

Televised Sports and Its Contexts

Session 4

Friday, October 10

12:45-2:45

Eastwoods Room (Level 2)

Given the popularity of televised sports from the Super Bowl to pay-per-view events such as ultimate fighting, it is curious that media scholars overwhelmingly neglect the influence of sports coverage. Sports offers interesting lines of inquiry for media scholars with regard to technology and new media, race and class and industrial practices. How can sports on television best be examined: As a genre? A site of racial/political struggle? A testing ground for new technologies and media convergence?