

Creedon

Women, Media and Sport

Challenging Gender Values

The book [is] well researched. Chapters by contributing authors enhance the breadth of the content both from a cultural and media perspective. Individuals interested in the history of women's sports and particularly in gender issues as related to varying media will find this volume informative. Upper-division undergraduate through professional. --Choice "Chapters by different authors make a splendid reference work on the history of women in sports, women's sports magazines, examples of discrimination against women in sports and women sports reporters, and, of course, the proverbial locker-room access controversies are reviewed here." --Editor & Publisher "Pamela Creedon has hit a homerun that challenges assumptions about the relationship between women, media, and sports. This impressive collection of research helps redefine a playing field that until now had overwhelmingly male boundaries. This is a fabulous book!" --Susan Henry, California State University, Northridge "Women, Media, and Sport is a path-breaking book in mass media research. Not only does it provide a well-researched history of the women who report sports news and the media images of women in sports, but it also skillfully applies critical feminist theories to examine the context of these media messages and effects. It opens new research subjects and models for integrating media effects and cultural/critical studies research." --Marion T. Marzolf, The University of Michigan "This is a fascinating book that uses as its starting point a definition of sport as a cultural institution, rather than concentrating on the activities and games that make up the sports component. The book examines important 'sport' metaphors and symbols, placing women and the media on a contextual playing field. I was struck by the fact that all the chapters are written by women who are asking myriad questions about journalistic norms, about media values, and about news conventions in the world of sport. These questions have not been asked by mainstream male journalists or writers covering sports. This distinctive point of view makes Women, Media, and Sport a valuable addition to any women's studies, media studies, or cultural studies book list. This is a very thorough and comprehensive text, covering history, economics, marketing, and cultural paradigms for studying or critiquing women's sport. Best of all, it offers a new model for women's sport that is both provocative and practical. This book will not change any opinions about favorite football teams or sports announcers, but it does ask to examine attitudes toward women, the media, and the sport universe." --Sammye Johnson, Trinity University The first book to link feminist, sport, and media theory together, Women, Media, and Sport provides a broad cultural studies approach, which also touches on race and class relations in sport. In addition to the theoretical analyses, this volume provides a practical look at models of sport, media effects, and the construction of the sportswomen and women's sport. Designed as a text to fill the gap in this area, the book is organized into three sections. The first provides an overview of women, sport, and the media and an example of the ways they intertwine. The extensive range of articles in the second section focuses on print and broadcast media's portrayal of women's sports and its journalistic process and examines such issues as the relationship between sports promotion and media's representations of women's sport and how sport reporting is taught to future journalists. The final section seeks to develop a new model for the future. A thorough and original text, Women, Media, and Sport is essential for scholars, students, and professionals in media and mass communication studies, sociology, women's studies, cultural studies, popular culture, ethnic studies, and gender studies.

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99,00 €

92,52 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780803952348
Medium: Buch
ISBN: 978-0-8039-5234-8
Verlag: Shanaya Wagh
Erscheinungstermin: 01.02.1994
Sprache(n): Englisch
Auflage: 1. Auflage 1994
Produktform: Kartoniert
Gewicht: 544 g
Seiten: 368
Format (B x H): 152 x 229 mm

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07.08.2024 | 01:28 Uhr

