



**THE DIGITAL WORLD OF SPORT**  
The Impact of Emerging Media on Sports News, Information and Journalism

Sam Duncan



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By Sam Duncan

**Pub Date:** 28 September 2020

**Binding:** Hardback

**Price:** £80.00 / \$125.00

**ISBN:** 9781785275050

**Extent:** 250 pages

**Size:** 153 x 229 mm /  
6 x 9 inches

**Series:** Anthem Studies in Emerging Media and Society

**BISAC CATEGORY:** SPORTS & RECREATION / General  
SPORTS & RECREATION / Cultural & Social Aspects,  
SPORTS & RECREATION / History

**BISAC CODE:** SPO000000

**BIC CODE:** JFD

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**Exclusive:** WORLD

**How digital and social media have changed the sports media industry forever and their pivotal impact on the broader media industry**

The Digital World of Sport captures the underlying changes in form and content, in our globally digitised world, of sports and sports media. The book shows how new platforms, timelines and voices perform. Dr Duncan also demonstrates that in the new virtual world of images, the traditional, mythic staple of story is still at the centre of play. — Professor Stephen Alomes, Global Urban and Social Studies, RMIT University, Melbourne

Sam Duncan has written an informative and highly readable book. It is a 'must-read' not only for academics with a professional interest in digital sports media, but also for general readers curious about how the sports media industry works. Duncan's book is an invaluable contribution to the areas of sport studies and sports media. — Tom Heenan, Lecturer, The Monash Intercultural Lab (MIL), Monash University, Australia

The book analyses how new media, and in particular, digital and social media, has changed the world of sports forever, from its pivotal role in the evolution of the sports industry and its trailblazing impact on the broader media industry.

### About the Author

Sam Duncan is a lecturer of sports media and sport business, published author and contributor to a range of Australia's media publications including *The Age*, *Ten Daily*, *The New Daily* and the *AFL Record*.

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