

Sport in a global age

The origins of sport

»Games often expressed the sensuous enjoyment of the body and were closely entwined with social rituals, particularly rites of passage from adolescence to adulthood« (360)

N1: Natančno prevedite stavek!

Modern forms of sport (vs. folk games): nation-state and sport, process of 'sportization' , 'corporatization' of sport and its commercialization and medialization

N2: Kaj označuje pojem »sportization«?

'Patriot games': sport and nation-building

Sport as an alternative to 'undesirable impulses' (361).

N3: Na kaj se nanaša oznaka 'undesirable impulses' !

Britain, empire and playing the game

Class basis of the ethos of modern sport and »culture of amateurism and fair play« (362).

Other nations and sport: the empire strikes back

The US as the second sport empire.

The Olympic Games: universal harmony?

Globalization and sport identities: locality, class and masculinity

Particularistic/local identities under threat

»The twin processes of sportization (or globalization) and corporatization of competitive games may be undermining ... powerful sentiments of local solidarity through sport.« (367).

The body and the rise of an achievement sport culture

Modern sporting body (369). The 'captured' body (71). Racialised sporting body (372).

Globalization, americanization or homogenization

»Where us sports practices are adopted, there is invariably a process of indigenization or glocalization.« (376). Corporatization of sport: sport is competitive enterprise, systematically organized to maximize profit-making.

Televisualization of global sport and its consequences

»Global media –sport complex« (397) and »the economics of contemporary sport«. Sport dependence on media coverage.

N4: Pojasnite odnos med sodobnim športom in množičnimi komunikacijskimi mediji! Pri tem upoštevajte McLuhanovo tezo: »The medium is the message«.