Unit 3 study guide for the sociology of sport

Note: This is a study guide. Do not rely on it alone, it is merely a tool to help you. You should do the following before answering each question below:
1. Go to the class homepage and click on the link “how to study for Sociology of Sport”. Read the information carefully…
2. Be sure you are able to identify and define all the terms in bold in the readings.
3. Be sure that you are able to use several SPECIFIC examples from the text when you answer these questions… incorporating specific examples from the text (especially research that has been conducted and illustrated by Coakley) will be needed to answer the essay questions on the exams.

Chapter 11: Sports and the economy
1. Under what social and economic conditions do commercial sports emerge and prosper?
2. What is the link between class relations and commercial sports and how could the sport of golf be used to illustrate this relationship?
3. Why do companies that sell high-priced cars sponsor and advertise on the PGA, LPGA, and Senior PGA tours?
4. According to Coakley, in many societies, spectator interest in sport is related to a quest for four things. Identify and explain each of these, beginning with the quest for excitement.
5. Identify and explain the two reasons for why commercial sports have become global in scope.
6. How large are the economies of transnational corporations? Why do they spend money to sponsor sports? What affect might this have on sport? Do you think this is good or bad for sport? Why?
7. What is “branding” and how can it be applied to sport?
8. How much money did a 30 second ad cost corporate sponsors of the 2000 Super Bowl?
9. Identify and describe the three factors that are related to spectator interest in sports.
10. What five things are rule development and rule changes in sports usually intended to do?
11. Provide several examples of how rules in sport were changed in order to meet the economic interests of certain individuals.
12. Compare and contrast the aesthetic with the heroic orientation in sports as described by Coakley.
13. Do minor league teams in the U.S. generally make money?
14. Explain how sports leagues have historically been organized as monopolies. Provide specific examples from the text and the special lecture presented by Dr. Voigt.
15. Are monopolies generally acceptable in the business world? If not, why do you think the sport world is different?
17. Compare and contrast the arguments for and against stadium subsidies provided by Coakley. According to the research, which side is presently more accurate?
18. Do stadiums generally generate large sums of money for the surrounding community? What about the owners?
19. According to Coakley, Charles Euchner suggested that cities have two options when it comes to sports teams “forget about major league sports,” or “feed the monster.” What did he mean by this?
20. How are profits made for owners of top pro teams? In other words, what are the chief sources of revenue?
21. What is the “reserve system?” How have players challenged this system? Have they been successful? Why or why not?
22. What is “free agency?”
23. Have average salaries in major U.S. professional leagues increased or decreased compared to the average median family income? Why?
24. What, according to Coakley, has motivated players strikes in the past? Is it always primarily about money?
25. Why might it be difficult financially, for non-professional athletes in the U.S.? How has this affected these sports?
26. According to Coakley, megasalaries in professional sports are fairly new, they didn’t exist before 1980. Why is that?
27. What are salary caps and which leagues have caps?

Chapter 12: Sports and the media
1. What are the characteristics of the media?
2. Coakley argues that media content is always edited and “represented” by those who control them. Who controls the media and what are their five goals, according to Coakley?
3. What is the dominant interest of the state when it controls the popular media?
4. What are some of the characteristics of the internet in relation to sport?
5. What are some of the characteristics of video games and virtual sports?
6. Do sports depend on the media? If so, how?
7. Why are television rights fees so important?
8. What percentage of the NFL’s revenue comes from television contracts?
9. How have sports changed in order to obtain television revenue?
10. Have commercial sports sold out to the media?
11. Have the media corrupted sports?
12. Coakley argues that those that suggest that television is the root of all evil in sports fail to take into account two factors. Identify and explain these two factors.
13. Notice the general trends in tables 12.1, 12.2, and figure 12.1
14. How is the relationship between sports and the media fueled by economics and ideology?
15. What are the differences between newspaper/magazine and radio/television coverage of sports?
16. Identify and describe the images and messages that are emphasized in the media coverage of sports in North America beginning with the theme of “success.”
17. What are the characteristics of sports journalism?
18. Compare and contrast sportswriters and sports announcers. How have each affected sport in the U.S.?

**Chapter 14: Sports in high school and college**

1. What are the arguments for and against varsity sports? Which ones seem most accurate? Why?
2. What have we learned from the research on interscholastic sports and the experiences of young people?
3. Do athletes rule U.S. High Schools according to Coakley? Why or why not?
4. What is the link between sports and ideology?
5. Compare and contrast the differences between small and large colleges/universities when it comes to sport.
6. Identify and explain the life of student-athletes in “Big-Time” sports programs.
7. How do student-athletes in Big-time college sports programs compare with other students when it comes to grades and graduation rates?
8. What recent changes have taken place in Big-Time sport programs? Have they been affective? Why or why not?
9. What are some of the arguments that suggest that schools would benefit from varsity sport programs? Do schools benefit from varsity sport programs? Why or why not?
10. What are the financial consequences of interscholastic sport programs for high schools and colleges?
11. What are some indirect benefits of intercollegiate programs?
12. Identify and explain the problems and recommendations mentioned by Coakley when it comes to varsity high school sports.
13. Identify and explain the problems and recommendations mentioned by Coakley when it comes to intercollegiate sports.