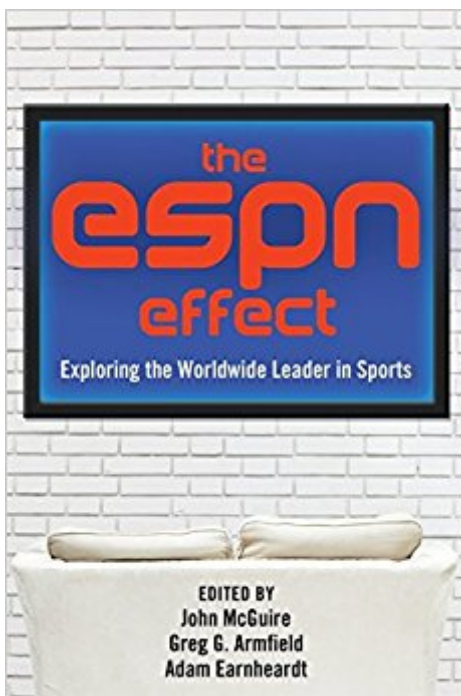


The book was found

The ESPN Effect: Exploring The Worldwide Leader In Sports



Synopsis

ESPN has grown from a start-up cable network in a small Connecticut town to a \$50 billion global enterprise. For the past 35 years, ESPN – along with its sister networks – has been the preeminent source for sports for millions around the globe. Its 24-hour coverage of sports news and programming has cultivated generations of sports consumers, utilizing multiple ESPN platforms for news and entertainment. The pervasiveness of the company's branded content has influenced how sports fans think and feel about the people who play and control these games. In *The ESPN Effect*, leading sports media scholars examine ESPN and its impact on culture, sports journalism, audience, and the business of sports media. The final part of the book considers the future of ESPN, beginning with an interview with Chris LaPlaca, ESPN senior vice president. As the first academic text dedicated to the self-proclaimed "worldwide leader in sports", this book contributes to the growth of sports media research and provides a starting point for scholars examining the present and future impact of ESPN.

Book Information

Paperback: 333 pages

Publisher: Peter Lang Inc., International Academic Publishers; New edition edition (July 17, 2015)

Language: English

ISBN-10: 1433126001

ISBN-13: 978-1433126000

Product Dimensions: 8.8 x 5.8 x 0.8 inches

Shipping Weight: 0.3 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #1,572,713 in Books (See Top 100 in Books) #74 in Books > Sports & Outdoors > Miscellaneous > Sports Broadcasting #226 in Books > Sports & Outdoors > Miscellaneous > Journalism #1476 in Books > Business & Money > Industries > Sports & Entertainment

Customer Reviews

John McGuire (PhD, University of Missouri-Columbia) is Associate Professor in the School of Media and Strategic Communications at Oklahoma State University. His work has been published in the *Journal of Sports Media, Communication and Sport*, *International Journal of Sport Communication*, and the *Journal of Radio and Audio Media*. Greg G. Armfield (PhD, University of Missouri-Columbia) is Associate Professor in the Department of Communication Studies at New

Mexico State University. His work has been published in the Journal of Communication, the Journal of Media and Religion, Speaker and Gavel, and the Journal of Communication and Religion. Adam Earnhardt (PhD, Kent State University) is Chair and Associate Professor of Communication Studies in the Department of Communication at Youngstown State University. He is the author of Judging Athlete Behaviors: Exploring Possible Predictors of Television Viewer Judgments of Athlete Antisocial Behaviors (2008) and has co-edited several books including Sports Fans, Identity, and Socialization: Exploring the Fandemonium (2012).

[Download to continue reading...](#)

The ESPN Effect: Exploring the Worldwide Leader in Sports God Save the Fan: How Steroid Hypocrites, Soul-Sucking Suits, and a Worldwide Leader Not Named Bush Have Taken the Fun Out of Sports ESPN: The Making of a Sports Media Empire ESPN The Company: The Story and Lessons Behind the Most Fanatical Brand in Sports Every Town Is a Sports Town: Business Leadership at ESPN, from the Mailroom to the Boardroom Sports Junkies Rejoice: The Birth of ESPN Cause & Effect: The September 11 Attacks (Cause & Effect in History) Skateboarding: How It Works (Sports Illustrated Kids: the Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) Football: How It Works (Sports Illustrated Kids: the Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) Hockey: How It Works (Sports Illustrated Kids: the Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) Act Like a Leader, Think Like a Leader Those Guys Have All the Fun: Inside the World of ESPN ESPN Gameday Gourmet: More Than 80 All-American Tailgate Recipes ESPN: The Uncensored History ESPN College Basketball Encyclopedia: The Complete History of the Men's Game The Olympic Games Effect: How Sports Marketing Builds Strong Brands Sports Illusion, Sports Reality: A Reporter's View of Sports, Journalism, and Society Skateboarding: How It Works (The Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) Baseball: How It Works (The Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) Basketball: How It Works (The Science of Sports) (The Science of Sports (Sports Illustrated for Kids))

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)