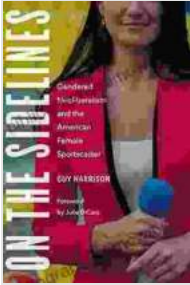


Unveiling the Gendered Dynamics of Sportscasting: Exploring 'Gendered Neoliberalism and the American Female Sportscaster'



On the Sidelines: Gendered Neoliberalism and the American Female Sportscaster (Sports, Media, and Society) by Guy Harrison

★★★★☆ 4.7 out of 5

Language : English
File size : 1602 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 185 pages
Lending : Enabled
Screen Reader : Supported



The world of sports media has long been dominated by male voices, with women often relegated to sideline roles or reporting on "women's" sports. But in recent years, there has been a growing number of female sportscasters breaking into the mainstream. 'Gendered Neoliberalism and the American Female Sportscaster' is a groundbreaking book that examines the experiences of these women in the male-dominated realm of sports media.

The book is written by Dr. Cheryl Cooky, an associate professor of Media and Cinema Studies at DePaul University. Cooky draws on in-depth

interviews with female sportscasters to explore the challenges they face, the strategies they use to navigate the industry, and the ways in which they are transforming the landscape of sports media.

Gendered Neoliberalism

Cooky argues that the experiences of female sportscasters are shaped by gendered neoliberalism, a form of neoliberalism that emphasizes the importance of individual responsibility and free market competition. This ideology has led to a narrowing of the range of acceptable behaviors for women in the workplace, and it has created a climate in which women who do not conform to traditional gender roles are often marginalized or punished.

In the sports media industry, gendered neoliberalism manifests itself in the ways that female sportscasters are evaluated and treated. Women are often held to higher standards than men, and they are more likely to be criticized for their appearance, their voice, and their knowledge of the game. They are also more likely to be passed over for promotions and opportunities in favor of men.

Navigating the Industry

Despite the challenges they face, female sportscasters are finding ways to navigate the industry and succeed. Cooky identifies a number of strategies that women use to overcome the barriers they encounter, including:

- **Networking:** Female sportscasters often rely on networks of other women to support them and help them advance their careers.

- **Mentoring:** Women who have succeeded in the industry often mentor younger women to help them develop the skills and knowledge they need to succeed.
- **Advocacy:** Female sportscasters are increasingly speaking out about the challenges they face and advocating for change.

Transforming the Landscape

The presence of female sportscasters is transforming the landscape of sports media. Women are bringing new perspectives to the coverage of sports, and they are helping to change the way that fans think about gender and sports.

Cooky argues that the rise of female sportscasters is a sign of progress, but she also cautions that there is still much work to be done to achieve gender equality in sports media. She calls for more women to be hired and promoted to positions of power, and she urges fans to support female sportscasters by watching their broadcasts and following them on social media.

'Gendered Neoliberalism and the American Female Sportscaster' is a must-read for anyone interested in the role of gender in sports media. Cooky provides a nuanced and insightful analysis of the challenges and opportunities that female sportscasters face, and she offers a compelling vision for a more equitable future.

If you are a fan of sports, a student of media studies, or simply someone who is interested in the role of gender in society, I highly recommend this book.

Author Biography

Dr. Cheryl Cooky is an associate professor of Media and Cinema Studies at DePaul University. Her research focuses on the intersection of race, gender, and class in popular culture. She is the author of several books, including 'Gendered Neoliberalism and the American Female Sportscaster' and 'The Cultural Politics of Black Girlhood'.

Book Details

- **Title:** Gendered Neoliberalism and the American Female Sportscaster
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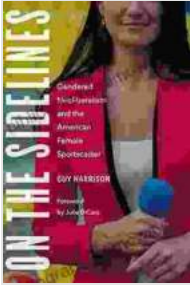
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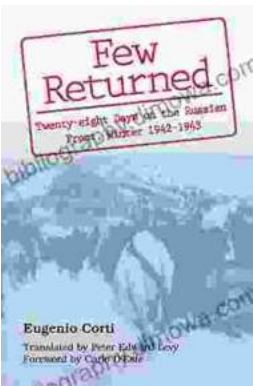
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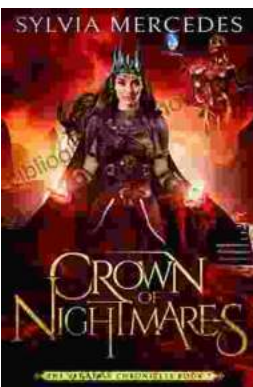


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