

# **Sport, Culture and Society**

An Introduction

Second Edition

**Grant Jarvie**

with James Thornton



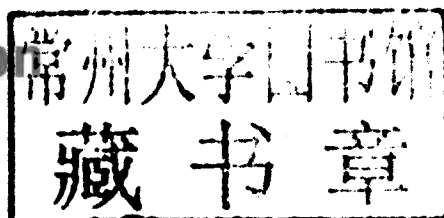


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# Sport, Culture and Society

It is impossible to fully understand contemporary society and culture without acknowledging the place of sport. Sport is part of our social and cultural fabric, possessing a social and commercial power that makes it a potent force in the world, for good and for bad. Sport has helped to start wars and promote international reconciliation. Governments commit public resources to sport because of its real and perceived benefits. From the bleachers to the boardroom to the senate or cabinet, sport matters.

Why should governments invest in sport and what difference does it make to people's daily lives?

Now available in a fully revised, researched and updated new edition, this exciting, comprehensive and accessible textbook introduces the study of sport, culture and society. International in scope, the book explores the key perspectives that shape our understanding of sport's power and popularity while critically examining many of the assumptions that underpin that understanding.

Placing sport at the very heart of the analysis, and including real and relevant sporting examples throughout, the book introduces the student to every core topic and emerging area in the study of sport and society, including:

- the history and politics of sport
- the economics and financing of sport
- sport and globalisation
- sport and the media
- sport and education
- sport, violence and crime
- sport, the body and health
- sport and the environment
- sport, religion and spirituality
- alternative sports and lifestyles
- sporting mega-events and the Olympics
- sport, poverty and international development
- sport and social change

Each chapter includes a wealth of useful features to assist the reader, including chapter summaries, highlighted definitions of key terms, practical projects, revision questions, boxed case studies and biographies, and guides to further reading, with additional teaching and learning resources available on a companion website.

*Sport, Culture and Society* is the most comprehensive and thoughtful introduction to the socio-cultural analysis of sport currently available, and sets a new agenda for the area. It is essential reading for all students with an interest in sport.

**Grant Jarvie** is Professor and Deputy Principal at the University of Stirling, and is also working with the University of Toronto. He was born in Scotland and went to school in Edinburgh. He advises governments on a wide range of areas, including sport, education, health, research and the funding of universities. He has held ministerial appointments to the board of national sports agencies and comes from an international sporting family. He was awarded an honorary doctorate in 2009 in recognition of his work to promote international cooperation between countries. He has led three departments and two research centres across four universities. He has served as acting principal/provost and has been invited to talk all over the world.

**James Thornton** is an international management graduate from Heriot-Watt University. Upon completion of his degree, he moved to Wellington to work in sports marketing and volunteer with Street Football Aotearoa, the Homeless World Cup's partner organisation in New Zealand. James is now based in London and works as a marketing executive for an events company.

Having read this book, if you think it can be improved in content, please contact or send Sport in Focus case studies to: [grantjarvie1@gmail.com](mailto:grantjarvie1@gmail.com).

For Mairi,  
Kate, David, Colin and Margaret

*Governments Change, Policies Change,  
But the Need Remains the Same*



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Colin Jarvie, who has acted throughout as photographic consultant, was asked to do the impossible in terms of photograph production, but I learned a lot from his interventions and the book is all the better for them.

Simon, Josh and Aimee have all been patient, supportive and great to work with.





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# Abbreviations

AEN	Asia-Specific People and Environmental Network
AFC	Asian Football Confederation
AIOWF	Association of International Olympic Winter Sports Federations
ANC	African National Congress
ANOC	Association of National Olympic Committees
ANTENNA	Asian Tourism Network
ASEAN	Association of South-East Asian Nations
ASOIF	Association of Summer Olympic International Sports Federations
BBC	British Broadcasting Corporation
BSA	British Sociological Association
BSkyB	British Sky Broadcasting Group
BSSH	British Society for Sports History
BWSF	British Workers Sports Federation
CAF	Confederation of African Football
CAS	Court of Arbitration for Sport
CONCACAF	Confederation of North and Central American and Caribbean Football
CONMEBOL	Confederation of South American Football
EEC	European Economic Community
EFTA	European Free Trade Association
ENGSO	European Non-Governmental Sports Organisation
FA	English Football Association
FIFA	Fédération Internationale de Football Association
FS	Fabian Society
GAA	Gaelic Athletic Association
GANEFO	Games of the Newly Emerging Forces
GNAGA	Global Network for Anti-Golf Course Action
IAAF	International Association of Athletics Federations (formerly International Amateur Athletics Federation)
ICAS	International Council of Arbitration for Sport
ICC	International Cricket Council
ICCPR	International Covenant on Civil and Political Rights
IESCR	International Covenant on Economic, Social and Cultural Rights
ILO	International Labour Organization

## ABBREVIATIONS

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IMF	International Monetary Fund
INSP	International Network of Street Papers
IOC	International Olympic Committee
ISA	International Sumo Association
JSA	Japanese Sumo Association
KS	Kladt-Sobri Group
MLB	Major League Baseball
MYSA	Mathare Youth Sports Association
NASS	North American Society for the Sociology of Sport
NASSH	North American Society for Sports History
NBA	National Basketball Association
NCAVA	National Coalition Against Violence
NGO	non-governmental organisation
NHL	National Hockey League
OFC	Oceania Football Confederation
OHCHR	Office of the United Nations High Commissioner for Human Rights
OPHR	Olympic Project for Human Rights
PASO	Pan American Sports Organization
ROK	Republic of Korea
RSI	Red Sports International
SNP	Scottish Nationalist Party
SWSI	Socialist Workers Sports International
TNC	Transnational Corporation
UAE	United Arab Emirates
UEFA	Union of European Football Associations
UN	United Nations
UNEP	United Nations Environment Programme
UNICEF	UN Children's Fund
USSR	Union of Soviet Socialist Republics
WHO	World Health Organization
WTO	World Trade Organization



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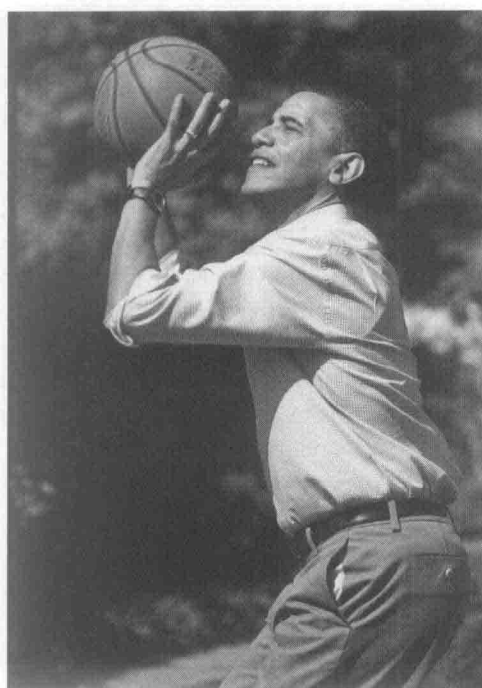


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# Introduction

In the 1920s and 1930s, the Social Credit Movement made a number of progressive suggestions with regard to the use of sport in society. Barack Obama was elected President of the United States of America on a wave of progressive optimism and plea for change. The importance of sport was acknowledged during the presidential campaign but how should we think progressively about sport today?



## PREVIEW

Introduction ■ Sport, culture and society ■ The study of sport ■ Structure and rationale of the book ■ Modern sport ■ The public role of the intellectual ■ Different levels of analysis in sport, culture and society ■ Epistemology and new frameworks ■ Culture and sport ■ The nation ■ Global sport ■ Neighbourhood and community sport ■ Policy intervention ■ Sport and sporting events ■ The historical period ■ Social inequality ■ International development and sports aid ■ How to use the book ■ Summary





### OBJECTIVES

*This chapter will:*

- introduce the study of sport, culture and society;
- explain the structure and rationale for this new edition;
- comment upon the role of the student, academic and researcher interested in sport;
- introduce different levels of analysis in the study of sport, culture and society;
- explain the main features of the book and how to use them;
- outline the content of the four different parts to *Sport, Culture and Society*.



### KEY TERMS DEFINED

**Sport:** A human activity, usually associated with a degree of physical exertion, in which skill is accomplished in performance or contest, and for which there is either a competitive outcome (winner, loser or position), a measurable achievement (logged by the rowing machine or the timer's stop watch) or some further perceived benefit (health, fitness, pleasure/fun).

*or* An individual or group activity pursued for exercise or pleasure, often involving the testing of physical capabilities and taking the form of a competitive game.

**Culture:** The total of the inherited ideas, beliefs, values and knowledge that constitute the shared bases of social action.

**Society:** The totality of social relationships among organised groups of human beings or animals.

## INTRODUCTION

It is impossible to fully understand contemporary society and culture without acknowledging the place of sport. We inhabit a world in which sport is an international phenomenon. It is important for politicians and world leaders to be associated with sports personalities; it contributes to the economy; some of the most visible international spectacles are associated with sporting events; it is part of the social and cultural fabric of different localities, regions and nations; its transformative potential remains evident in some of the poorest areas of the world; it is important to the television and film industry, and the tourist industry; and it is regularly associated with social problems and issues such as crime, health, violence, social inequality, labour migration, economic and social regeneration, and poverty.

The research that informs *Sport, Culture and Society* has moved on from the first edition (2006), as have some of the arguments and frameworks for explaining sport. The Sport in Focus sections help to illustrate the power of sport today. So much has happened since 2006 – the importance of sport was such that it was acknowledged by both Barack Obama and