Record Nr. UNINA9910462707903321 Autore Deninger Dennis. Titolo Sports on television: the how and why behind what you see // Dennis Deninger New York:,: Routledge,, 2012 Pubbl/distr/stampa **ISBN** 0-203-10751-9 1-283-84302-1 1-136-26226-1 Descrizione fisica 1 online resource (245 p.) Disciplina 070.4/49796 Soggetti Television and sports Television broadcasting of sports Mass media and sports Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Includes bibliographical references and index. Nota di bibliografia Cover: SPORTS ON TELEVISION: Title Page: Copyright Page: Table of Nota di contenuto Contents; Foreword; Preface; Acknowledgements; 1 TELEVISION THAT MATTERS; 2 BEGINNINGS: THE DECADES OF EXPERIMENTATION AND FULFILLMENT: 3 THE MODERN ERA BEGINS: 4 THE PRO FOOTBALL ASCENDANCY; 5 THE ESPN ERA; 6 PROGRAMMING SPORTS ON TELEVISION; 7 PRODUCING SPORTS ON TELEVISION; 8 THE EVOLUTION OF SPORTS COMMENTATORS: 9 INTERNATIONAL SPORTS BROADCASTING; 10 WHO'S WATCHING TV SPORTS, AND WHY?; 11 ADVERTISING AND SPONSORSHIP; 12 POWER AND ECONOMICS: 13 POLITICS AND GOVERNMENT IN SPORTS TELEVISION 14 THE SOCIAL AND CULTURAL IMPACT OF TELEVISED SPORT15 COMING UP NEXT; Bibliography; Index Sommario/riassunto "Dennis Deninger has succeeded in covering the full gamut of sports television and sports broadcasting. The book proceeds from why this book needs to be written, to the history of the industry and discipline, the pioneering events of sports broadcasting and sports television, to a

nuts-and bolts, behind-the-scenes look at a sports television

production. Its potential audience includes academics, practitioners and

the casual reader. This book provides an all-encompassing view of the sports television industry"--