Sport Communication: What We Hope to Achieve

Welcome to the inaugural issue of the most recently launched sport-related academic publication! Over the last few decades there has been more appreciation (i.e., outlets) for scholarly research associated with sport, as evidenced by the over two dozen journals that are now publishing research focused on sport. While there are numerous “sport” journals related to such areas as management, sociology, marketing, finance, history, philosophy, and psychology, there has never been a publication dedicated to the broad and integral area of sport communication.

Because communication touches all aspects of sport it has been intriguing to me that no journal has focused on sport communication. Sure, research into sport and communication topics has been published sporadically for decades. There would be an article published every now and then in a variety of scholarly outlets. Occasionally these publications ventured into producing a special issue devoted to sport communication research. For the most part, however, scholars who studied topics related to the communication aspects of sport had a difficult time publishing their findings and increasing the body of knowledge in this area. This began to change a couple years ago as the Journal of Sports Media now publishes an annual issue of research articles. While this is an outstanding publication, there was still a need for a journal that had a more encompassing view of sport communication. Now, after years of hoping and planning, the International Journal of Sport Communication (IJSC) is being launched. This new quarterly will publish annually around 20 sport communication research articles, in addition to other ancillary pieces. With IJSC, there is now a refereed and multidisciplinary outlet devoted full-time to the dissemination of sport communication literature and research.

What makes IJSC unique is its mission, which is to provide a platform for the dissemination of research and information related to communication in sport, through sport, or in a sport setting. Articles will be evaluated for their perceived contribution to the understanding and advancement of the field of sport communication. Published topics will range from sport public relations, sport journalism, and interpersonal communication in sport to sociocultural issues in sport communication, media sports consumption and negotiation, and emerging technologies in sport communication. The contents of the journal are intended for academicians engaged in researching or teaching, and professionals engaged in the practice of, sport communication. IJSC will be committed to the publication of theoretical and applied research from any scholarly tradition. The publication is open to any type of qualitative analysis or quantitative investigation as long as the manuscript involves a topic relative to sport and communication. Although the journal will publish a wide variety of topics and methodologies, only high-quality articles will be published. Therefore, the goal of this journal is to make significant contributions to the body of knowledge by providing a rigorous double-blind review process. I would like to extend a warm welcome and thank you to the inaugural editorial
board, which is composed of leading scholars from Australia, China, Denmark, England, France, Israel, Norway, South Africa, South Korea, and the United States. The board members have expertise in diverse fields ranging from critical studies, sport management, advertising, communication policy, history, psychology, and media studies to the fields of telecommunications, cultural studies, sport marketing, international communication, gender studies, journalism, public relations, communication theory, and new media.

In this issue—which is the format that future issues will follow—there is a wide variety of sport communication topics covered in different formats. Each issue of *IJSC* will include a commentary from an established scholar (i.e., Bryan Denham) in the field and one from an emerging scholar (i.e., Bryan Butler) still in the classroom. Following the commentaries, each issue will publish an interview with a practitioner in the field of sport communication. In this issue, Steve Dittmore interviews Frank Brown, a media relations executive of a sports league. In each issue the interview will be followed by research articles. The articles published in this issue examine several unique topics. These include Sylvain Cubizolles’s empirical study of the sports personalities featured in a satirical French television program, Lindsey J. Meán and Jeffrey W. Kassing’s examination of communication activities at youth sporting events, Kirsten Frandsen’s conceptualization of the entertainment experience associated with television sports audiences, and John Vincent and Jane Crossman’s textual analysis of gendered narratives in sports coverage of newspapers. After the research articles, each issue will have a law review, a case study, and book reviews. For the inaugural issue, Barbara Osborne’s legal case brief examines issues associated with the use of voice recordings in a popular sports video game. Qiwei Huang and Ryan M. Brewer’s case study focuses on the growth of professional soccer in China. The book reviews in this inaugural issue are provided by Grant Farred, Maria Elles Scott, Joel G. Maxcy, and Darlene A. Kluka.

I believe that the editorial of the inaugural issue is the perfect place and time to acknowledge a few people who helped launch or support this journal. The acknowledgments begin with Rainer Martens, founder and president of Human Kinetics. *IJSC* could not have happened without his support, leadership, and approval. After months of due diligence by HK, he made the decision to go forward with *IJSC* when he communicated to me on January 24, 2007, that HK would like to launch this new journal. Other professionals at HK who have been instrumental in the formulation of this journal have been Myles Schrag, Cathe Capel, Julia Glahn, Greg Reed, Crystal Myers, and Brian Holding. My colleagues and the administrators at Indiana University have been extremely supportive of this academic endeavor. Andrea Eagleman has been an outstanding inaugural editorial assistant. Finally, I would be remiss in my acknowledgments if I failed to comment that I have completely enjoyed the launching of this journal because of the unconditional love and encouragement from Jen, Hallie, Zack, Brock, and Carlie.

*Paul M. Pedersen, PhD*

*Editor*