



## **Sport, Media, Culture: Global and Local Dimensions (Sport in the Global Society)**

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# Sport, Media, Culture: Global and Local Dimensions (Sport in the Global Society)

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An examination of the central features of the sport-media phenomenon, focusing on Europe and the USA. The book analyses such issues as new media technology; gender, ethnicity and local dimensions of collective identity; women in American basketball advertising; and cult football radio in Scotland.

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