The Televised Sports Manhood Formula:
Messner, Dunbar, & Hunt (2000)

KiN 169
Dr. Matthew Masucci
Method

• Textual Analysis of 23 hours of sports coverage that had been reported to be among the most popular that boys 8-17 reported to watch.
Most popular sports: (Boys)

- Pro Football
- Men’s Pro Basketball
- Pro Baseball
- Pro Wrestling
- Men’s College Basketball
- College Football
- Extreme Sports
Most popular sports: (Girls)

- Gymnastics
- Men’s Pro Basketball
- Pro Football
- Pro Baseball
- Swimming and Diving
- Men’s College Basketball
- Women’s Pro and College Basketball
Dominate Themes:

• White Males are the voice of authority
  – What does this mean?
• Sport is a Man’s World
• Men are Foregrounded in Commercials
Dominate Themes (cont.):

- Women are Sexy Props or Prizes for Men’s Successful Sport Performances or Consumer Choices (Can you think of examples)
- Whites are Foregrounded in Commercials
- Aggressive Players get the Prize; Nice Guys Finish Last
Dominate Themes (cont.):

- Boys Will be (Violent) Boys
- Give Up Your Body For the Team
- Sports is War
- Show Some Guts!
So What?

- Why is this Significant?
- Do you think these findings can be used to reframe the way we teach boys how to become ‘men’?