

MODULE CODE: M5X02091
TITLE: The Global Cultural Sporting Environment
DATED: 28/04/2016

LEVEL: 5
CREDITS: 20

JACS CODE: N800

AIM(S)

- To develop students understanding of the National, European and International cultural elements which influence sport and community development.
- To increase awareness of other cultures in order to facilitate more effective intercultural relationships.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- Define and demonstrate an awareness of the role of culture in developing and maintaining national sports from a local and global perspective.
- Evaluate how behaviour and attitude can vary between different cultures across the world.

INDICATIVE CONTENT

- The cultural environment (Cosmopolitan, Nationalism, Localism)
- Community development and Globalization (Online)
- Global cultural sporting environments (Gaelic Football, Rugby NZ, Australian Rules Football, Jamaican sprinting, Indian Premier League, Sumo Wrestling)
- Government policy, interaction, initiatives, interventions and legislation
- Global Identity, heritage and sports tourism
- Diversity, Racism, Religion, Race, Institutionalism and Inclusion strategies
- DCMS, NGO's, Tourist Boards, Monuments, Lobby/ Pressure Groups
- Languages (key phrases and greetings)
- The professional sports athlete overseas (Contracts, change management, lifestyle, education)
- Media and its role in integration

- Sporting cultures and team performance
- The role and perceived threat of terrorism
- United Nations (Sport and the Environment)
- Charities and emerging nations development
- Links to multinational development (Global Community/ Regeneration funds)
- Global consumer culture and intercultural awareness
- Indigenous populations (Maori, Aborigines, Native Indians, Inuit's) and their impact on the sporting environment.

LEARNING AND TEACHING STRATEGY

The students will be taught through a structured mix of learning activities aimed at developing increased competence and confidence in understanding key cultural differences between societies. Keynote lectures will present the main aspects and group discussions will evolve to develop analytical and evaluative competence about intercultural issues.

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	40	20%
Independent learning	160	80%
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 – 100%

Coursework – Report (4000 words).

Exemplar

Write a report on the influence of culture in maintaining and developing national sports or national sporting athletes from an indigenous perspective. Evaluate the consequences of their actions on community influences or behaviours when they impact on sport and the wider community.

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	100%
Practical	
TOTAL	100%

EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD)

Does the module contribute to ESD?	Yes ✓
	No
If yes please provide brief details (no more than 100 words): Culture plays an important role in developing and maintaining sporting communities which develops positive inclusive strategies which benefit the wider community.	

BIBLIOGRAPHY

Essential

- Harris J & Parker A (2009) Sport and Social Identities. London: Palgrave Macmillan
- Houlihan B and Malcom D (2016) Sport and Society – A Student Introduction. London: SAGE
- Jarvie G and Thornton J (2012) Sport, Culture and Society, 2nd Ed. London: Routledge.
- Levermore, R. & Beacon, A. (2009) Sport and International Development. London: Palgrave Macmillan
- Scholes J & Sassower R (2014) Religion and Sports in American Culture. Oxon: Routledge.
- Tomlinson A & Young C (2006) National Identity and Global Sports Events. New York: SUNY Press.

Recommended

- Bairner A (2001) Sport, Nationalism and Globalization. New York: SUNY Press
- Coakley J and Pike E (2014) Sports in Society: issues and controversies. Maidenhead: McGraw-Hill.
- Collins M and Kay T (2003) Sport and social exclusion. London: Routledge
- Gudykunst WB (2004) Bridging Differences; Effective Intergroup Communication. London: SAGE Publications
- Marjoribanks T and Farquharson K (2012) Sport and Society in the Global Age. London: Palgrave Macmillan
- Markovits AS & Rensmann L (2010) Gaming the World. New Jersey: Princeton University Press.
- Quiroga, A. (2013) Football and National Identities in Spain. London: Palgrave Macmillan
- Schirato T (2007) Understanding Sports Culture. London: SAGE Publications.
- Spracklen K (2015) Exploring Sports and Society. London: Palgrave Macmillan

Background

Cashmore E (2015) Making Sense of Sports (4th Edition). London: Routledge

Moran, RT. et al. (2007) Managing Cultural Differences, Elsevier: Oxford

Long, J & Spracklen, K (2011) Sport and Challenges to Racism. London: Palgrave Macmillan

Samovar, LA. et al (2009) Communication Between Cultures Wadsworth

Journals

Journal of Sport and Social Issues

International Review for the Sociology of Sport

Sociology of Sport Journal

International Journal of Sports Policy (IJSP)

International Journal of Employment Studies

Sport in Society

Sport, Education and Society

European Sport Management Quarterly

International Journal of Sport Management (IJSM)

International Journal of Sport Management and Marketing (IJSMM)

Sport Management Review

Websites

<http://www.unicef.org/sports/>

http://www.unep.org/sport_env/

<http://www.sportanddev.org>

www.bristol.ac.uk/sociology/ethnicitycitizenship

<http://www.fifa.com/sustainability>

<http://www.olympic.org/sustainability>

<http://ics.sagepub.com/>

<http://www.emeraldinsight.com/journal/ijcthr>

<http://www.journals.elsevier.com/journal-of-cultural-heritage/>