

The Athlete as a Role Model Paper

1. Examples of role models in sport are Cindy Klassen, Clara Hughes, Steve Nash, Todd MacCulloch, Terry Fox, and Rick Hansen. What qualities do these athletes represent or other role model athletes?
2. What other athletes come to mind when we use the term “role model”?
3. Identify a Canadian “marketable” athlete who advertises products in the media.
4. What products does this athlete advertise?
5. Why did the company selling the product connect this athlete to it?
6. Think about the sports you watch on television. What other kinds of products do you see advertised by athletes during television commercials or in print media?
7. What traits make an athlete “highly marketable”? Why?
8. What sort of image does an athlete bring to products? Give examples of positive and negative sports images or sports figures.
9. Do these athletes have an impact on the consumer relative to personal values?
10. Have students create a creed (statement of belief) that reflects their personal views on sport participation.