

Contents

Introduction.....	1
<i>Linda K. Fuller</i>	

Part I Global Sports Per Se

1. Sex-a-Side: Volleyball Uniforms and the Reproduction of Female Objectivity	13
<i>Michael Cantelon</i>	
2. Victims in Search of Victories: Women Athletes around the World	25
<i>Linda K. Fuller</i>	
3. Hail Japan's Conquering Heroes: Sports Reports and the Rhetorics of National Efficacy	41
<i>Todd Joseph Miles Holden</i>	
4. Beyond <i>Dancing with the Stars</i> : Sexual Sports Rhetoric in Competitive Ballroom Dance	57
<i>Caroline Joan (Kay) Picart</i>	
5. Attention La Femmel! Intimate Relationships and Male Sports Performance.....	69
<i>David Rowe</i>	

Part II Audiences

6. Fans from Mediterranean Cultures and the Rhetoric of "Othering"	85
<i>Stefan Mertens</i>	

7. Watching Women: How Spectators Talk about Female Athletes97
Kelly Nelson
8. Online Conversation Threads on Ice Hockey: A Comparison of
Swedish Male and Female Participants 107
Anders Svensson
9. The Influence of Anatomical Sex and Gender Role Orientation in
the Language of Sport Fans 121
Daniel L. Wann and Paula J. Waddill

Part III Commercial Representations

10. "Look Good. Kick Ass": An Analysis of Nike's Online Marketing to
U. S. Women..... 133
Tara M. Kachgal
11. Homophobia, Heterosexism, and Ambivalence in
the Premier Issue of *Sports Illustrated Women/Sport*..... 147
Lisa M. Weidman

Part IV Media Representations

12. Female and Male Sailors Competing in the French Press..... 161
Monique Trancart
13. Sporting Lolitas, Amazons, and Freaks: British Newspaper Portrayal of
Female Tennis Players at Wimbledon 173
John Vincent
14. Gender, Race, and Nation at the Sydney 2000 Olympic Games:
Mediated Images of Ian Thorpe and Cathy Freeman..... 185
Leanne White
15. Gender and Sport in the German Quality Press: The Global and
the Domestic in Editorial and Advertising201
Martha Wörsching

Part V Filmic Representations

16. Gender Slurs: Motivation through Misogyny in Sports Films..... 217
Dayna B. Daniels
17. Absence of Power: Sheroges in Sport Films Post-Title IX233
Demetrius W. Pearson
18. NASCAR: Sex, Death, and the Movies249
Wanda Ellen Wakefield

Part VI Classic Case Studies

19. Gender, Extreme Sports, and Smoking: A Case Study of
Export 'A' Cigarette Brand Marketing.....263
Timothy Dewhirst

20. The Rhetoric of Rocky Mountain Women: Talking, Trekking, and
Transforming a Male Preserve277
Elenie Opffer

21. Standing on Top of the World: Masculinity and Imperialism on Everest293
Jolie Alexandra Sheffer

About the Contributors307

Index311