



Sport, Media and Society

Eileen Kennedy, Laura Hills

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Sport is an integral component of today's media, from prime-time television to interactive websites. This book is a theoretical and methodological guide to analysing sport in its diverse mediated forms. Students of media sport are taken through techniques of analysis for film, TV, newspapers, magazines, advertisements, spaces such as stadia and museums, and the internet. The ambiguous and shifting cultural politics of sport are explored through original, researched case studies, drawn from across the UK, USA and beyond. The book encourages students to engage critically with their own experience of media sport and to develop an independent approach to analysis. As such, it will be an essential purchase for all students of media and sports studies students.

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