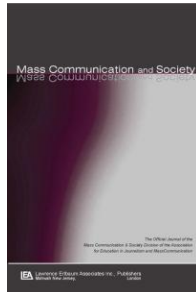


CALL FOR PAPERS FOR A SPECIAL ISSUE OF

Mass Communication and Society



THE OLYMPICS, MEDIA, and SOCIETY

Editor: Stephen D. Perry, Ph.D.

The publisher of *Mass Communication and Society*, Routledge, intends to produce a set of Olympics themed special issues in several of their journals. This unique collection will become part of the educational legacy of the Olympic and Paralympic Games to be staged in their home city, London, in 2012. The special issues will be launched together at the International Convention on Science, Education and Medicine in Sport (ICSEMIS) in July 2012, shortly before the start of the London Olympic and Paralympic Games on July 27th.

To that end, *Mass Communication and Society* invites submissions for a special issue that will explore the relationship between the Olympics, Media, and Society. The topic is broad. The Olympic influence affects the programming of media networks, how success is portrayed in society, and the icons of advertising and marketing campaigns. Scholars have researched representations and language used on Olympic media coverage with an eye to gender and race, assuming influence on audience perceptions. The 2008 Olympics in Beijing served a role in increasing advertising by international corporations in China and influenced the Chinese media system itself according to recent texts. The largest television audiences worldwide tune in to the Olympic Games. Thus, studying this important topic further will benefit the literature in the discipline of Mass Communication as well as that related to the Olympics broadly.

Manuscripts that investigate the interaction between the Olympic Games, media, and society directly or tangentially through the related symbolism, merchandising, system influences, and the like are welcome. The manuscripts are encouraged to explore questions of how the Olympic media coverage influences patriotism, politics, issues of national power, or international enmity or cooperation from any national or global perspective. However, any related Olympic themed exploration of media and society will be welcomed for submission.

Manuscripts that are accepted for this special journal issue are also likely to be proposed for inclusion as a book chapter in an Olympic themed book series to be published by Routledge, giving potential for wider dissemination.

Submissions: Authors are initially asked to submit a 300-500 word abstract describing the focus and research goal of the paper they propose to submit. Abstracts should be emailed to Stephen D. Perry, editor, at mcs@ilstu.edu by **October 15, 2010**. Completed manuscripts of up to 9000 words (including references, tables, and endnotes) will then be expected by **September 1, 2011** and should be submitted electronically through <http://mc.manuscriptcentral.com/mcas>. Additionally, one paper copy should be mailed to: Stephen Perry, Editor, Mass Communication and Society, School of Communication, Campus Box 4480, Illinois State University, Normal, IL, USA 61790-4480. Authors should indicate in their cover letters that the manuscript is for the "Olympics Special Issue." Selected manuscripts will be published in third issue of 2012, Volume 15(3) of the journal.