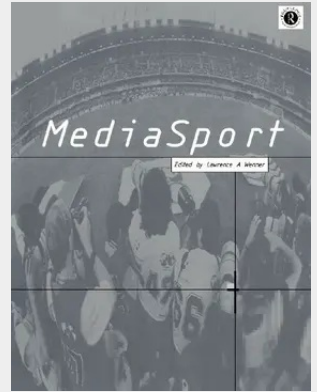


Wenner

MediaSport

MediaSport is a comprehensive introduction to the ways in which sport and the media interact. It is written by leading experts from around the world in the field of sports studies, sports journalism and leisure studies. Among the subjects covered are: * sports ethics * sport and race * sport and gender * sport and violence on television * the globalization of sports * marketing sports on the Internet.

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