

Global Cultural Sporting Environment M5X02091

Lecture 4 – Sport in South East Asia



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Transforming Education; Transforming Lives

Independent Study Week 3

Pick one country from the Arab World.

Identify trends and developments that reflect increased globalisation of sport.

Consider how the country is using sport to help achieve its goals.

Consider if the country's national sporting identity is under threat from Western sports culture.

Support with examples and include references.



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Lecture Aims

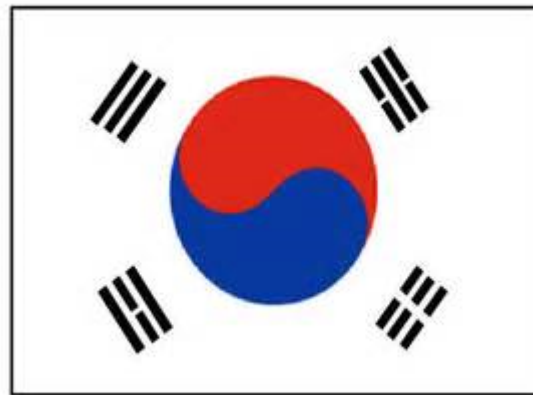
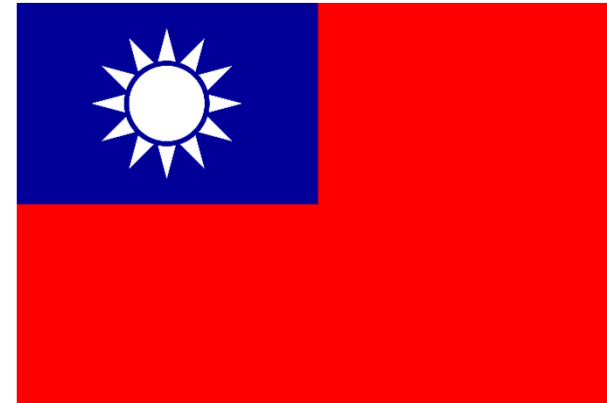
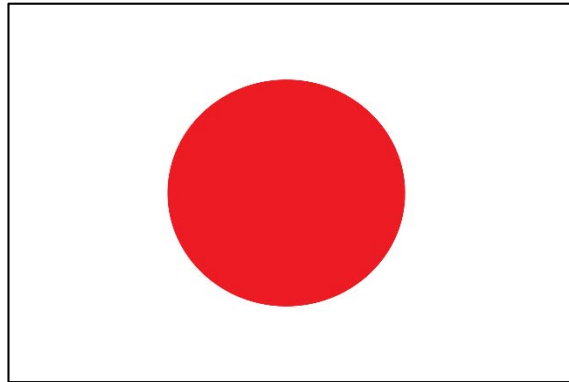
- ❑ Recap week : Arab World
- ❑ Consider role of sport in shaping national identities in South East Asia.
- ❑ Independent study tasks



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	Sport for Development and Peace
8	09/11/2020	Globalisation and Sport – Part 1
9	16/11/2020	CHANGE: LECTURES WILL NOW TAKE PLACE IN ENTERPRISE WEEK
10	23/11/2020	Globalisation and Sport – Part 2
11	30/11/2020	Culture, commercialisation and consumerism in sport
12	07/12/2020	Assignment Support Session
Christmas Vacation Monday 14 th December to Monday 18 th January 2021		

Sport in East Asia



What is a national sport?

“As Bairner (2001) notes, regardless of scale and level of popularity, any sport that provides a meaningful cultural value for the nation can be regarded as a national sport of the country in question”, Bairner *et al.* (2016, p.505)

Individual Task – 45 mins

For one of the countries below...

1. Identify their national sport(s);
2. Identify examples of how sport has been used for political and economic purposes;
3. Identify two examples of globalisation of sport particular to these countries.
4. Locate 1 journal article on sport in the country.

Japan – Cedric

Taiwan - Owen

China – Chris

Malaysia - Kieran

South Korea – Brooklyn

Japan – Callum

Put your findings onto a PPT slide, including a reference for the article you have located

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...

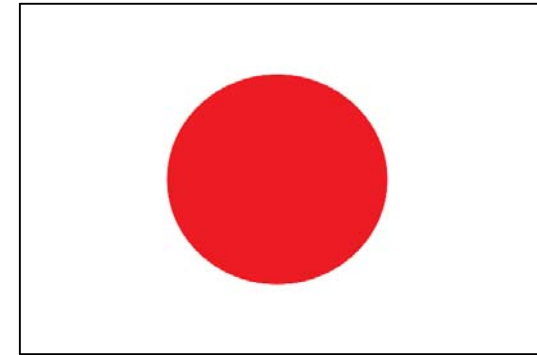
*The “increasing interconnectedness
of societies”* Macionis and Plummer (2008, p.40).



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Sport in Japan



- Japan's **martial arts tradition** (e.g. Judo, Karate, Aikido) has been more extensively globalised than those of China and Korea.
- Nationalism and sport is controversial in Japan given the country's **imperial history** and defeat in World War Two.
- Traditional pastimes such as Sumo 'set Japan apart and underline its national distinctiveness', whilst sports such as baseball and soccer, and hosting mega events, 'allow Japanese to flex their sporting muscles in international competition.'

Japan and Major Events: Reconciliation & development through Sport

- Japan became the first Asian country to host the Olympics in 1964 – a watershed moment after a post-war period of quarantine (Houlihan *et al.*, 2016).
- Japan has since hosted the Winter Olympics in Sapporo in 1972 and Nagano in 1998; and will host the Summer Olympic Games for the second time in 2020.
- Co hosted the 2002 football World Cup with South Korea.
- Japan will host the rugby World Cup in 2019.





By the way.....
Lynn Davies
1964 Olympic Long Jump
Champion
8.07m
From Nantymoel,
nr. Bridgend.



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Japan and Sumo

- The relationship between sport and national identity is at it strongest and most visible with Sumo.
- Sumo is an **invented tradition**, but a powerful tradition nonetheless.
- Sumo is highly regarded by traditionalists and supporters of Japanese **nationalism**.
- An influx of foreign wrestlers from Mongolia and Europe has raised concerns, given the sport's contribution to Japanese **national identity**.



Source: Bairner et al. (2016, pp. 490-494).

Sport in Korea – An Overview

- Sport embraced from 1876 onwards in order to 'embrace a Western sense of modernity' and modern military system in face of perceived Japanese aggression.
- Sport became one of the few activities where people could display a Korean national identity under 36 years of Japanese colonial rule from 1910.
- Sport became a '**symbolic battleground**' (Houlihan and Malcolm, 2016, p.504) after liberation and division of Korean Peninsula into North and South.
- Sport has been used to facilitate '**cultural communication**' and **reconciliation** between North and South Korean at different periods since (Bairner *et al.*, 2016, p.504).



“Sport in South Korea is both highly nationalistic and highly political,” Bairner et al., 2016, p. 509

Joint Korean ladies team at 2018 Winter Olympics



Taekwondo – Korea's National Sport

- Origins of Taekwondo have been fiercely debated and remain inconclusive.
- Traditionalists believe taekwondo is more than 2000 years and underline the similarities between the ancient and modern Korean martial arts.
- Revisionists argue that Taekwondo is a modified version of the Japanese martial art Karate and began to be practised in Korea after its liberation from Japanese rule; and only became known as *taekwondo* in the 1960s.





Taekwondo – Korea's National Sport

- Emerged as a nationally significant sport from the 1960s.
- South Korean government subsidised its promotion both nationally and internationally (Houlihan and Malcolm, 2016).
- Taekwondo became a **“valuable cultural resource for constructing national identity in Korea”** because of its supposed links to ancient rituals and the “dissemination of this Korean martial art was seen as part of the political project to rediscover the nation’s historical traditions,” (ibid.p.506).





Taekwondo – Korea's National Sport

- Approximately 8.5 millions Korean's now hold a first dan (degree) in Taekwondo
- South Korean's have medalled at every Olympics since it was introduced at the Sydney Olympics.
- It first appeared at the 1988 Olympics in Seoul, South Korea, as a demonstration sport.

Seoul Olympic Games 1988

"A huge political success" Houlihan and Malcolm (2016, p.508)



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Seoul Olympic Games 1988

- South Korea was under an authoritarian military government when the Games were awarded to Seoul in 1981.
- The Olympic project therefore became a means of controlling internal affairs and gaining increased consent from the citizenry.
- The anti-government democratic movement continued to protest despite the Olympic project and increased government investment in sport and leisure facilities.
- International media began to question the country's ability to stage the Games in the wake of massive anti-government demonstrations.



Seoul Olympic Games 1988

- The military government reluctantly organised a democratic presidential election in 1987, in fear that the country would lost its first opportunity to stage a mega sporting event.
- Staging the games was a major ideological victory for South Korea over North Korea.
- The Games also functioned as a “coming out party for the South Korean government to display its successful economic development to the world (Hill, 1996)”, Bairner *et al.*, 2016, p.509

Sport in Taiwan – An Overview

- The Taiwanese government's "dedication to sport development can be attributed to '**diplomacy**' and '**modernisation**'" in particular (Bairner *et al.*, 2016, p.494). The origins for this lie in Taiwan's formation after a civil war in 1949 and its turbulent relationship with China (PRC).
- Taiwan became internationally isolated when the PRC replaced it as a member of the UN in 1971, and consequently focussed on elite sports to increase its international profile (Bairner *et al.*, 2016, pp. 494-495).
- Martial law ended in 1987/88 and democratic party politics commenced. From this point forward sport became more a tool of modernisation; most notably through National Games and major events e.g. 2001 Baseball World Cup and 2017 *Universiade* or World Student Games.
- National Games can be traced back to 1946 and incorporates sports from Olympic and Asian Games. Originally called District Games renamed National Games 1999, 'thus asserting Taiwan to be an independent and sovereign country,' Bairner *et al.* (2016, p.496).

Baseball – Taiwan's National Sport

- Introduced to island by Japanese colonial rulers, along with other sports and sport in schools to help secure approval for Japanese rule from 1895 onwards.
- Baseball became increasingly influential in Taiwan's **national identity formation** after WWII when Japanese left.
- Taiwan's KMT government also exploited baseball's popularity, realising it could 'contribute to national solidarity and enhance Taiwan's international profile (Bairner *et al.*, 2016,p.496).
- Taiwan (Chinese Taipei) has become a dominant force in Little League Baseball competitions in USA, and men's side are currently ranked 4th in World and women's side are 6th.
- Many Taiwanese ball players, many of home are aboriginal, play in professional leagues in USA and Japan.



<https://youtu.be/yEsYflUjUVs>

East Asian Summary

- Most Asia societies have at least one traditional martial art, which is “often considered to be a significant part of the cultural heritage of the nation and/or as a sport of national importance” Bairner et al (2016,p.504).
- There are significant overlaps between the sporting histories of Korea, China, Japan and Taiwan/Chinese Taipei.
- Each country recognises the importance of winning medals in terms of strengthening their national identity and enhancing their international profile.
- Rivalries between these countries are commonplace, and this includes bidding for major events.
- To fully understand the sporting landscape of each country, they have to be considered as part of the wider East Asian regional context.

Any questions?



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References

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Bairner, A., Lee, J.W., and Tan, T-C. (2016). *Sport in East Asia*, in B. Houlihan and D. Malcolm (eds). *Sport and Society*, 3rd Edition, pp. 490-513. London: Sage.

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