Chapter 14 Powerpoint

Defining Sport

- **Sport:** competitive games that are won or lost on the basis of physical skills and played according to specific rules

- For some sociologists, competition is the most important aspect.
  - Direct competition: Two or more individuals or teams compete against each other. (Examples: football, tennis, swimming)

  - Indirect competition: Athletes take turns at the same skill. (Examples: shot put, pole vault)

  - Competition against a standard: Individuals and/or teams compete against each other and against a preset standard. (Examples: figure skating, gymnastics)

- Not all games that involve competition are sport. Dice and chess, for example, are not sport.

- Childhood games (such as tag and leapfrog) are not sport. They are a form of play.

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SPORT AS COMPETITION

QUICK FACTS

Sociologists recognize three types of competition: direct, indirect, and against a standard.

Direct Competition In this form of competition, two individuals or teams engage each other physically. Examples: baseball, basketball, football, ice hockey, tennis, track, swimming

Indirect Competition In indirect competition, participants take turns at the same skill. Examples: bowling, ski jumping, field events

Against a Standard In this form of competition, individuals or teams may compete indirectly, but their performances are measured against a preset standard. Examples: diving, figure skating, gymnastics

Quick Lab

But Is It Sport?

Are the physical activities you and your friends engage in considered sport by sociologists? Poll your classmates to discover the games they play and if these activities qualify as sport.

PROCEDURE

1. Read the paragraphs under the heading "Defining Sport" and take close note of the three conditions necessary for an activity to be classified as sport.

2. Select a representative sample of your classmates. Be sure that neither athletes nor nonathletes are over-represented.

3. Ask your subjects to each list all the activities they take part in that they consider sport. Then ask them to note how each activity meets each of the three conditions of the sociological definition.

ANALYSIS

1. Collate your results and present them in a chart showing the types of sport and nonsport that your subjects take part in and the most popular of these activities.

2. Use your chart as the starting point for a discussion on what are the most popular sport activities, what are the most popular nonsport activities, and who takes part in these different activities and why.

Quick Lab | THINK central | thinkcentral.com

PARTICIPATION IN TEAM SPORTS IN THE UNITED STATES, 2007

Sport	Participation (in millions)	Percentage Change Over 2006
Basketball	26.0	+9.6
Football (Tackle)	7.9	-5.5
Ice Hockey	1.8	+7.2
Lacrosse	1.1	+21.5
Soccer (Outdoor)	13.7	+0.8
Softball (Fast Pitch)	2.3	+33.3
Track and Field	4.7	+16.4

Source: Sporting Goods Manufacturers Association

The Institutionalization of Sport

Physical games have been a part of human culture since the earliest times. Modern sport first emerged in England and followed the rise of industrialism. Guttmann claims that six characteristics define both sport and industrialism.

Secularization

- In the past, many physical games were part of religious activities.

- To become an institution in its own right, sport had to move from the realm of the sacred to that of the profane. This move is called **secularization.**

Equality

- In the past only certain people were allowed to participate in physical games.

- Two basic norms of modern sport are that competition is open to everyone and that the same rules apply to all contestants.

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The Institutionalization of Sport *(cont.)*

Specialization

- Modern athletes specialize much more than athletes in the past.

- Specialized aides such as coaches, trainers, managers, etc., also participate in sport.

Rationalization

- The processes by which every feature of human behavior becomes subject to calculation, measurement, and control.

- Sports are played with the same rules across the world.

Bureaucratization

- Bureaucratization goes hand in hand with rationalization: with set rules, a formal organization must be charged with developing and enforcing those rules.

Quantification

- Athletes want to know where they stand in relation to other athletes, both past and present.

- The "win at any cost" mentality can lead to illegal drug use.

Statistically Speaking...

The Quest for Records Swimming competitors not only race against each other but also against the clock. Setting records is an important aspect of this and similar sports.

1:57.04 Men's 200-meter butterfly world record in 1984

1:52.03 Men's 200-meter butterfly world record in 2008

2:05.96 Women's 200-meter butterfly world record in 1984

2:04.18 Women's 200-meter butterfly world record in 2008

Skills Focus **INTERPRETING DATA** How have the men's and women's world records changed since 1984?

Source: FINA

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Sociological Perspectives on Sport

Sport is a huge part of life in the United States.
- More than 120 million people attend professional sporting events each year.
- With advent of sport stations on cable, fans can enjoy sports anytime they want.
- Sociologists have various perspectives on sport's role.

Functionalist Perspective

- Sport helps maintain the stability of society by providing social integration, reinforcing social norms, provides athletes and spectators with socially acceptable aggression.

Conflict Perspective

- Sport helps social inequality in society but can provide a distraction from people's unhappiness. Some also believe that certain sports legitimate violence and make it more acceptable in society.

Interactionist Perspective

- Sport influences society through its symbols, norms, and values. For example, it helps shape how people live by providing role models in the form of athletes. Coach-player relationships and being part of a sports team also affect how people live.

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Perspectives on Sport

Functionalist Perspective By providing a common interest, sport helps to unite members of the community. Sport also reinforces important norms and values, such as hard work, competition, and patriotism. In addition, sport offers a socially acceptable means of getting rid of tension and aggression.

Conflict Perspective Sport perpetuates the power structure by distracting people from working for social change. Sport also tends to reinforce gender and racial inequality.

Interactionist Perspective The symbols, norms, and values of sport influence everyday social behavior. For example, adopting athletes as role models can influence behavior both positively and negatively.

Issues in American Sport

Race and Sport

- Studies tend to focus on examples of racial discrimination in sport.
    - **Stacking:** the practice of assigning people to central or noncentral athletic positions on the basis of race or ethnicity.
    - Stacking was common during the 1970s and 1980s, but less common now.
    - Some think coaches believe minority players did not have the decision-making skills needed for central positions.
- Sociologists also wonder whether fans' racial attitudes affect sport.

Women in Sport

- **Title IX** of the Education Amendment Act of 1972 required equal funding for men's and women's sports.
- Certain sports are considered more appropriate for women.

Deviance in Sport

- Drug use is the most common deviant behavior among athletes. Many use substances to enhance performance.
- Some sociologists consider the violence in sports as deviant, while others claim it is an expression of established cultural patterns.

Statistically Speaking...

Stacking The practice of stacking on the playing field is much less an issue today than it was 15 or 20 years ago. However, it is still much in evidence among coaches, managers, and front-office officials, most of whom are white. The graphs to the right provide information on the racial makeup of head coaches and managers in professional baseball, basketball, and football. Women face stacking, too—even in women's college sports. A recent study of the top women's sports programs found the following:
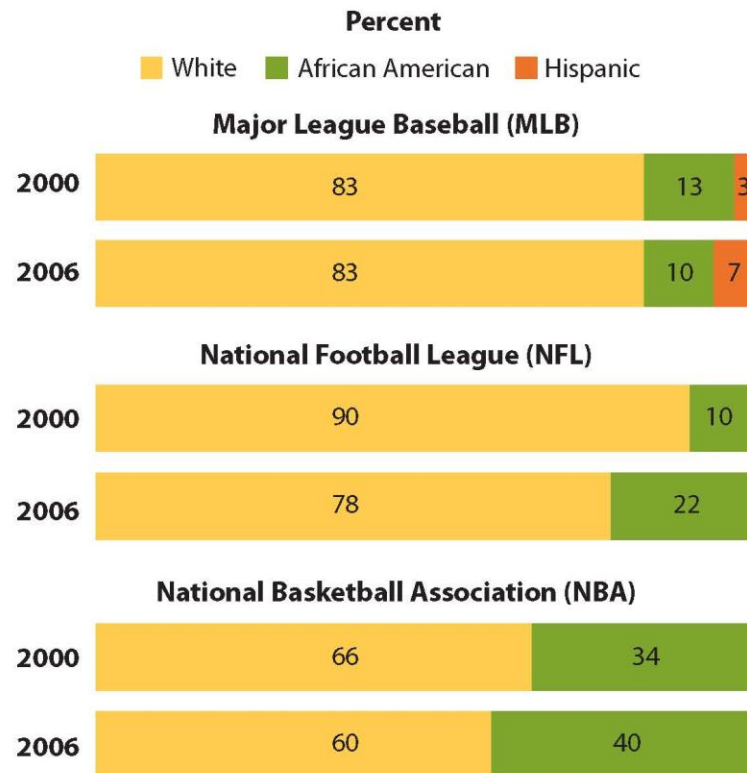
39.6% Percentage of head coaches who are women

51.5% Percentage of assistant coaches who are women

Skills Focus **INTERPRETING GRAPHS** What trends in the racial makeup of head coaches and managers do the graphs show?

Source: The Institute for Diversity and Ethics in Sport

MANAGERS AND HEAD COACHES, BY RACE, 2000 AND 2006

Percent

■ White   ■ African American   ■ Hispanic

Major League Baseball (MLB)

Year	White	African American	Hispanic
2000	83	13	3
2006	83	10	7

National Football League (NFL)

Year	White	African American
2000	90	10
2006	78	22

National Basketball Association (NBA)

Year	White	African American
2000	66	34
2006	60	40

Because of rounding, figures may not add up to 100.
Source: The Institute for Diversity and Ethics in Sport

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Bowling Alone
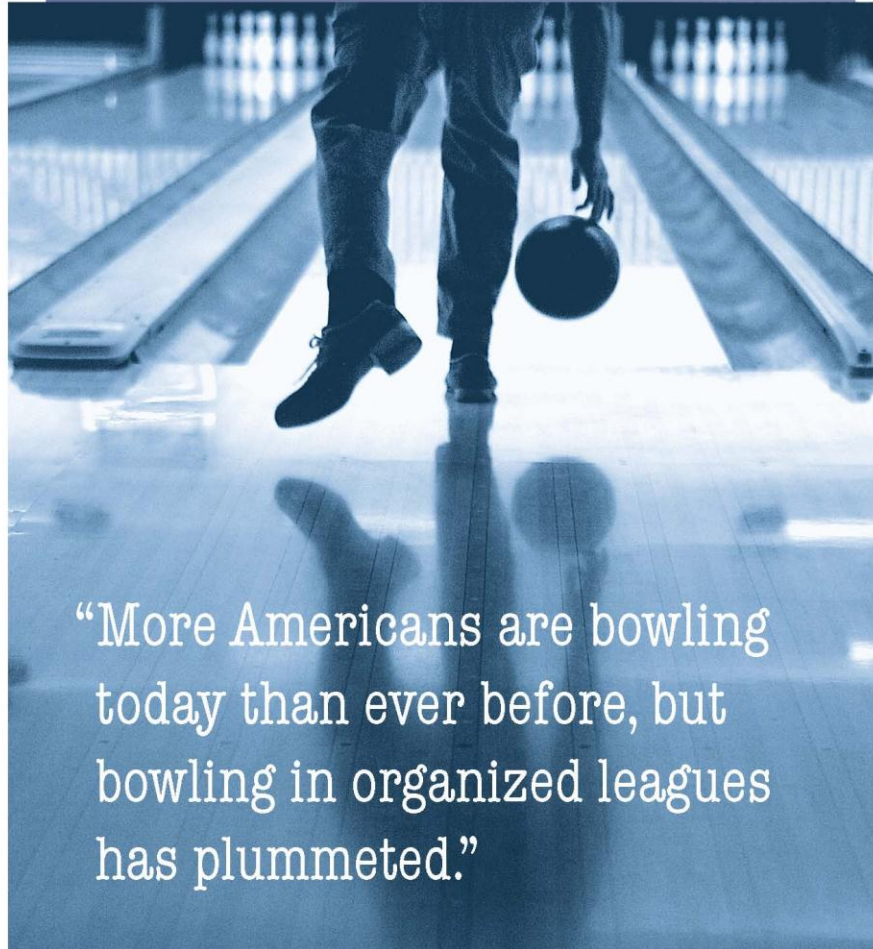
"More Americans are bowling today than ever before, but bowling in organized leagues has plummeted."

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The Institutionalization of Mass Media

Writing and Paper

- With the development of agriculture, trade became more complex.

- Writing made records of trades easier to remember and calculate.

- Paper made writing more portable.

▼

The Printing Press

- Hand copying of books was a long, laborious, and costly process.

- During the 1450s Gutenberg developed a movable-type printing press that made books, and hence the skill of reading, more common.

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The Institutionalization of Mass Media

The Industrial Age

- With industrialization, the forces of advertising, urbanization, and rising literacy led to the newspaper.

- The development of electronic media such as movies, radio, and television brought entertainment into people's homes.

The Information Society

- The computer and the Internet revolutionized communication and information storage.

- **Information society:** A community in which the exchange of information is the main social and economic activity

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Click on the image to play the Interactive.

INTERACTIVE ✴

Development of the Media

The development of mass media was driven by a series of intellectual and technological innovations. These innovations include writing, printing, newspapers, radio, movies, television, computers, and the Internet.

3000 B.C.

c. 3000 B.C. Sumerians develop a system of writing called cuneiform, which uses wedge-shaped symbols scratched into clay tablets.

1800s B.C. People in the Middle East develop an alphabet—a small number of symbols representing sounds that can be combined to form words.

A.D. 700s Koreans and Chinese develop wood-block printing. Later, Asian printers create wooden movable type.

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Sport and the Mass Media

Interactive Feature THINK central thinkcentral.com

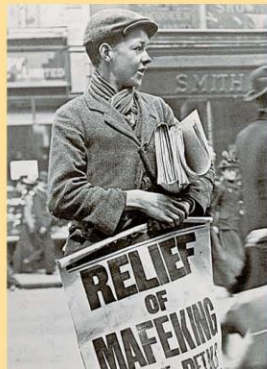**1450s** German printer Johannes Gutenberg develops metal movable type and the world's first mechanical printing press.

1930s Radio and movies gain popularity.

1980s–2000s The development of the personal computer and the Internet leads to media convergence.

1650s The first daily newspapers begin publication.

Late 1800s Newspapers become the primary method of communication.

1960s Television becomes the most popular medium.

2000

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Mass Media in the United States

Americans obtain information from a wide variety of media. These media can be grouped into four categories, but some scholars claim this division is artificial.

Print Media

- Newspapers, magazines, and books

- Large but declining audience

- 48 percent read a newspaper daily; 85 percent read a magazine regularly; 25 percent read more than 10 books a year

Audio Media

- Sound recordings (CDs, vinyl records, music videos and MP3s) and radio

- Wide variety of radio formats: news, talk, classic rock, religion, etc.

- 99 percent have radio at home

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Mass Media in the United States

Visual Media

- Movies, television, videocassettes, DVDs

- Television reaches one of the largest audiences, with 98 percent having television at home

Online Media

- Internet services such as e-mail, online chat groups, social-networking sites, and online shopping

- 65 percent have Internet access at home

Convergence

- **Media convergence:** The idea that the media are merging and are no longer separate entities

- Examples: newspapers available online, Internet radio, e-books

Media Consumption

- On average, each American spends nearly 3,600 hours a year using media

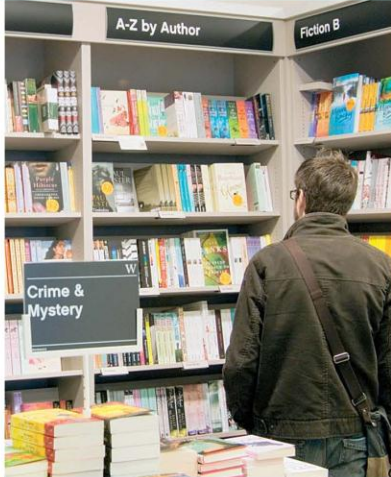- Individual usage rates are affected by age, education, and income

Types of U.S. Media

Print Media

Newspapers About 1,400 daily newspapers with a daily circulation of 53 million

Magazines About 19,500 magazines with total circulation per issue of 370 million

Books About 150,000 titles published per year

Visual Media

Movies About 6,200 theaters with some 40,000 screens

Television About 2.5 television sets per home; average family watches 32 hours per week

Audio Media

Radio 99 percent of American homes have a radio

CDs Account for 77 percent of sound-recording industry revenue

Music Downloads Valued at about $1.3 billion

Online Media

Home Access 65 percent of Americans have Internet access in the home

Mobile Access About 37 percent of cell-phone users access the Internet via cell phone

Using Media

"Why don't you get off the computer and watch some TV?"

B. Smaller

Sociological Perspectives on Mass Media

Functionalist Perspective
- Media keep track of what is happening, interpret information, transmit cultural values, and entertain people. These functions support the stability and smooth operation of society.
- People need to know what is going on around them to be productive in society.
- Media can consciously or inadvertently help pass on society's basic values and beliefs.

Conflict Perspective
- Media convinces people to accept the existing power structure.
- **Knowledge-gap hypothesis:** the wealthy and better-educated acquire new information more quickly, creating a divide
- **Digital divide:** gap between those with access to new technology and others
- Representation of certain groups in the media might reinforce social inequality.

Interactionist Perspective
- Mass media shape everyday social interactions. Many people plan events around media.
- Some consider gatherings to watch television and the like to be social events. Others think watching television is essentially a solitary event.
- Some see the Internet as a new method of social interaction, while others view the Internet as a threat to social interaction.

Perspectives on Mass Media

Functionalist Perspective The mass media support social stability by keeping track of what is happening in the world, interpreting information, transmitting cultural values, and providing entertainment.

Conflict Perspective The mass media maintain the present power structure and reinforce social inequalities by controlling the flow and interpretation of information.
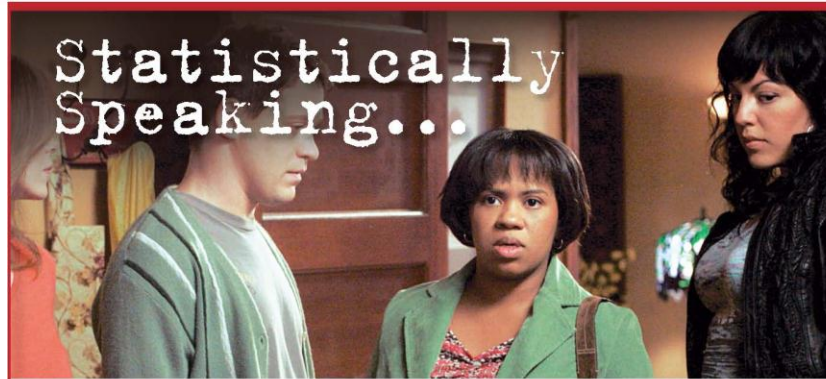
Interactionist Perspective The mass media have a major impact on social interaction. Some interactionists feel that the mass media create social isolation, while others suggest that the mass media help to create new social networks.

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Statistically Speaking...

Who's on Television? Media critics have challenged producers and directors to be more aware of diversity when casting television programs. A recent study shows that the racial and ethnic breakdown of television and drama roles is as follows:

72.3% White

14.5% African American

6.3% Hispanic

3.4% Asian/Pacific Islander

0.2% Native American

3.3% Unknown or Other Race

Skills Focus **INTERPRETING DATA** How might a conflict theorist use these statistics to argue that the media reinforce social inequality?

Source: Screen Actors Guild, 2007

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Contemporary Mass-Media Issues

Mass Media and Children

- Watching television is the primary after-school activity for most students.

- Many worry that seeing violence on television encourages actual violence.

- Links have been found between large amounts of television viewing and low test scores.

- Children are targeted by advertisers.

Mass Media and Civic and Social Life

- Some argue that people have become less socially active as television has become more common.

- **Social capital:** Everything that makes up a community

- The Internet may also lead to withdrawal from community life, although some argue that online communities are taking the place of face-to-face interaction.

A Captive Audience

Children 8 to 12 years of age see an average of 37 minutes of television advertising each day. *What impact do you think this advertising has on family purchasing behavior?*

Contemporary Mass-Media Issues

The Power of the Media

- Many feel that the new media wield too much power.

- **Spiral of silence:** As news media offer repeated opinions, more people accept these opinions, and people who disagree are less likely to voice their views.

- **Agenda setting:** The media do not tell people what to think, but what to think about.

- **Gatekeepers:** Media figures decide what the agenda is in a particular story.

- **Opinion leaders:** Respected individuals are the first to evaluate messages and their importance.

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Sociology in Today's World

Video Games and Violence

A series of school shootings in the 1990s led many to believe real-life violence was encouraged by violence encountered in video games and on television.

- First-person shooter game players use an assortment of weapons to fight off enemies.

- Newspapers put blame of school shootings on these games.

- Sociologist Karen Sternheimer began a study to test the link between games and violence.

- Sternheimer's study found no correlation between video games and the rate of violence among teens.

- Studies that seem to support the correlation do not take into account important factors such as poverty, neighborhood stability, or family relationships, according to Sternheimer.

Newer video games offer a strong story line, realistic visuals, and believable performances by voice-over actors.

The video-game industry, with about $18 billion in annual revenues, is an important part of the visual-media market.

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