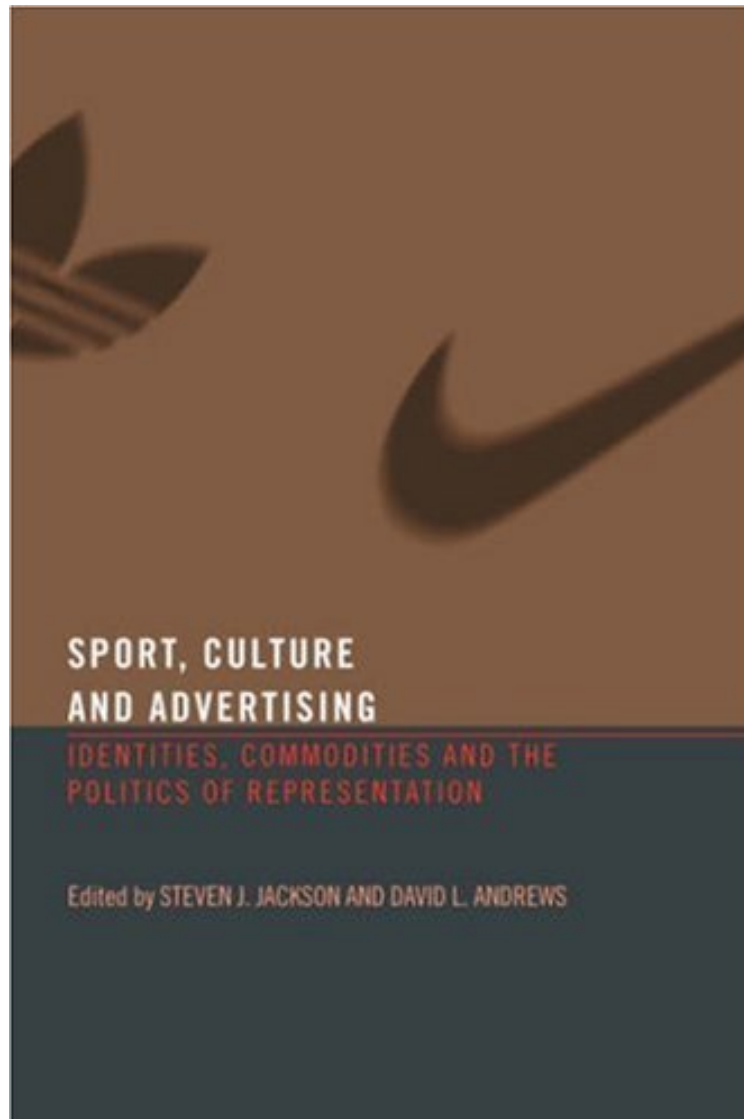


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## **Sport, Culture and Advertising: Identities, Commodities and the Politics of Representation**

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Despite the range of theoretical and methological positions adopted and the wide range of issues and topics related to

advertising covered by cultural studies, relationships between sport and advertising have been largely overlooked. Given its global popularity and its prevalence across the spectrum of cultural and commercial life it is not surprising that scholars interrogating the cultural politics of sport have begun to recognise advertising as an important site for the analysis of power relations, cultural politics and cultural representation. *Sport, Culture and Advertising* presents a first step towards understanding the relationship between advertising and identity with a focus on sport. The book will be useful for scholars across a range of disciplines and will be of interest to students looking for a more critical examination of the commercial realm of sport.

**About the Author** Steven J. Jackson is an Associate Professor in the School of Physical Education, University of Otago. He has published in numerous scholarly journals including: *Sociology of Sport Journal*, *International for the Sociology of Sport*, *Journal of Sport and Social Issues*, and *Media, Culture Society*. He is currently General Secretary for the International Sociology of Sport Association (ISSA) and has served on the editorial board for the *Sociology of Sport Journal*. David L. Andrews is an Associate Professor in the Sport Commerce and Culture Program, Department of Kinesiology, and an Affiliate Faculty in the Department of American Studies, at the University of Maryland, College Park. His research and teaching focuses on the critical examination of contemporary sport culture. He has been a guest editor of the *Sociology of Sport Journal*, and is presently Assistant Editor of the *Journal of Sport and Social Issues*.