



Examining Identity in Sports Media

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Including the work of top sports communication researchers, **Examining Identity in Sports Media** explores identity issues, including gender, ethnicity, nationality, sexual orientation, and (dis)ability, as well as the intersections within these various identity issues. This co-edited, twelve-chapter book investigates how various identity groups are framed, treated, affected, and shaped by a ubiquitous sports media, including television, magazines, film, the Internet, and newspapers. While other books may devote a chapter or section to issues of identity in sports media, this book offers a complete examination of identity from cover to cover, allowing identity variables to be both isolated and intermingled to capture how identity is negotiated within sports media platforms. Far more than a series of case studies, this book surveys the current state of the field while providing insight on future directions for identity scholarship in sports communication.

Key Features

- Draws on both quantitative and qualitative approaches, including surveys, content analyses, and rhetorical approaches.
- Investigates the numerous ways print, electronic, and digital media present issues of identity in sports coverage
- Addresses media portrayals and/or cultural representations of one or more forms of identity (ethnicity, gender, class, sexual orientation, ability/disability, etc.) as they relate to sport
- Includes examples and illustrations of both explicit and implicit discriminatory practices appearing in the media
- Includes articles by a wide range of interdisciplinary contributors—both seasoned and up-and-coming scholars of sport—representing a diverse balance of intellectual ideologies
- Helps students understand how identity can be addressed through quantitative or qualitative approaches, critical/cultural scholarship, and rhetorical analyses

Examining Identity in Sports Media is ideal for undergraduate or graduate-level courses in Sports Communication, Sports Media, Media Criticism, Sports Sociology, Gender Communication, and Identity Politics.

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