

**Appendix 17.2.** 10 Dominant Themes in Televised Sports from “The Televised Sports Manhood Formula” by Messner, Dunbar, and Hunt (2000)

#	Theme	How/if the theme emerged in the regular broadcast	How/if the theme emerged during the commercials
1	White males are the voice of authority.		
2	Sports is a man’s world.		
3	Men are foregrounded in commercials.	N/A	
4	Women are sexy props for men’s successful sports performance.		
5	Whites are foregrounded in commercials.	N/A	
6	Aggressive players get the prize; nice guys finish last.		
7	Boys will be (violent) boys.		
8	Give up your body for the team.		
9	Sports is war.		
10	Show some guts!		