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Sports Media

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Coverage of Black quarterbacks

1. Sports Media's Main Focus and Problem: In his article, Zuckerman explores how NFL quarterbacks are portrayed in the media, focusing on how racial biases shape the discourse and terminology surrounding Black and white quarterbacks. The main topic of discussion is the discrepancy in media representation, emphasizing how some phrases and stories are disproportionately linked to Black quarterbacks, possibly reinforcing prejudices.

2. Concepts from Theory Employed: The term "racial stereotyping" is the practice of attributing generic and simplistic traits to someone based solely on their ethnicity. The article's focus is on how White quarterbacks are linked to intelligence and leadership, while Black quarterbacks are frequently portrayed using language that emphasizes athleticism and violence. Media framing: According to this theory, public perception is influenced by the way news articles are presented and organized by media outlets. Zuckerman investigates how racial biases might be reinforced and audiences' perceptions shaped by the way stories are framed around quarterbacks.

3. Methods of Research Zuckerman uses a quantitative approach to content analysis. In order to find trends and biases in reporting, he compares the terminology used to describe Black

and white quarterbacks and examines the frequency of particular phrases used in media coverage of NFL quarterbacks. Moderate

4. Important Lessons Learned: Language Reflects Bias: According to the study, several terms are disproportionately employed in relation to Black quarterbacks and white quarterbacks. This points to fundamental racial prejudices in the way media outlets report on athletes.

Idiosyncratic Associations: Phrases associated with white quarterbacks frequently refer to particular scandals or disputes involving certain players, emphasizing an emphasis on individual flaws rather than group characteristics. Moderate

Changing Reporting standards: The article points out that although overt racial biases may have decreased, covert versions are still present in the media, suggesting that journalistic standards need to be improved and awareness raised. 5. Congratulations to the Writers: Zuckerman's perceptive study adds a great deal to conversations about media responsibility and racial justice in sports writing by offering a nuanced grasp of how media language reinforces racial stereotypes. 6. Talk about How the NFL Covers Black Quarterbacks: Black quarterbacks have historically faced several obstacles, such as prejudices that cast doubt on their leadership and intelligence. Players like Warren Moon, Doug Williams, and more recently, Patrick Mahomes and Jalen Hurts, have broken down boundaries throughout time, increasing success and representation. Subtle biases still exist in media representations, nevertheless, underscoring the necessity of constant work to ensure fair and equal coverage.

7. Constructive Criticism: Although the article does a good job of pointing out linguistic biases, it would be better if it looked more closely at how these biased depictions affect public opinion and Black quarterbacks' careers in order to give readers a more complete picture of the problem's effects.

source

- E. Zuckerman (2016, Dec. 24). Dissecting media coverage of NFL quarterbacks by race, fame, and skill. Zuckerman, Ethan.