SPORT AND GLOBALIZATION:

ISSUES OF CONTINUITY AND CHANGE, SAMENESS AND DIFFERENCE

KNES 498T Special Topics in Kinesiology

Fall 2002

Instructor: David L. Andrews  Venue: 0306 HHP Building
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Office: 2318 HHP Building  E-Mail: da94@umail.umd.edu
Office Hours: Tuesday 2.00-4.00pm and by appointment
Course Description

This course highlights the extent to which contemporary sport cultures are the result of an interplay between local and global forces. Focusing specifically on a broad range of national contexts (including, but not restricted to, the United Kingdom, Australia, France, Japan, New Zealand, Ireland, and India), the course identifies—and seeks to explain—patterns of similarity and difference exhibited between national sporting cultures. This is achieved by demonstrating how sport practices, peoples, products, spectacles, and spaces are both expressive of local conditions, while simultaneously being influenced by the workings of global economic, political, and cultural forces. Such a cross-cultural examination will hopefully nurture, not only a comparative understanding of various national sport cultures, but also a more nuanced and sensitive understanding of the derivation and experience of cultural difference within the era of globalization.

Course Objectives

1. To introduce students to the multi-faceted concept of globalization in a manner which highlights its interrelated economic, political, and cultural components.
2. To critically examine the competing theories of global homogenization and global heterogenization, in order to ascertain the best way of understanding the necessary relationship between global processes and local experience.
3. To use a variety of national contexts to highlight and investigate patterns of diversity and similarity between various sporting cultures; particularly in terms of the derivation, structure, and experience of sport systems within specific national settings.
4. To develop an understanding of contemporary sport as being a complex expression of—sometimes competing, sometimes collaborating—global and local forces.

Course Text


Course Reading Packet

The course packet is comprised of selected journal articles/book chapters and is available at the College Copy Center, 4511 Knox Road, #100, (telephone: 301-985-5100). Be sure to call before going over to buy the packet. A copy is ordered for every student, however, they do not make all of the copies at one time. They may not have a copy ready for you if you turn up without warning, however, if you call they can tell you when to pick up a copy.
### Electronic Journal Readings

There are a number of assigned readings marked [E], which designates nn electronic format reading that can be accessed through the UMD E-Journal site [http://www.lib.umd.edu](http://www.lib.umd.edu). You are responsible for accessing and printing copies of these readings.

### Course Schedule

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<th>Week</th>
<th>Date</th>
<th>Topic</th>
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<td>September 03</td>
<td>Course Introduction</td>
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<td>2</td>
<td>September 10</td>
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<td>September 17</td>
<td>LECTURE: Global Interconnectedness</td>
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<td>LECTURE: The 3Hs of Cultural Globalization</td>
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<td>September 24</td>
<td><strong>Module II: Global Sport Practices</strong></td>
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<td>October 01</td>
<td>LECTURE: Roots of the Global Sport System</td>
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<td>LECTURE: Sport as Another American Virus?</td>
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<td>6</td>
<td>October 08</td>
<td><strong>Module III: Global Sport Peoples</strong></td>
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<td>7</td>
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<td>LECTURE: Athlete Labour Migration</td>
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<td>LECTURE: [Inter]National Celebrity Economy</td>
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<td>8</td>
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<td>11</td>
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<td>13</td>
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<td>December 03</td>
<td>LECTURE: Global Sport Cities</td>
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<td>15</td>
<td>December 10</td>
<td>LECTURE: Themed Stadia and Venues</td>
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<td>Global Sport Balloon Debate</td>
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<td>December 16-21</td>
<td>Final Examination</td>
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Grading Scheme

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<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
<th>Grading Plan</th>
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<tbody>
<tr>
<td>Participation</td>
<td>10%</td>
<td>100-90: A</td>
</tr>
<tr>
<td>Globalization Theory Paper</td>
<td>15%</td>
<td>89-80: B</td>
</tr>
<tr>
<td>Mid-Term Examination</td>
<td>15%</td>
<td>79-70: C</td>
</tr>
<tr>
<td>Global Sport Balloon Debate</td>
<td>10%</td>
<td>69-60: D</td>
</tr>
<tr>
<td>Global-Local Sport Paper</td>
<td>35%</td>
<td>59-0: E</td>
</tr>
<tr>
<td>Final Examination</td>
<td>15%</td>
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<td>100%</td>
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Course Assignments

General Instructions for Assignments

1. All submitted work must be produced on a word processing package.
2. Be sure to keep one copy of each submission for your own records.
3. Please adhere strictly to the style and format guidelines outlined in the accompanying handout.
4. Due dates are non-negotiable. Extensions will only be granted under the most exceptional circumstances, and will require appropriate documentation.
5. Be sure to follow assignment guidelines “to the letter”.
6. Put only the last four letters of your SS# on the title page of submitted work. Do not write your name on any part of the submission.
7. Do not enclose your work in any form of folder/plastic cover. Make sure your papers are stapled (do not use paper clips) on the top left hand corner.

I. Participation (10% of final grade)
The success of any course is dependent upon the ability to establish a climate of informed discussion. A large part of this process depends upon the rate, and indeed level, of student participation. Therefore, you will be expected to come to class having read all the assigned readings for that particular week.

Prior to class each week you will be sent, via e-mail, a list of questions related to the assigned article. These questions are intended to direct your reading. It is expected that you will come to class with prepared answers to these questions. Please be prepared to orally present these answers to the rest of the class. **You should expect to be called upon at any time.** If your responses demonstrate a lack of preparation, this will be reflected in your participation grade.

II. Globalization Theory Paper (15% of final grade)
You will be expected to answer the following question:

Critically discuss the major theoretical approaches to understanding the structure and experience of globalization. Using empirical examples drawn from one or more national sport cultures, specify which approach offers the best framework for understanding contemporary sport culture?
The paper is expected to be a **minimum of 1,500 words** (not including references), and is due prior to class on **Tuesday October 1**.

The material needed to answer this question can be found within lectures and readings from Week 2 – Week 5, which you are **strongly encouraged** to integrate into your answers.

Also, please be sure to follow the directives outlined in the “General Instructions for Assignments”.

### III. Mid-Term Examination (15% of final grade)

The week of October 22 will be set aside for a mid-term examination, which will cover all the material covered in Weeks 2-7 (included lectures and all assigned readings). The exam will comprise a series of essay questions within which you will be expected to demonstrate your knowledge of globalization theory as it pertains to various aspects of global-local sport culture (particularly in regard to global sport practices and Peoples).

### IV. Global Sport Balloon Debate (10% of final grade)

On Tuesday November 26 each student will be assigned a figure/personality/role from global sport culture. In the intervening two week period, students are expected to research into the identity of their assigned figure/personality/role, and formulate an argument as to why they (or more precisely their assigned figure/personality/role) should not be jettisoned from a rapidly descending balloon. The rationale for the argument should focus on the importance the figure/personality/role has for the future of global sport.

On Tuesday December 10, the Global Sport Balloon Debate will be held. This will involve 2 minute presentations by each student arguing the case for their assigned figure/personality/role. Following a series of eliminations (voted upon by a panel of faculty and doctoral students), and 1 minute rebuttals/counter arguments, the debate winner will be decided.

### V. Global-Local Sport Paper (35% of final grade)

The major written requirement for this course involves a detailed analysis of a contemporary national sport culture, other than that of the United States. The aim of this project is to use the theories and approach introduced within the course, to inform an analysis of the life of a chosen sporting nation.

Within the paper you will be expected to demonstrate how the nation’s particular sport practices, Peoples, products, spectacles, and spaces, exhibit an interplay between global-local forces. In other words, you will be expected to examine and explain the elements of global homogeneity and/or local heterogeneity evidenced within your chosen national sporting culture.

By Tuesday October 29, at the very latest, you will be expected to submit a brief page proposal within which you will be expected to:

1. Identify the nation that you intend to focus upon.
2. Provide preliminary indications as to your understandings of global-local issues.
pertaining to the nationally based manifestations of sport practices, peoples, products, spectacles, and spaces).

3. Demonstrate the main reference/information sources (journals, books, magazines, newspapers, web sites) to be used.

The purpose of the proposal is to demonstrate that the selected national sporting culture is a worthy focus of study and, perhaps more importantly, the student has identified sufficient material to be able to research and write the paper.

The final paper should be a minimum of 4,000 words (not including references) and is due prior to class on Tuesday December 10. Please be sure to follow the directives outlined in the “General Instructions for Assignments”.

VI. Final Examination (15% of final grade)
The final examination will take place on a date and time to be announced. The exam will cover all the material covered in Weeks 9-14 (included lectures and all assigned readings), but will also expect you to be able to utilize the globalization theories developed within the first half of the course. The exam will comprise a series of essay questions within which you will be expected to demonstrate your knowledge of globalization theory as it pertains to various aspects of global-local sport culture (particularly in regard to global sport products, spectacles, and spaces).

Course Readings

The majority of the assigned articles can be found in the Course Packet. Those articles marked [E] designates an electronic format reading that can be accessed through the UMD E-Journal site http://www.lib.umd.edu. You are responsible for accessing and printing copies of these readings.

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Week 2 September 10 LECTURE: Global Interconnectedness

Course Packet


Course Text

Week 3 September 17 LECTURE: The 3Hs of Cultural Globalization

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Module II: Global Sport Practices

Week 4 September 24 LECTURE: Roots of the Global Sport System

Course Packet


Course Text
**Week 5 October 01 LECTURE: Sport as Another American Virus?**

**Course Packet**


**Electronic Format**

**Course Text**

**Module III: Global Sport Peoples**

**Week 6 October 08 LECTURE: Athlete Labour Migration**

**Course Packet**


**Electronic Format**

**Course Text**
Week 7  October 15  LECTURE: [Inter]National Celebrity Economy

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Week 8  October 22  Mid-Term Examination

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Course Text

Module V: Global Sport Spectacles

Week 11 November 12 LECTURE: The Global Battering Ram

Course Packet

Electronic Format

Week 12 November 19 LECTURE: Global-Local Media Events

Course Packet

Module VI: Global Sport Spaces

Week 13   November 26   LECTURE: Global Sport Cities

Course Packet

Silk, M. (Unpublished paper). Bangsa Malaysia: Global sport, the city and the mediated refurbishment of local identities.

Electronic Format

Week 14   December 03   LECTURE: Themed Stadia and Venues

Course Packet


Electronic Format