

DETAILED CONTENTS

Preface	xii
Acknowledgments	xv
Chapter 1. Introduction to Communication and Sport	1
Case Study: Super Bowl Symbolism	4
Interview: Bob Costas, NBC Sports and MLB Network	6
Communication and Sport	7
Communication	9
Sport	10
Perspectives and Approaches	10
Chapter 2. Community in Sport	20
Player #1: The Participant	21
Interview: Bob Krizek, Communication and Sport Scholar, St. Louis University	21
Casual Play: Sport as Leisure	23
Intramurals: Introductions to Organized Sport	24
Amateur Athletics: Altruism and Idealism	24
Off the Beaten Path: Ironman	24
Case Study: Bloom's Battle	25
Professional Athleticism: Style and Substance	26
Player #2: Sports Organizations	27
Theoretically Speaking: Identification	28
Player #3: Sports Media Entities	29
Visibility Jobs	29
Production Jobs	31
Hybrid Jobs	32
Player #4: The Fan	32
Motivations for Fandom	32
A Matter of Ethics: We Are Penn State?	34
Modes of Fan Consumption	35
Community of Sport in the 21st Century: Changing "Player" Roles	36
Chapter 3. Sports Media: Navigating the Landscape	39
Sport and Traditional Media	40
Theoretically Speaking: Framing	42

Sport and New Media 44
Sport and Social Media 45
Interview: *Ann Pegoraro, Director, Institute for Sport Marketing, Laurentian University* 47
Case Study: *Watch What You Say* 49
A Matter of Ethics: *Tunsil's Draft Night Drama* 50
Sport and User-Generated Media 52
Off the Beaten Path: *Mixed Martial Arts* 53
Conclusion 55

Chapter 4. Sport Fan Cultures

56

Interview: *Lars Anderson, Senior Writer, Sports Illustrated* 58
Sport Fan Types 60
Live Versus Mediated Fandom 61
Fan Rituals 64
Motives of Sport Spectators 65
Case Study: *Unanticipated Fan Support* 67
A Matter of Ethics: *A Smart Response to a Fan's Taunts?* 69
Sport Identification and Fandom 70
Off the Beaten Path: *Rugby* 72
Impact of New Technologies on Sport Fandom 74
Conclusion 75

Chapter 5. Sport and Mythology

77

Defining Terms 78
Theoretically Speaking: *The Narrative Paradigm* 80
Sports Myth 81
Interview: *Dick Maxwell, Former Senior Director of Broadcasting, National Football League* 82
Sport and Ritual 86
Case Study: *Mythos Surrounding the Miracle on Ice* 88
Sports Heroes 89
A Matter of Ethics: *Being the "Warrior"* 90
Off the Beaten Path: *Archery* 92
Sport as Religion 93
Conclusion 95

Chapter 6. Gender in Sport

96

A History of Women's Sports Participation 97
Tipping Point #1: Title IX 98

Interview: *Dr. Cheryl Cooky, Associate Professor, Purdue University* 99

Tipping Point #2: The Battle of the Sexes 101

Moments of Recent Decades 102

Case Study: *U.S. Soccer's Glass Ceiling* 103

Hegemonic Masculinity in Sport 104

Theoretically Speaking: *Feminist Standpoint Theory* 105

Gendered Coverage of Sport 106

Gendered Language in Sport 108

Naming Practices 109

Gender Marking 109

A Matter of Ethics: *Striking a Pose* 110

Sexual Disparagement 111

Categorical Differences in Gendered Media Dialogue 111

Off the Beaten Path: *Gymnastics* 112

Opportunities for Men and Women in Sport 114

Globalization and Change Agency 116

Chapter 7. Race and Ethnicity in Sport

117

History of Ethnicity in American Sport 118

Interview: *Kevin Blackstone, ESPN and The Shirley Povich*

Center for Sports Journalism, University of Maryland 122

Participation and Sport Selection 123

Media Exposure and Stacking 126

Media Dialogues 127

Theoretically Speaking: *Cultivation* 128

A Matter of Ethics: *Richard Sherman, Thug Life?* 130

Case Study: *Racial Solidarity in Missouri* 133

Conclusion 134

Chapter 8. Politics and Nationalism in Sport

135

Theoretically Speaking: *Hegemony* 137

Sport as Political Resource 138

Case Study: *A Political Slam Dunk?* 141

Sport and the Language of Politics and War 142

A Matter of Ethics: *Politics, Sport, and Sponsorship* 144

Sport and National Identity 145

Interview: *Christine Brennan, USA Today Sports Columnist* 147

Sport and Globalization 149

Sport and Resistance 151

Conclusion 154

Chapter 9. Performing Identity in Sport **156**

Performance of Gender and Sexuality 157

Case Study: *Performing Maternity in the WNBA* 160

Interview: *Cyd Zeigler, Cofounder, Outsports* 162

Performance of Race and Ethnicity 164

A Matter of Ethics: *Hail to the Redskins?* 166

Performance of Disability 168

Off the Beaten Path: *Para Table Tennis* 170

Conclusion 171

Chapter 10. Communication and Sport in Parent–Child Interactions **173**

Case Study: *The Ride Home* 176

Changing Sports Culture: Game Versus Sport 177

Interview: *Darrell Burnett, Clinical Psychologist and Board Member for Little League of America* 179

Sports Rage 180

Sport Socialization 182

Off the Beaten Path: *Volleyball* 183

Parent–Child Sports Interaction 184

A Matter of Ethics: *Parental Protection* 186
Private Family Settings 187

Sex Difference in Parental Influence 190

Conclusion 191

Chapter 11. Player–Coach Relationships in Sport **193**

Interview: *Deane Webb, Head Volleyball Coach, Ohio University* 195

Sport Outcomes and Coaching 196

Parent–Coach Relationships in Sports 199

A Matter of Ethics: *Coaches and the Kids* 200

Leadership Orientations 202

Theoretically Speaking: *Coach Immediacy* 202

Positive Coaching 205

Case Study: *Winning Isn't the Only Thing After All* 208

Communication Contexts 209

Conclusion 213

Chapter 12. Small Groups/Teams in Sport	214
Team/Group Cohesion 215	
Interview: Dale Earnhardt, Jr., National Association for Stock Car Auto Racing (NASCAR) Driver 216	
Coaches' Impact on Cohesion 218	
Case Study: More Than Talent Required 219	
Group/Team Processes in Sport 220	
Group Norms 221	
Theoretically Speaking: Social Loafing 222	
Hazing in Sports 223	
Leadership Emergence and Power 225	
A Matter of Ethics: Chemistry in the Clubhouse 226	
Social Identity and Sport 228	
Sport and Communication Cultures 231	
Conclusion 233	
Chapter 13. Crisis Communication in Sports Organizations	235
Off the Beaten Path: Cycling 237	
Sensemaking and Information Management 237	
A Matter of Ethics: Crisis on Campus 239	
Image Repair and Apologia 240	
Organizational Image Repair 241	
Interview: Kevin Long, CEO, MVP Sports Media Training 243	
Athlete Image Repair 244	
Coach Image Repair 247	
Sport Antapologia 248	
Case Study: Leach Versus James 251	
Conclusion 252	
Chapter 14. The Commodification of Sport	254
Case Study: Commodification's Unintended Consequences 255	
The Sports/Media Complex 257	
Interview: Lawrence Wenner, von der Ahe Professor of Communication and Ethics, Loyola Marymount University 258	
A Matter of Ethics: Playing at What Cost? 260	
Corporate Sponsorship 264	
Theoretically Speaking: Communicative Dirt 265	
Identity for Sale 267	
Nostalgia 268	
Conclusion 270	

Chapter 15. Sports Gaming	272
Fantasy Sports	272
An Overview	272
Daily Fantasy Participation	274
Interview: <i>Matthew Berry, Senior Fantasy Sport Analyst, ESPN</i>	275
Motivations for Play	276
Fantasy Sport Communities	277
A Matter of Ethics: <i>Taking a Chance on Daily Fantasy?</i>	278
Societal Impact	279
The Future of Fantasy Sport	281
Case Study: <i>Check the Cover Before You Draft</i>	282
Sports Video Games (SVGs)	283
Off the Beaten Path: <i>Extreme Gaming</i>	284
eGaming	286
Sports Gambling	286
Conclusion	288
Chapter 16. Communication and Sport in the Future	289
The Future Sport Participant	290
The Future Sports Organization	292
Case Study: <i>The Right Sport Pedigree</i>	293
Off the Beaten Path: <i>Kiteboarding</i>	295
The Future Sports Media Entity	295
Interview: <i>Mark Cuban, Owner, Dallas Mavericks</i>	298
The Future Sports Fan	299
Communication and Sport: Entering Hyperdrive	301
References	304
Index	340
About the Authors	361