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| Titolo | Sport, media, culture : global and local dimensions // editors, Alina Bernstein, Neil Blain |
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| ISBN | 0-203-04583-1 1-283-88595-6 1-136-34484-5 |
| 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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| Soggetti | Mass media and sports Sports - Social aspects Electronic books. |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
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| Note generali | Description based upon print version of record. |
| 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.
