

Contents

Preface	ix
Acknowledgements	xi
Part I Key debates in sports journalism	1
1 The changing role of the sports journalist	3
Digital technology and its impact on the sports media	6
The digital age – new working practices, new rivals	12
The changing role of the sportswriter	14
Opinion in sports journalism	16
Bloggers, citizen journalists and opinion	19
Ex-pros and sports journalists' workloads	20
The role of the sports journalist – amid the change, are there constants?	21
2 The history of sports journalism: continuity and discontinuity	24
3 Sports journalism, nationalism and politics	37
Introduction	37
Broadcasting the nation	38
Sport and the tabloid nation	40
The "Old Firm": sectarianism and the sports media	41
"Representing" the nation	44
"The sports media and politics don't mix"	45
4 Defining sports news	48
Facts about sport versus sports news	48
Sourcing and selecting stories	56
Making the news	57
Infotainment and sportainment	64
Celebrity, sensationalism and "soft" news	68
Uniformity and diversity of sports news	68

<i>Truth, virality and clickbait</i>	70
<i>Spinning and framing stories</i>	75
5 Ethics, regulation and law for the sports journalist	77
<i>Introduction – law, regulation and ethics</i>	77
<i>Ethical values in sports journalism</i>	83
<i>Self-censorship</i>	87
<i>Law and sports journalism – “I always think that there is a greater likelihood of sports reporters running into legal problems”</i>	90
<i>Sourcing content online and infringing copyright</i>	95
<i>Final thoughts</i>	97
6 Sports media relations and complicit sports journalism	99
<i>Crashing the party of “idiot reporters”</i>	99
<i>Journalistic distance, relationships and the role of sports communication staff</i>	102
Part II Diversity	115
7 Racism, representation and sports journalism	117
<i>Introduction</i>	117
<i>“Race” and the media: theoretical and critical perspectives</i>	117
<i>Academic studies of racism in sports journalism</i>	118
<i>Raheem Sterling</i>	120
<i>Regulating racism and discrimination in the sports media</i>	123
<i>Equality and diversity in the sports media</i>	124
<i>Conclusion</i>	127
8 Coverage of women’s sport and female sports journalists	129
9 LGBT, disability sport and inclusive sports journalism	143
<i>Disability and sports journalism</i>	145
<i>Critical perspectives, terminology and controversy in disability sport</i>	147
Part III The crystal ball	153
10 Extra time: a tentative look into the future of sports journalism	155
Bibliography	166
Index	186