

# National Identity And Global Sports Events Culture

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Sport, Public Broadcasting, and Cultural Citizenship Jay Scherer 2013-08-15 This book examines the political debates over the access to live telecasts of sport in the digital broadcasting era. It outlines the broad theoretical debates, political positions and policy calculations over the provision of live, free-to-air telecasts of sport as a right of cultural citizenship. In so doing, the book provides a number of comparative case studies that explore these debates and issues in various global spaces.

*Communication, Digital Media, and Popular Culture in Korea* Dal Yong Jin 2018-05-16 In recent decades, Korean communication and media have substantially grown to become some of the most significant segments of Korean society. Since the early 1990s, Korea has experienced several distinctive changes in its politics, economy, and technology, which are directly related to the development of local media and culture. Korea has greatly developed several cutting-edge technologies, such as smartphones, video games, and mobile instant messengers to become the most networked society throughout the world. As the Korean Wave exemplifies, the once small and peripheral Korea has also created several unique local popular cultures, including television programs, movies, and popular music, known as K-pop, and these products have penetrated many parts of the world. As Korean media and popular culture have rapidly grown, the number of media scholars and topics covering these areas in academic discourses has increased. These scholars' interests have expanded from traditional media, such as Korean journalism and cinema, to several new cutting-edge areas, like digital technologies, health communication, and LGBT-related issues. In celebrating the Korean American Communication Association's fortieth anniversary in 2018, this book documents and historicizes the growth of growing scholarship in the realm of Korean media and communication.

Broadcasting the End of Apartheid Martha Evans 2014-07-15 South Africa came late to television; when it finally arrived in the late 1970s the rest of the world had already begun to boycott the country because of apartheid. While the ruling National Party feared the integrative effects of television, they did not foresee how exclusion from globally unifying broadcasts would gradually erode their power. South Africa was barred from participating in some of television's greatest global attractions (including sporting events such as the Olympics and contests such as Miss World). With the release of Nelson Mandela from prison came a proliferation of large-scale live broadcasts as the country was permitted to return to international competition, and its re-admittance was played out on television screens across the world. These events were pivotal in shaping and consolidating the country's emerging post-

apartheid national identity. *Broadcasting the End of Apartheid* assesses the socio-political effects of live broadcasting on South Africa's transition to democracy. Martha Evans argues that just as print media had a powerful influence on the development of Afrikaner nationalism, so the 'liveness' of television helped to consolidate the post-apartheid South African national identity.

*Global Media Sport* David Rowe 2011-12-01 How has globalization impacted on sports media? What are the economic ramifications? And what is the future of sports media? In order to answer these questions, this book investigates the constituents, dimensions and implications of the flows of media sport from the Global West to the Global East, and in the reverse direction. At an historical moment when the relative stability of the Western media sport order is under challenge, it analyses a range of key structures, practices and issues whose ramifications extend far beyond the fields of play and national contexts in which sport events take place. The book will appraise and analyse the state of sports television, rise of new sports media, emergence of hybrid sport cultural forms, eruption of sport-related political controversies, scandals and power struggles, mutations of forms of global sport fandom, and projections of the future of global media sport. In bringing together the latest research from across a number of disciplines, this book offers an exciting contribution to the emerging field of global sports media.

**Sport and English National Identity in a 'Disunited Kingdom'** Tom Gibbons 2017-02-17 Given sport's centrality in English society, what role does it play in symbolising contemporary English national identity? This comprehensive study explores the complex set of relationships between sport and what it means to be English in the twenty-first century. The bond between sport and nationalism has long been recognised, but with increasingly vociferous separatist nationalisms threatening the dismantling of the United Kingdom, a closer analysis is timely. Part one addresses key debates regarding English national identity within the specific sporting contexts of association football, cricket, tennis, cycling and rugby. Part two discusses the complex relationship between religion, sport and English national identity as well as the attitudes and experiences of traditionally marginalized groups, including women, minority ethnic groups and disabled people. Part three considers the perspectives of the other UK nations on the link between sport and English national identity. *Sport and English National Identity in a 'Disunited Kingdom'* is fascinating reading for all those with an interest in the sociology, politics and history of sport, and the study of nations, nationalism and national identity.

*Sport, Film and National Culture* Seán Crosson 2020-08-31 Sport and film have historically been key components of national cultures and societies. This is the first collection dedicated to examining the intersection of these popular cultural forces within specific national contexts. Covering films of all types, from Hollywood blockbusters to regional documentaries and newsreels, the book considers how filmic depictions of sport have configured and informed distinctive national cultures, societies and identities. Featuring case studies from 11 national contexts across 6 continents - including North and South America, Europe, Africa, Asia and Oceania - it reveals the common and contrasting approaches that have emerged within sport cinema in differing national contexts. This is fascinating and important reading for all students and researchers working in film, media, cultural studies or sport, and for broader enthusiasts of both sport and film.

**Routledge Companion to Sports History** S. W. Pope 2009-12-17 Presents comprehensive guidance to the international field of sports history as it has developed as an academic area of study. This book guides readers through the development of the field across a range of thematic and geographical contexts. It is suitable for researchers and students in, and entering, the sports history field.

**Understanding International Sport Organisations** Lincoln Allison 2017-03-27 The governance of

international sport is dominated by the SINGOs (sporting international non-governmental organisations). The IOC, FIFA, IAAF and the FIA wield global influence, but how exactly do such complex organisations operate? This important book examines the rise of the SINGOs, their structures, organisational behaviour and their power in the context of modern sport and international politics. Written by two world-leading experts, the book sheds new light on the relationship between these SINGOs and the sports which they govern. It provides a close critical analysis of the policies and practices of the most important international sport organisations, from their historical origins to the present day. Using case studies of key events such as the Olympics and the recent FIFA scandals, it examines the central question of how best to understand the significance of these organisations today. Combining historical insight with original research, *Understanding International Sport Organisations: Principles, Power and Possibilities* is essential reading for anyone with an interest in the politics of sport, the sociology of sport, sport administration, sport business or sport management.

**Routledge Handbook of the Sociology of Sport** Richard Giulianotti 2015-07-24 The sociology of sport is a core discipline within the academic study of sport. It helps us to understand what sport is and why it matters. Sociological knowledge, implicit or explicit, therefore underpins scholarly enquiry into sport in every aspect. The *Routledge Handbook of the Sociology of Sport* is a landmark publication that brings together the most important themes, theories and issues within the sociology of sport, tracing the contours of the discipline and surveying the state-of-the-art. Part One explores the main theories and analytical approaches that define contemporary sport sociology and introduces the most important methodological issues confronting researchers working in the social scientific study of sport. Part Two examines the connections and divisions between sociology and cognate disciplines within sport studies, including history, anthropology, economics, leisure and tourism studies, philosophy, politics and psychology. Part Three investigates how the most important social divisions within sport, and in wider society, are addressed in sport sociology, including 'race', gender, class, sexuality and disability. Part Four explores a wide range of pressing contemporary issues associated with sport, including sport and the body, social problems associated with sport, sport places and settings, and the global aspects of sport. Written by a team of leading international sport scholars, including many of the most well-known, respected and innovative thinkers working in the discipline, the *Routledge Handbook of the Sociology of Sport* is an essential reference for any student, researcher or professional with an interest in sport.

**Public Culture, Cultural Identity, Cultural Policy** Kevin V. Mulcahy 2016-11-21 This book places the study of public support for the arts and culture within the prism of public policy making. It is explicitly comparative in casting cultural policy within a broad sociopolitical and historical framework. Given the complexity of national communities, there has been an absence of comparative analyses that would explain the wide variability in modes of cultural policy as reflections of public cultures and cultural identity. The discussion is internationally focused and interdisciplinary. Mulcahy contextualizes a wide variety of cultural policies and their relation to politics and identity by asking a basic question: who gets their heritage valorized and by whom is this done? The fundamental assumption is that culture is at the heart of public policy as it defines national identity and personal value.

Introduction to the Sociology of Sport Otmar Weiss 2021-07-26 *Introduction to the Sociology of Sport* offers a comprehensive overview of topics, theories, definitions and results of sport sociological research and discussions. A unique approach to the social specificity of sport is outlined.

*Sports Media* Andrew C. Billings 2012-01-25 Looking toward a future with increasingly hybridized media offerings, *Sports Media: Transformation, Integration, Consumption* examines sports media scholarship and its role in facilitating understanding of the increasingly complex world of sports media.

Acknowledging that consumer demand for sports media content has influenced nearly every major technology innovation of the past several decades, chapters included herein assess existing scholarship while posing important future questions about the role sports media will play in the daily lives of sports fans worldwide. Contributions from well-known scholars are supplemented by work from younger researchers doing new work in this area. Developed for the Broadcast Education Association's Electronic Media Research series, this volume will be required reading for graduate and undergraduate students in media, communication, sociology, marketing, and sports management, and will serve as a valuable reference for future research in sports media.

**Sport in Korea** Dae Hee Kwak 2017-07-28 Korea has become a powerful force in global sport, with South Korea finishing fifth in the medals table at London 2012 and hosting the Winter Olympics in 2018. This book brings together scholars from disciplines including sport history, sociology, journalism, economics, sport development, and sport management to explore the significance of sport in contemporary Korea. Presenting a variety of international perspectives, it plots the dynamic evolution of sport in Korea and envisions the possibilities for its future. Each chapter focuses on a key topic of current relevance, such as sport in the context of shifting relations between North and South Korea, or the role of sport in the expression of Korean nationalism. Arguing that individuals, institutions, businesses, and governments have actively leveraged or exploited sport to influence developments in various social, economic, cultural, and political arenas, this book sheds new light on the importance of sport as a catalyst for change in Korea. This is indispensable reading for any student or scholar with an interest in sport, history, and culture in Korea.

**Owning the Olympics** Monroe Price 2008-02-22 "A major contribution to the study of global events in times of global media. Owning the Olympics tests the possibilities and limits of the concept of 'media events' by analyzing the mega-event of the information age: the Beijing Olympics. . . . A good read from cover to cover." —Guobin Yang, Associate Professor, Asian/Middle Eastern Cultures & Sociology, Barnard College, Columbia University From the moment they were announced, the Beijing Games were a major media event and the focus of intense scrutiny and speculation. In contrast to earlier such events, however, the Beijing Games are also unfolding in a newly volatile global media environment that is no longer monopolized by broadcast media. The dramatic expansion of media outlets and the growth of mobile communications technology have changed the nature of media events, making it significantly more difficult to regulate them or control their meaning. This volatility is reflected in the multiple, well-publicized controversies characterizing the run-up to Beijing 2008. According to many Western commentators, the People's Republic of China seized the Olympics as an opportunity to reinvent itself as the "New China"—a global leader in economics, technology, and environmental issues, with an improving human-rights record. But China's maneuverings have also been hotly contested by diverse global voices, including prominent human-rights advocates, all seeking to displace the official story of the Games. Bringing together a distinguished group of scholars from Chinese studies, human rights, media studies, law, and other fields, *Owning the Olympics* reveals how multiple entities—including the Chinese Communist Party itself—seek to influence and control the narratives through which the Beijing Games will be understood. *digitalculturebooks* is an imprint of the University of Michigan Press and the Scholarly Publishing Office of the University of Michigan Library dedicated to publishing innovative and accessible work exploring new media and their impact on society, culture, and scholarly communication. Visit the website at [www.digitalculture.org](http://www.digitalculture.org).

**Watching the Olympics** John Peter Sugden 2012 Global sporting events involve the creation, management and mediation of cultural meanings for consumption by massive media audiences. The apotheosis of this cultural form is the Olympic Games. This challenging and provocative new book

explores the Olympic spectacle, from the multi-media bidding process and the branding and imaging of the Games, to security, surveillance and control of the Olympic product across all of its levels. The book argues that the process of commercialization, directed by the IOC itself, has enabled audiences to interpret its traditional objects in non-reverential ways and to develop oppositional interpretations of Olympism. The Olympics have become multi-voiced and many themed, and the spectacle of the contemporary Games raises important questions about institutionalization, the doctrine of individualism, the advance of market capitalism, performance, consumption and the consolidation of global society. With particular focus on the London Games in 2012, the book casts a critical eye over the bidding process, Olympic finance, promises of legacy and development, and the consequences of hosting the Games for the civil rights and liberties of those living in their shadow. Few studies have offered such close scrutiny of the inner workings of Olympism's political and economic network, and, therefore, this book is indispensable reading for any student or researcher with an interest in the Olympics, sport's multiple impacts, or sporting mega-events.

*Latinos in U.S. Sport* Jorge Iber 2011 *Latinos in U.S. Sport* presents a long-overdue look at the history of Latino participation in multiple facets of American sport and provides a balanced history of the contribution of Spanish-speaking people to the world of U.S. sport.

*National Identity and Global Sports Events* Alan Tomlinson 2006-01-26 Explains why cities dig deep in their pockets to host the Olympics and countries breed teams for success on the world soccer stage.

*Sport, Culture and Society* Grant Jarvie 2006-04-18 This exciting, accessible introduction to the field of Sports Studies is the most comprehensive guide yet to the relationships between sport, culture and society. Taking an international perspective, *Sport, Culture and Society* provides students with the insight they need to think critically about the nature of sport, and includes: a clear and comprehensive structure unrivalled coverage of the history, culture, media, sociology, politics and anthropology of sport coverage of core topics and emerging areas extensive original research and new case study material. The book offers a full range of features to help guide students and lecturers, including essay topics, seminar questions, key definitions, extracts from primary sources, extensive case studies, and guides to further reading. *Sport, Culture and Society* represents both an important course resource for students of sport and also sets a new agenda for the social scientific study of sport.

*Modern Sports in Asia* Younghan Cho 2016-04-14 "Modern sports" were introduced to Asia in the late nineteenth century as an innovation from the West, concurrently with the development of modern society in Asia. This book traces the historical developments of sporting cultures in Asia in specific local contexts - including Singapore, China, Myanmar, Taiwan, the Philippines, and India - and their intersections with larger social developments of colonialism, postcolonialism, nationalism, and the building of modern Asia and its place in a globalized world. The case studies herein present the social history of modern team sports with standardized rules such as basketball and cricket, and less familiar sports such as fives and chinlone, as they vacillate between global and local perspectives. This book also shows that modern sports have had an important influence on the makeup of everyday life in Asia, and the essays here also consider sports' impact on gender, body culture, and celebrity culture, among other concerns. This book painstakingly bridges the gaps between Asian Studies and Sports Studies in a way that reflects the historicity and multiplicity of sports in Asian societies. By adopting multi-disciplinary approaches, this book innovatively offers significant intersection between sociology, cultural studies and Asian studies of sport in Asia. This book was published as a special issue of *Sport in Society*.

**The Country of Football** Roger Kittleson 2014-06-12 Soccer is the world's most popular sport, and the Brazilian national team is beloved around the planet for its beautiful playing style, the jogo bonito. With the most successful national soccer team in the history of the World Cup, Brazil is the only country to have played in every competition and the winner of more championships than any other nation. Soccer is perceived, like carnival and samba, to be quintessentially Brazilian and Afro-Brazilian. Yet the practice and history of soccer are also synonymous with conflict and contradiction as Brazil continues its trajectory toward modernity and economic power. The ongoing debate over how Team Brazil should play and positively represent a nation of demanding supporters bears on many crucial facets of a country riven by racial and class tensions. The Country of Football is filled with engaging stories of star players and other key figures, as well as extraordinary research on local, national, and international soccer communities. Soccer fans, scholars, and readers who are interested in the history of sport will emerge with a greater understanding of the complex relationship between Brazilian soccer and the nation's history.

**Media, Sport, Nationalism** Tianwei Ren 2019-03-01 "East Asia is increasingly prominent within global sport. In the short period between 2018 and 2022 it will have held two Winter and one Summer Olympics, and the Rugby World Cup for good measure. This is not a sudden development. It has been in train for some time, although many scholars, especially in Europe and North America, have been focussed primarily on sport in their own countries and regions. J.A. Mangan, who for decades has been looking closely at sport in East Asia while encouraging others to do likewise, has made a major contribution to knowledge and understanding of a once under-appreciated subject. This excellent collection in his honour analyses the key interwoven elements of sport, media and nation in China, Japan and South Korea. It demonstrates how the structure and practice of sport connects in myriad ways with its representation, not least with regard to national narratives, international rivalries and transnational trends. It is a book that does signal justice both to East Asian Studies and to the academic who recognised the importance of sport to that field, and who has done so much to ensure that the region is centrally placed within any contemporary analysis of the world of sport." David Rowe, Emeritus Professor of Cultural Research, Institute for Culture and Society, Western Sydney University "Professor Mangan is the master dissector of the connections between sport and politics, geopolitics and nationalism across multiple Asian contexts. A collection of essays in honour of his long service to academic understandings of these fields is well deserved, and the editors and contributors to this volume have served up a worthy tribute. Showcasing new work by a stellar cast of China, Japan and Korea experts, in combination the papers collected here yield valuable insights into the issues of nation building, identity, media representation and sport which have been the subject of Professor Mangan's pioneering work over the past several decades. No one has done more to put East Asia on the map in terms of academic research on the manifold socio-political dimensions of sport, and this superbly constructed volume orchestrated by rising Tianwei Ren confirms that we neglect this fascinating, complex region at our peril." Jonathan Sullivan, Director of China Policy Institute and China Soccer Observatory, Associate Professor, School of Politics and IR. University of Nottingham

Sport and Leisure Cultures Alan Tomlinson 2005 A sweeping analysis of sport culture's global, national, and local impact.

Global Sports Policy Catherine Palmer 2012-11-09 "Lifts the analysis out of the nuts and bolts of sports policy and into some really thought-provoking areas which will equip the policy maker for the challenges of the 21st century" - Dominic Malcolm, Loughborough University "This is an excellent analysis of the significance of globalisation for national sport policy and especially of the impact of global processes at the local socio-cultural level" - Barrie Houlihan, Loughborough University Drawing

upon a range of empirical case studies, Catherine Palmer situates sports policy within a broader consideration of global processes, practices and consequences, exploring the relationship between: the local and the global globalization and governance new technologies human rights the environment corporate responsibility. In doing so she sets out the ground for an understanding of policy making in sport and how this affects society. Covering both theory and practice, it is a detailed and thought provoking resource for students of sports policy, sports development, sports management and sports studies.

**Playing to Win** Robert Alan Brookey 2015-01-12 In this era of big media franchises, sports branding has crossed platforms, so that the sport, its television broadcast, and its replication in an electronic game are packaged and promoted as part of the same fan experience. Editors Robert Alan Brookey and Thomas P. Oates trace this development back to the unexpected success of Atari's Pong in the 1970s, which provoked a flood of sport simulation games that have had an impact on every sector of the electronic game market. From golf to football, basketball to step aerobics, electronic sports games are as familiar in the American household as the televised sporting events they simulate. This book explores the points of convergence at which gaming and sports culture merge.

**Stadiums in Calcutta: A New Genre of Sports Culture** Md Abu Nasim 2021-04-17 Stadiums in Calcutta: A new Genre of Sports Culture is set in the format of micro-study, which deals with different aspects of sports life. We know that that sports culture is an important aspect of history, which has been borrowed from the West. The indigenous people accepted this new culture of games in Bengal. The native middle-class of Calcutta was showed an eagerness for Western games such as Football and Cricket. When they saw the English of white town playing such as an engaging game. The adopted game of Cricket and football in course of time introduced new institutions and new avenues, the stadium being the most important among them. The book reflects on the politics around the stadium.

*Sport and Nationalism in Asia* Fan Hong 2016-04-14 Written by a team of international scholars, *Sport and Nationalism in Asia - Power, Politics, and Identity* is a collection of original research which addresses a number of issues central to notions of nationalism and identity in sport including: how the Olympics and other international and regional sports events have fostered an active interweaving of sport, politics and nationalism; the role of traditional sport in the building of national consciousness and national identity; the way modern sport creates and reflects nationalism, thereby giving it a voice and a focus. The book covers eight case studies on countries/regions across West Asia, Central Asia and East Asia. It is one of the few works that examines the relationships between sport, politics and nationalism from Asian perspective. This book was published as a special issue of the *International Journal of the History of Sport*.

**Sport, Representation and Evolving Identities in Europe** Philip Dine 2010 Sport annually mobilizes millions of people across Europe: as practitioners in a wide variety of competitive, educational, or recreational contexts, and as spectators, who are physically present or following events through the mass media. This book presents original research into modern sport funded by the Irish Research Council for the Humanities and Social Sciences. Its aim is to examine the distinctive contribution made by this complex phenomenon to the construction of European identities. Attention is focused on sport's social significance, as a set of mass-mediated practices and spectacles giving rise to a network of images, symbols, and discourses. The book seeks to explore, and ultimately to explain, the processes of representation and mediation involved in the sporting construction, and subsequent renegotiation, of local, national, and, increasingly, global identities. It offers a survey of key developments in sporting Europe - from the mid-nineteenth century to the present, and from the Atlantic to the Urals - presenting

findings by acknowledged international experts and emerging scholars at the level of individuals, communities, regions, nation-states, and Europe as a whole, in both its geographical and political incarnations. Its focus on representation offers a broadly conceived, and consciously inclusive, approach to issues of 'Europeanness' in modern and contemporary sport.

The London Olympics and Urban Development Gavin Poynter 2015-07-24 As London sought to use the Olympics to achieve an ambitious programme of urban renewal in the relatively socially deprived East London it attracted global attention and sparked debate. This book provides an in-depth study of the transformation of East London as a result of the 2012 Summer Olympic and Paralympic Games. Government and event organisers use legacies of urban renewal to justify hosting the world's leading sports mega-event, this book examines and evaluates those legacies. The London Olympics and Urban Development: the mega-event city is composed of new research, conducted by academics and policy makers. It combines case study analysis with conceptual insight into the role of a sports mega-events in transforming the city. It critically assesses the narrative of legacy as a framework for legitimizing urban changes and examines the use of this framework as a means of evaluating the outcomes achieved. This book is about that process of renewal, with a focus on the period following the 2012 Games and the diverse social, political and cultural implications of London's use of the narrative of legacy.

Megaevents and Modernity Maurice Roche 2002-11-01 This analysis explores the social history and politics of mega-events from the late 19th century to the present. Through case studies of events such as the 1851 Crystal Palace Expo, the 1936 Berlin Olympics and the 1992 Barcelona Olympics, Maurice Roche investigates the impact Expos and Olympics have had on national identities, on the marking of public time and space, and on visions of national citizenship and international society in modern times. Historical chapters deal with the production of Expos by power elites, their impacts on mass culture, and the political uses and abuses of international sport and Olympic events. Chapters also deal with the impact of Olympics on cities, the growth of Olympics as media events and the current crisis of the Olympic movement in world politics and culture.

**Foundations of Managing Sporting Events** Kevin D Tennent 2016-08-05 2016 marks the 50th anniversary of the 1966 FIFA World Cup, hosted in England. Unlike previous literature, which has tended to focus activities on the field, this book brings an institutional level approach to organizing the 1966 FIFA World Cup and examines the management process in the buildup and execution of the event. This intriguing new volume looks at the first significant UK government intervention in football and how this created a significant legacy as the government started to take a real interest in leisure facilities and stadium safety as policy areas after this competition. Foundations of Managing Sporting Events will be of considerable interest to research academics working on aspects of post war British, Imperial, and World history including sport, social, business, economic, and political history.

**Routledge Handbook of Sport Communication** Paul Mark Pedersen 2013 The Routledge Handbook of Sport Communication is the only book to offer a fully comprehensive and in-depth survey of the contemporary discipline of sport communication. It explores communication within, through, and for sport in all its theoretical, conceptual, cultural, behavioral, practical and managerial aspects, tracing the contours of this expansive, transdisciplinary and international discipline and demonstrating that there are few aspects of contemporary sport that don't rely on effective communications. Including contributions from leading sport media and communications scholars and professionals from around the world, the book examines emerging (new and social) media, traditional (print, broadcast and screen) media, sociological themes in communication in sport, and management issues, at every level, from the interpersonal to communication within and between sport organisations and global institutions. Taking

stock of current research, new ideas and key issues, this book is an essential reference for any advanced student, researcher or practitioner with an interest in sport communication, sport business, sport management, sport marketing, communication theory, journalism, or media studies.

The Politics and Culture of Modern Sports Sheldon Anderson 2015-12-15 This study examines the role of modern sports in constructing national identities and the way leaders have exploited sports to achieve domestic and foreign policy goals. It focuses on the development of national sporting cultures in Great Britain and the United States, how the rest of Europe and the world adopted or rejected their games, and the impact of sports on politics.

**Mega-event Cities: Urban Legacies of Global Sports Events** Valerie Viehoff 2016-03-02 Mega-events represent an important moment in the life of a city, providing a useful lens through which we may analyse their cultural, social, political and economic development. In the wake of the International Olympic Committee's (IOC's) concerns about 'gigantism' and wider public concerns about rising costs, it was imperative in the C21st to demonstrate the long term benefits that arose for the city and nations from hosting premier sporting events. 'London 2012' was the first to integrate the concept of legacy from the moment a bid to host the Olympic and Paralympic Games was being considered. London proposed an ambitious programme of urban renewal for East London. Subsequent host city bids have adopted the 'legacy narrative' and, as this book demonstrates, aligned this to major schemes of urban development and renewal. Bringing together scholars, practitioners and policy makers, this book focuses upon the legacies sought by cities that host major sports events. It analyses how governments, the IOC and others define and measure 'legacy'. It also focuses upon the challenges and opportunities facing future host cities of mega-events, looking at their aspirations and the intended impact upon their domestic and international development. It questions what the global shift in geographical location of mega-events means for sports development and the business of sport, what the attractions are for cities seeking to harness the hosting of a mega-event, and whether there may be longer term consequences for the bidding and hosting major sporting events in the wake of the widespread social unrest that accompanied the preparations in Brazil for hosting the FIFA World Cup (2014) and the summer Olympics (2016) and in Turkey, where there was significant opposition to bid for the 2020 summer Olympiad.

*China, Taiwan, and International Sporting Events* Marcus P. Chu 2022-07-07 Chu explores the politics behind Taiwanese cities' pursuit of international sporting events, and the Chinese authorities' strategic measures in handling the relations with Taiwan since the 1990s. It is assumed that the Chinese authorities constantly oppose Taiwanese cities' application for, and boycott their subsequent holding of, international sporting events. Doing so would obstruct Taiwan's capacity to raise its visibility and influence in world society, and defend the One-China principle. In fact, the role of China in Taiwan's pursuit of international sporting events is not invariably as a fatal obstructer, but sometimes a neutral bystander or even an enthusiastic supporter. Chu examines the reasons behind this phenomenon. Reviewing the 18 Taiwanese bidding attempts and four hosting projects, he argues that China's inconsistent response is determined by the ups and downs of Cross-Strait political ties. As a result, this book provides insight into the nexus between sports and politics in the context of China-Taiwan rivalry. A must read for scholars, students, and other watchers of Cross-Strait relations.

**National Identity and Global Sports Events** Alan Tomlinson 2012-02-01 Explains why cities dig deep in their pockets to host the Olympics and countries breed teams for success on the world soccer stage.

**International Sports Events** Richard Shipway 2013-05-07 This book offers new insight into

International Sports Events (ISEs), examining the relationship between sport, tourism and events. It assesses sports events through the lens of both sports participants and spectators, based on three primary themes: impacts, experiences and identities. The first section of the book contributes to the future development of knowledge by analyzing the impact of sport events and their legacies from economic, environmental, social, sporting, political and cultural perspectives – an understanding of the impacts and potential legacies of sports events is fundamental to their future development. In the second section of the book, the focus moves from impact and legacy issues towards exploring consumer behaviour and participant experiences at a diverse selection of International Sports Events. The emphasis within this section is grounded within the tourism dimension of sports events. Section three of the book highlights the dominant role of identity at a diverse selection of sports events, and demonstrates how that identity is displayed whilst either watching or participating in sport and leisure. The book provides an international analysis drawing on emerging empirical research conducted across a diverse range of sport and leisure activities and contrasting locations. Linked to the three underlying themes of the book, a future research agenda for International Sports Events is provided which is centred on four key pillars: impact, identity, internationalization and interdisciplinary research. This timely book will be of interest to students, researchers and academics studying Event Management, Sport Management and Sport Tourism.

*The Handbook of Media Audiences* Virginia Nightingale 2013-12-04 This handbook offers a comprehensive overview of the complexity and diversity of audience studies in the advent of digital media. Details the study of audiences and how it is changing in relation to digital media Recognizes and appreciates valuable traditional approaches and identifies how they can be applied to, and evolve with, the changing media world Offers diverse perspectives from which being an audience, theorizing audiences, researching audiences, and doing audience research are approached today Argues that the field works best by identifying particular 'audience problems' and applying the best theories and research methods available to solving them Includes contributions from some of the most outstanding international scholars in the field

**Myths and Milestones in the History of Sport** S. Wagg 2011-11-29 The conventional history of sport, as conveyed by television and the sports press, has thrown up a great many apparent turning points, but knowledge of these apparently defining moments is often slight. This book offers readable, in-depth studies of a series of these watersheds in sport history and of the circumstances in which they came about.

*Globalistics and globalization studies* Leonid E. Grinin The present volume is the fifth in the series of yearbooks with the title *Globalistics and Globalization Studies*. The subtitle of the present volume is *Global Transformations and Global Future*. We become more and more accustomed to think globally and to see global processes. And our future can all means be global. However, is this statement justified? Indeed, in recent years, many have begun to claim that globalization has stalled, that we are rather dealing with the process of anti-globalization. Will not we find ourselves at some point again in an edifice spanning across the globe, but divided into national apartments, separated by walls of high tariffs and mutual suspicion? Of course, some setbacks are always possible, because the process of globalization cannot develop smoothly. It is a process which is itself emerging from contradictions and is shaped by a new contradiction. They often go much further than underlying systemic changes allow. They break forward, as the vanguard of a victorious army, and then often meet resistance of various social and political forces and may suddenly start to roll back just at the moment when everyone expects their further offensive. We believe that this is what is happening with globalization at present. The yearbook will be interesting to a wide range of researchers, teachers, students and all those who

are concerned about global issues.

Sport and the Transformation of Modern Europe Alan Tomlinson 2013-06-17 In the modern era, sport has been an important agent, and symptom, of the political, cultural and commercial pressures for convergence and globalization. In this fascinating, inter-disciplinary study, leading international scholars explore the making of modern sport in Europe, illuminating sport and its cultural and economic impacts in the context of the supra-state formations and global markets that have re-shaped national and trans-national cultures in the later twentieth century. The book focuses on the emergence and expansion of media markets, high-performance sport's transformation by, and effects upon, Cold War dynamics and relations, and the implications of the Treaty of Rome for an emerging European identity in sport as in other areas (for example, the influence of soccer's governing body in Europe, UEFA, and its club and international competitions). It traces the connections between the forces of ideological division, economic growth, leisure consumption, European integration and the development of European sport, and examines the role of sport in the changing relationship between Europe and the US. Illuminating a key moment in global cultural history, this book is important reading for any student or scholar working in international studies, modern history or sport.