Crawford

Consuming Sport

Fans, Sport and Culture



Consuming Sport offers a detailed consideration of how sport is experienced and engaged with in the everyday lives, social networks and consumer patterns of its followers. It examines the processes of becoming a sport fan, and the social and moral career that supporters follow as their involvement develops over a life-course. The book argues that while for many people sport matters, for many more, it does not. Though for some sport is significant in shaping their social and cultural identity, it is often consumed and experienced by others in quite mundane and everyday ways, through the media images that surround us, conversations overheard and in the clothing of people we pass by. As well as developing a new theory of sport fandom the book links this discussion to wider debates on audiences, fan cultures and consumer practices. The text argues that for far too long consideration of sport fans has focused on exceptional forms of support ignoring the myriad of ways in which sport can be experienced and consumed in everyday life.

"Consuming Sport" is the first book to explicitly and comprehensively address how sport is experienced and engaged with in the everyday lives, social networks and consumer patterns of its followers, the fans. It examines the process of becoming a sport fan, and the social and moral career that supporters follow as their involvement develops over a lifetime. As well as developing a new theory of sports fandom and presenting a case for new ethnographic approaches to the study of sports fans, the book includes a wealth of unique research material. The text explores the argument that while concepts of authenticity, tradition, and locality continue to have importance, today, mass media and merchandising have a far greater influence on patterns of loyalty.

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