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Nota di contenuto	Part I: Power of China in global sports culture -- Chapter 1 -- " 'Big does not even begin to describe her enduring impact': Global sports development and China as sporting superpower" by Oliver Rick & Longxi Li -- Chapter 2 -- "Five teams, one world: Global audiences for the Chinese Professional Baseball League in the wake of COVID-19" by Nick Bowman, Alex Hsu, & Lindsey Resignato -- Chapter 3 -- "Country of Origin Bias in Portrayal of East Asian and Asian American Athletes: The NBA-Hong Kong Episode" by Olga Vilceanu & Julia Richmond -- Part II: Sports media portrayals of East Asian athletes and leagues -- Chapter 4 -- " 'No Attack, No Chance': Takuma Sato's Race Against the

Trope of 'Bad Asian Drivers' " by Dung Q. Tran -- Chapter 5 -- "Intersecting race, gender and sports: How Japanese news media depict tennis stars Naomi Osaka and Kei Nishikori" by Steve Bien-Aimé & Yasue Kuwahara -- Chapter 6 -- "Making Sense of Korean Baseball: Articulating Race, Gender, and Cultural Hegemony in the North American Media Coverage of Korean Baseball Organization (KBO) during the 2020 Baseball Season" by Daniel Yu-Kuei Sun à Ask authors if they're willing to add two or three paragraphs of about what Koreans know and think about the broadcasts? -- Chapter 7 -- "Framing KBO: ESPN, media discourse, and the cultural identity of Korean baseball" by Travis R. Bell & Taeyeon Oh -- Part III: Sports media portrayals of North American athletes of Asian descent -- Chapter 8 -- "The post-hoc Canadian Dream: Canadian newspapers' representation of the two 'China Clippers' " by Chen Chen -- Chapter 9 -- "Linsanity and its aftermath: Sports journalism framing of Jeremy Lin" by Bill Cassidy -- Chapter 10 -- "Portrayals of Asian Athletes in NBC's Primetime Broadcast of the 2018 PyeongChang Winter Olympics" by Paul J. MacArthur & Lauren Reichart Smith -- Part IV: Finding self amid holding multiple identities -- Chapter 11 -- "In-between Korean nationalism and U.S. exceptionalism: Chloe Kim's return to South Korea as a U.S. national athlete" by Seonah Kim -- Chapter 12 -- "Contesting 'Lin'inality: The evolution of Jeremy Lin's racial subjectivity" by Stephen Cho Suh, Alex Manning, and Kyle Green -- Chapter 13 -- "Naomi Osaka, Racial Hybridity, and Black Femininity in Tennis" by Shearon Roberts.

Sommario/riassunto

This book highlights inconsistencies within the field of sports scholarship and provides an opportunity to open up and extend conversations about the intersection of sports media and race - particularly surrounding athletes of East Asian descent. Despite the growing influence of East Asian and Asian American/Canadian athletes, they are still underrepresented in Western media and in scholarship. This anthology adds much-needed literature to sports, popular culture, East Asian, and Asian American studies. The prominence of sports in global popular culture makes the intersections explored in this collection a crucial addition to existing conversations about both sports and East Asian/Asian American/Canadian studies.
