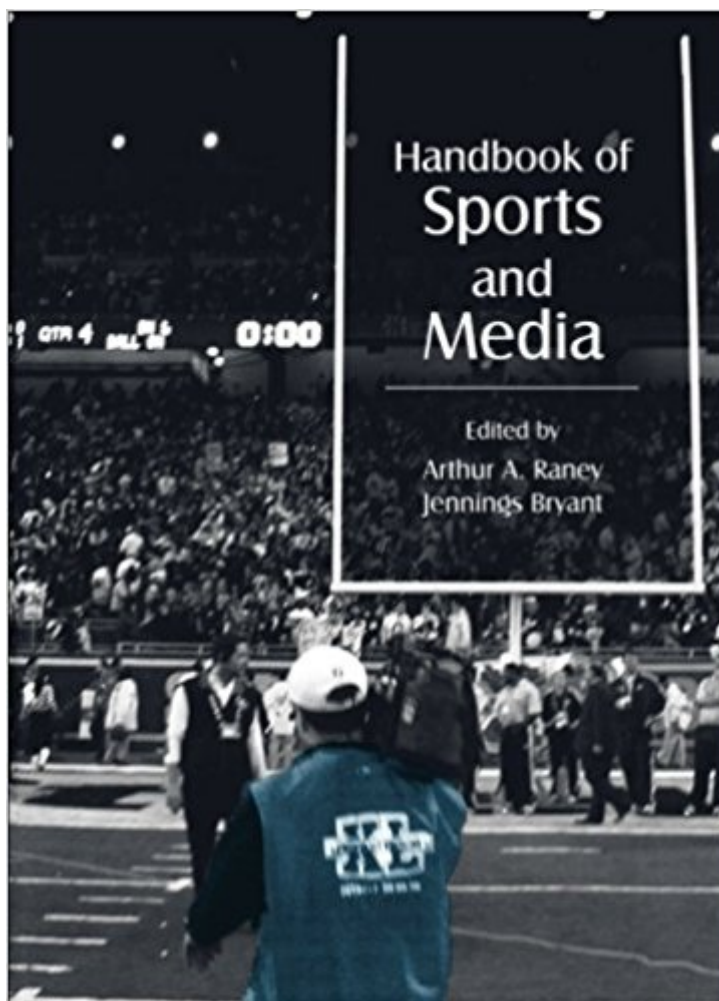


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Handbook Of Sports And Media (Lea's Communication Series)



Synopsis

This distinctive Handbook covers the breadth of sports and media scholarship, one of the up-and-coming topics bridging media entertainment, sports management, and popular culture. Organized into historical, institutional, spectator, and critical studies perspectives, this volume brings together the work of many researchers into one quintessential volume, defining the full scope of the subject area. Editors Arthur Raney and Jennings Bryant have recruited contributors from around the world to identify and synthesize the research representing numerous facets of the sports-media relationship. As a unique collection on a very timely topic, the volume offers chapters examining the development of sports media; production, coverage, and economics of sports media; sports media audiences; sports promotion; and race and gender issues in sports and media. Unique in its orientation and breadth, the Handbook of Sports and Media is destined to play a major role in the future development of this fast-growing area of study. It is a must-have work for scholars, researchers, and graduate students working in media entertainment, media psychology, mass media/mass communication, sports marketing and management, popular communication, popular culture, and cultural studies.

Book Information

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Customer Reviews

"The importance of Handbook of Sports and Media cannot be overstated. It forges legitimacy and rigor in the study of media and sport, gives scholars ideas on future potential projects from key

contributors, and provides vital information on the evolving relationship between two powerful entities." --International Journal of Sport Communication

Arthur A. Raney(Ph.D., University of Alabama, 1998) is an associate professor in the Department of Communication at Florida State University (USA). His research interests include psychological effects of media entertainment content, with an emphasis on the role of cognition in the enjoyment of drama, sports, and other fare. His most recent work contributes to entertainment theory by further investigating the role of moral judgment in the formation of dispositions toward media characters, as well as the role of moral judgment and justice considerations in enjoyment. He is currently co-editing (with Dr. Jennings Bryant) the forthcoming Handbook of Sports and Media(Lawrence Erlbaum Associates), which seeks to better define the parameters of social scientific, historical, and critical investigations into the relationship between sports and media. His additional sports-related writings can be found in Sport Communication, Part III: Reception of Sport in the Media(2004), Communication and Emotion: Essays in Honor of Dolf Zillmann(2003), Sport-Goes-Media.de: Zur Medialisierung des Sports(2002), Media Entertainment: The Psychology of its Appeal(2000), and MediaSport(1998). --This text refers to an alternate Paperback edition.

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