


DAVID
BECKHAM



INSTINCT
10 YEAR ANNIVERSARY
GOLD EDITION

Global Cultural Sporting Environment M5X02091



Lecture 7
The commodification & commercialisation of sport.
2020-21



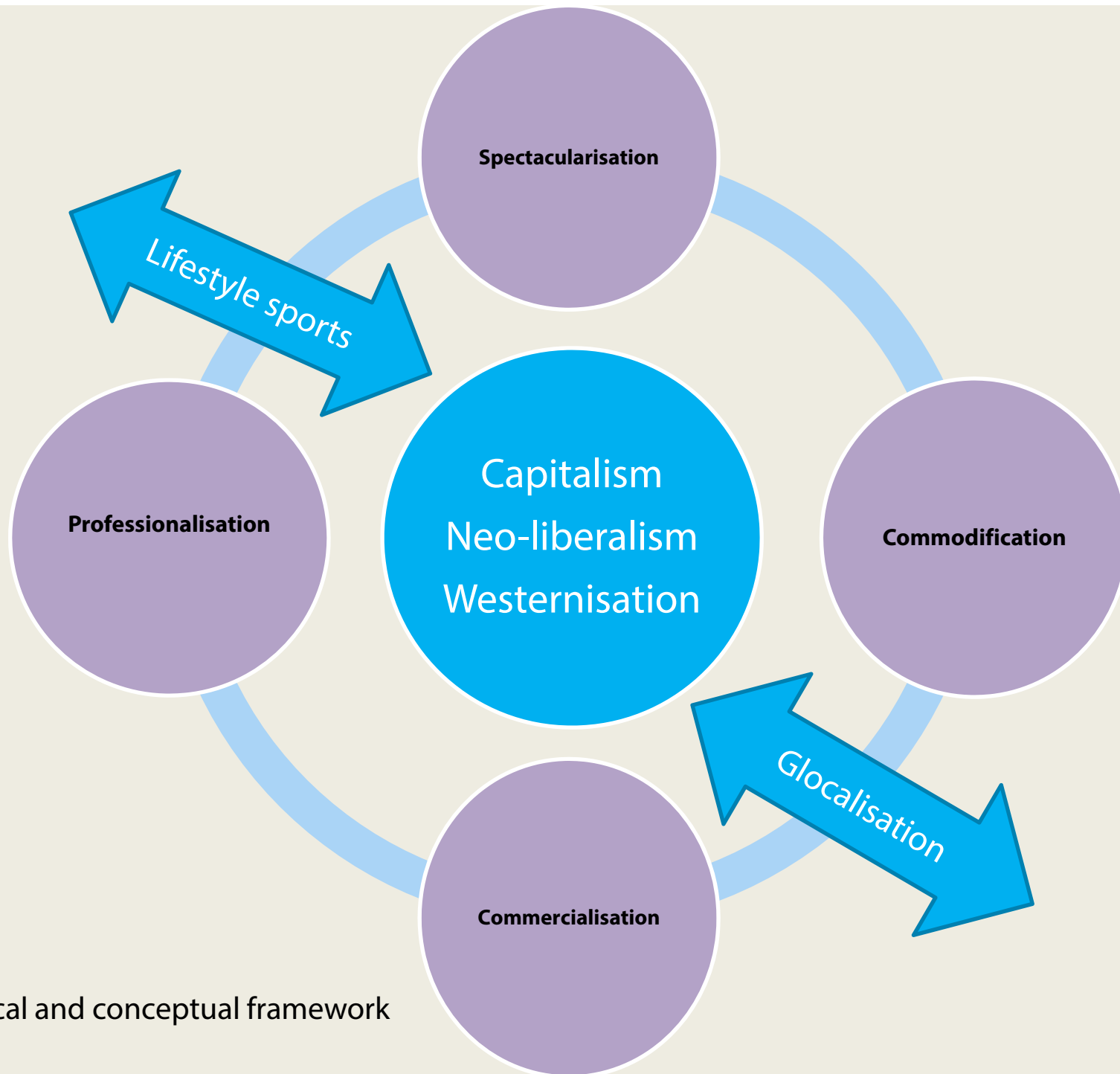
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Session Overview

- Consider key concepts:
 - Commodification of sport
 - Commercialisation of sport
 - “Sportization” of popular culture
 - Professionalisation of sport





Theoretical and conceptual framework

Lecture/Seminar Schedule: Semester 1

Teaching Week	W/C	Sessions Details
2	28/09/2020	Module Introduction
3	05/10/2020	Sport, culture and national identity – UK and Ireland
4	12/10/2020	Sport, culture and national identity in the Rest of World – The Arab World
5	19/10/2020	Sport, culture and national identity – South East Asia
6	26/10/2020	Sport, culture and national identity in the Rest of World – North America
7	02/11/2020	Globalisation and Sport – Part 1
8	09/11/2020	Globalisation and Sport – Part 2
9	16/11/2020	Sport for Development and Peace
10	23/11/2020	Professional Team Sports – International Comparisons
11	30/11/2020	Culture, commercialisation and consumerism in sport
12	07/12/2020	Assignment Support Session
Christmas Vacation Monday 14th December to Monday 18th January 2021		

Module Assessment

WRIT 1 Essay: 4000 words (100% contribution)

To what extent has the relationship between sport and national identity been eroded and replaced by a homogenous global sporting culture? Critically evaluate the arguments for and against this statement and draw your own conclusions.

Define the key concepts and demonstrate knowledge and understanding of the subject; provide examples of how sport contributes to national identity, using historical and present day perspectives. Analysis should also consider the role of the state and international organisations with regards to national identity and sport; and must draw on the case studies, theories and concepts covered within the Module.

Evaluation must be critical in nature and underpinned with appropriate and accurate citations. Students should adhere to the Harvard referencing system.

Assessment Format and Submission

Answers should be presented as a structured essay of 4,000 words, containing an introduction, main body sections and conclusion. Work should be written in Arial font, size 12 with 1.5 or double line spacing.

A list of references must be included at the rear of the essay. References are those sources directly cited in the text.

Please adhere to the specified word limit. Marks will be deducted in accordance with the Academic Quality Handbook if work is 10% above the limit.

Further advice and guidance will be provided during lectures and seminars.

Please note this is an online submission so students must submit their work via Turnitin.

Due date: Friday 11th December 4pm

***“Commodification** is the trend in modern society that reduces culture and identity to commodities with market prices,” Spracklen (2015, p. 190).*



4 examples of cultural commodification in tourism



Redeveloping places to make them more attractive for tourist consumption



Creating staged and reshaped traditional performances for tourists



Adaptive reuse of historical buildings without interpretation



Sale and / or reproduction of artefacts of cultural or spiritual significance as souvenirs

Picture sources:

<http://www.flickr.com/photos/rachel2000/3329235036/>

http://en.wikipedia.org/wiki/File:Kangas_kunika.jpg

<http://www.flickr.com/photos/juanm/4263274405/size/m/in/photostream/>

<http://blog.malawi.com/kunika/104>



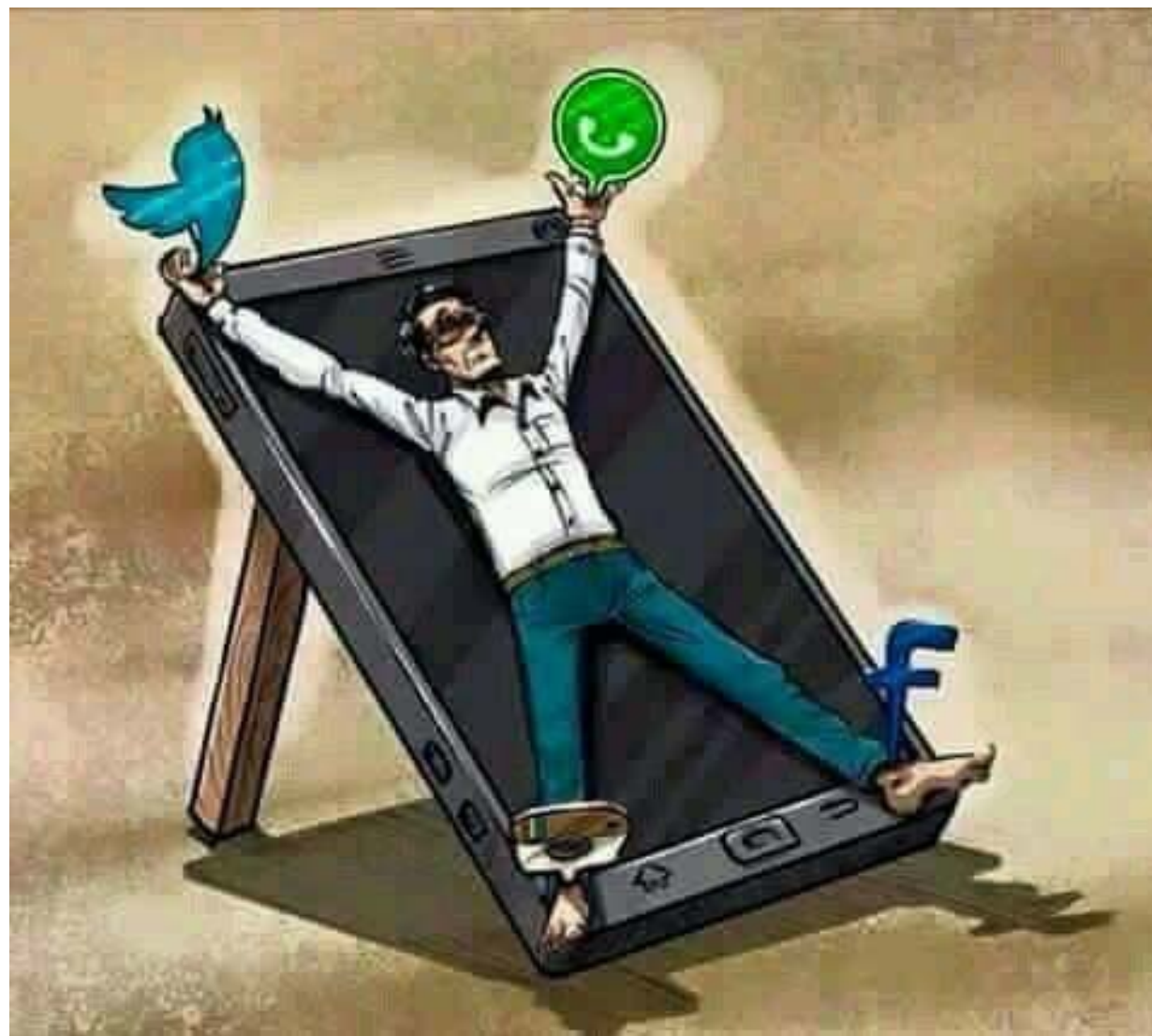
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What examples of the commodification of sport can you think of?

Discuss in pairs for & identify your top 5 examples.



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IMPOSSIBLE IS NOTHING



FOREVER SPORT 



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JOSHUA KLITSCHKO

DECEMBER 10

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skysports.com/joshua

sky **SPORTS**
BOX OFFICE

 **HILL**

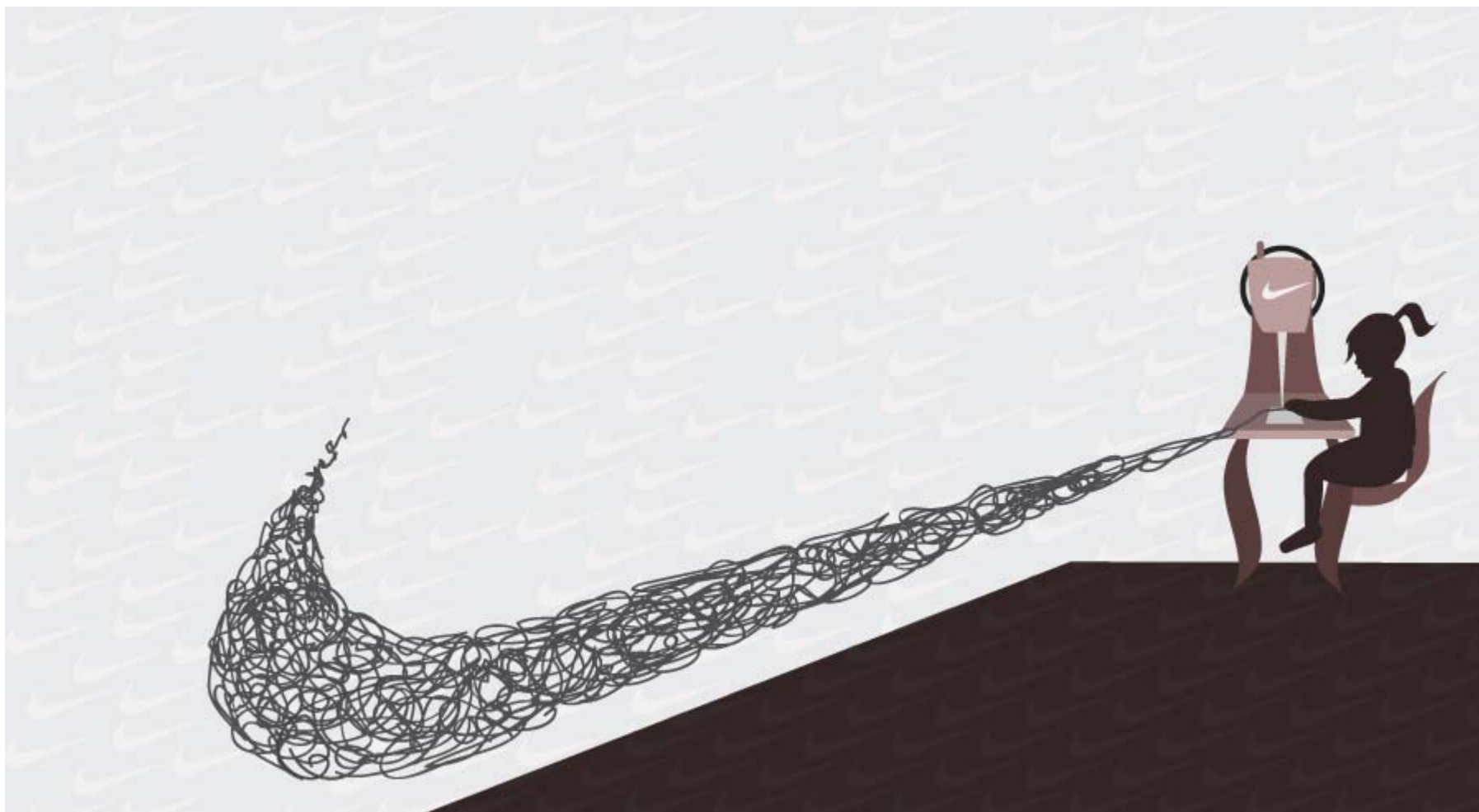
Sky TV residential customers only. Cable service may vary,
please contact your operator. Sky Box Office terms apply. Booking fees may also apply



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“Commodification is an extension of the effects of modern capitalism on society, and the establishment of unequal power relationships in rigid social structures,” Spracklen (2015, p.191).



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Bluebirds or Dragons.....



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Commodification is linked to the spread of commercialisation, Westernisation and Americanisation e.g. Disney, McDonalds, Nike.



***“Spectacularisation and commodification of the cricket product” Horne et al.
(2013, p.25)***



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London 2012 Sponsorship Structure

Worldwide partners



Official partners



Official supporters



Travis Dorsh – Ted Talks

Sport and The Commodification of America's Youth



Reflect on the Ted Talk

Does the description of youth sport in the US reflect your own experience of youth/community growing up?

To what extent has youth sport becoming commodified in the UK?

What are the implications for sports development & school sport/PE?



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Related concepts

Commercialization is the “simple trend of turning our everyday lives and lived culture – our sports, preferences, tastes and networks – into commercial, profit-driven, profit-making enterprises.” Spracklen (2015, p.190).

“Popular culture might be a form culture that is already completely commodified, or it may be a form of culture that resists such commodifying pressures,” Spracklen (2015, p.190).



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David Beckham, the former England and Manchester United footballer, remains the **highest** earner in **British sport** amassing a fortune of

£165m

Beckham fortune

His **£2million** salary at **Paris Saint-Germain** was paid to a **children's charity**

In **2007** the ex-England captain signed for **LA Galaxy** for five years where his **£4million** annual salary made him the **highest** paid **US soccer** player

The **£10million** Hertfordshire mansion he owns with wife **Victoria** was reported to be on the **market** earlier this year

The **Beckhams** are believed to be **keeping** their **£11million** Beverly Hills **home**

Deals:

Vodafone
£1.2million

Rage
Software
£1.8million

Japanese TV
£325,000

Police
Sunglasses
£1.2million

Pepsi
£2.4 million

adidas
£3.5 million

Gillette
£4.9 million

Armani
£20million



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MANCHESTER UNITED

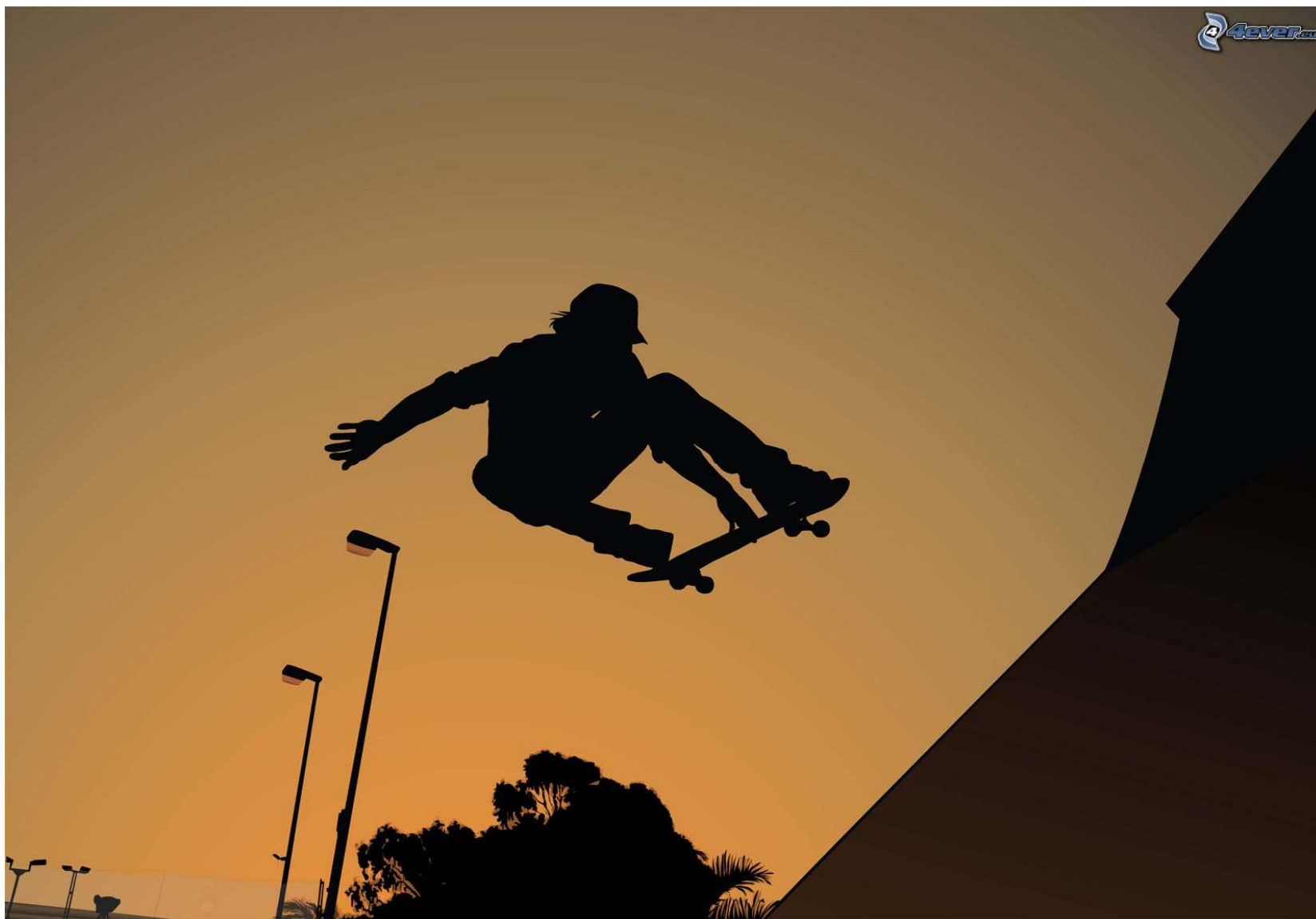






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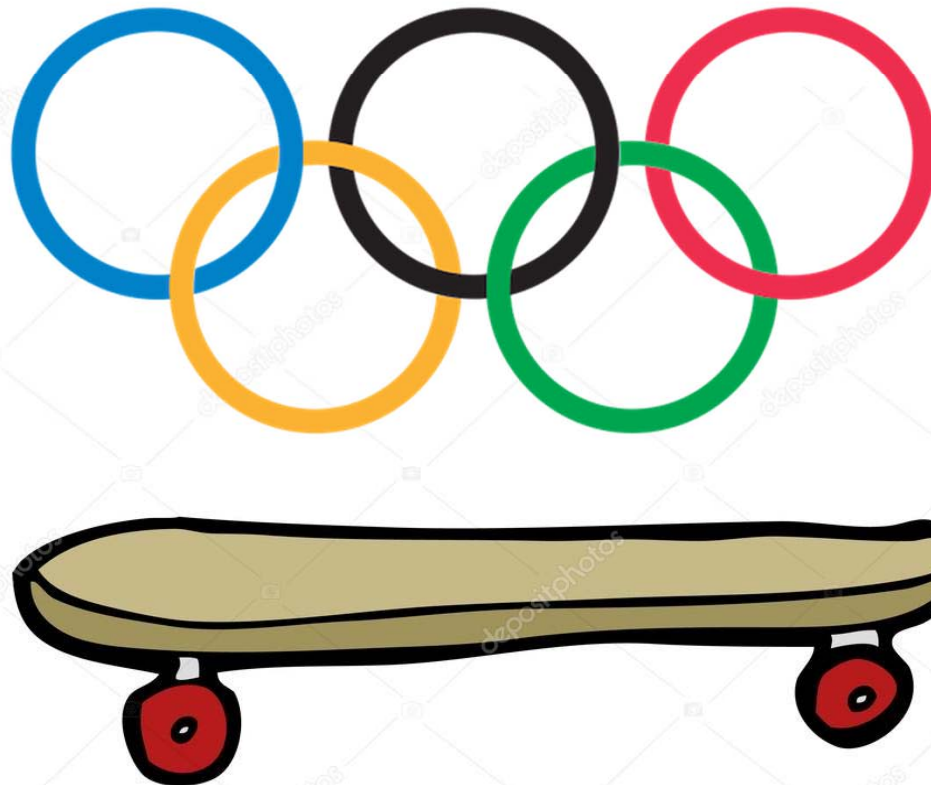
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TOKYO 2020



<https://www.bbc.co.uk/sport/49704526>

The role of professional sport?

“At its best, professional sport is the peak of the sports industry that supports those organisations below it by generating financial resources and cultural cachet. At its worst, it a rapacious commercial animal with an insatiable appetite for financial, cultural and social resources,” Hoyer et al (2013: 54).

Is professional sport out of control?

Professionalisation of sport

In the second half of 20th century...

“modern sports became fully professionalised – fully commercialised – and sports and athletes became commodities, bought and sold under strict, neo-liberal market conditions,” Spracklen (2015,p.190).



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£350,000
a week
after tax.

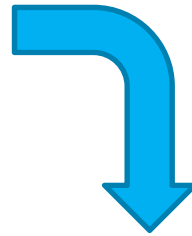


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1889- 2004



**MK
DONS**



2004 -



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2 x Summary Slides For Reference Purposes:



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Professionalisation & commodification of sport

Process gathered pace in second half of twentieth century; for example:

- Rules governing amateurism were forgotten or overturned.
- Restraints on salaries and the movement of athletes were dropped.
- Clubs became private or listed companies , free to be bought or sold.
- Fan loyalty and sense of belonging was utilised to increase profit margins, shareholder bonuses, and the bank accounts of sport agents and athletes (Zimbalist, 2003).
- Sports governing bodies had to pursue professionalization of coaching and management, which led to strategies to maximise funding and sponsorship.
- Sports fans were identified as interested consumers, and distinctions between fans of different sports were manipulated to sell exclusive belonging and identity.
- Sports were sold to viewers as 'aspirational', events they had to watch to become a member of higher class.
- Watching sports became linked to buying things associated with that sport, either directly linked merchandising or indirectly-linked products from sponsors.

Spracklen (2015, pp. 195-196).

Professionalisation & commodification of sport

In the twentieth century...

- Sports became fully modern & fully professional;
- Being a professional athlete or coach became a lucrative career option;
- Indistinguishable from the entertainment industry;
- Funds increasingly invested by private corporations and nation-states in the business of sports;
- Talent increasingly trained at a young age in elite performance development programmes;
- Professional sports management led to sports marketing strategies, business plans and expansion of sport franchises into new markets;
- Growth of TV and radio saw professional sports become a normal part of everyday life;
- The professionalization of modern sport was mirrored by similar developments in other areas of popular culture;
- Sports stars pushed in the same way as pop stars – but their clean cut image made them even more marketable.
- Sports stars became celebrities in popular culture.
- ‘Soccer spread around the world as the harbinger of Westernisation and professionalization, proving itself to be a perfect product of the entertainment industry’ (Spracklen, 2015: p.197)

Exhibit A:



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Exhibit B:



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Task For Next Week.

What is your experience/perception of the commercialisation of sport and leisure?

Is it positive, negative or indifferent?

Draw up a “balance sheet” and decide.



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ANY
QUESTIONS



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