

The book was found

How Social Media Is Changing Sports: Its A Whole New Ballgame (The Hampton Press Communication Series (Mass Communication And Journalism))





Synopsis

Social media applications, such as Facebook and Twitter, are dramatically changing the sports world. These changes have appeared in a very short period of time, creating a host of implications for sports media processes and sports organizations as they grapple with athletes' use of these media channels. This text chronicles social media's rapid rise in becoming a powerful player in the sports industry and draws upon relevant examples involving athletes and sports organizations to demonstrate both the positive and problematic consequences that social media has created for athletes and sports organizations. In exploring how social media has affected sports media processes, organizational management and athlete-fan communication. this book appeals to scholars, practitioners, and fans alike.

Book Information

Series: The Hampton Press Communication Series (Mass Communication and Journalism)

Paperback: 135 pages

Publisher: Hampton Press Inc (September 12, 2011)

Language: English

ISBN-10: 1612890539

ISBN-13: 978-1612890531

Product Dimensions: 0.5 x 6 x 9 inches

Shipping Weight: 8 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 3 customer reviews

Best Sellers Rank: #151,853 in Books (See Top 100 in Books) #17 in Books > Sports & Outdoors > Miscellaneous > Journalism #149 in Books > Textbooks > Communication & Journalism > Journalism #311 in Books > Reference > Writing, Research & Publishing Guides > Writing > Journalism & Nonfiction

Customer Reviews

I initially purchased this for a paper about social media and sports (obviously) but ended up citing it in papers for other classes too! If you have an interest in social media, sports, or both it's worth the read.

Happy with purchase..

Great book for my Sports Communication class. Very easy to read!

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

How Social Media is Changing Sports: Its a Whole New Ballgame (The Hampton Press Communication Series (Mass Communication and Journalism)) Whole: The 30 Day Whole Foods Challenge: Complete Cookbook of 90-AWARD WINNING Recipes Guaranteed to Lose Weight (Whole, Whole foods, 30 Day Whole ... Whole Foods Cookbook, Whole Foods Diet) Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Whole Food: The 30 Day Whole Food Challenge ¦ Whole Foods Diet ¦ Whole Foods Cookbook ¦ Whole Foods Recipes (Whole Foods - Clean Eating) Whole Food: The 30 day Whole Food Ultimate Cookbook 100recipes (Whole Food Diet, Whole Food Cookbook,Whole Food Recipes, Clean Eating, Paleo, Ketogenic) Streetwise East Hampton Map - Laminated City Street Map of East Hampton, New York (Streetwise (Streetwise Maps)) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) A Whole New Ballgame: A Rip and Red Book Communications Law: Liberties, Restraints, and the Modern Media (Wadsworth Series in Mass Communication and Journalism) When Words Collide: A Media Writer's Guide to Grammar and Style (Wadsworth Series in Mass Communication and Journalism) When Words Collide: A Media Writer's Guide to Grammar and Style (with InfoTrac) (Wadsworth Series in Mass Communication and Journalism) The Wonders of the Colorado Desert (Southern California), Vol. 1 of 2: Its Rivers and Its Mountains, Its Canyons and Its Springs, Its Life and Its ... Journey Made Down the Overflow of the Colo ADC The Map People South Hampton Roads, Virginia: Street Atlas (South Hampton Roads, Virginia Street Map Book) Media Effects Research: A Basic Overview (Mass Communication and Journalism) Dynamics of Mass Communication: Media in Transition (B&B Journalism) Dynamics of Mass Communication: Media in Transition, 12th edition (B&B Journalism) Mass Media Law: Mass Media Law 30 Day Whole Food Challenge: Complete 30 Day Whole Food Diet Meal Plan WITH PICTURES; Whole Foods Cookbook ¦ Approved Whole Foods Recipes for Clean Eating and Rapid Weight Loss

[Contact Us](#)

[DMCA](#)

Privacy

FAQ & Help