

GLOBALIZATION
OF SPORT

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WHAT IS GLOBALIZATION OF SPORT

- Has to do with the expansion of country-to-country access with athletes, games, and even equipment.
- Globalization primarily has to do with trade with international teams for athletes.
- Globalization of sport is also introductions to new sports from different countries.

THE PROCESS OF GLOBALIZATION IN SPORT

- Different dimensions of globalization, particularly the **political, economic and cultural**, and consider their interrelation and relative significance as well as distinguishing between globalization as a process and globalization as an outcome (Houlihan and Malcolm, 2016).
- The five common uses of the term globalization, are namely as internationalisation, liberalisation, universalisation, Westernisation/ Americanisation and deterritorialisation (Houlihan and Malcolm, 2016).
- This would involve things like trade of athletes, TV media ownership/broadcasting, Olympic games, and large global fan bases.



THE SOCIAL IMPACTS OF SPORT GLOBALIZATION



- Around 60% of all income to the Olympic movement comes from US businesses either in the form of sponsorship or in the income generated from the sale of broadcasting rights (Houlihan and Malcolm, 2016).
- The six largest economies (USA, UK, France, Germany, China and Japan) won 39% of all medals at the 2012 Olympic Games in which 205 countries participated. In the SPLISS study (de Bosscher, 2007) of the range of structural factors that might account for success in Olympic competition, the author found that 50% of variation was explained by population size and wealth (Houlihan and Malcolm, 2016).
- There is evidence of changes to long-established sporting traditions or to deeply embedded societal attitudes and values in relation to patterns of social deference, gender roles or intergenerational relations, such as a move closer to the rational-bureaucratic model of sports organisation or an acceptance of women's participation in the same elite competitive sports as men (Houlihan and Malcolm, 2016).

SPORT FANDOM

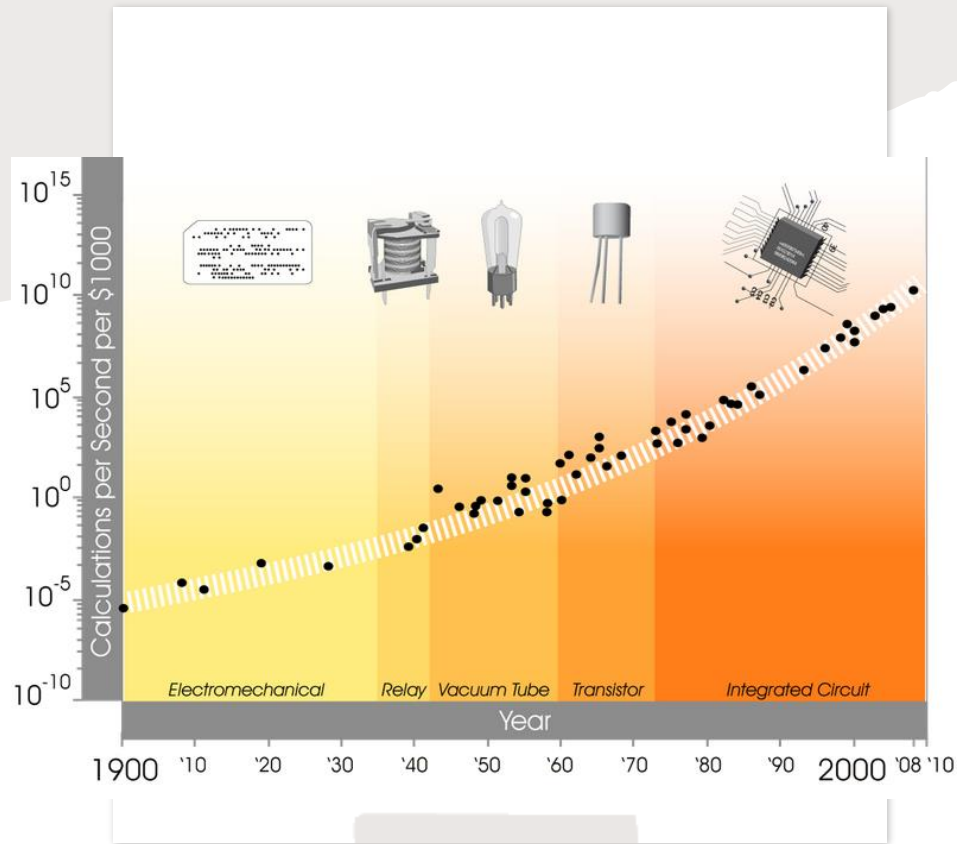
- To be a fan – to gain membership of a fandom – is in part a process of cultural contestation, involving particular expressions of, or orientations towards, consumption, both in the physical consumption of the material world and the objects of fandom, and in the more abstract value systems of moral structures that frame the objects of fandom (Wagg et al., 2009).
- An example of fandom could be the fans who go all out to dress up for "their" team; investing their time and money into the team.



SPORT
FANDOM
IMPLICATIONS
IN THE
SOCIOLOGY
OF SPORT

- There are fan bases in football, soccer, and baseball that are well known for their strong views and aggressive passion for their team, in which helps develop teams that may feed off of the fan base energy.
- The use of technology has advanced our sociological approach to how we as fans view the teams, athletes, and coaches within sports.
- Now more than ever society has access to information on sports which leads to obsession of teams/player ie. Fandom.

HOW FANDOM HAS CHANGED



- The use of older communication such as newspaper, letters, and the radio were ways in which society and fans were exposed to teams, athletes, and sports overall.
- From a narrow view into sports, we saw less fandom globally, but now are able to view sports at a global scale.
- Due to the introduction of television, social media, and the internet, we now have access at our fingertips to relatively every sport around the world.
- This technology had sparked new fanbases, sports, and ways of thinking much greater than we could have ever thought, and sports is becoming one of the biggest cultures around the world.

REFERENCES

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