



Winter Newsletter

February 2021

Issue 6

www.communicationandsport.com

Executive Director's Message

Welcome to February! We are now getting close to the 2021 Virtual Summit hosted by Clemson University March 3-7, 2021. I could not be more excited! We have a full schedule of research embracing communication and sport in its many facets. Scholarship spans across rhetoric, sport management, interpersonal communication, media studies, social media, public relations, and numerous additional areas to help foster an understanding of what is at the heart of our organization's mission -- to advance knowledge of the sport communication discipline. What's most exciting is that the 2021 Summit, IACS's 13th

Summit, will have the largest international representation of any gathering to date. **We have folks joining us from 19 countries: South Africa, Germany, France, Indonesia, China, Singapore, Australia, Ghana, Canada, Belgium, Poland, the Czech Republic, Norway, South Korea, Spain, Scotland, Austria, England, as well as numerous scholars from U.S. institutions.** What an amazing opportunity for engagement with a mix of upcoming and established international scholars.

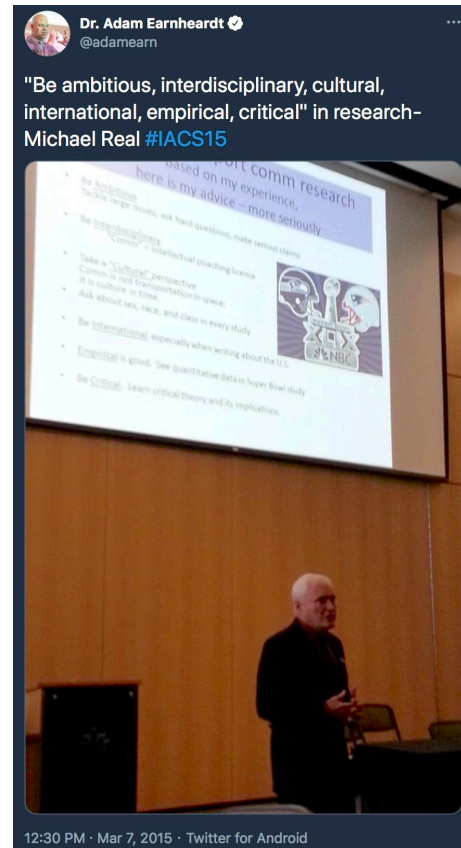
In this newsletter, we provide registration details for the Summit and provide updates on what's going on around the field. We also pause to take a moment to remember one of the most influential scholars in sport and media studies, Michael Real. Professor Real spoke at the IACS Summit hosted by the University of North Carolina, Charlotte in 2015. It was a memorable moment in IACS history. I am grateful that his dear friend, Larry Wenner, took time to write a touching statement about Professor Real's impact on the field.

Best,
Karen

Karen L. Hartman
IACS Executive Director
Idaho State University, USA
Associate Professor

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Remembering Michael Real

Michael B. Real

Michael N. Real

January 23, 1940-December 21, 2020

I wanted to let the Communication and Sport community know of the recent passing of one of the most influential scholars in media studies, and arguably the foundational instigator of research on communication and sport, my friend and colleague Michael Real. Let me begin a brief reflection on Mike's life and career by quoting the opening paragraphs of my "future of the field" chapter in Raney and Bryant's (2006, pp. 45-46) *Handbook of Sports and Media*:

This is another fine mess you've gotten me into" was the way Oliver Hardy put it to Stan Laurel on many occasions. Like Hardy, I would like to (unfairly) place blame where it is due. I may not be Stan Laurel wimpering to the most classic of Oliver Hardy's signature lines, but I have Michael Real to blame for this "fine mess" of media and sports that he has "gotten me into." If I hadn't, as a graduate student, read Real's 1975 Journal of Communication article "The Super Bowl: Mythic Spectacle" as required reading in one of Sam Becker's media and society classes, my role (and that of many others) in what is really the wonderfully "fine mess" of studying media and sport would not have been possible. So let's place the blame where it is due, with Real. It is worth reflecting a bit on Real and one road to the present that is suggested by his work before considering the road ahead.

In 12 pages, Real took sport and its mediation seriously, critically engaged that connection, and made linkages to the core cultural values and political sensibilities that formed the contours of national ideology in a commodified and globalized context. To my mind and to many others, Real had thrown a long forward pass. And, in an era where media scholarship had come to be aligned with an ascendant communication science, he did it without testing a hypothesis or counting anything apart from the ludicrously small amount of time the ball was actually in play during this super spectacle. Real's larger point—that the game of mediated sport was much more than the game—stuck. That point, however obvious it may seem today, marked an important tipping point, a "critical event" (cf. Kraus & Davis, 1975) for the study of media and sport. Before Real's "Super Bowl" the mediation of sports was not part of the disciplinary conversations in either media studies or sports studies, afterwards the door had been opened and such consideration had standing, if not much immediate traction. Looking back, what was most puzzling was how long it took for many, including myself, to catch Real's long bomb.

Mike passed away this past December, just before Christmas. The cause was leukemia, which had come on fast in October. Mike made it to 80, still engaged, charming, and brilliant. Like many of us seated in communication and media studies who found sport worthy of our attention, Mike was an athlete, a star high school quarterback who was a student-athlete at Wheaton College. After college, Mike's pathway led to him becoming a Jesuit novitiate and eventually Chaplain at the University of Illinois, where he entered

graduate study. That Mike was interested in questions of social justice was clear at this point; in 1968 he joined the march in Washington D.C. and attended Martin Luther King's "I Have a Dream" speech. A student of James Carey at Illinois, Mike was one of the first American scholars to adopt a critical-cultural studies approach to media and popular culture before the arrival of British Cultural Studies on U.S. shores. So encountering Mike's Super Bowl article, I was exposed to something different than the empirically dominated "mass communication research" that was the coin of trade in those days. Mike's scholarship had a critical edge, bringing a political-economy disposition that took the "popular" seriously (even before Horace Newcomb's venture into television criticism). Mike "followed the money" in deconstructing the cultural meaning, most particularly in assessments of media mega-events such as the Super Bowl, FIFA World Cup, and the Academy Awards.

In graduate school, I was blown away by Mike's first book *Mass-Mediated Culture* (1977). It impressed on me that one could chart a different course than the one your graduate advisors might have wanted to chart for you. It took critical risks and took "the popular" seriously. If you will, Mike engaged the popular before it was popular. This is a line that I've used many times, but in the mid- to late-1970s, it seemed that there was little tolerance for the popular; the discipline was seeking credibility and legitimacy through scientific study and empiricism. Mike showed another way before Stuart Hall and cultural studies penetrated much of communication and media studies in the U.S.

I remember first meeting Mike at the Iowa Party at SCA (now NCA) in the late 1970s. Given the depths of his work, I was expecting an older scholar. When someone pointed Mike out across the room, some things didn't compute. Yes, his hair was quite white with a matching trim beard. Yet, this was a young man, fit and tan, the white hair quite premature. Over the years Mike and I became friends. I called on him many times over to contribute to my works and he was important in legitimizing my efforts in *Media, Sports, and Society* (1989) and *MediaSport* (1998). Mike was always supportive of my work as well, speaking very generously of my critical studies work in his book *Super Media: A Cultural Studies Approach* (1989). I say "generous" as, at that time, I was just a neophyte critical scholar who had transitioned from empirical audience study, a refugee from uses and gratifications research. Yet, Mike placed my work amongst some titans of critical theory. As I say, Mike was "very generous."

Mike had a stellar academic career. Yet, even with one of the most impactful books of early media studies, he did not manage to garner tenure in his first academic job at University of California, San Diego. After this travesty, he went on to San Diego State University for some 20 years, and eventually served as Director of their school of communications. After serving as Director of the journalism school at Ohio University, Mike moved on to Royal Roads university in Victoria, B.C. for 12 years, retiring to emeritus status in 2015.

Just before his retirement, I twisted Mike's arm to write a chapter on the Super Bowl for the

Sport, Media, and Mega-Events (2017) book I edited with Andy Billings. Mike agreed to take on the chapter, "Super Bowl: Mythic Spectacle Revisited," only if I would join him as co-author. It was an offer I couldn't refuse. Reflecting on the Super Bowl's 50th anniversary, we crafted the chapter as an homage and update to his original Super Bowl article. Using the categories of analysis in the original, we reflected on how much had changed, becoming even more super-sized and hypercommodified. But much remained the same, only more so. The analysis showed, as the French proverb reminds us: "The more things change, the more they stay the same." We close the chapter reflecting on one of the media theorist Roger Silverstone's key admonitions about media and media studies: "It's all about power." Michael Real's influence on critical-cultural media studies and on the study of communication and sport was indeed powerful and influential. He will be missed sorely by many loved ones and those in the communication and sport scholarly community that he influenced with so much grace, dignity, enthusiasm, and intellect.

Lawrence Wenner
Port Townsend, WA
February 5, 2021

Summit Registration

Registration for the IACS 2021 Summit is now open. You can [purchase your registration here](#).

This year our goal was to keep registration costs as affordable as possible while still maintaining an exceptional virtual conference. If you are a current member, or if you renew your IACS membership, and register by 11:59 PM EST on February 19th, the price of early bird/member registration is \$35. If you are a new member...welcome! We are thrilled to have you join! Please use the link above to register for the conference and all IACS membership transactions can [be completed here](#).

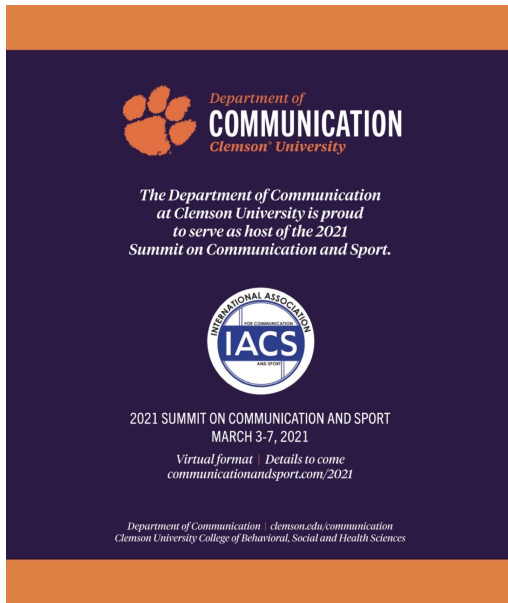


If you choose to either not renew your membership or to register on or after February 20th, the price of registration is \$150.

If you are one of the individuals who chose to transfer your registration from the 2020 Summit to this year's Summit, please note that the IACS treasurer, Kate Lavelle, will be sending a specific email to you to help you register. You will not need to register through

the link in this email.

If you have any questions, please do not hesitate to reach out either to Clemson's Gregory A. Cranmer (gcranme@clemson.edu) or to IACS Executive Director Karen Hartman (karenhartman@isu.edu).



IACS Summit's Program Now Available!

The program for the virtual IACS 2021 Summit on Communication and Sport is now available online.

If you're curious about when you're scheduled to present, [take a look here](#).

Please direct any questions or concerns about the program to our 2021 conference host at Clemson, Greg Cranmer (gcranme@clemson.edu).

Treasurer Update - IACS Members Donate to Help Graduate Students

We have such wonderful members and supporters in our association. I was recently reminded of this when 21 people who had transferred their registration from the 2020 Summit graciously donated their funds to jump start a Graduate Student Travel fund. To date, **21 members have donated \$2,430 to the fund**. Thank you! These funds will help graduate students travel and attend future Summits. We are humbled and thankful.



Kate Lavelle, IACS Treasurer

Top Student Paper Award -- Deadline Extended!

We are extending the deadline for the Top Student Paper Award to February 15. If you are a student with an accepted abstract to the 2021 IACS Summit, please consider submitting a full manuscript so you



can be considered for the Top Student Paper Award at this year's Summit. If you have questions, please direct them to Travis Bell at trbell@usf.edu. Below are the guidelines to submit your paper for consideration:



- All papers must be authored by student(s) only. A faculty member cannot be listed as an author on a paper that is in consideration for the Top Student Paper award. A paper may have multiple authors, but they must all be students.
- Student(s) can be either M.A. or Ph.D. level.
- Manuscripts must be full-length, completed manuscripts. MLA, APA, or Chicago Style citation styles are acceptable. There is no required paper length, but it should be a traditional conference manuscript length (approximately 18-30 pages).
- All submissions must be blinded for review. A non-blinded submission will be automatically disqualified from consideration.
- Submissions are due by 11:59pm Eastern Standard Time, Monday, February 15.
- Please submit blinded submissions to Travis Bell at trbell@usf.edu.

Announcements: Positions Available



The Sport Studies Program in the Division of Social Science and Communication at [Manhattanville College](#) invites applications for a faculty member at the Assistant Professor level. While the field of study is open, candidates with both an interdisciplinary and global/international focus who can expand on the current

faculty's specializations are encouraged to apply. The ideal candidate will be committed to quality teaching and advising of undergraduate students, enhancing the research opportunities for undergraduate students, collaborating across disciplines, and service to the institution, program, profession, and community. In addition, candidates must exhibit an eagerness to help grow the diversity of the program through prospective and current student recruitment, community engagement and experiential learning opportunities.

To learn more about the position, [click here](#) (and scroll down to the appropriate position).

Questions regarding the position may be directed to Dr. Amy Bass, Chair of the Division of Social Science and Communication and Professor of Sport Studies, Amy.Bass@mville.edu or School of Arts and Sciences Interim Dean Rebecca Lafleur

Rebecca.Lafleur@mville.edu.

The Communication Department within the College of Arts and Letters at The University of Tampa seeks candidates for a Visiting Assistant Professor of Communication for the Journalism major to begin August 2021. The ideal candidate



will hold a Ph.D. or terminal degree related to the appointment and teaching/research interests primarily in journalism and mass communication. Additionally, the ideal candidate will have strong professional experience in the area of broadcast journalism. Professional experience in sports journalism is also highly desirable.

To learn more about the position and/or apply, [click here](#).

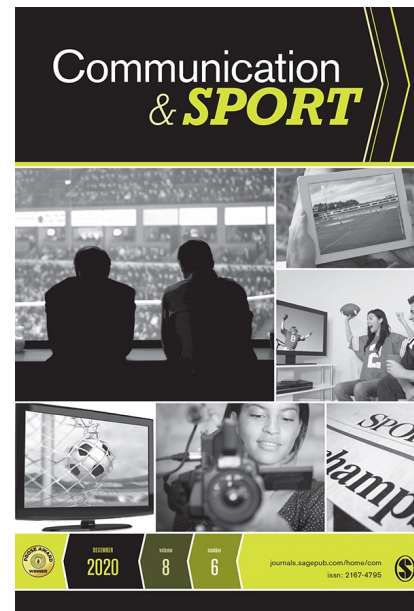
Announcement: Call for Papers

Communication & Sport

Special Issue on Sport and Mediatization: Sports Events and Cultures Across the World

[Communication & Sport](#) is pleased to announce a Call for Papers for a Special Issue “Sport and Mediatization: Sports Events and Cultures Across the World”. Now in its ninth year, *Communication and Sport* (C&S) is a cutting-edge, peer-reviewed bimonthly journal that fosters international scholarly understanding of the nexus of communication and sport. C&S publishes research and critical analysis from diverse disciplinary and theoretical perspectives to advance understanding of communication phenomena in the varied contexts through which sport touches individuals, society, and culture.

In 2018, *Communication & Sport* was the winner of the prestigious PROSE Award as the Best New Journal in the Social Sciences. *Communication & Sport* has a current Clarivate Analytics two-year impact factor of 1.292 and is ranked 64/92 (2020) in the Communication and 46/56 in Hospitality, Leisure, Sport & Tourism categories, ranking



above many longstanding legacy journals in both Communication/Media and Sport Studies.

The aim of this special issue is to discuss how the relationship between media and sport varies across the world, especially when comparing sport communication in different countries and media frameworks. The focus is not only on sport and sport disciplines, but also on issues such as the impact of nationalism and identity, and the relationships between fan cultures and new digital technologies (Hutchins & Rowe, 2013; Skey et al., 2018). Analysing the intertwinement of media and sport, and their impact on societies, will provide further insights into countries' media systems, sport systems, and political cultures. The relationships between what can be called "national sport" and global sporting events is of particular interest.

[Read the full call for papers here.](#)

The submission period is May 1-October 1, 2021. Expressions of interest, abstracts for consideration, and questions may be directed to the Special Issue Editors: Thomas Horky (t.horky@macromedia.de/corresponding editor), Kirsten Frandsen (imv kf@dac.au.dk), Simon Ličen (simon.licen@wsu.edu), Chuka Onwumechili (onwumechili@howard.edu), or Wei Wei (weiweiscu06@sina.com).

Announcement: Looking for Members



CENTRAL STATES
COMMUNICATION
ASSOCIATION

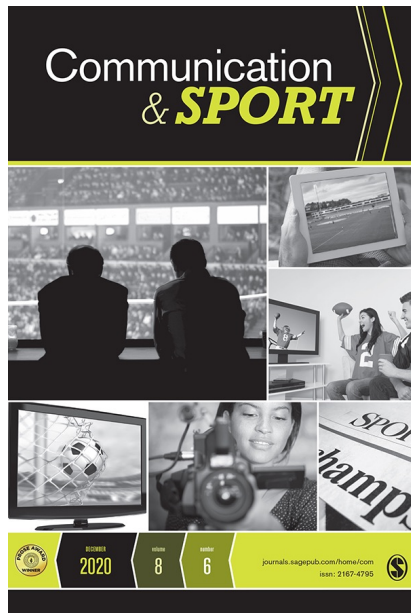
The Sports Communication Interest Group in the Central States Communication Association is in need of members. Our group was approved two years ago, but we have had difficulty recruiting members to it. We want to avoid a probationary period that could lead to the end of the group. If you are a CSCA member, or have students/colleagues who are members, please consider including our interest group as of your affiliations. If you would like more information, please feel free to contact Scott Jensen at jensensc@webster.edu.

Announcement: Latest Journal Publication

The February 2021 (Volume 9, Issue 1) edition of *Communication & Sport* is available.

Articles for this issue include:

- Repurposing the (Super)Crip: Media Representations of Disability at the Rio 2016 Paralympic Games Authors: David McGillivray, Hugh O'Donnell, Gayle McPherson, Laura Misener
- "We All Go Through It": Media Depictions of Mental Illness Disclosures From Star Athletes DeMar DeRozan and Kevin Love Authors: Scott Parrott, Andrew C. Billings, Nicholas Buzzelli, Nathan Towery
- The Football Dream of a Sleeping Dragon: Media Framing(s), East–West Geopolitics, and the Crisis of the Chinese Men's National Team Authors: Zheng Liu, Ryan Chen, Joshua I. Newman
- Examining IRA Bots in the NFL Anthem Protest: Political Agendas and Practices of Digital Gatekeeping Authors: Grace Yan, Ann Pegoraro, Nicholas M. Watanabe



- #VegasStrong: Sport, Public Memorialization, and the Golden Knights Authors: Benjamin Burroughs, Adam Rugg, David Becker, Madeline Edgmon
- An Examination of Michigan State University's Image Repair via Facebook and the Public Response Following the Larry Nassar Scandal Authors: Evan Frederick, Ann Pegoraro, Lauren Reichart Smith
- Reinvention Through CrossFit: Branded Transformation Documentaries: Author Brigid McCarthy



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