



# The Global Impact of Olympic Media at London 2012

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This book explores the biggest sporting event in the world through the lens in which most people witness it: the media. Traversing nations and media formats, contributors offer insights into the manner in which the Olympics is conveyed to the masses and the impact arising from the mass consumption of Olympic media in its plethora of dimensions. The book gleans insight from past Olympic media analyses, but focuses on the role media played within the 2012 London Summer Olympics. Using a variety of methodologies, the book underscores how the Olympic Games are more than just a sporting event but should be understood a vast mosaic of images and events that shape public understandings of nations, society, and the values that undergird such renderings.

This book was published as a special section in *Mass Communication & Society*.

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