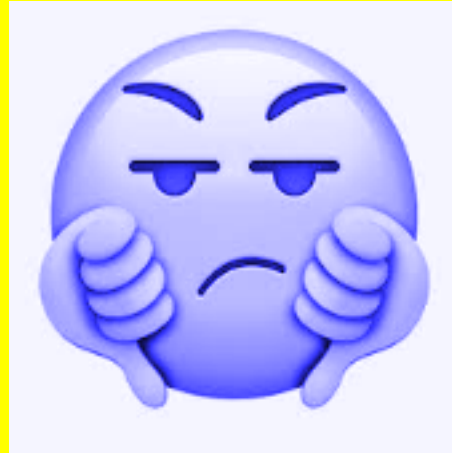


GENIUS



NCAA Diss Track

Written & Produced by [REDACTED]

The NCAA takes money from their athletes when they're in need

Yes, they're a trifling business indeed

Athletes they meet at a scouting combine

Aren't anything more to them but a dollar or nine

March madness is supposed to be such a "wonderful time"

But with all the money they're making it should be criminalized

Meanwhile, those kids have parents who are desperately in need

With never ending hopes that they're child might someday make it to the league

You see

False hope is such a crippling disease

**It's like waiting for something that you'll never get the chance to see
The NCAA doesn't care about anything except fattening their pockets
They're not even invested in seeing their own athletes make it out of college

They'll run scheme after scheme to make sure their business stays afloat
Selling these kids a dream of a joke
Never allowing athletes to have a piece I can assure
We have to take a stand
Please don't CHOKE
Spread this message like you do all the trends
I mean- Tik tok, Facebook, and Instagram
It's time to fight against this crooked league
So share this song if you're with me!**

Artist statement

This rap song is targeting young adolescents as they are the ones who follow pop culture the most. Therefore, making it essential to capture the attention of the younger generation in any way possible as they are the future of this country. The lyrics of this song express the need for immediate change as NCAA athletes are unrightfully taken advantage of through various avenues. The song delves into the underlying issues that many athletes face while playing at the collegiate level, such as struggling families back home and an unshakable feeling of self doubt. This, all while exposing the truths of a business built on capitalizing off of star talent in exchange

for essentially nothing. The tone of the song is sarcastic and disdainful as it points out all the problems with the current NCAA rules on paying players in a contemptuous but comical way. I decided to also incorporate social media references because I know that's a major way my audience communicates with one another so I pushed that aspect to reach other younger adults.

“Choosing to not pay athletes is the only MADNESS I see”

#NCAA MADNESS



In relation to boycotting I feel as though this picture does just that. Visually it appeals to teens, and adults in an attempt to showcase the desire to potentially end the broadcasting of various NCAA games. March madness has been notoriously an anticipated annual event for

college sports, so creating a picture like this couldn't be more fitting as it would instinctively feed the narrative that the NCAA is simply a toxic greedy culture that knowingly exploits their student athletes for financial gains. I purposely used a cancelled sign to gauge a reaction in the viewer so that they would immediately form an opinion upon seeing this image. Based on this picture I would want the idea of the NCAA refusing to pay players to be conveyed to the audience, although they're a multi billion dollar industry. This picture is fairly simple and can easily be understood which makes it even easier to be virally spread throughout social media sites without any difficulties. Doing this will not only deprive the NCAA of positive attention but will ultimately force their hands into either paying players or giving them some sort of compensation in exchange for their hard work.

Using social media outlets to push an agenda has most certainly been used for all the wrong reasons so coming up with something like an image or rap to spark conversation throughout teen and young adult groups is a step in the right direction for change. Also creating the hashtag along with the picture symbolizes a movement people can be apart of when they share it on the internet which can ultimately spark a positive trend towards emancipating players.