

Example of article review on race in sports or athletics

[Business](#), [Marketing](#)



Sue'Ann Easterling PE 551 Race in sports or athletics June 19, 2013 1 of 6

Shakib, S., Veliz, P., Dunbar, M. D., & Sabo, D. (2011). Athletics as a source for Social Status among the youth: Examining Variation by Gender, Race/Ethnicity, and Socioeconomic Status. *Sociology of Sports Journal*, 28(3), 303-328

The journal article highlights problems experienced in sports and athletics with a closer focus on the universities. The author has provided a broader sampling and research synthesis from different parts of the world thereby representing a wider and a better scope on the world of sports especially in addressing the race factor in different parts of the world. The author is an established researcher and a writer from the largest university in Nigeria holding a doctorate degree in sports management therefore exposed to a vast platform of experience through the faculty.

Sports and athletics in America for example have realized radical changes in their view of race issues. It is evidently no doubt that majority of the participants in sports in major countries as United States have been interracial both at the national and international levels. Institutions have also taken the responsibility of supporting teams and players irrespective of the races they come from thereby realizing a huge step against the racial discriminations in sports. However, the challenges associated with sports and athletics remains unbearable especially to the developing world. The lack of facilities and the corruption experienced in developing countries has curtailed the development of sports. Competitive players only get recognized during sport events thereafter they embark in their respective villages to

wait for another regional or national even for the talents to be tapped. Very few or unlimited follow ups are done to help the growth of talents in these countries thereby killing the talents. The schools involved in the recruitment of the potential teams are also accused of biasness and corruption.

However, despite the challenges experienced in sports and athletics, it is necessary to acknowledge the fact that sports is necessary for healthy development of children and youths thereby achieving healthy lives.

Therefore, any barriers that may hinder the children or youth from taking part in sports should be eliminated to provide the underprivileged the opportunity to be part of sports.

Corporate Sponsorship

Sue'Ann Easterling PE 551Corporate Sponsorship. June 19, 2013 2 of 6

Cunningham, S., Cornwell, T., & Coote, L. V (2009). Expressing Identity and Shaping Image: the Relationship Between Corporate Mission and Corporate Sponsorship. *Journal of Sports Management*, 23(1), 65-86.

The article expresses challenges experienced by the corporate world especially those dealing with sponsorship and licensing agreements where parties must define the nature of goods to be licensed and the benefits associated with such goods. This thus includes license agreement and the type of goods to be licensed that have become key basis for the number of provisions requirement licensing agreements. The author also expands on the tools that have necessitated agreement to determine whether the breach have always been reached to allow for sponsorship. This includes steps involved in the audit and costs involved in the payment programs

including the effectiveness of the entire program.

Corporate world has come under sharp criticism of initiating projects that have been declared detrimental or damaging to the environment even though in some cases they present themselves as the helpers of the environment. In the contrary, they have been applauded for getting involved and getting to help in sponsoring development projects as well as supporting human rights and being in most cases, more generally responsible in repairing the tarnished corporate name.

Marketing and Promoting in sports or athletics.

Sue'Ann Easterling Marketing and Promotion in Sports or athletics

June 19, 2013 3 of 6

Walsh, K. M., Cooper, M., Holle, r., Rakov, V. A., Roeder, W. P., & Ryan, M. (2013). National Athletic Trainers' Association Position Statement: Lightning Safety for Athletics and Recreation. *Journal of Athletic Training*, 48(2) 258-270.

The journal article highlights the importance of participating in sports and the benefits associated with the lifelong participation in different varsity sports. It goes ahead to expound on the strategies required in order to promote the enjoyment of sports and the need for the continuation in participating in sports throughout an individual's life. It also highlights the participation in the physical education that often led to participation in the sports due to continued participation in the physical activities. The author explores the different ways in which the development and improvement of sports could be realized through consistent promotional activities and

marketing options to make the sporting events and sports popular among the people.

Sports marketing faces challenges are more serious than products of services offered in a daily life. For one, the marketing mix that would be expanded to cover all the aspects of the sports and ensuring efficient marketing to take into account all aspects of a sport remains the challenge. Sports marketing are considered an intangible service despite dealing with physical products or events. In most cases, sports consumers find it challenging to define the quality of sports related products before the product is distributed to them thereby posing a challenge to the market specialists.

However one of the negative ways of viewing the sports section is that sports can thrive as the products related to sports events are similar and in most cases are perishable. In that case, it implies that sports product sold to the athletes who are the major consumers of sporting products, change due to several aspects including weather, injuries and facilities that cannot be easily be controlled by the market mechanisms. The quality of the sports also influence the consumers perception and decision to be involved in an event or even to take part in the purchases that relates to the sports equipment.

Women in Sports.

Sue'Ann Easterling PE 551 Women in Sports. June 19, 2013 4 of 6

Farrell, A., Fink, J. S., & Fields, S. (2011). Women's Sports Spectatorship: An exploration of Men's Influence. *Journal of Sports Management*, 25(3), 190-

201.

Likewise, women have also been involved in the ministries such as the Ministry of Women's rights who primarily champion for women's rights and emphasize on the women's health to equip them physically to participate in sports especially for competitive sports that will help develop the sports as well as the women's ability to thrive in different sports. The ministry therefore encourages the women to participate, promote and be involved widely in different sporting events.

The main challenge experienced in the sports sector especially that relating to women, as indicated from the research article shows a complete decline in the teenage and youth women participation in sports when compared to their counterpart boys. The reports compiled in the article shows different cases of decline especially in the ministry of youth and sports on the women's participation in the youth and sports activities. The article also expanded vividly on the obstacles to women and girls participation in sports.

Parental involvement in sports and athletics

Sue'Ann Easterling PE 551 Parental involvement in sports and athletics. June 19, 2013 5 of 6

Dixon, M. A., Warner, S. M., & Bruening, J. E. (2008). More Than Just Letting Them Play: Parental Influence on Woman's Lifetime Sport Involvement. *Sociology of Sports Journal*, 25(4), 538-559

The website shows how sports have been considered one of the competitive profession and therefore the parents' role is needed and their active participation in their children's development in the sports and helping the

youth to develop and become better in different games. The parental encouragement through favorable attitude that encourages the participation in sports as well as attending events that relates to sports or encouraging efforts necessary to support sports and taking their time to train and nurture talents as well as creating strategies that would help the kids improve in the sports. Primary events held to encourage socialization among the kids helps influence the individual kids' attitude towards the games they participate in. Parental behaviors help influence the kid's behaviors towards sports thereby improving their attitude in sports and development as well as nurturing their talents while also emphasizing on child's playing effort rather than winning their winning strategies. This helps the child's involvement in different sport levels.

However, parental involvement has shown a consistent and positive relationship with parent's engagement in the children's participation and their education outcomes. The involvement of parents has always improved the participation of the kids and more attention has been given to the attention by the parents and this has improved the outcome of the students involvement.

Injuries and concussions in athletics or sport.

Sue'Ann Easterling PE 551 Injuries and concussions in athletics or sports.

June 19, 2013 6 of 6

Best, T. M., & MacAuley, D. (2007). Evidence-based Sports Medicine. Malden, Mass: BMJ Journals/Blackwell Pub.

The main challenge in the correction of concussion related injuries especially

those with less impact force requires proper care and addition management thereby influencing sports. Therefore, in most cases, the injuries involved in the process of sporting activities require more than just advice hence the need of special attention of the psychiatrists or any experienced medical personnel. In most cases, it is expensive to afford these medical facilities thereby affecting the athletes' performance.

References.

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