



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

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Despite the range of theoretical and methodological 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.



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