

## RECENT PUBLICATIONS

### Book reviews

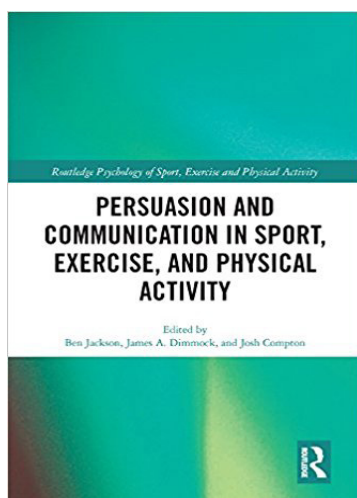
#### **Persuasion and Communication in Sport, Exercise, and Physical Activity**

(Persuasiune și comunicare în activitatea fizică și sport)

Editors: Ben Jackson, James Dimmock, Josh Compton

Publishing House: Routledge, August 9, 2017

302 pages; Price: £105,00



Within the series “Routledge Psychology of Sport, Exercise and Physical Activity”, which aims to promote academic debate and bridge the gap between theory and practice in the field, a new really welcomed book was released at the end of this summer. It is an awaited and very useful book for all those – educators, instructors, coaches, personal trainers, etc. – whose difficult mission is to make people more physically active for improving their sport and exercise experiences and benefits. In other words, a book which helps the mentioned professionals to become more persuasive in effectively communicating messages to their so diverse, frequently even reluctant target populations. A work which considers the applications of persuasion frameworks within physical activity-related contexts and has the merits to summarize and adapt the recent developments in the field to communication topics in the respective settings.

Taking into consideration the complexity of the problems to be approached, the project brings together internationally renowned personalities of social, but also of health, and sport and exercise psychology. This is proved by the fact that apart from the three editors – Ben Jackson, specialized in exercise, health and sport psychology, James

A. Dimmock, focused on interpersonal and impersonal factors that influence motivation for exercise, and Josh Compton, “assistant professor of speech” – 40 other specialists from different countries and universities have collaborated putting together their expertise, their efforts finally resulting in a text which fully covers the topics that must be included in a book intended to exhaust all that the professionals mentioned above have to acquire for persuasively communicating in sport, exercise and physical activity.

This text consists of two parts and a total of 16 chapters. Shortly speaking, the first 9 of them – i.e. Part I – address the main issues related to “Persuasion and Messaging”, primarily emphasizing on the theoretical frameworks that might be used when communicating in sport, exercise, and physical activity. The various topics approached within this part are essential to learn from theory and research and to ensure that our communication efforts finally achieve the intended outcomes.

Part II consists of only 7 chapters. This time, emphasis is more closely directed at interpersonal communication, the authors speaking about the different ways through which individuals communicate with others and, in some cases, even with themselves. Briefly, the topics addressed within this second part are as follows: ● the benefits of need-supportive communication in physical activity and sport settings, ● communication skills and behaviors that leaders need to possess for inspiring others, increasing their confidence and stimulating them to follow their goals, ● principled negotiation methods and interaction in physical activity and sport, ● how and why our bodily responses and postures may influence our feelings and behaviors and stimulate exercise participation, ● the nature and implications of communication processes in the particular case of sport teams, ● successfully communicating information about physical activity when addressing people with physical disabilities, and ● verbal and non-verbal methods of self-presentation in communicating information about ourselves within our sport and exercise environment.

Having in mind all these characteristics and qualities, as well as other overlooked but not minor ones, it can be said that the book represents a real invaluable tool for both those involved in research and practitioners. As a consequence, its publication must be considered a special happy editorial event, while its purchase is a necessity.

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