



Social Issues Project



Project Background:

There are many social issues that impact the business of sports and entertainment on a daily basis, ranging from drugs and gambling to labor abuse and environmental issues. You can bet that almost every time you turn on the television, log on to the Internet or read a magazine article, one social issue or another will be the center of a debate.

Social issues example: *Gender equity has long been a widely discussed issue in sports. Title IX is a federal law enacted in the United States in 1972 that mandates equal educational and athletic opportunities for students of both genders. Despite the progress that women's sports have made since the law was enacted, controversy remains. In the summer of 2010, a U.S. District Judge ruled that competitive cheerleading cannot be considered a college sport because of the "underdevelopment" of cheerleading. Obviously the decision has become a hotly contested issue among those in the high school sports community.*

Project Details:

You are to research a current social issue impacting the sports and entertainment issue. The only criteria is that the news story you decide to research and discuss must be something that has been in the headlines within the last six months. After you have decided on a specific issue, you must gather as much related information as possible. In addition to taking a stance on the issue, you must also gain as much knowledge as possible about the other side of the issue (if there is one) as possible. After you have done your research, you must prepare a three (3) page essay on the topic, carefully explaining your position on the issue.

You will also need to prepare a PPT presentation to share with your class communicating the results of your research. Your presentation must include the following information:

- 1) Specific social issue to be discussed
- 2) A news clipping representing the specific issue you are discussing
- 3) Background information on the issue
- 4) Description of how the issue relates to the business of sports and entertainment
- 5) Definition of ethics
- 6) Discussion of the issue from an *ethical* perspective
- 7) Summary of your position on the issue
- 8) If the issue is debatable, provide an explanation of both sides of the argument