

Contents

Series Editor's Foreword		vii
Sport and the Media: The Emergence of a Major Research Field	Alina Bernstein and Neil Blain	1
The Olympic Games: Twenty-First Century Challenges as a Global Media Event	Nancy K. Rivenburgh	31
What's in a Name? Muhammad Ali and the Politics of Cultural Identity	Amir Saeed	51
From Pig's Bladders to Ferraris: Media Discourses of Masculinity and Morality in Obituaries of Stanley Matthews	Garry Whannel	73
New Media Sport	Raymond Boyle and Richard Haynes	95
Meeting the Industry: An Interview with Alex Gilady	Alina Bernstein	115
Attribution of Failure: A German Soccer Story	Hans-Joerg Stiehler and Mirko Marr	139
'Witches of Our Age': Women <i>Ultras</i> , Italian Football and the Media	Rinella Cere	166
'We Got Next': Images of Women in Television Commercials during the Inaugural WNBA Season	Stanley T. Wearden and Pamela J. Creedon	189

Fitba Crazy? <i>Saturday Super Scoreboard</i> and the Dialectics of Political Debate	Hugh O'Donnell	211
Beyond 'Media Culture': Sport as Dispersed Symbolic Activity	Neil Blain	227
Notes on Contributors		255
Index		257