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Descrizione fisica	1 online resource (272 p.)
Collana	Sport in the global society, , 1368-9789
Altri autori (Persone)	BernsteinAlina BlainNeil <1951->
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Sport and the media : the emergence of a major research field / Alina Bernstein and Neil Blain -- The Olympic Games : twenty-first century challenges as a global media event / Nancy K. Rivenburgh -- What's in a name? : Muhammad Ali and the politics of cultural identity / Amir Saeed -- From pig's bladders to Ferraris : media discourses of masculinity and morality in obituaries of Stanley Matthews / Garry Whannel -- New media sport / Raymond Boyle and Richard Haynes -- Meeting the industry : an interview with Alex Gilady and Alina Bernstein -- Attribution of failure : Hans-Joerg Stiehler and a German soccer story / Mirko Marr -- "Witches of our age" : women ultras, Italian football, and the media / Rinella Cere -- "We got next" : images of women in television commercials during the inaugural WNBA season / Stanley T. Wearden and Pamela J. Creedon -- Fitba crazy? : Saturday Super Scoreboard and the dialectics of political debate / Hugh O'Donnell -- Beyond "media culture" : sport as dispersed symbolic activity / Neil Blain.
Sommario/riassunto	An examination of the central features of the sport-media phenomenon, focusing on Europe and the USA. The book analyses such

issues as new media technology; gender, ethnicity and local dimensions of collective identity; women in American basketball advertising; and cult football radio in Scotland.
