The Women Don’t Belong in the Sports Industry Hoax

In deciding the social myth that I wanted to look into for this project, I wanted to make sure that it was something that I would truly be interested in. I started by thinking about something that I come across every day, or things that I would consider myself to be passionate about. I realized that I really enjoy everything public relations, and I am a huge sports fan. I wouldn’t really consider myself a feminist, but with working in the sports industry, I have seen some inequalities among the women working within this male-dominated field. There’s still a common idea within this industry that many people believe, but there are many women who are doing their best to prove those people wrong.

I have chosen the myth that women do not belong in the sports industries. As a woman that is currently in the sports and entertainment industries, and wants to continue working within those fields, I am very interested in what I am potentially up against. I have conducted an interview in the past of a mentor that is with the professional baseball organization that I currently work for, and I have heard her experiences about what it has been like working in a male-dominated workplace. I got a lot of mixed responses from her, so I just want to dive a little deeper into this concept. With that being said, I am more interested in the women that are working in the sports realm – in the PR departments, as broadcasters, etc., rather than the athletes. Although this concept of women being in the sports field has become more of an accepted concept within the given community, there are still more traditional people that believe otherwise. The common stigma attached with these women in sports is that they’re hired just because either because they are attractive or because they are being promiscuous. I’m interested
to look into the reasons and evidence that people give for why they believe that women don’t belong in the sports industry, as well as how they present it.

My preliminary sources include one magazine article, one blog post, and four academic sources. Each one of the sources I chose helps to show the many beliefs of, mainly men, that women don’t belong in sports. They also provide information about the importance of women in sports, and the strides they are making. It’s ironic because many of the negative comments that some of the men are making are actually very pathos driven; although, they stereotypically use more ethos or logos driven remarks, being sports commentators or sportscasters. The Sports Illustrated blog post shows the disgusting truth about what some people really say and think about women within the sports industry. There was actually a disclaimer by the editor that said, “The following contains offensive, vulgar language used to address an important but sensitive subject matter. Viewer discretion is advised.” The author of this post is a woman, and she describes the various comments and remarks that she receives from men as being as a female sports commentator. The Jezebel Magazine article discusses a male sportscaster’s comments saying that women don’t belong in sports. The author of this post is basically bashing him, and provides the link to his full rant, live on air. The academic sources I collected have, obviously, a more academic background. Overall, they offer insight into the current reasons of why women have trouble obtaining jobs within the sports industry, history of women in sports, gender stereotyping, and female’s motivations to work in sports. One of the sources is actually about a woman that doesn’t feel like she is treated differently or unfairly within her position.

The text that I have chosen to analyze is a report by Erin Whiteside and Marie Hardin. They conducted research focusing on women within college sports public relations. Their information was interesting because they found that there are women that feel empowered due to
the inequalities they face, but they also found that there are women in denial about it. They also look into the idea of women actually being the problem. I feel like this text is a great source because it offers ideas from both sides of the myth, but also presents an idea that some women aren’t seeing that they are being discriminated against.

I have decided to add this assignment onto my personal PR WordPress blog account at: https://taylorsnowpr.wordpress.com. I wanted to include this on my blog because this idea and concept goes along with my future career desires, and the text I analyze also going into the realm of public relations.

The questions I have regarding my project is if I will have enough to work off of. With preparing by doing the Riffs and Responses, does bringing in my other sources to dispel ideas or concepts within my main texts play a part in what I’m writing about?

I think that I will be able to do a lot with this myth. I have found fantastic sources from both sides, and articles giving me examples that I will be able to use. It’s really interesting because I would have thought that it would be mainly men saying that women don’t belong in sports, but from briefly looking at my sources, I have found that there are women who also believe that. I’m extremely passionate about sports, and this concept is something that I have already been facing, but I am wanting to be able to go at it strong when it’s time to pursue my career.
Works Cited


