

## Communication And Sport Surveying The Field

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Offering the most comprehensive and diverse approach to the study of communication and sport currently available at the undergraduate level, this book helps readers understand sports media, rhetoric, culture, and organizations from both micro and macro perspectives. Epistemologically diverse and theoretically grounded, the book explores youth, amateur, and professional sports through the lens of mythology, community, and identity.

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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.

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.

Strategic Sport Communication, Second Edition, presents a standard framework that introduces readers to the many ways in which individuals, media outlets, and sport organizations work to create, disseminate, and manage messages to their constituents.

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