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Book Cover; Title; Copyright; Contents; Dedication; Preface; Part I The Development of Sports Media; Chapter 1 Sports and Media in the Ancient Mediterranean; Chapter 2 A Historical Overview of Sports and Media in the United States; Chapter 3 Sports and Media Through the Super Glass Mirror: Placing Blame, Breast-Beating, and a Gaze to the Future; Part II The Coverage and Business of Sports Media; Chapter 4 Sports Media: A Modern Institution; Chapter 5 Sports Content on U.S. Television; Chapter 6 The Coverage of Sports in Print Media; Chapter 7 The Coverage of Sports on Radio

Chapter 8 Broadcast Television and the Game of Packaging

SportsChapter 9 The Coverage of Sports on Cable TV; Chapter 10 Sports Online: The Newest Player in Mediasport; Chapter 11 Sports Fiction: Critical and Empirical Perspectives; Chapter 12 Alternative Media versus the Olympic Industry; Chapter 13 World Cup Worlds: Media Coverage of the Soccer World Cup 1974 to 2002; Chapter 14 Gender Warriors in Sport: Women and the Media; Chapter 15 Utilizing Televised Sport to Benefit Prime-Time Lineups: Examining the Effectiveness of Sports Promotion

Chapter 16 60 Seconds to Air: Television Sports Production Basics and Research ReviewChapter 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 CyberspacePart 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 DiscourseChapter 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