

1999-2000 OUTSTANDING SCHOLARLY ACHIEVEMENT AWARD

The Outstanding Scholarly Achievement Award is given each year to a faculty member who has, over many years, made significant contributions to a discipline through scholarly activity, creative/artistic endeavors, research and publication. The award is intended to recognize work accomplished at CSUS. Each year the Research and Creative Activity Subcommittee solicits nominations and selects a faculty member to receive this award. Nick Trujillo, Professor of Communication Studies, is the thirty-ninth recipient of this award.

Nick Trujillo received his B.A. from the University of Southern California, his M.A. from San Diego State University and his Ph.D. from the University of Utah. He has been a member of the CSUS faculty since 1990, and previously taught at Southern Methodist University, Michigan State University and Purdue University.

He is the author of two books, **The Meaning of Nolan Ryan** published by Texas A&M University Press and **Organizational Life on Television**. He has prepared chapters for ten books. Twenty-one of his articles have appeared in refereed scholarly journals. In addition he has prepared over fifty papers for presentation at professional conferences. Trujillo has served as Associate Editor for the *Journal of Applied Communication Research*, *Communication Monographs*, the *Journal of Sport and Social Issues*, and the *Western Journal of Communication*. He has recently completed a chapter "Qualitative Research in Organizational Communication" for a forthcoming book **New Handbook on Organizational Communication**.

We are pleased to reprint the abstract of his award lecture which was delivered on Wednesday, April 26, 2000 in Hinde Auditorium, University Union.

TAKING SPORTS AND SEX SERIOUSLY

Nick Trujillo
Professor, Communication Studies
California State University, Sacramento

In this lecture, I critically examine images of masculinity represented in media coverage of American sports, especially aggressive sports such as professional football and wrestling. I argue that in their coverage of these sports, sportswriters and sportscasters reinforce "hegemonic masculinity," a stereotypic sense of masculinity that emphasizes violence, control, and competitiveness as well as the subordination of women and the marginalization of gay men.

Media representations of sport reinforces this image of masculinity in several ways. In football, players are described as "weapons" and "hitting machines," and violent hits are replayed for viewers. In pro wrestling, even though the action is "staged," aggression and dominance are

glorified in the drama. Even in the less violent sport of baseball, media coverage highlights "power" pitchers and hitters who dominate opponents.

These images of masculinity in sports have negative consequences for men and women. Clearly, media coverage of these sports marginalizes and subordinates women by casting them as cheerleaders or spectators and by suggesting that men's dominance of women is linked to strength, power, and aggression. Coverage of these sports also has negative consequences for the very men who adopt such stereotypic images as their own. Indeed, men who believe that masculinity is defined by violence and aggression are most likely to subject themselves to violence and aggression. Although some might argue that anyone who adopts such an outdated image deserves to pay the price, for the men who adopt it on the football field, in the wrestling ring, and in other violent arenas, it is a very high price to pay.

Fans and critics of sports should take every opportunity to challenge these images of masculinity and femininity reproduced in media coverage of sport. Although the NFL and WWF likely will be with us well into the 21st century, we should continue to look for opportunities to critique their oppressive features.