya May, Steiner and Fanny Walsh are leading the way for U.S. volleyball. They were gold at both the Athens and Beijing Olympic Games.



Timely Topics

- How owners of sport franchises earn money—and lots of it—yet still want more!
- The international reach of sport both from the United States and to the United States
- The growing commercialization of the Olympic Games in order to ensure its continued success

More Timely Topics

- The Football Bowl Championship versus a playoff system like in every other sport.
- Should college athletes who make millions for their universities share in the money?
- Are college sports just professional sports? And if so, why not treat them as such?

New Chapter

- Development Through Sport

A rising worldwide trend toward using sport not just for exercise and health but to enhance youth development, especially among the disadvantaged and developing countries.

In the United States, the rising trend of blending sport with social programs.

Development Through Sport

- Sport for peace and understanding between people of different backgrounds
- Sport combined with education to improve body and mind together
- Sport to encourage social responsibility, acceptable moral values, and responsible citizenship

Sneaker Wars: Chapter 8

The famous family feuds that grew out of athletic shoes:

Adidas, Puma, Nike, Reebok, et al.: As major sponsors of international sporting events and the enormous culture of sporting shoes, clothing, and warm-ups even for casual wear

Key Resources

Chapter 3

- Sport Participation in America in 2010

Sporting Goods Manufacturers Association

Current participation levels in sport and physical activity: 1-year and 9-year trends

Decline in many traditional sports and growth of new sports

Key Resources

Chapters 11 and 12

TIDES: The Institute for Diversity and Ethics in Sport at University of Central Florida

Dr. Richard Lapchick

Authority on race and gender in sport for athletes, coaches, administrators

Popular Student Topics

- Sporting behavior

Does sport participation actually teach and improve moral behavior as most of us believe?

- Deviance

Why do so many athletes exhibit behavior that deviates from normal?

Popular Student Topics

- Coaching sports

Since so many college students who played sports believe they might like to become coaches at some level, understanding the profession of coaching is essential.

What is being done to require more rigorous credentialing of coaches and continuing education?

Popular Student Topics

- High-performance athletes

Why does it cost so much (over \$50,000 per year) to be an elite athlete in America?

How do other countries do it better?

Are we getting our best athletes into a wide variety of sports? Or the least expensive sports?

Sport Wagering

- Should gambling on sports be legalized?
Why or why not?

What are the trends on gambling in the U.S.?

Will they affect sports?

Internet wagering now

Gambling by college students.

“Grobalization” of Sports

- Combo of growth and globalization

Profit-driven capitalist development,
Americanization, or McDonaldization of sport
in Latin American countries

Baseball in Dominican Republic: A blessing or a
curse?

Updates in Every Chapter

Fresh, new material:

In the Arena With

Sidebars that highlight key personalities who have influenced major changes in sport

Social Issues in Sport



IN THE ARENA WITH . . .

Jackie Robinson

He thrilled fans with his play, shattered the color barrier in baseball, and helped change the face of sport. In 1947, segregation ruled in the United States. There were separate schools, swimming pools, drinking fountains, hotels, restaurants, and baseball leagues for blacks and whites. Jackie Robinson helped change all that by becoming the first black man to play MLB.

Branch Rickey, the owner of the Brooklyn Dodgers, chose Robinson for his amazing physical skills, his courage, and perhaps most important, his ability to turn the other cheek when faced with hateful behavior. According to a tribute by Hank Aaron, holder of the all-time home run record, Jackie had to "endure teammates who petitioned to keep him off the club, pitchers who threw at him, opponents who dug their spikes into his shin, fans who mocked with mops on their heads and death threats" (Aaron 1999, p. 2).

"Robinson could hit, bunt, steal and run," says Roger Kahn in *Boys of Summer* (Schwartz 2005b, p. 2). "He passionately wanted to win, could intimidate opponents and burned with passion." Robinson's debut for the Dodgers in 1947 came a year before President Truman desegregated the military and seven years before the Supreme Court outlawed segregation in public schools.

He earned the Rookie of the Year award and two years later won the Most Valuable Player award based on a year in which he batted .342 and stole 37 bases. His lifetime batting average was .311, and he was voted into the Baseball Hall of Fame in his first year of eligibility. Robinson was dogged by diabetes and was nearly blind by middle age. He died of a heart attack at age 53 in 1972. His final request: "We ask for nothing special. We ask only to be permitted to live as you live, and as our nation's Constitution provides" (Schwartz 2005b, p. 4).

The effects of the Williams sisters success are that tennis now ranks fourth in popularity among African Americans, following only football, basketball, at table 11.2 reveals some stark differences between Division I athletes when compared to all athletes in all divisions. The percentage of African American

Updates in Every Chapter

Fresh, new material:

Pop Culture

Sidebars that discuss current trends in movies, books, or magazine that reflect current sport culture

companies indicated that 95% had participated in high school sport while 54% were involved in student government, 43% in the National Honor Society, 37% in music, and 18% in their school's publications. It is possible that those people would have been successful regardless of their sport experience, but their personal belief and testimony can

teles eight years after their senior year to see if sport participation had had any lasting effects. The results showed that high school athletes are more likely than nonathletes to participate in physical fitness activities or recreational sport, graduate from college, be employed full-time, and earn a higher salary and are less likely to be smokers. The most



POP CULTURE

Television Show "Glee" Hits the Mark

Fox network's musical comedy "Glee" was the most popular new show on television for the 2009-2010 season. Along the way the show has earned four Emmy awards and numerous other plaudits while drawing a television audience of 13.6 million in April of 2010. "Glee" features cheerleading coach Sue Sylvester who is in a constant battle with the Glee Club for school funding and priority. She uses her cheerleading students to harass and bully various glee club members, particularly Rachel. Rachel joins the Glee club to improve her popularity and soon finds herself dating the quarterback of the football team. Before long, she's subjected to bullying tactics by members of the football team along with various cheerleaders. Although the music on the show makes attractive viewing, it's likely the typical social tug-of-war that we all experienced in high school really helps this show work (Fox News 2010c; *New York Daily News* 2010).

Updates in Every Chapter

Fresh, new material:

Expert's View

Sidebars that share the views of sport experts on controversial topics and invite students to examine their own beliefs

...especially in a spectrum sport market, it is clear that the Super Bowl is beamed around the world to huge audiences; but for most of the world, it's only a curiosity and once-a-year event. The fact that few females participate in football also naturally cuts the potential participation numbers in half.

...to the United States to compete and test their skills against homegrown American players. International athletes have affected every American sport except football.

Ice hockey in the United States has been dominated for years by Canadians and a few great players



EXPERT'S VIEW

"Globalization" of American Sport in Latin America

George Ritzer (2004) coined the term "globalization" to represent the increasing profit-driven capitalist development, Americanization, or McDonalization of sports in other countries. The word is a combination of "growth" and "globalization" of sports. Indigenous sports of the local culture are replaced with modern corporate and commercialized sports. American sports, most notably major league baseball, has to some extent Americanized baseball in countries like the Dominican Republic in order to draw inexpensive new talent to MLB. Alan Klein (1991) has written of the resistance of the people of the Dominican Republic to the practice of MLB actively developing and recruiting young baseball prospects to play in the United States. The Dominican people resent the interference of MLB with their winter leagues and the draining of their best players to a foreign country. Other countries in Latin America such as Venezuela, Cuba, and Nicaragua face the same conflicts of pride in their homegrown talent that is then transplanted to the United States to seek fame and riches in another land. Given the MLB's success in developing talent overseas, other major American sports such as basketball have taken up the practice with the result that many of the finest basketball players worldwide now play in the National Basketball Association while other countries' professional teams are relegated to the minor leagues.

Updates in Every Chapter

Fresh, new material:

Activity Time-Out

Sidebars that suggest further exploration by students into a topic
In order to debate an issue, validate an opinion, or look at sport from the point of view of a particular social theory

institutions and the source of publicity, pride, recruiting, and alumni donations. It would simply be unthinkable to reduce the number of football scholarships, even though some may ask why, if it

to watch talk shows (25% vs. 10%).

- Ninety percent of U.S. boys regularly or often watch televised sports with a fundamentally male cast of players, coaches, and

 **ACTIVITY TIME-OUT**

Football and Title IX

Some people have proposed that colleges leave football out of Title IX compliance. In other words, equalize the number of scholarships for men and women, but do not include the 85 football scholarships in the mix. Is this a fair solution to the issue of equal opportunity for females? Proponents of this view contend that football is a different animal and that there is no comparable activity for girls. At large Division I institutions where the football team actually makes money, those revenues can help support other sports.

Is leaving football out of Title IX an equitable solution? If not, what other ideas would you offer an athletic director who faces increasing costs without an increasing budget?

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Ancillary Products

All newly revised and updated:

- Available in e-book
- Chapter outlines on slides
- Discussion topics and assignment suggestions
- Relevant sources
- Suggested exam questions

Questions?

For follow up questions, you may also
contact Dr. Woods directly at
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