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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Selling spectacle -- Inside the newsroom -- Working the sports beat -- The routine sources of sports news -- Reporter and source relations -- In whose interests? Sports news and the question of ideology -- Interview questions.
Sommario/riassunto	The working world of contemporary sports journalism through the eyes of the reporters, editors, and athletes who inhabit it. An account and analysis of the ideology behind sports news.