

# Contents

Preface to *Handbooks of Communication Science* series — V

Acknowledgments — IX

## I Introduction to communication and sport

Michael L. Butterworth

**1 Communication and sport: an emergent field — 3**

Lawrence A. Wenner

**2 Playing on the communication and sport field: dispositions, challenges, and priorities — 23**

## II Communication studies of sport

Walter Gantz, Nicky Lewis, and Irene I. van Driel

**3 Through the kaleidoscope: all the colors of sports fandom — 45**

Danielle Sarver Coombs

**4 Moving beyond the local: media, marketing, and “satellite” sports fans — 65**

Gregory A. Cranmer

**5 The organizational processes of athletic coaching — 83**

Kim Bissell and Tyana Ellis

**6 Are children getting outplayed? Examining the intersection of children’s involvement in physical activity, youth sports, and barriers to participation — 103**

Jimmy Sanderson

**7 From the living room to the ball field: a communicative approach to studying the family through sport — 121**

Hatsuko Itaya

**8 The sports interpreter’s role and interpreting strategies: a case study of Japanese professional baseball interpreters — 137**

Abraham I. Khan

- 9      The ethos of the activist athlete — 161**

Daniel A. Grano

- 10      Forgivable blackness: Jack Johnson and the politics of presidential clemency — 179**

Courtney M. Cox

- 11      Haram hoops? FIBA, Nike, and the hijab's half-court defense — 199**

Katie Lever

- 12      "Ideology in practice": conceptualizing the NCAA's <student-athlete> as an ideograph — 217**

Jeffrey W. Kassing

- 13      Connecting local and global aspirations and audiences: communication in, around, and about Football Club Barcelona — 235**

### **III Sport and media**

David Rowe and Toby Miller

- 14      MediaSport: over production and global consumption — 255**

David L. Andrews

- 15      *Uber-sport* — 275**

John Kelly and Jung Woo Lee

- 16      Sport, media and the promotion of militarism: theoretical inter-continental reflections of the United Kingdom and South Korea — 293**

Lindsey J. Meân and Beth Fielding-Lloyd

- 17      Football, gender, and sexism: the ugly side of the world's beautiful game — 313**

Michael Silk, Emma Pullen, and Daniel Jackson

- 18      Communication, sport, disability, and the (able)national — 333**

Jennifer McClearen and Brett Siegel

- 19      NBC's diversity Olympics: promoting gay athletes in PyeongChang — 351**

Brett Hutchins, Libby Lester, and Toby Miller

- 20      Greening media sport: sport and the communication of environmental issues — 369**

Markus Stauff and Travis Vogan

- 21      Legitimizing and institutionalizing eSports in the NBA 2K League — 387**

## **IV Communicating nationalism(s) in sport**

Andrew C. Billings and Elisabetta Zengaro

- 22      The biggest double-edged sword in sport media: Olympic media and the rendering of identity — 405**

Richard Haynes

- 23      “For the good of the world”: the innovations and influences of the UK’s early international televising of sport — 421**

Karsten Senkbeil

- 24      Sports and the media in Germany: lessons in nationhood and multiculturalism — 441**

Younghan Cho

- 25      Sport celebrity and multiculturalism in South Korea during the 2008 Beijing Olympic Games — 459**

Lee Thompson

- 26      Communication and sport in Japan — 477**

Chuka Onwumechili

- 27      Communicating Igbo sports nationalism under military dictatorship and democracy — 495**

Mahfoud Amara and Kamal Hamidou

- 28      Sport communication and the politics of identity in the MENA region — 515**

Ilan Tamir

- 29      “Even when the angel of death will come I will still wear yellow-blue”: Israeli soccer fans’ chants as a window for understanding cultural and sports reality — 527**

Toby Miller and Alfredo Sabbagh Fajardo

- 30 Colombian football: a national popular of pleasure, violence, and labor — 543**

Pablo Alabarces

- 31 Football, television, and the state in Argentina: a tale of monopolies, patrimonies, and populisms — 561**

## **V Communicating in applied sport contexts**

Natalie Brown-Devlin and Sabitha Sudarshan

- 32 Crisis communication and sport: the organization, the players, and the fans — 579**

Brody J. Ruibley

- 33 Communicating fantasy sport — 597**

Norm O'Reilly and Gashaw Z. Abeza

- 34 The contemporary use of social media in professional sport — 615**

Ann Pegoraro and Katie Lebel

- 35 Social media and sport marketing — 633**

Galen Clavio and Brian Moritz

- 36 Sport media, sport journalism, and the digital era — 651**

Haim Hagay and Alina Bernstein

- 37 The male and female sports journalists divide on the Twittersphere — 669**

Thomas Horky and Robin Meyer

- 38 #Rio2016 and #WorldCup2018: social media meets journalism — 693**

Amber Roessner

- 39 Ghosted gods: commodifying celebrities, decrying wraiths, and contesting graven images — 709**

**Contributors to this volume — 729**

**Index — 737**