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# Digital Media Sport Technology Power And Culture In The Network Society Routledge Research In Cultural And Media Studies

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Public Media Management for the Twenty-First Century  
The Political Economy of Television Sports Rights  
Defining Sport Communication  
Exploring the Impact of OTT Media on Global Societies  
Routledge Handbook of the Sociology of Sport  
The Palgrave Handbook of Feminism and Sport, Leisure and Physical Education  
Online Research Methods in Sport Studies  
Researching Embodied Sport  
Digital Media Sport  
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The Routledge Handbook of Remix Studies and Digital Humanities  
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Sports Media Rights in the Age of Streaming and Platformisation  
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## **HESTER ANDREA**

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**Public Media Management for the  
Twenty-First Century** Oxford  
University Press

This Handbook brings together scholars from around the world in addressing the global significance of, controversies over and alternatives to intellectual property (IP) today. It brings together over fifty of the leading authors in this field across the spectrum of academic disciplines, from law, economics, geography, sociology, politics and anthropology. This volume addresses the full spectrum of IP issues including copyright, patent, trademarks and trade secrets, as well as parallel rights and novel applications. In addition to addressing the role of IP in an increasingly information based and globalized economy and culture, it also challenges the utility and viability of IP today and addresses a range of alternative futures.

*The Political Economy of Television  
Sports Rights* Routledge

Research on popular culture is a dynamic, fast-growing domain. In scholarly terms, it cuts across many areas, including communication studies, sociology, history, American studies, anthropology, literature, journalism, folklore, economics, and media and cultural studies. The Routledge Companion to Global Popular Culture

provides an authoritative, up-to-date, intellectually broad, internationally-aware, and conceptually agile guide to the most important aspects of popular culture scholarship. Specifically, this Companion includes: interdisciplinary models and approaches for analyzing popular culture; wide-ranging case studies; discussions of economic and policy underpinnings; analysis of textual manifestations of popular culture; examinations of political, social, and cultural dynamics; and discussions of emerging issues such as ecological sustainability and labor. Featuring scholarly voices from across six continents, The Routledge Companion to Global Popular Culture presents a nuanced and wide-ranging survey of popular culture research.

*Defining Sport Communication* Taylor & Francis

Live broadband streaming of the 2008 Beijing Olympics accounted for 2,200 of the estimated 3,600 total hours shown by the American NBC-Universal networks. At the 2012 London Olympics, unprecedented multi-platforming embraced online, mobile devices, game consoles and broadcast television, with the BBC providing 2,500 hours of live coverage, including every competitive event, much in high definition and some in 3D. The BBC also had 12 million requests for video on mobile phones and 9.2 million browsers on its mobile Olympics website and app. This pattern will only intensify at future sport mega events like the 2014 FIFA World Cup and 2016 Summer Olympics, both of which

will take place in Brazil. Increasingly, when people talk of the screen that delivers footage of their favorite professional sport, they are describing desktop, laptop, and tablet computer screens as well as television and mobile handsets. Digital Media Sport analyzes the intersecting issues of technological change, market power, and cultural practices that shape the contemporary global sports media landscape. The complexity of these related issues demands an interdisciplinary approach that is adopted here in a series of thematically-organized essays by international scholars working in media studies, Internet studies, sociology, cultural studies, and sport studies. . Exploring the Impact of OTT Media on Global Societies Routledge

Against a backdrop of increased online distribution of media, this book provides an in-depth analysis of how the platformisation of television is both shaping and being shaped by the changing sports media market. Beginning by looking at the business models and strategies of the major stakeholders involved in the 'sports broadcasting value chain', the authors go on to focus on the challenges and opportunities posed by the growth of OTT delivery for the regulation of sports broadcasting in several key areas, including copyright law and piracy; competition issues linked to the buying, selling and distribution of premium sports content; and legislation designed to safeguard coverage of certain national and international sporting events for free-to-air television. Key areas of continuity, such as the persistence of national/regional markets; the importance attached to premium sports rights by rival delivery platforms as a source of 'market power'; and the

need to update key areas of policy and regulation in order to address challenges posed by the use of OTT delivery, are also discussed. This book makes use of a range of international and regional examples and case studies, not least the Olympic Games and the FIFA World Cup, and identifies different strategies employed in the buying, selling and distribution of sports rights for all major parties in the sports media value chain, including new entrant OTT players, traditional pay-TV operators, public service broadcasters, and a range of international sports organizations. Providing a complete assessment of the relevance and future effectiveness of key areas of policy and regulation in sports media distribution, this book is recommended reading for advanced students and researchers of Sports Media, Sports Management, and Media Industries.

**Routledge Handbook of the Sociology of Sport** Taylor & Francis

The social, cultural and economic significance of sport has never been more evident than it is today. Adopting a critical management perspective, this book examines the most important themes and challenges in global sport management. From match-fixing, doping, bribery and corruption to corporate social responsibility, governance, and new media, it helps students, researchers and practitioners to understand the changing face of the global sport industry. Written by leading international sport management experts, *Critical Issues in Global Sport Management* includes twenty chapters and real-life case studies from around the world. It examines contemporary governance and management issues as well as the ethical challenges faced by the global sport industry, including

questions of integrity and accountability in recent drug scandals that have been widely reported and debated. This book deals with such questions and many more, highlighting the fact that the global sport system is in urgent need of new and innovative solutions to these ongoing problems. Based on cutting-edge research from the US, UK, Australia, Europe and beyond, this book will add depth and currency to any course in sport management, sport business, sport development, or sport events.

*The Palgrave Handbook of Feminism and Sport, Leisure and Physical Education*  
SAGE

As the funding of journalism moves centre stage as a driver in shaping the new trajectories of journalism in the digital age, this book focuses on how those working in sports journalism have had to adapt and re-invent themselves. Running through this international collection are key themes related to sports journalism in the digital environment. These include aspects of disruption to: established norms of journalistic practice; institutional allegiance; the authority and primary definer role of journalism; and the career structure and development for journalists writing about sport. The book draws on empirically-led research that mixes qualitative and quantitative approaches and seeks to better understand and position what is going on across contemporary sports journalism. In so doing, this collection identifies change, but also areas of continuity as well as new opportunities for journalists. This book was originally published as a special issue of *Digital Journalism*.  
Online Research Methods in Sport Studies Taylor & Francis  
Live broadband streaming of the 2008

Beijing Olympics accounted for 2,200 of the estimated 3,600 total hours shown by the American NBC-Universal networks. At the 2012 London Olympics, unprecedented multi-platforming embraced online, mobile devices, game consoles and broadcast television, with the BBC providing 2,500 hours of live coverage, including every competitive event, much in high definition and some in 3D. The BBC also had 12 million requests for video on mobile phones and 9.2 million browsers on its mobile Olympics website and app. This pattern will only intensify at future sport mega events like the 2014 FIFA World Cup and 2016 Summer Olympics, both of which will take place in Brazil. Increasingly, when people talk of the screen that delivers footage of their favorite professional sport, they are describing desktop, laptop, and tablet computer screens as well as television and mobile handsets. Digital Media Sport analyzes the intersecting issues of technological change, market power, and cultural practices that shape the contemporary global sports media landscape. The complexity of these related issues demands an interdisciplinary approach that is adopted here in a series of thematically-organized essays by international scholars working in media studies, Internet studies, sociology, cultural studies, and sport studies. .

### **Researching Embodied Sport**

Springer

This book examines how the emergence of new media brings brought challenges to the North American sport industry, discussing challenges in terms of a shift from an information economy to an attention economy perspective. Historically, the arrival of new forms of media, including radio and television, were not universally supported by sports

leagues, wary of existing industry relationships with stakeholders, and new media have made the multi-sided market model of professional sports leagues – which has focused on protection and exploitation of league content – inefficient, and calls for a new model to integrate new media into the market. By integrating platform theory with the Service Dominant Logic (SDL) of marketing we describe how the multi-sided market of professional sports is evolving into a platform ecosystem, and the role of its most important customers – the fans – will also evolve from end users, to value co-creators, complementors and innovators. This book will create a new way of understanding the evolution of professional sports leagues and future growth of the industry, and lay the foundation for new research within the academic realm of sport management and sports marketing.

Digital Media Sport Routledge

The Oxford Handbook of Sport and Society is the premier comprehensive and interdisciplinary work for readers looking to understand key areas of inquiry about the role and impacts of sport in contemporary culture. Through fifty-seven chapter treatments from leading international scholars on sport's impact on key aspects of our lives, the Handbook is essential reading for any reader trying to understand the outsized ways in which sport has become "more than a game."

**Sports TV** Rowman & Littlefield

Sport on television is big business, but it is about more than just commerce. Using a range of national case studies from Europe and beyond, this book analyses the political, economic, social and regulatory issues raised in relation to the buying and selling of television sports

rights.

Digital Media Sport Routledge

This book analyzes the challenges facing public service media management in the face of ongoing technological developments and changing audience behaviors. It connects models, strategies, concepts, and managerial theories with emerging approaches to public media practices through an examination of media services (e.g. blogs, social networks, search engines, content aggregators) and the online performance of traditional public media organizations. Contributors identify the most relevant and useful approaches, those likely to encourage creativity, interaction, and the development of innovative content and services, and discuss how such innovation can underpin the continuation or expansion of public service media in the changing mediascape.

*The SAGE Handbook of Intellectual Property* Indiana University Press

"Strategic Sport Communication explores the multifaceted segment of sport communication. This text 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"--

**The Oxford Handbook of Sport and Society** IGI Global

In this comprehensive and highly interdisciplinary companion, contributors reflect on remix across the broad spectrum of media and culture, with each chapter offering in-depth reflections on the relationship between remix studies and the digital humanities. The anthology is organized into sections that explore remix studies and digital humanities in relation to topics such as

archives, artificial intelligence, cinema, epistemology, gaming, generative art, hacking, pedagogy, sound, and VR, among other subjects of study. Selected chapters focus on practice-based projects produced by artists, designers, remix studies scholars, and digital humanists. With this mix of practical and theoretical chapters, editors Navas, Gallagher, and burrough offer a tapestry of critical reflection on the contemporary cultural and political implications of remix studies and the digital humanities, functioning as an ideal reference manual to these evolving areas of study across the arts, humanities, and social sciences. This book will be of particular interest to students and scholars of digital humanities, remix studies, media arts, information studies, interactive arts and technology, and digital media studies.

**Sport and Mediatization** Rowman & Littlefield

This handbook provides an original, comprehensive and unparalleled overview of feminist scholarship in sport, leisure and physical education. It captures the complexities of past, current and future developments in feminism while highlighting its theoretical, methodological and empirical applications. It also critically engages with policy and practice issues for women and girls taking part in sport and leisure pursuits and in physical education provision. The Palgrave Handbook of Feminism and Sport, Leisure and Physical Education is international in scope and includes the work of established and emerging feminist scholars. It will be of interest to students and scholars across a range of disciplines, including sociology, gender studies, sport sciences, and sports business and management.

**Physical Culture, Ethnography and**

**the Body** IGI Global

This concise, integrated introduction to the complex relationship between disability and the media offers a roadmap to the key areas of participation, access and representation. Bringing together international theoretical work and research on disability, with analysis and examples across a diverse range of media forms – from radio, to news, popular television and new digital technologies – this unique text explores the potential for establishing a more diverse, rich and just media. Providing an approachable but critical introduction to the field, Katie Ellis and Gerard Goggin show how disability – like the closely connected areas of race and gender – is a pervasive issue in how the media represent society. Engaging and accessible, this is an invaluable resource for students of Media and Communication Studies, Cultural Studies and Disability Studies, as well as teachers, researchers, media professionals, policy makers, and anyone interested in the intersections of disability and media.

The Routledge Handbook of Remix Studies and Digital Humanities  
Routledge

Understanding Esports: An Introduction to the Global Phenomenon places professional Esports, a rapidly growing industry, in both the cultural and athletic landscape. This book explores how the rise of professional gaming has shaped—and been shaped by—media trends, interpersonal communication, and what it means to be classified as an athlete. Ryan Rogers has assembled contributors from a variety of backgrounds and experiences in order to provide a broad view of the history, experience, and impact of professional gaming. Scholars of media studies,

communication, sports, and cultural studies will find this book especially useful.

*Critical Issues in Global Sport Management* Taylor & Francis

The internet and digital technologies have transformed sport and the way that we research sport, opening up new ways to analyse sport organisations, fan communities, networks, athletes, the media, and other key stakeholders in the field. This engaging and innovative book offers a complete introduction to online research methods in sport studies, guiding the reader through the entire research process, and bringing that process to life with sport-related cases and examples. Covering both qualitative and quantitative methods, the book introduces key topics such as generating a research idea, implementing the research design, maintaining good ethical standards, and collecting, analysing and presenting data. It explains how to conduct online surveys, online interviews, and online ethnography in practice, and every chapter contains individual and group activities to encourage the reader to engage with real online research, as well as further reading suggestions to help them develop their knowledge. *Online Research Methods in Sport Studies* is essential reading for undergraduate and postgraduate students, academics, and researchers with an interest in sport studies, and is a useful reference for practitioners working in sport or sport media who want to improve their professional research skills.

*Sports Media Rights in the Age of Streaming and Platformisation* Springer

'This third edition of *Sport and Society*, with contributions from some of the field's most highly respected scholars, covers the myriad of complex, pervasive

and global issues confronting sport in the 21st century. It continues to be a foundation text for students across most sport disciplines' - Russel Hoye, La Trobe University, Australia 'The third edition of *Sport and Society* reinforces its place as one of the most valuable texts for students and others engaging in social scientific study of sport. Overall, the book continues to achieve an unrivalled balance between different social science disciplines that have been applied to sport; between local, national and international issues; and between broad overviews and specific detail on every topic. The end result is a book that is "a must" on many academic reading lists!' - Iain Lindsey, Durham University, UK Fully updated and revised, the Third Edition of Barrie Houlihan and Dominic Malcolm's ground-breaking *Sport and Society* provides students and instructors with a one-stop text that is comprehensive, accessible, international, and engaging. This popular book: Approaches the study of sport from a multi-disciplinary perspective Presents the importance of social structure, power, and inequality in analysing the nature and significance of sport in society Addresses the rapid commercialization and regulation of sport Engages in comparative analysis to understand problems clearly and produce sound solutions Expands students' knowledge through chapter summaries, guides to further reading, and extensive bibliographies Offers five new chapters addressing the key contemporary issues of: lifestyle sport; sport for development and peace; the governance of international sport organisations; sports fandom; and sport in East Asia. A superb teaching text, this new edition will be relished by instructors seeking an authoritative introduction to sport and society and

students who want a relevant, enriching text for their learning and research needs.

*The Routledge Companion to Global Popular Culture* Bloomsbury Publishing "Genuinely transnational in content, as sensitive to the importance of production as consumption, covering the full range of approaches from political economy to textual analysis, and written by a star-studded cast of contributors" - Emeritus Professor Graeme Turner, University of Queensland "Finally, we have before us a first rate, and wide ranging volume that reframes television studies afresh, boldly synthesising debates in the humanities, cultural studies and social sciences...This volume should be in every library and media scholar's bookshelf." - Professor Ravi Sundaram, Centre for the Study of Developing Societies Bringing together a truly international spread of contributors from across the UK, US, South America, Mexico and Australia, this Handbook charts the field of television studies from issues of ownership and regulation through to reception and consumption. Separate chapters are dedicated to examining the roles of journalists, writers, cinematographers, producers and manufacturers in the production process, whilst others explore different formats including sport, novella and soap opera, news and current affairs, music and reality TV. The final section analyses the pivotal role played by audiences in the contexts of gender, race and class, and spans a range of topics from effects studies to audience consumption. The SAGE Handbook of Television Studies is an essential reference work for all advanced undergraduates, graduate students and academics across broadcasting, mass communication and media studies.

*Making Culture* SAGE Publications Amazon is everywhere. In our mailboxes, in delivery vans clogging our streets, in an increasing portion of our air traffic, in our grocery stores, on our televisions, in our smart home devices, and in the infrastructure powering many of the websites we visit. Amazon's tendrils touch the majority of online retail transactions in the United States and in many other countries. As Amazon changes the face of capitalist business, it is also changing global culture in multiple ways. This book brings together some of the most important analyses of Amazon's pioneering business practices and how they intersect with and affect the components of everyday culture. Its contributors examine the political economy of Amazon's platform, making the argument that it operates as an unregulated monopoly that is disruptive to the global economy and that its infrastructure and logistical operations increasingly alienate its workers and wreak many other social harms. Our contributors outline the practices of resistance that have been employed by organizers ranging from Amazon employees to artists to digital piecemeal laborers working on Amazon's Mechanical Turk platform. They examine the broader cultural impact that Amazon has had, looking at things like Amazon Prime and the creation of unending consumption, the absorption of Whole Foods and its brand of 'conscious capitalism,' and the impact of Amazon Studios and Prime Video on everyday film and television viewing practices. This book examines the broader environmental impacts that Amazon is having on the world, looking at the slow violence it incurs, its underwhelming Climate Pledge, and the regional impacts that its business practices have. Lastly,

this book gathers together some important artistic responses to Amazon for the first time in an appendix that offers readers insight into other ways in

which critics of the company are making their voices heard and attempting to move broader audiences into solidarity against Amazon.

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