



## Women, Media and Sport: Challenging Gender Values

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This book - the first to link feminism, sport and media theory - provides a broad cultural studies orientation. In addition to a theoretical analysis, it provides a practical look at models of sport, media effects and the construction of the sportswoman and women's sports.

Divided into three parts, the book: provides an overview of the three areas; focuses on the print and broadcast media portrayal of women's sport, examining such issues as the relationship of sports promotion to media representations of women's sports and the ways in which sports reporting is taught to future journalists; and seeks to develop a new model for the future.

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