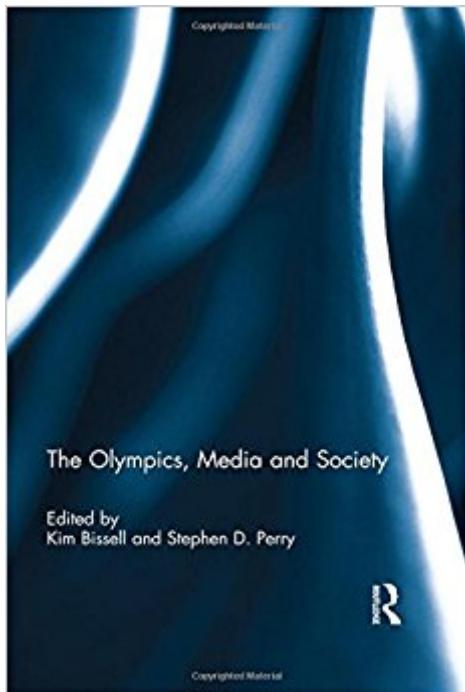


The book was found

The Olympics, Media And Society



Synopsis

When the general public follow the Olympic Games on television, on the internet, even in the newspapers, they feel like they have themselves experienced the performances of the athletes. This book explores whether it is ever possible to experience the Olympic Games as an athletic event without considering the effect of the media. It addresses a multitude of ways in which the intermediary of media production alters the experience of the Olympics. Spectators watching Olympic events from the stands are less subjected to the language of the commentators, journalists, and even the athlete interviews as they form impressions and understandings of the games. However, even those who sit in the stands for the opening ceremonies or walk down the streets of the Olympic Village and the host city are treated to media spectacles that are intentionally produced to display the attitudes, values, and beliefs of the host country and its Olympic Committee. This book performs the important task of analysing ways in which the media serves as both an integral component and an arbiter of the Games for society. This book was originally published as a special issue of *Mass Communication and Society*.

Book Information

Hardcover: 184 pages

Publisher: Routledge; 1 edition (February 27, 2013)

Language: English

ISBN-10: 0415815967

ISBN-13: 978-0415815963

Product Dimensions: 6.1 x 0.5 x 9.2 inches

Shipping Weight: 14.9 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #802,477 in Books (See Top 100 in Books) #185 in Books > Sports & Outdoors > Miscellaneous > Olympic Games #1389 in Books > Textbooks > Communication & Journalism > Media Studies #4430 in Books > Humor & Entertainment > Pop Culture > General

Customer Reviews

Kim Bissell is the Director of the Institute for Communication and Information Research, and the Associate Dean for Research in the College of Communication and Information Sciences at the University of Alabama, USA. She has published more than 30 research articles in peer reviewed journals and several book chapters. Her research interests include the intersection of media, health,

and sport in the context of media effects and media messages. Stephen D. Perry is the Editor of Mass Communication and Society, and is the Mass Media Coordinator and Professor at Illinois State University, USA. He is co-author of Communication Theories for Everyday Life (2003) and author of A Consolidated History of Media (2005), as well as many book chapters and research articles in peer-reviewed journals. His research interests include media effects on society, and media history.

[Download to continue reading...](#)

Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Taking Sides: Clashing Views in Media and Society (Taking Sides : Clashing Views in Mass Media and Society) The Olympics, Media and Society Cross-Country Ski Tours--Washington's South Cascades and Olympics: Washington's South Cascades and Olympics Brazil's Dance with the Devil (Updated Olympics Edition): The World Cup, the Olympics, and the Fight for Democracy Ancient Greece and the Olympics: A Nonfiction Companion to Magic Tree House #16: Hour of the Olympics (Magic Tree House (R) Fact Tracker) Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) Is Social Media Good for Society? (Issues in Society) Westward Bound: Sex, Violence, the Law, and the Making of a Settler Society (Law and Society Series Published in association with the Osgoode Society for Canadian Legal History) Advancing Media Production Research: Shifting Sites, Methods, and Politics (Global Transformations in Media and Communication Research - A Palgrave and IAMCR Series) Public Relations and Social Media for the Curious: Why Study Public Relations and Social Media? (A Decision-Making Guide to College Majors, Research & Scholarships, and Career Success) Between Film, Video, and the Digital: Hybrid Moving Images in the Post-Media Age (International Texts in Critical Media Aesthetics) Media Now: Understanding Media, Culture, and Technology The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (Routledge Communication Series) The Associated Press Stylebook and Briefing on Media Law 2011 (Associated Press Stylebook & Briefing on Media Law) When Religion Meets New Media (Media, Religion and Culture) Media Across Borders: Localising TV, Film and Video Games (Routledge

Contact Us

DMCA

Privacy

FAQ & Help