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Effectiveness of Sports Promotion

Chapter 16 60 Seconds to Air: Television Sports Production Basics and Research Review
Chapter 17 Sports Economics and the Media; Chapter 18 Sports Sponsorship; Part III Sports Media Audiences; Chapter 19 Why We Watch and Enjoy Mediated Sports; Chapter 20 The Causes and Consequences of Sport Team Identification; Chapter 21 Sport, Violence, and the Media; Chapter 22 Televised NFL Games, the Family, and Domestic Violence; Chapter 23 Fantasy Sports: History, Game Types, and Research; Chapter 24 An Untapped Field: Exploring the World of Virtual Sports Gaming

Chapter 25 The New Online Arena: Sport, Marketing, and Media Converge in Cyberspace
Part IV Critical Perspectives on Sports Media: Cases and Issues; Chapter 26 Sport and Globalization: Key Issues, Phases, and Trends; Chapter 27 Sport, the Media, and the Construction of Race; Chapter 28 Crouching Tiger, Hidden Blackness: Tiger Woods and the Disappearance of Race; Chapter 29 Women, Team Sports, and the WNBA: Playing Like a Girl; Chapter 30 Thinking Through Power in Sport and Sport Media Scholarship

Chapter 31 A World of Criminals or a Media Construction? Race, Gender, Celebrity, and the Athlete/Criminal Discourse
Chapter 32 Sporting Bodies; Chapter 33 Sports Mascots and the Media; Chapter 34 Disability and Sport: (Non)Coverage of an Athletic Paradox; Author Index; Subject Index

Sommario/riassunto

This distinctive Handbook covers the breadth of sports and media scholarship, one of the up-and-coming topics bridging media entertainment, sports management, and popular culture. Organized into historical, institutional, spectator, and critical studies perspectives, this volume brings together the work of many researchers into one quintessential volume, defining the full scope of the subject area. Editors Arthur Raney and Jennings Bryant have recruited contributors from around the world to identify and synthesize the research representing numerous facets of the sports-media relationshi
