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Writing in the Disciplines

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I-Search Introduction

  I have always wanted to discover how to make an impact in people’s lives. Whether it is making them smile or laugh I always find comfort in helping others. A person who displayed a passion to impact others in television and served as an inspiration for me to pursue a career in Communications was Stuart Scott. Stuart Scott embodied what it meant to be an influential African American man in society.  He was a staple on the popular ESPN newscast Sportscenter and every morning I watched him before school.  He changed the way sports were reported by using slang in a way that was not used before. His phrases like “cool as the other side of the pillow.” and “he must be the bus driver because he’s taking them to school.” were unique in sports broadcast media at that time.  He spoke in a way that was similar to my household, my family, and my friends. He brought a piece of African American culture to the television screen. It wasn’t just sports news but a form of entertainment through sports. He made me feel connected to the broadcast because his figurative language made the newscast memorable. Idolizing Scott as a child helped me come to the realization that I wanted to embody the same traits he had.  I want to make news memorable the same Scott did for years to audiences of all ages and races.

I value the impact that communication has on the world. As a Communications major, I want to gain the ability to demonstrate effective skills in conveying information to an audience. The reason why I am a Communications major is because I want reach and inform others about the events around them through writing. Excellent communication is universal and transcends socioeconomic class, race, and gender. It also improves relationships and collaboration on different projects in broadcast media. In broadcasting you are required to work cooperatively with your coworkers to help improve the quality of the newscast. These basic fundamentals of professionalism lay the foundation for exponential growth ahead.

One question I have about media professionals deals with their objectivity when they cover certain stories. Recently I have discovered that the perception of football has become increasingly negative due to the media coverage of traumatic head injuries. I want to discover the underlying motivations of the reporters who cover sporting injury and understand why they sense a pressure to promote masculinity making practices over injury awareness in football. I need to tackle this issue if I want to move forward with my career path as a sports journalist. It’s something I have to understand because it is my responsibility to inform the public in a non-bias way.

In athletics, injury and pain are seen as outside of traditional masculinity and the athletes on the field are praised for playing hurt. The NFL and the media suppress the harmful impact of injuries on the player in order to avoid negative backlash from the players. Why does sporting media promote hegemonic masculinity above injury? What responsibility does the media hold to inform the public about concussion and injury awareness? Why do the players who play the sport and the public continue to believe that traditional masculinity is acceptable in football? These are questions I want to answer in my research and ultimately discover the true motivations of Sports journalists promoting hegemonic sporting masculinity within the NFL and convincing the public that injury is not as important as it should be.