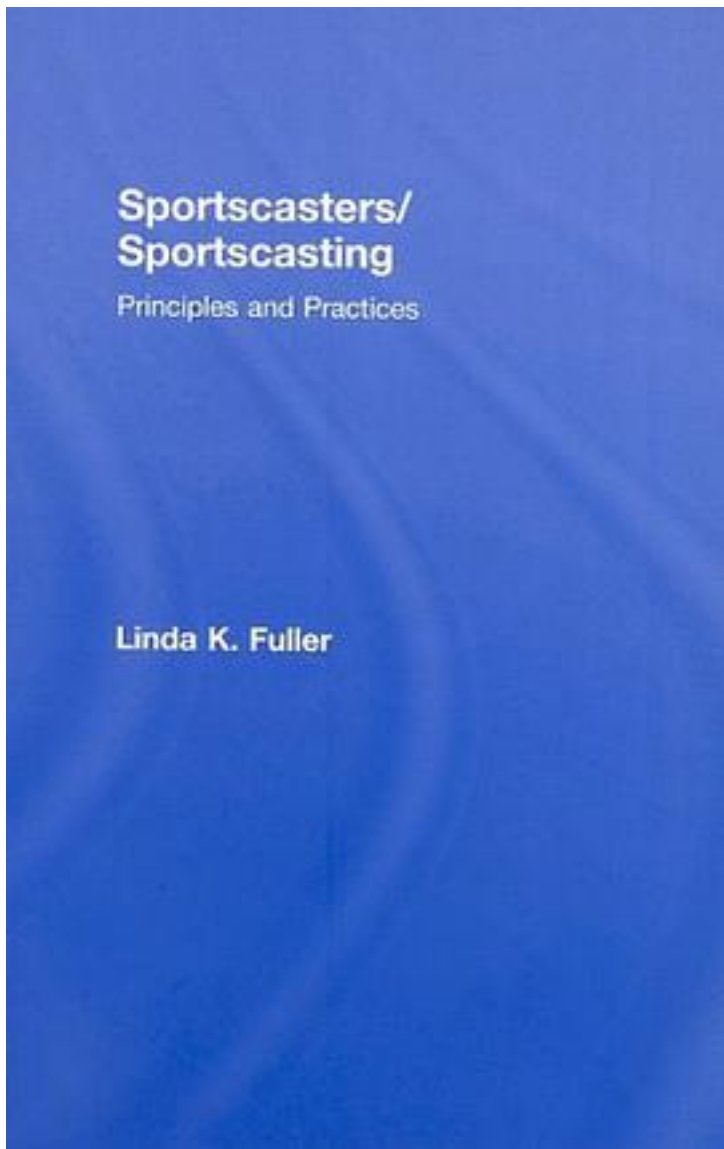


Sportscasters/Sportscasting



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A comprehensive introduction to the workings of the business, Sportscasters/Sportscasting: Principles and Practices explains all of the information essential to anyone looking to begin a career in sports media. This unique volume explores topics in print and broadcast media, sports psychology, technology issues, politics and legalities, ethics, and even the role of sports and sportscasting in society. Other topics discussed include the historical development and economics of sports and sportscasting, sports spectators, sports controversies, sociological perspectives, and sports journalism. Sportscasters/Sportscasting: Principles and Practices is filled with knowledge essential to the craft of sportscasting, including numerous appendices containing acronyms and biographic information about over 200 sportscasters, and a complete Instructor's Manual with exercises to help guide students toward mastery of the topic. Please visit <http://LKFullerSport.com> for more information and to download the Instructor's Manual.

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