

contemporary world issues



WORLD SPORTS

Maylon Hanold



WORLD SPORTS

A Reference Handbook

Maylon Hanold



**CONTEMPORARY
WORLD ISSUES**



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Preface

An Introduction to World Sports

"World sports" in the context of this book pertains to understanding those sports and those issues that are of global concern. Specifically, the aim of this book is to acquaint the reader with how sport came to be an internationally significant cultural practice and which issues remain important for sport administrators, athletes, and spectators to understand. Appreciating modern world sports requires a focus on the history of Western sport and its economic, political, technological, and sociological developments. While the author recognizes that this particular perspective leaves out many other valid perspectives in sport development, the Western world dominates "world sports" in terms of the values they reinforce, the forms they take, and the organizations that control them.

Chapter 1 provides a historical background to the issues presented in the remainder of the book. This chapter shows how sport has been aligned with cultural, religious, and violent practices since its earliest forms. Moving into the modern era, Chapter 1 discusses how competitive sport became the dominant form of sport, growing quickly by being associated with the values and aims of white, upper class people as well as the through the demands of the industrial revolution. In addition, this historical perspective frames how sport became more than a cultural activity and grew into a global business. Finally, this chapter takes a look at how sport has traditionally marginalized various groups based on gender, sexuality, race, ethnicity, and social class. These perspectives show how the current issues in sport have grown out of a long history of sport being intricately integrated with cultural practices, economics, and dominant ideologies.

Chapter 2 focuses on a worldwide perspective of the ongoing issues in sport. In the first two sections, the alignment of sport with politics is discussed as a general phenomenon, then this relationship is considered in the specific sport for development movement. The third section is an overview of what it takes to bid for and host the Olympics. The next two sections show several sides of the debate about performance enhancing drugs and technology in sport, revealing the complexity of decision making in sport that these advances present. The next four sections are aimed at explaining how issues around race and ethnicity, masculinity, violence, unsportsmanlike conduct, and gender are still present in modern day sport. The chapter ends with a look at the dynamic and symbiotic relationship between the media and sport.

In Chapter 3, the perspective turns to North American sport in which several of the issues above are detailed in this context while new topics are explored. The first section highlights the politics and business of hosting a Super Bowl. Further issues with North American professional sport become clear in the next section about player salaries and league revenue. From this vantage point, the North American phenomenon of intercollegiate sport as a business and highly commercialized endeavor is examined. The next two sections take a look at race, ethnicity, and gender issues in North American sport. Next, the difficulties of globalizing a “local” sport are explored through a discussion of NASCAR. Then, growing concerns about concussion and brain trauma are considered in light of the growing demand for high-performing athletes. Finally, the lifestyle sports of skateboarding and ultra-running illustrate how and why these sports attract participants who desire a “different” kind of sporting experience as well as how they reproduce many of the same values found in mainstream sport.

Chapter 4 is a chronology of major events in sport regarding the growth of sport; sport as a business; the growth of sport professionals; and significant political, social, and ethical concerns. The establishment of major sport organizations, leagues, and sport events are chronicled to contextualize the various avenues through which sport grows, and 25 examples of events that have shaped the sport industry—along with 10 important developments signifying the expansion of sport professionals—are presented. This chapter also highlights 25 political, social, and ethical issues and developments in sport.

Chapter 5 offers the reader 32 biographical sketches of people who have shaped modern sport. Sport sociologists, physicians, physiologists, publishers, presidents of sport organizations, CEOs of sports media companies, athletes, coaches, sports commentators, sports magazine editors, and social activists comprise the list of noteworthy sport leaders. Each profile shows how these individuals have either helped open up opportunities for more people to play sport, moved sport into a highly commercial enterprise, or brought social and ethical concerns to the forefront.

Chapter 6 includes 2 documents, 19 figures, and 14 tables that present evidence of the global significance of sport. Data and statistics show how sport has developed into a global phenomenon as well as an international business. The social and ethical issues that arise out of this growth are supported in this chapter though detailed information. These data are contextualized and expanded upon in order to allow the reader to develop a deeper understanding of the complexities of the controversial and social issues in sport.

Chapter 7 features descriptions of 95 sport or sport-related organizations. Professional leagues, amateur sport-governing bodies, youth sports organizations, business and media associations, organizations devoted to medical or psychological health of athletes and sport participants, groups that promote character development through sport, sportsmanship, and ethical decision making in sport, and those organizations dedicated to increasing participation and enhancing the sport experience for marginalized people are described in this chapter. Contact information and Web sites are provided for each organization.

Chapter 8 provides over 120 annotated bibliographies of reference works, books, magazine and journal articles, other print works, DVDs, videotapes, databases, and Internet sites. These print and nonprint resources have been strategically selected to present the most significant historical events and the most current information about the growth of sport and the associated controversies regarding the economic, political, and social implications of sport. These resources help the reader become more knowledgeable about the issues presented in this book, allowing her/him to consider sport in a new light.

The glossary includes over 75 entries connected to the growth, business, and social, political, and ethical aspects of sport.

Acknowledgments

My passion for sport began with my parents who always believed in me and is sustained by my partner, Kaj Bune, and son. I am grateful to my family without whom I would not be able to remain physically active and take on the task of helping make sport a better place. I would also like to express my sincere thanks to my good friend, Bonnie Wharton, whose research and graphic skills were crucial to moving this project along.

About the Author

Maylon Hanold is a full-time lecturer in the Sport Administration and Leadership program within the Center for the Study of Sport and Exercise at Seattle University. She holds a BA from the University of Washington, an EdM from Harvard University, and an EdD from Seattle University. She specializes in sport sociology, sport leadership, and organizational behavior. In addition to teaching in the masters program, she advises graduate students on various research topics regarding sport organizations, social issues, and leadership. Her research interests remain grounded in sport cultures, embodiment, and leadership. She has published two articles titled “Beyond the Marathon: (De) Construction of Female Ultrarunning Bodies” and “Leadership, Women in Sport, and Embracing Empathy.” Currently, she is engaged in an ethnographic study of ultrarunning—examining how this particular subculture of distance running maintains its identity in a period of rapid growth. She was a member of the U.S. Whitewater Kayak Team from 1984–1992 and was an Olympian in 1992. She was head coach of the U.S. Junior National Whitewater Kayak Team from 1994–1996. Maylon remains active and enjoys trail running, ultrarunning, snowboarding, and wilderness paddling with her family.

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