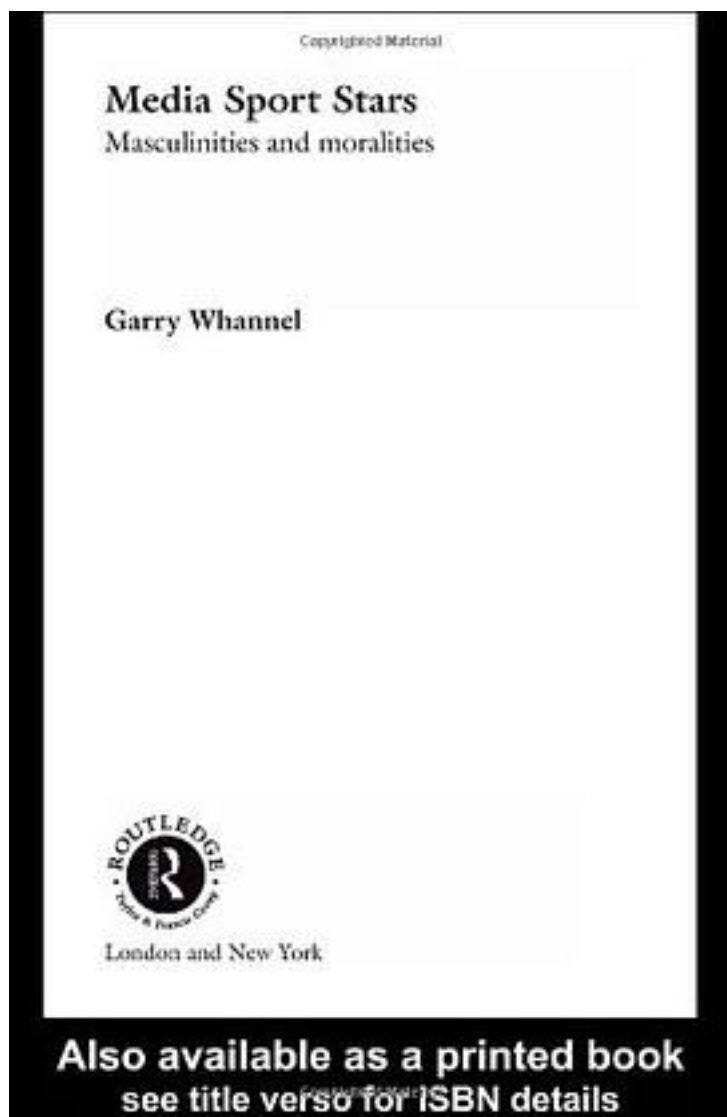


Media Sport Stars



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Through a series of case studies of British and American sportsmen, Whannel traces the emergence of the sporting 'hero' and 'star', and considers the ways in which the lives of sport stars are narrated through the media. Focussing on figures like Muhammad Ali and David Beckham, whose fame has spread well beyond the world of sport, he shows how growing media coverage has helped produced a sporting system, and examines how modern celebrity addresses the issues of race and nation, performance and identity, morality and violence.

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