

1. Record Nr.	UNISA996202240003316
Titolo	Mediasport // edited by Lawrence A. Wenner
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 1998
ISBN	1-134-82603-6 1-134-82604-4 1-280-33407-X 0-203-01405-7 0-203-28349-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (351 p.)
Altri autori (Persone)	WennerLawrence A
Disciplina	070.4/49796 306.483
Soggetti	Mass media and sports Sports - Social aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [282]-318) and index.
Nota di contenuto	Book Cover; Title; Contents; About the contributors; Preface; Playing the MediaSport Game Lawrence A.Wenner; MediaSport: Technology and the Commodification of Postmodern Sport Michael R.Real; MediaSport Studies: Key Research and Emerging Issues Kathleen M.Kinkema Janet C.Harris; Circuits of Promotion: Media, Marketing and the Globalization of Sport David Whitson; The Evolving Television Sports Marketplace Robert V.Bellamy, Jr.; Women, Sport, and Media Institutions: Issues in Sports Journalism and Marketing Pamela J.Creedon Sports Journalism, Ethics, and Olympic Athletes' Rights Margaret MacNeillCome Together: Sport, Nationalism, and the Media Image David Rowe, Jim McKay, Toby Miller; The Sports Hero Meets Mediated Celebrityhood Leah R.Vande Berg; Race and Ethnicity in US Sports Media Laurel R.Davis Othello Harris; The Media Image of Sport and Gender Margaret Carlisle Duncan Michael A.Messner; Media Treatment of Female Athletes: Issues of Gender and Sexualities Mary Jo Kane Helen Jefferson Lenskyj; Prometheus Unbound: Constructions of Masculinity in Sports Media Don Sabo Sue Curry Jansen Reading the Sports Media Audience Garry WhannelWatching Sports on

Television: Audience Experience, Gender, Fanship, and Marriage
Lawrence A.Wenner Walter Gantz; Violence and the Enjoyment of Media
Sports Jennings Bryant, Dolf Zillmann, Arthur A.Raney; Extending the
Sports Experience: Mediations in Cyberspace Stephen R.McDaniel
Christopher B.Sullivan; References; Index

Sommario/riassunto

MediaSport is a comprehensive introduction to the ways in which sport and the media interact. It is written by leading experts from around the world in the field of sports studies, sports journalism and leisure studies. Among the subjects covered are: * sports ethics* sport and race* sport and gender* sport and violence on television* the globalization of sports* marketing sports on the Internet.
