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Written Component

As many may know the NCAA garners billions of dollars annually, while the players who actually play aren't even financially compensated for their hard work on the court. I'm extremely passionate about the injustices I see in college athletics and want to expose the truths to the younger generation so that when the time comes they're ready to fight this battle fully equipped with the information they need. I've decided to appeal to teens and young adults by creating a song that reinforces my stance about the problems players face at the hands of top executives in college athletics. My song addresses financial issues families of college athletes face along with the slim chance a player will actually go pro. I express my concern for the false hope a supposedly "upstanding" organization like NCAA constantly promises their players in exchange for essentially nothing. I thought it would be great to use a song because it's very trendy in younger audiences especially if your song goes viral on various social media platforms. I also encouraged listeners to share the song because that's really how the conversation gets started for social issues like these. Along with the fact that it's a conversation starter it also makes quieting down a movement that is heavily supported much more difficult. Hence, why I opted in using this form of medium. I know my targeted audience is younger so I added a visual that corresponded with my overarching theme of revealing and altering the problem collegiate athletes face. I went bold by putting a "cancelled" sign through the NCAA logo to not only stand out but play off the whole idea of "cancelling" something if it doesn't seem fair/right. Cancel culture is a real thing with younger adults and teens so it made a lot of sense to play off that idea as much as I could. Whatever the case may be athletes are unfairly taken advantage of by

the NCAA through several avenues and they aren't even given any opportunity to do anything about it. All the blatant unfairness of it resonates with younger people as much as anything else because they too have their own battles. The idea of the NCAA capitalizing off of their star athletes in exchange for an education that isn't remotely equally valued to the athletic revenue they receive will spark outrage in teens/adults. If you go into any industry and work for free it's slave work. Everyone knows that except for the NCAA. The players want it, so now is the time to change the rules unfairly enforced for years. Pay the players.