

Global Cultural Sporting Environment M5X02091

Lecture 7

Globalisation and Sport
2020-21



Lecture Aims

1. Recap last week
2. Introduce concept of globalisation
3. Consider causes and evidence for its existence

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.

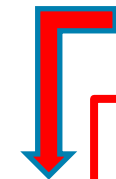
Further advice and guidance will be provided during lectures and seminars.

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

Due date: Friday 11th December 4pm

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	Culture, commercialisation and consumerism in sport
10	23/11/2020	Professional Team Sports – International Comparisons
11	30/11/2020	Sport for Development and Peace
12	07/12/2020	Assignment Support Session
Christmas Vacation Monday 14th December to Monday 18th January 2021		



Independent Study Task for next Week

Review one of these North American sports in terms of its place in society and extent to which it represents the national identity; has been used as a nation building tool, and in terms of its global reach.

- Baseball in USA - Cieran
- American Football in USA - Chris
- Basketball in USA - Brooklyn
- Ice hockey in Canada - Owen
- Lacrosse in Canada - Callum
- Football in Mexico -
- Wrestling in Mexico - Cedric

Prepare a 2 slide Powerpoint and use this to feedback to the class next week.

Why study **globalisation** and **sport**?



“An understanding of globalisation is central to an understanding of the changing nature of contemporary sport, culture and society”, Jarvie and Thornton (2012, p.115).

Globalisation Defined

*“A **historical process** involving a fundamental shift or transformation in the spatial scale of human social organisation that links distant communities and expands the reach of power relations across regions and continents. Often used to describe a **single world economy**, although sometimes employed to define the **growing integration of the internationalist capitalist system**” Jarvie and Thornton (2012, p.120).*



Basically...

*The “increasing interconnectedness
of societies”* Macionis and Plummer (2008, p.40).

Related concepts

- **Neo-liberalism**: represents the **reassertion** of the classical liberal concern to promote the maximum possible liberty and/or economic efficiency - **free market** over planned economy (Jarvie and Thornton, 2012, p.120).
- **Internationalisation**: term denotes high levels of international interaction and interdependence. The process of internationalisation are often shaped by inter-state and transnational agreements (Jarvie and Thornton, 2012, p.120)

- **Glocalization**: 'The "real world" endeavours of individuals and social groups to ground or to recontextualize global phenomenon' (Guilianotti and Robertson, 2009, p.46).
- **Denationalisation**: refers to the incorporation of the global into the what was previously considered national (Majoribanks and Farquharson, 2012, p.81) e.g. sports labour market provides incentives for athletes to migrate and compete in overseas leagues/competitions, which can lead to athletes representing their adopted country. This can lead to the 'de-ethnicization of the nation in sport', Poli (2007, p. 654).

Characteristics of Global Sport

Jarvie and Thornton (2012, p. 115)

1. Changing rates of migration of sports personnel;
2. Transfer of sports finance on a global scale;
3. Exchange of ideas about sport throughout the world;
4. Emergence of transnational sports organisations;
5. Extent to which sporting tastes and cultures have moved across national boundaries to be consumed in different corners of the Earth.

Task in pairs (10 mins): identify at least two clear examples of each of these characteristics.













The Concept of Globalisation

Houlihan (2016, pp.553-554) identifies 3 aspects of the concept that need consideration:

- 1. Globalisation as a process – dimensions and flows;**
- 2. Globalisation as an outcome;**
- 3. The reach of globalisation and the response to it.**

Varieties of Globalisation

Houlihan (2016, p.554-555)

Globalisation as a process of:	Examples from sport:
Internationalisation (greater cross border exchanges – trade, ideas, people)	Trade in athletes
Liberalisation (removal of trade restrictions)	Bosman ruling, liberalisation of cross border TV media ownership and broadcasting
Universalisation of culture - leading to a homogenous cultural experience	Participation in Olympic Games and broadcasting reach
Westernisation/Americanisation - spread of capitalism, rational bureaucracy, industrialism and Western style democracy throughout the world	Rational-bureaucratic sports structures, scientific approach to talent ID and development, on and off field specialisation, and commercialisation
Deterritorialisation	Development of large fan groups outside national state boundaries; live transmission of international sports events

What other examples can you think of?
What about counter arguments?

Q. Is profit the main driver of globalisation?

Cultural and Product Convergence

- Hardy (2012) argues that the nature of the product, especially the game form and goods, have been determined by a narrow range of firms.
- Houlihan (2016) asserts that economic interests have become much more prominent in past 35 years – more private profit and less state subsidy of sport.
- Commodification of sport;
- Increasing integration between TV media companies and the sports they broadcast;

Brohm (1978) argues sport acts as a 'subtle vehicle for infiltrating capitalist values into a society because awareness of the manipulative capacity of sport is so low' (Houlihan, 2016, p. 556).



Other evidence?

- Olympic Games heavily dependent on American corporations – 60% of all income from US businesses (Houlihan, 2016).
- Six largest economies won 39% of all medals at 2012 Olympic Games.

What examples can you think of?

2. Globalisation as an Outcome

- ❑ What is the threshold for a globalised world – how should it look?
- ❑ Houlihan identifies 3 “clearly observable trajectories of globalisation visible in contemporary sport,” (2016, p. 559).

Globalisation as an Outcome

Houlihan (2016) - 3 trajectories of globalisation in contemporary sport:

1. **Sport is deterritorialised**.... no longer defined by national affiliation e.g. professional cycling e.g. F1.
2. **A pattern of intense international sporting competition** e.g. Champions League.
3. **Multinationalised sport**....fan identities reflect increasingly common multiple or nested identities e.g. British Lions.

1. 'Where nation and nationality mean little in terms of defining identity, the provision of funding or the regulatory framework in which sport takes place. **Sport is deterritorialised.... No longer defined by national affiliation...structured according to some other principle' e.g. commercial opportunity, religion, sexuality or ideology.** Houlihan (2016, p.559).



2. A pattern of intense international sporting competition – international competitions become considered more important than domestic competitions (Houlihan, 2016).



3. Multinationalised sport... 'nation is still an important reference point but sports participation and fan identity reflect increasingly common multiple or nested identities' Houlihan (2016, p.559).



What do we know?

- ❑ 'Globalisation and reactions to it illustrate the uneven distribution of power in today's world of sport' (Jarvie and Thornton, 2012, p. 115).
- ❑ Globalisation refers to both a process and an outcome.
- ❑ There is a lack of consensus amongst academics regarding the nature of globalisation and how far reaching it has become.
- ❑ This reflects both a lack of empirical study and the complex and multi-faceted nature of the processes involved.



Critical
thinking!!

Characteristic	Globalised Sport	Internationalised Sport	Multinationalised Sport
Nation as the defining unit of international sport and nationality as the defining characteristic of sportsmen and sportswomen	Multi-national / nationally ambiguous teams the norm e.g. F1	Teams defined by their country of origin e.g. World Cup	Nation is primary reference point; teams athletes will represent their nations but also other politically defined units e.g. European Teams
Extent of global diversity in sport	Diminishing diversity, increasingly uniform pattern of Olympic and major international team/individual sports	Maintenance of vigorous national/regional sporting culture	Increasing diversity in terms of opportunities for competitions
Extent of state patronage of elite sport	Minimal, sports are easily financially self sufficient or attract commercial patronage	Substantial, most Olympic and major international sports depend on state subsidy	Substantial, although some wariness regarding the allocation of national funds to support supranational teams
Extent to which sports businesses and organisations operate within a national framework of regulation	Self-regulation by the industry or no regulation	National framework of regulation e.g. licensing of clubs	National regulatory frameworks important but both businesses and sports organisations operate within multiple regulatory frameworks, especially within the EU
Extent to which international sports federations and IOC are subject to domestic control	Immune from domestic regulatory and legal systems or in countries where the legal system is protective of corporate/organisational interests	Subject to legal challenge and regulatory oversight at state level, but also at supranational level	Subject to legal challenge and regulation at both national and supranational levels
Houlihan (2016 pp.560-561)			

Houlihan's Conclusion (2016)

‘The pattern of engagement between sport in the UK and international sport...corresponds neatly to none of the three ideal types, but rather exhibits a hybrid profile,’ (2016, p. 564).

Houlihan's Evaluation (2016)

- Place is important for some sports (e.g. football), while for others it is not (e.g. F1).
- Nationality of players does not prevent strong identification for some sports (e.g. football), whilst for others (e.g. tennis), it does.
- The 'state is of central significance in determining the pattern of engagement between national and global sport and is far from the residual institution that is sometimes suggested' (Houlihan, 2016, p.566).

Q. Is this still accurate today?

3. Reach and Response

- ❑ What impact does globalisation have on local cultures?
- ❑ ***'Progressive cosmopolitanism' or 'oppressive imperialism'*** Scholte (2000) - little evidence of a consensus.
- ❑ Examples exist of local communities responding passively to globalisation, participating in the process and conflicting with it e.g. Olympic boycotts.

Does the nation-state still have a purpose in a globalised sports world?



- Debate is not confined to sport (think Brexit for example!!)
- For example, Giddens (1999) believes globalisation has weakened the nation state to a 'shell institution', which appears the same on the outside but is hollow on the inside, and others have questioned whether we will see the demise of the nation state as an institution (van Deth, 1995; Mann, 1997; Morris, 1997; Schachter, 1997).
- In sport, some argue that nationalism and globalisation are intertwined, so that local and national sport are transformed by global culture (Lee and Maguire, 2009); whereas others argue that sports nationalism is countering globalisation, because of sports dependency on the idea of the sporting nation (Rowe, 2003).

Ultimately, 'for international sport to exist, nations must also exist as a basis for competition. So it is in the interest of... nations, sports and the corporations that sponsor sports – for sport to reinforce the idea of nations, nation-building and nationalism' Marjoribanks and Farquharson (2012, p.81).

Q. Where would rugby be without the international game?

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***Is there an alternative trajectory
to neo-liberalism and the
globalisation of sport?***

***Can sport succeed as a force for
social change?***



INTERNATIONAL
OLYMPIC
COMMITTEE



Examples of Alternative Responses

- Sports role in toppling apartheid system in South Africa.
- Tackling football corruption in Brazil: 2002 'Law of Moralisation' enforced transparency in sports club administration, and a bill of rights for football fans 'Fans Statute'.
- Social movements targeting mega-events as a means of protest against the ethics of neo-liberal globalisation – an age of activism.





CONSUMERS

Blindly supporting the human rights abuses of World Cup 2022



Use your power as consumer!



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

PROUDLY SUPPORTING THE HUMAN RIGHTS ABUSES OF



SONY



















Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

A reaction to contemporary capitalism?

- Capital today is more fluid – looking for the best opportunities in all corners of the world to accumulate greater capital.
- Sports businesses are no different seeking greater profits.
- Contemporary capitalism has been marked by the rise of powerful transnational corporations, that take advantage of opportunities to lower the costs of production, by shifting production to poorer countries, or through consolidation, mergers or takeovers.





“There is the almost unquestionable challenge that global sport, in many ways, is part of the **hallmark of the triumph of capitalism** coupled with the growing ascendancy of economics over politics, of the corporate demands of sport over public policy and of **private sporting interest over public sporting interests**. Neo-liberal thinking about sport, in many ways, implies the end of politics because of the **centrality of the market** as the resource allocator and the submission of the commons to commodification,” Jarvie and Thornton (2012, p. 421)

The Age of Activism?

Feffer (2011, p.1)

The Age of Empire 1789 – 1848

The Age of Revolution 1848-1875

The Age of Capital 1875-1914

The Age of Extremes 1914-91

The Age of Activism 1991 – present

An Age of Activism

Feffer (2011, p.1)

Jarvie and Thornton (2016:423) identify 3 main factors of activism:

1. The economic recession;
2. The call for transparency;
3. The increased capacity to socially network.



Sport Activism

Sport itself rarely contributes to any strategy for change, but opportunities exist for sport to take its place in the politics of social change.

- Local, national and international protests.
- Individual, anti global, anti-Olympic



Anti Global Sport

- The term anti-global is associated with a anti-global movement and with many other names – anti-corporate, anti-capitalist, anti-free trade, anti-Olympic.
- A movement against the transformation of every activity and value into a commodity.
- Anti-globalisation consists of radical and moderate viewpoints, in terms of both the causes and solutions.

Jarvie & Thornton (2012:132)

Radical Wing: Problems

- Process of globalisation serves wealthy elites at expense of poorer countries;
- Globalisation undermines working conditions and pay in wealthy countries;
- Exploits cheap sports labour in poorer countries;
- Indigenous sporting cultures are threatened;
- Globalisation as a process is fundamentally flawed and immoral.

Jarvie & Thornton (2012:132)

Radical Wing: Solutions

- Reassertion of the power of national and local sports organisations;
- Return of economic, political and cultural power to localities;
- Quotas on the migration of sports talent into the country;
- Re-evaluation and redistribution of wealth derived from sport to alleviate poverty;
- Support for campaigns such as Sport Relief and critical evaluation of the role of companies such as Nike.

Jarvie & Thornton (2012:132)

Q. Are these realistic or has the horse already bolted?

Are the rise of extreme and alternative sports a form of protest against global or capitalist forms of sport?



Activism and Sporting Mega Events

- Social movements have woken up to the politics of mega events.
- Forms of activism around mega events typically fall into the following categories: spontaneous uprisings, grass-roots mobilisation and protest, and special interest groups.
- They are a form of “soft power” – arguing for transparency, accountability, local involvement, and increased capability in reaching Millennium Development Goals, for example.

London 2012 Sponsorship Structure

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*...You know, the same guys that brought us **WAR**, **DEBT**, **CANCER**, **OBESITY** and **OIL SPILLS**.*

“Modern sports are now effectively controlled by a small number of transnational corporations, who have been allowed by national and international political institutions to develop a neo-liberal global capitalism that benefits their shareholders beyond anything and anyone else (Horne, 2006).” Spracklen (2015, p.203).

Can modern sports break free from these controlling forces?

Independent study task for next week:

Task for next week: find a journal article on globalisation of sport that is not on Moodle. Read it and provide a summary for the group in next week's lecture.

Further Reading

Houlihan, B., and Malcolm, D. (2016) Sport and Society, 3rd. Edition. Ch. 24.

Jarvie, G., and Thornton, J. (2012). Sport, Culture and Society, 2nd Edition. Ch. 5 & 6.

Majoribanks, T., and Farquharson, K. (2012). Sport and Society in the Global Age. pp. 80-92.

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