

# Detailed Contents

<b>Preface</b>	<b>xiii</b>
<b>Acknowledgments</b>	<b>xvi</b>
<b>Chapter 1. Introduction to Communication and Sport</b>	<b>1</b>
<i>Case Study: Cozart's Community</i>	2
<i>Interview: Bob Costas, NBC Sports, and MLB Network</i>	5
Communication and Sport	6
<i>Communication</i>	9
<i>Sport</i>	10
Perspectives and Approaches	11
<i>Community and Sport Foundations</i>	11
<i>Negotiating Identity in Sport</i>	14
<i>Relational Issues in Sport</i>	18
<i>Emerging Trends in Communication and Sport</i>	20
References	21
<b>Chapter 2. Community in Sport</b>	<b>25</b>
Player #1: The Participant	26
<i>Interview; Bob Krizek, Communication and Sport Scholar, St. Louis University</i>	26
<i>Casual Play: Sport as Leisure</i>	28
<i>Intramurals: Introductions to Organized Sport</i>	29
<i>Off the Beaten Path: Ironman</i>	29
<i>Amateur Athletics: Altruism and Idealism</i>	30
<i>Case Study: Bloom's Battle</i>	31
<i>Professional Athleticism: Style and Substance</i>	32
Player #2: Sports Organizations	34
<i>Theoretically Speaking: Identification</i>	35
Player #3: Sports Media Entities	36

<i>Visibility Jobs</i>	36
<i>Production Jobs</i>	38
<i>Hybrid Jobs</i>	39
Player #4: The Fan	40
<i>Motivations for Fandom</i>	40
<i>A Matter of Ethics: We Are Penn State?</i>	41
<i>Modes of Fan Consumption</i>	42
Community of Sport in the 21st	
Century: Changing "Player" Roles	44
References	45
Suggested Additional Reading	46

### **Chapter 3. Sports Media: Navigating the Landscape** 47

Sport and Traditional Media	48
<i>Theoretically Speaking: Framing</i>	50
Sport and New Media	53
Sport and Social Media	55
<i>Interview: Jimmy Sanderson, Assistant</i>	
<i>Professor, Clemson University</i>	56
<i>Case Study: Watch What You Say</i>	58
<i>A Matter of Ethics: Foster's Hammy</i>	60
<i>Off the Beaten Path: Mixed Martial Arts</i>	63
Sport and User-Generated Media	63
Conclusion	65
References	65
Suggested Additional Reading	67

### **Chapter 4. Sport Fan Cultures** 68

<i>Interview: Lars Anderson,</i>	
<i>Senior Writer, Sports Illustrated</i>	70
Sport Fan Types	72
Live vs. Mediated Fandom	74
Fan Rituals	77
Motives of Sport Spectators	79
<i>Case Study: Unanticipated Fan Support</i>	80
<i>A Matter of Ethics: Bertuzzi's Brutality</i>	83
Sport Identification and Fandom	83
<i>Off the Beaten Path: Rugby</i>	86
Impact of New Technologies on Sport Fandom	86
Conclusion	88
References	89
Suggested Additional Reading	91

## **Chapter 5. Sports and Mythology**

**92**

- Defining Terms 93
  - Theoretically Speaking: The Narrative Paradigm* 94
- Sports Myth 96
  - Interview: Dick Maxwell, Former Senior Director of Broadcasting, National Football League* 96
- Sports and Ritual 101
  - Case Study: Healing New Orleans* 102
- Sports Heroes 103
  - A Matter of Ethics: Being the "Warrior"* 104
  - Off the Beaten Path: Archery* 107
- Sports as Religion 108
- Conclusion 111
- References 111
- Suggested Additional Reading 113

## **Chapter 6. Gender in Sport**

**114**

- A History of Women's Sports Participation 115
  - Interview: Donna de Varona, Olympic Gold Medalist and Award-Winning Sports Journalist* 116
  - Tipping Point #1: Title IX* 118
  - Case Study: The Unintended By-Product of Title IX* 119
  - Tipping Point #2: The Battle of the Sexes* 121
  - Moments of Recent Decades* 122
- Hegemonic Masculinity in Sport 122
  - Theoretically Speaking: Feminist Standpoint Theory* 123
- Gendered Coverage of Sport 124
- Gendered Language in Sport 126
  - Naming Practices* 126
  - Gender Marking* 128
  - Sexual Disparagement* 128
  - A Matter of Ethics: Striking a Pose* 129
  - Categorical Differences in Gendered Media Dialogue* 130
  - Off the Beaten Path: Gymnastics* 131
- Opportunities for Men and Women in Sport 134
- Globalization and Change Agency 135
- References 136
- Suggested Additional Reading 138

## **Chapter 7. Race and Ethnicity in Sport**

**139**

- History of Ethnicity in American Sport 140
  - Interview: Kevin Blackistone, ESPN & The Shirley Povich Center for Sports Journalism, University of Maryland* 143

Participation and Sport Selection	145
Media Exposure and Stacking	149
Media Dialogues	150
<i>Theoretically Speaking: Cultivation</i>	151
<i>A Matter of Ethics: Serena's Shape</i>	154
<i>Case Study: What's in a Name?</i>	156
Conclusion	157
References	158
Suggested Additional Reading	160

## **Chapter 8. Politics and Nationalism in Sport** 161

<i>Theoretically Speaking: Hegemony</i>	164
Sport as Political Resource	165
<i>Case Study: Meeting Mr. President</i>	168
Sport and the Language of Politics and War	169
<i>A Matter of Ethics: Politics, Sport, and Sponsorship</i>	172
Sport and National Identity	173
<i>Interview: Christine Brennan,</i>	
USA Today Sports Columnist	175
Sport and Globalization	178
Sport and Resistance	180
Conclusion	183
References	184
Suggested Additional Reading	186

## **Chapter 9. Performing Identity in Sports** 187

Performance of Gender and Sexuality	188
<i>Case Study: Performing Maternity in the WNBA</i>	190
<i>Interview: Marie Hardin, Associate Director</i>	
for Research, John Curley Center for Sports	
Journalism, Pennsylvania State University	193
Performance of Race and Ethnicity	197
<i>A Matter of Ethics: Hail to the Redskins?</i>	200
Performance of Disability	201
<i>Off the Beaten Path: Para Table Tennis</i>	203
Conclusion	205
References	206
Suggested Additional Reading	208

## **Chapter 10. Communication and Sport in Parent-Child Interactions** 209

<i>Case Study: The Ride Home</i>	212
Changing Sports Culture: Game vs. Sport	213

<i>Motivations for Play</i>	333
<i>Fantasy Sport Communities</i>	334
<i>A Matter of Ethics: Excessive Fantasy?</i>	336
<i>Societal Impact</i>	336
<i>The Future of Fantasy Sport</i>	339
<i>Case Study: Check the Cover Before You Draft</i>	340
Sports Video Games (SVGs)	341
<i>Off the Beaten Path: Extreme Gaming</i>	342
Sports Gambling	345
Conclusion	347
References	347
Suggested Additional Reading	350
<b>Chapter 16. Communication and Sport in the Future</b>	<b>351</b>
The Future Sport Participant	352
<i>Case Study: The Right Sport Pedigree</i>	356
The Future Sports Organization	357
<i>Off the Beaten Path: Kiteboarding</i>	358
The Future Sports Media Entity	359
<i>Interview: Frank Deford, Sports Illustrated</i> <i>and Real Sports with Bryant Gumbel</i>	362
The Future Sports Fan	363
Communication and Sport: Entering Hyperdrive	365
References	368
Suggested Additional Reading	368
<b>Photo Credits</b>	<b>369</b>
<b>Index</b>	<b>372</b>
<b>About the Authors</b>	<b>386</b>