

Contents

Preface	vii
Part I: Overview and Definitions	
1. Women, Media and Sport: Creating and Reflecting Gender Values <i>Pamela J. Creedon</i>	3
2. The Media's Role in Accommodating and Resisting Stereotyped Images of Women in Sport <i>Mary Jo Kane and Susan L. Greendorfer</i>	28
3. Sportswomen in Black and White: Sports History From an Afro-American Perspective <i>Linda D. Williams</i>	45
4. Women in Toyland: A Look at Women in American Newspaper Sports Journalism <i>Pamela J. Creedon</i>	67
5. From Whalebone to Spandex: Women and Sports Journalism in American Magazines, Photography and Broadcasting <i>Pamela J. Creedon</i>	108
6. Conversations With Women Sports Journalists <i>Judith A. Cramer</i>	159
7. Pandering or Empowering? Economics and Promotion of Women's Sports <i>Pamela J. Creedon, Judith A. Cramer, and Elizabeth H. Granitz</i>	181

Part II: Cultural Contexts and Gender Values

8. Double Fault: Renée Richards and the Construction
and Naturalization of Difference 207
Susan Birrell and Cheryl L. Cole
9. Baseball and the Social Construction of Gender 238
Karlene Ferrante
10. Global Games, Entertainment and Leisure:
Women as TV Spectators 257
Anne Cooper-Chen

Part III: Developing a New Sports Model

11. From the Feminine Mystique to the Female Physique:
Uncovering the Archetype of Artemis in Sport 275
Pamela J. Creedon
12. Gazing at Artemis: The Active Female Archetype
in Popular Film 300
Molly Merryman
13. Reawakening to the Co-Essence Model of Sport:
Stanford's Tara VanDerveer Leads the Way 314
Pamela Sue Highlen
- Author Index 339
- Subject Index 346
- About the Contributors 355