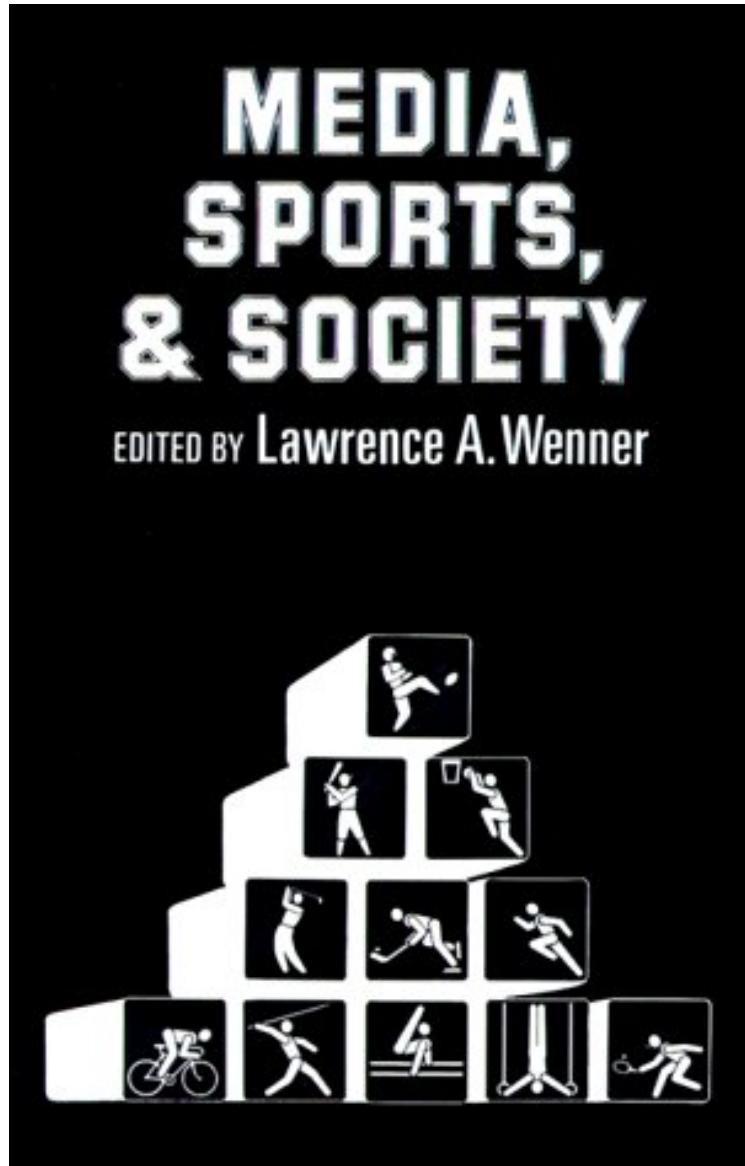


Media, Sports, and Society

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Media, Sports and Society provides a foundation for research on the communication of sports. The volume is framed

by a seminal article outlining the parameters of the communication of sports and pointing to major issues that need to be addressed in the relationship between sports and media. Contributors examine the theoretical, cultural and historical issues, the production of media sports programming, its content and its audience. Individual chapters include a discussion of the spectacle of media sports, a comparison of Super Bowl Football and World Cup Soccer, a consideration of the spectators enjoyment of sports violence, the rhetoric of winning and the American dream, and a fascinating examination of gender harmony and sports in