

# CONTENTS

<b>1 Introduction: Why the Sociology of Sports-Talk Radio Matters</b>	<b>1</b>
<b>2 The Smooth Talk of National Sports Radio</b>	<b>19</b>
<b>3 More Intensity in Major Regional Talk</b>	<b>37</b>
<b>4 Small Talk - With a Big, Classic Clash of Narratives</b>	<b>59</b>
<b>5 Straight Talk from Beyond the Male Gaze</b>	<b>79</b>
<b>6 Conclusion: What Matters Most Sociologically</b>	<b>93</b>
<b>Index</b>	<b>97</b>