Description A research paper on the disparity between the coverage and views of black athletes and white athletes in media. Highlighting athletes but mainly athletes Michael Jordan, Allen Iverson and Lebron James. Outline for Paper: Section 1: History of coverage of black athletes in media Argument: Rise of the African-American athletes in media has grown over decades from the 1970s to today. -The severe racial, social, and economic obstacles that they have endured throughout history. -Notable individuals who have risen above the challenges and shattered all expectations while building a brand and platform for themselves with and without the media. - The complex relationship between the African American athletes and the press is evident through the partial coverage of the issues experienced by the athletes in the media. Section 2: Examine 3 different athletes and the coverage of them in media (Michael Jordan, Allen Iverson, Lebron James) Mass media has on frequent occasions been harsh, insensitive, and indifferent to the plight of black people infringing on the public’s interests and affects the perceptions created as a result of the reporting. While also the embodiment and visible outlook of black athletes has been used to capitalize on business along with the growth of media coverage of them. - Details of Allen Iverson’s brawl at a bowling alley case and conviction have been overlooked by the media and some of the important facts have been omitted. -The pulling of all his full ride scholarships because of the coverage of the brawl despite being the number 1 nationally ranked high school player in the country. - How black culture, particularly hip hop, shaped the behaviors of the listeners and influenced their conduct, including dressing, language, and character. - Use of Michael Jordan to market brands and represent the image of the black people due to his demeanor, vigor and his popularity as a Basketball icon. - How black careers of black men in the sporting industry have been considered heroic. (Iverson, Jordan, James) -The evolution of media coverage and the reporting of black athletes from former heavyweight champion Jack Johnson to Lebron James. - Discuss media coverage and views of Lebron James after his television decision to leave the Cleveland Cavaliers for the Miami Heat in 2010 - Examination of Lebron James’s Brand and the view of him in media. Section 3: Examine the differences in coverage White and Black athletes- White Appropriation in sports coverage Argument: The disparity between the coverage of black athletes and white athletes is manifested in the airtime and the narrative given to the white athletes in the media. -Media coverage on the issues among African Americans athletes is still limited compared to white athletes -Examination of racial bias in US reporting--do a couple paragraphs summarizing findings of secondary sources, then apply to my guys... -Stereotypes of black athletes compared to white athletes in media Conclusion: Highlight thesis/argument again -Go over the findings each section -Discuss the issues in the coverage of black and white athletes and what can be proposed for future coverage to help aid the problem