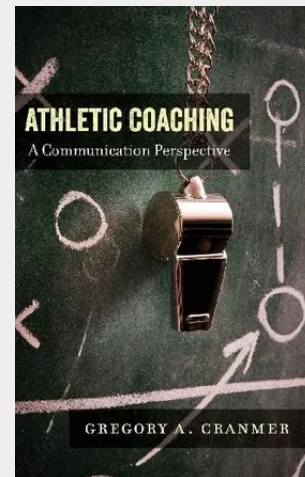


## Athletic Coaching

A Communication Perspective

Each year, millions of youth athletes participate in organized sport under the guidance of a coach, who is entrusted with overseeing their development and performance, as well as providing a safe environment. A communicative approach to coaching recognizes that the skills, lessons, values, and experiences that athletes gain are determined by how coaches interact with athletes and structure their sporting environments. provides a foundation for a communicative perspective of coaching in an effort to better understand and promote coach effectiveness. As part of this effort, this book conceptualizes coaching as a communicative endeavor, provides a framework from which to understand coaching effectiveness, and explicates four common perspectives (i.e., instructional, organizational, group, and interpersonal) utilized by communication scholars to examine coaching. Moreover, this book forwards a scholarly agenda for building a holistic framework of coaching and increasing the applied value of coach communication scholarship via methodological and theoretical considerations. is of benefit to many audiences, including communication students and scholars who are developing their understanding of coaching literature, interdisciplinary scholars who seek a representation of a communicative perspective of coaching, and coaches who may use this text as a self-reflective tool for pedagogical refinement.

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