عنوان فارسی مقاله:
تحلیل رسانه‌ها از شهرت ورزشی: درک نقش غیررسمی "بحران(سرطان) تیمی" به عنوان یک ساختار فرهنگی اجتماعی

عنوان انگلیسی مقاله:
A media analysis of a sport celebrity: Understanding an informal “team cancer” role as a socio-cultural construction

توجه!
این فایل تنها قسمتی از ترجمه میباشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک کنید.
Conclusions

Through the current study we sought to extend understandings of the negative informal role of a team cancer through a cultural sport psychology perspective, qualitatively analyzing media representations of a sport celebrity positioned by the media as embodying the characteristics of a team cancer. Ethnographic content analysis revealed that while meanings of a team cancer were consistent with previous research by Cope et al. (2010), the cancer role also emerged differently depending upon the hockey moral code discourse invoked (i.e., hockey moral code as truth vs. hockey moral code as hypocrisy). In turn, the meanings and implications of the team cancer characteristics identified depended upon the socio-cultural context (i.e., media narrative/discourse) within which the team cancer identity arose.