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Brown and O'Rourke have compiled a collection of ten qualitative studies analyzing the narratives that surround the physical and ritualistic activities of sport. Among the topics examined to explore the storied relationship of sport and communication are baseball, the WNBA, and soccer hooliganism.

Americans love sports. We play sports, watch sports, read about sports, listen to and talk about sports. Brown and O'Rourke provide an introduction to the study of the narratives that surround the physical and ritualistic activities of sport. Ten critical analyses explore a range of sports as diverse as baseball, whitewater rafting, and full-contact fighting. Among the topics examined are the differences in the broadcasts of NBA and WNBA games and the cultural roots of hooliganism in British soccer.

This is the only book of its kind to offer a compilation of qualitative research in the area of sport and communication. Faculty will find this to be an invaluable resource for beginning (or continuing) their research in this area and students will understand communication concepts explained in a new way through the popular lens of sport.

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Case Studies In Sport Communication From Praeger Bibliography

- Rank: #797711 in Books
- Published on: 2003-12-30
- Original language: English
- Number of items: 1
- Dimensions: 9.02" h x .51" w x 5.98" l, .79 pounds
- Binding: Paperback
- 224 pages

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Review

"Revealing the depth and breath of this interesting, though specialized, area of scholarship, Brown and O'Rourke have assembled a collection of papers and case studies exploring sport communication issues ranging from gender to disability, gambling, violence, and commercialization....Recommended. Graduate and research collections."-Choice

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