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The Second Edition of *Communication and Sport: Surveying the Field* offers the most comprehensive and diverse approach to the study of communication and sport available at the undergraduate level. Newly expanded to incorporate the latest topics and perspectives in the field, the New Edition examines a wide array of topics to help readers understand important issues such as sports media, rhetoric, culture, and organizations from both micro- and macro- perspectives. Everything from youth to amateur to professional sports is addressed in terms of mythology, community, and identity; issues such as fan cultures, racial identity and gender in sports media, politics and nationality in sports, and sports and religion are explored in depth, and provide useful, applied insight for readers. Practical and relevant, epistemologically diverse, and theoretically grounded, the Second Edition of Billings, Butterworth, and Turman's text keeps readers on the cutting-edge.

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The institutional relationship between sport and the military appears to be intensifying. In the US for example, which faced global criticism for its foreign policy during the "war on terror," militaristic images are commonplace at sporting events. The growing global phenomenon of conflating sport with war calls for closer analysis. This critical, interdisciplinary and international book seeks to identify intersections of sport and militarism as a means to interrogate, interrupt and intervene on behalf of democratic, peaceful politics. Viewing sport as a crucial site in which militarism is made visible and legitimate, the book explores the connections between sport, the military and the state, and their consequent impact on wider culture. Featuring case studies on sports such as association football, baseball and athletics from countries including the US, UK, Germany, Canada, South Africa, Brazil and Japan, each chapter sheds new light on the shifting significance of sport in our society. This book is fascinating reading for all those interested in sport and politics, the sociology of sport, communication studies, the ethics and philosophy of sport, or military sociology.

This volume of essays examines the ways in which sports have become a means for the communication of social identity in the United States. The essays included here explore the question, How is identity engaged in the performance and spectatorship of sports? Defining sports as the whole range of mediated professional sports, and considering actual participation in sports, the chapters herein address a varied range of ways in which sports as a cultural entity becomes a site for the creation and management of symbolic components of identity. Originating in the *New Agendas in Communication* symposium sponsored by the University of Texas College of Communication, this volume provides contemporary explorations of sports and identity, highlighting the perspectives of up-and-coming scholars and researchers. It has much to offer readers in communication, sociology of sport, human kinetics, and related areas.

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Baseball has long been considered America's "national pastime," touted variously as a healthy diversion, a symbol of national unity, and a model of democratic inclusion. But, according to Michael Butterworth, such favorable rhetoric belies baseball's complicity in the rhetorical construction of a world defined by good and evil. "This book is sure to make a splash in sports history, the sociology of sport, American studies, U.S. history, and communication studies. One reason it works so well is because of [Butterworth's] mix of profound affection for his topics (the United States and the sport) with a deep sense of disappointment/hope. This combination kept me riveted from the moment I began reading---bravo!"---Toby Miller, author of *Cultural Citizenship: Cosmopolitanism, Consumerism, and Television in a Neoliberal Age*

Baseball and Rhetorics of Purity is an investigation into the culture and mythology of baseball, a study of its limits and failures, and an invitation to remake the game in a more democratic way. It pays special attention to baseball's role in the reconstruction of American identity after September 11, 2001. This study is framed by a discussion that links the development of baseball to the discourses of innocence and purity in 19th-century America. From there, it examines ritual performances at baseball games; a traveling museum exhibit sponsored by the National Baseball Hall of Fame and Museum; the recent debate about the use of performance-enhancing drugs; the return of Major League Baseball to Washington, D. C., in 2005; and the advent of the World Baseball Classic in 2006. Butterworth argues that baseball cannot be viewed as an innocent diversion or escape and that by promoting myths of citizenship and purity, post-9/11 discourse concerning baseball ironically threatens the health of the democratic system. Instead, he highlights how the game on the field reflects a more complex and diverse worldview, and he makes a plea for the game's recovery, both as a national pastime and as a site for celebrating the best of who we are and who we can be.

International Sport Management is the first comprehensive textbook devoted to the organization, governance, business activities, and cross-cultural context of modern sport on an international level. As the sport industry continues its global expansion, this textbook serves as an invaluable guide for readers as they build careers that require an international understanding of the relationships, influences, and responsibilities in sport management. Through a systematic presentation of topics and issues in international sport, this textbook offers a long-overdue guide for students in this burgeoning subfield in sport management. Editors Li, MacIntosh, and Bravo have assembled contributors from all corners of the globe to present a truly international perspective on the topic. With attention to diversity and multiple viewpoints, each chapter is authored by distinguished academics and practitioners in the field. A foreword by esteemed sport management scholar Dr. Earle Zeigler emphasizes the importance of a dedicated study of the issues in international sport management. All chapters in the text use a global perspective to better showcase how international sport operates in various geopolitical environments and cultures. The text is arranged in five

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parts, each serving a unique purpose: •To outline the issues associated with international sport management •To examine sport using a unique perspective that emphasizes its status as a global industry •To introduce the structure of governance in international sport •To examine the management essentials in international sport •To apply these strategies in the business segments of sport marketing, sport media and information technology, sport facilities and design, sport event management, and sport tourism

Written to engage students, *International Sport Management* contains an array of learning aids to assist with comprehension of the material. It includes case studies and sidebars that apply the concepts to real-world situations and demonstrate the varied issues, challenges, and opportunities affecting sport management worldwide. Chapter objectives, key terms, learning activities, summaries, and discussion questions guide learning in this wide-ranging subject area. In addition, extensive reference sections support the work of practitioners in the field. With *International Sport Management*, both practicing and future sport managers can develop an increased understanding of the range of intercultural competencies necessary for success in the field. Using a framework of strategic and total-quality management, the text allows readers to examine global issues from an ethical perspective and uncover solutions to complex challenges that sport managers face. With this approach, readers will learn how to combine business practices with knowledge in international sport to lead their current and future careers. *International Sport Management* offers readers a multifaceted view of the issues, challenges, and opportunities in international sport management as well as the major functional areas that govern international sport. The text provides students, academics, and practitioners with critical insights into the practice of business as it applies to international sport.

Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting experiments via the Internet. Although there are generic encyclopedias describing basic social science research methodologies in general, until now there has been no comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on special considerations when applied specifically to communication research, accompanied by engaging examples from the literature of communication, journalism, and media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that research, including contemporary practical issues students will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online multi-media environments. Email, texting, cellphone video, and blogging are shown not only as topics of research but also as means of collecting and analyzing data. Still other entries delve into considerations of accountability, copyright, confidentiality, data ownership and security, privacy, and other aspects of conducting an ethical research program. Features: 652 signed entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats. Although organized A-to-Z, front matter includes a Reader's Guide grouping entries thematically to help students interested in a specific aspect of communication research to more easily locate directly related entries. Back matter includes a Chronology of the development of the field of communication research; a Resource Guide to classic books, journals, and associations; a Glossary introducing the terminology of the field; and a detailed Index. Entries conclude with References/Further Readings and Cross-References to related entries to guide students further in their research

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journeys. The Index, Reader's Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version.

This exciting, accessible introduction to the field of Sports Studies is the most comprehensive guide yet to the relationships between sport, culture and society. Taking an international perspective, *Sport, Culture and Society* provides students with the insight they need to think critically about the nature of sport, and includes: a clear and comprehensive structure unrivalled coverage of the history, culture, media, sociology, politics and anthropology of sport coverage of core topics and emerging areas extensive original research and new case study material. The book offers a full range of features to help guide students and lecturers, including essay topics, seminar questions, key definitions, extracts from primary sources, extensive case studies, and guides to further reading. *Sport, Culture and Society* represents both an important course resource for students of sport and also sets a new agenda for the social scientific study of sport.

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