**First Paper Assignment—JRN589, Spring 2018**

Write a paper of six (6) to eight (8) pages in which you answer the following question:

**Instructions:** This paper is worth 20 percent of your grade. Papers should be word processed and *double spaced*. **They are due by 5 p.m., Wednesday, March 7 via Blackboard. Please do not email me the papers – submit them via through Blackboard.**

I prefer you use APA style, but I’m not a stickler so long as you CITE SOURCES and include a list of references in a consistent manner.

This paper should cover the readings and discussions pertaining to the readings of Fulcher, Ehrenreich, Jhally, Bellamy and Vande Berg & Trujillo, as well as presentations and the documentary “Inequality for All.” (NOTE: READ [THE GRADING RUBRIC](http://www.mollyyanity.com/grades--rubric.html) before you start writing -- I tell you how to get an A. I can promise you will not do well on this assignment if you revert to unoriginal, SportsCenter/sports talk radio-type banter.)

**Topic:** Jhally, Bellamy and Ehrenreich are concerned with questions of *power* in the relationships between sports, media and consumers/audiences. Fulcher’s analysis of capitalism, as well as Bellamy’s and Vande Berg & Trujillo’s analyses of the sports media helped to define and analyze those relationships.

On Sunday, Oct. 11, 2015, Kansas City Chiefs running back Jamaal Charles – at the time the No. 1 fantasy running back in the NFL– tore his ACL in a gruesome injury while playing against the Chicago Bears. It ended his season. When it happened, ESPN senior writer Howard Bryant tweeted:

“Football's genius is making you watch for something other than the game: gambling, partying, fantasy, while Jamaal Charles is carted off...”

As we know, it’s not just “football’s genius” that sets this scene. Explain how the sports media complex is at work in this scene and others like it. What other issues are at play aside from “football’s genius?” If so, how? Offer specific examples.

I will be reading and evaluating the soundness of your argument, the reflection of your knowledge of capitalism and the sports media complex and your writing prowess (clarity, sentence structure, punctuation and grammar. Hint: PROOFREAD.)