



Activity N°23: Eddie Mercury calls it a day

Awareness-raising
Belgium

Key words: *Stereotype / Celebrities / Sport*



Target groups:

- Journalism students
- Professional journalists

Duration: 60 minutes

Context: Eddie Mercury ends his career! What will his press legacy be? Journalists highlight certain characteristics of sportspersons in their “tributes”, but are these free from stereotypes?

Objectives:

- To shift the focus from one’s personal representations
- To become aware of the frames of reference of a media outlet and its content

Equipment:

- Pens and paper.
- Computer.

Media Resources: A fictitious biography of a fictitious sportsperson invented by the trainer on the basis of media resources known to the group.

Organisation:

Class configuration	Time in minutes	Sequence of activities
GR	10'	Introduce a fictitious sportsperson and provide invented biographical details.
IND	20'	Ask each participant to write a short article about the end of this sportsperson's career, based on the biography and adding at least one characteristic not related to sport ¹ .
PRS	15'	Divide participants into pairs and ask them to discuss their productions. This feedback should enable them to become aware of their own representations.
GR	15'	Summarise what they experienced and initiate a debate on the representations of sportspersons in the press.

Variants: The target audience may consist of a mixture of students and professional journalists. The activity may also be based on genuine elements (a real sportsperson with her/his own biographical and sporting details) in order to go on to compare the tribute articles at the end of his career imagined by the participants and those that have appeared in the press.

Suggested follow-up activities:

- **Sport** Unit: Activity n°24. *Off to the Olympics!*
- **Stereotypes and representations** Unit: Activity n°14. *Cartoon characters transformed!*

¹ i.e. one that concerns the sportsperson but has nothing to do with his/her sporting skills (e.g. a girlfriend/boyfriend)