

CONTENTS

List of Figures	xiii
List of Tables	xiv
Series Foreword	xv
Preface and Acknowledgments	xvi

SECTION 1: SPORT AND SOCIOLOGY: MEANINGS AND DIMENSIONS 1

This section introduces students to the questions of what is sport, what is sociology, and what is the sociology of sport. After introducing different theoretical perspectives, we discuss an approach to sport that sheds light on how sport as a social institution provides a unique lens to understand fundamental ideas about fairness.

SECTION 2: BIASES AND BARRIERS IN SPORT: CLASS, RACE, GENDER, AND DISABILITY 19

This section summarizes different perspectives on social inequality and provides cogent introductions to sociological approaches to class, race/ethnicity, gender, and disability. Each of these concepts is linked to issues of participation in different sports and how these patterns vary cross-nationally. The focus throughout is on how dominant groups have the upper hand in using their superior resources to realize their interests in the sports field and beyond . . . but they don't always win!

1 Distinction: A Social Critique of the Judgement of Taste 44

PIERRE BOURDIEU

This excerpt is a demanding but rewarding contribution. It lays out how sport articulates with social class in the struggle for status distinction in the larger society. Though it is focused on France, readers should try to apply his ideas to their own society.

2 The Boys Who Beat the Street 54

LOÏC WACQUANT

Drawn from an ethnography of a boxing gym in Chicago, this excerpt makes the case that boxing requires a discipline and stability of life that is often unavailable to members of the "underclass." The gym is a working class space that is highly masculinized and demonstrably marginalizes women.

- 3 The Sports Taboo: Why Blacks Are Like Boys and Whites Are Like Girls 63
MALCOLM GLADWELL
While racial integration has progressed significantly over the past century, racialized thinking – the belief among many people that racial ancestry determines athletic ability – persists. In this chapter, Gladwell exposes the fallacy of racial explanations of black athletic dominance.
- 4 The Anatomy of Scientific Racism: Racist Responses to Black Athletic Achievement 70
PATRICK B. MILLER
In this chapter, Miller presents an analysis of racial discourse in sports. He focuses on the historical linkage between pseudo-scientific racial discourse and racist social policies.
- 5 Sport and the Italian American Quest for Whiteness 82
GERALD R. GEMS
Gems argues that the peasant backgrounds of Italian immigrants led them to forms of adaptation to the US that focused on physicality, including an orientation to sports – especially boxing (Marciano) and DiMaggio (baseball). As Gems explains, Italian-American assimilation differed from other groups' patterns.
- 6 Barbie Girls versus Sea Monsters: Children Constructing Gender 100
MICHAEL A. MESSNER
In this article about four- and five-year old boys and girls, Messner helps us understand how gender is performed in a specific context. He not only explains how gender is constructed and contested among these young children but his analysis suggests the role that sport plays in reinforcing “hegemonic masculinity” and its associations with competition and aggression.
- 7 Remaking Manhood through Race and “Civilization” 115
GAIL BEDERMAN
The outcomes of sports contests often have social significance beyond the events themselves. This broader significance has often manifested itself in American race relations. In this article, Bederman discusses the impact of Jack Johnson, the brash black American heavyweight boxer, whose emergence as the world champion posed a symbolic threat to the dominant ideology of white male superiority.
- 8 The Sanctity of Sunday Football: Why Men Love Sports 123
DOUGLAS HARTMANN
In this elegant, short article, Hartmann discusses the myriad ways in which masculinity and sport seem to achieve a kind of symbiosis. He demonstrates that this seeming symbiosis is anything but natural; it is socially constructed and dynamically contested.

- 9 Being 'Good at Sport': Talent, Ability and Young Women's Sporting Participation 130

SHERYL CLARK

In this qualitative study of young girls in England, Clark finds that being identified as "good at sport" shapes identities in ways that have major effects on subsequent sports participation. Since "ability" in sport is associated with particular masculinities, young girls are marginalized in these activities with important consequences for subsequent participation.

- 10 An Iron Man: The Body and Some Contradictions of Hegemonic Masculinity 141

RAEWYN CONNELL

In this life-history of an "iron man," Connell elaborates on the concept of hegemonic masculinity and show how it manifests itself in a particular time and place. Connell's study of Steve Donoghue helps us understand the social construction of a champion athlete, with attention paid both to who Steve is as an individual (his relationships with parents, girlfriend, etc.) as well as how the structure of sport and its place in the larger society affected who Steve became as a man and as an athlete.

- 11 Transformed Identity: From Disabled Person to Global Paralympian 150

JILL M. LE CLAIR

This moving, qualitative, longitudinal study of swimmers with a disability focuses on how the athletes' identities changed over time. In addition, Le Clair discusses the ways that organized sports for disabled athletes moved from a focus on the nature of the limitation to a broader, sports-based Paralympics focus.

SECTION 3: THE SOCIAL BONDS GENERATED BY SPORTS: FANDOM, COMMUNITY, AND MEDIA

165

This section focuses on sport as the source of social community in modern society. Illustrating the ways in which sport create feelings of belonging and unity among people of different class, racial and religious backgrounds, this section also calls attention to the powerful appeal of sport by presenting examples of fans emotional attachments to sport that sometimes conflict with the profit oriented decisions made by sport team executives and owners. It also explores some of the negative effects of sport loyalties expressed in fans' interpersonal violence and racial bigotry. It concludes by examining the role of the media in transforming big time sport into a multi-billion dollar industry.

- 12 Joe Louis Uncovers Dynamite 193

RICHARD WRIGHT

This 1935 account highlights the excitement and pride that the African-American community displayed in the aftermath of a Joe Louis win over Max Baer in a heavyweight boxing match. Most important, Wright ends the article with the suggestion that under the right circumstances those feelings could be channeled into a political movement for social justice.

- 13 Something about Baseball: Gentrification, "Race Sponsorship," and Competing Class Cultures in Neighborhood Boys' Baseball 196
 SHERRI GRASMUCK
This rich ethnography of boys' baseball in Philadelphia shows the ways that sports can help in the development of social capital in a particular (gentrifying) community. This social capital facilitated the racial integration of a previously segregated neighborhood.

- 14 Rooting the Home Team: Why the Packers Won't Leave—and Why the Browns Did 220
 DAVID MORRIS AND DANIEL KRAKER
This article suggests that one answer to fixing a variety of problems in professional sports is to adopt Green Bay's model of community ownership. The authors believe that community ownership both ties teams to locales and provides opportunities for raising funds.

- 15 Football, Television, and the Supreme Court: How a Decision 20 Years Ago Brought Commercialization to the World of College Sports 227
 WELCH SUGGS
Suggs' piece explains the historical, legal, and financial bases of the increased commercialization of college sports. He wonders whether the profit-orientation of university athletic departments might ultimately threaten universities' nonprofit tax status.

- 16 Money, Myth and the Big Match: The Political Economy of the Sports Media 232
 DAVID ROWE
Rowe argues that the increased role of corporate media in sports has led to a dependence of large corporations on sports for generating revenue. He sees a continuing penetration of the media into the culture, sport, and entertainment industries.

- 17 Supporters, Followers, Fans, and *Flâneurs*: A Taxonomy of Spectator Identities in Football 249
 RICHARD GIULIANOTTI
*Giulianotti develops a typology that distinguishes four types of fan orientations to sport. One is highlighted as a new development. He argues that the weakening social ties along with the increasing globalization of both sport and media have produced a new cosmopolitan-type fan (*flâneurs*) who exhibit transferable sport loyalties rather than a life-long attachment to a particular team.*

- 18 The Football-Fan Community as a Determinant Stakeholder in Value Co-creation 263
 PATRIZIA ZAGNOLI AND ELENA RADICCHI
This article highlights a system of relationships through which fans influence the social networks developed around an Italian soccer club. Based on a typology of fans roles, the authors show the different ways fans behave not just as spectators but also

as stakeholders, people with an emotional investment in the team, who influence the decisions of legal stakeholders.

SECTION 4: THE POLITICAL ECONOMY AND THE POLITICS OF SPORTS: DYNAMICS AND DIFFUSION 285

This section focuses especially on the various ways that power and politics affect the world of sports. Beginning with an understanding of politics as "who gets what, why, and how," the essay considers different conceptions of power and how groups mobilize in support of their interests. Among the topics considered are player unions, global labor mobility, and movements for expanding access to more sports for more groups.

19 Cuban Baseball: Ideology, Politics, and Market Forces 309

KATHERINE E. BAIRD

In this article, Baird describes the many ways that the state regulates baseball and constrains market forces in Cuba. She highlights the ways that the more-market-oriented US organization of baseball differs from the Cuban situation; each arrangement has its own advantages and pitfalls.

20 Public Dollars, Private Stadiums, and Democracy 323

KEVIN J. DELANEY AND RICK ECKSTEIN

This excerpt from a larger study makes the case that, in the process of getting stadiums built for sports teams, democracy was subverted. Their comparative urban study on how power operates in specific political-economic contexts highlights how corporate elites and local politicians often become allies in the fight for new stadiums.

21 Sport, Masculinity, and Black Cultural Resistance 336

BEN CARRINGTON

This is an ethnographic study of a cricket club in England. It shows how the members of the club, who were predominantly West Indian, used the club to establish community, develop a particular form of black masculine identity, and use as a resource to combat white racism.

22 Gay Games or Gay Olympics? Implications for Lesbian Inclusion 352

HELEN JEFFERSON LENSKEY

This article highlights attempts by gay and lesbian athletes to overcome the homophobia in the traditional sports world. Despite the explicitly political nature of the push to organize the 1982 Gay Olympic Games, Lenskyj's account of the history of the Gay Games highlights the ways that conflicts over whether and how politics and sports should mix have played out.

23 Argentina's Left-Wingers 358

LESLIE RAY

Ray's article about soccer and politics in Argentina highlights both the politics of players and teams as well as the government's use of football for political purposes. Ray is hopeful that sports can foster unity among groups that have traditionally been divided.

- 24 Hoosier Whiteness and the Indiana Pacers: Racialized Strategic Change and the Politics of Organizational Sensemaking 363

R. SCOTT CAREY

This article argues that the management of the Indiana Pacers basketball team perceived that their team had a racialized, negative reputation that needed to be changed. In the wake of fear of fan desertion, management decided to challenge that image and adopt a whiter, safer one.

- 25 Where Are the Jocks for Justice? 386

KELLY CANDAELE AND PETER DREIER

This article highlights some of the courageous political stands that athletes have made over the years while explaining most sports stars' reticence with respect to controversial issues. Their wealth, potential future income (especially through endorsements), and social networks all exert pressures to keep them out of the political limelight.

SECTION 5: BREAKING THE NORMATIVE RULES: THE PROBLEMS OF DEVIANCE IN SPORTS

393

This section begins by introducing the sociological concept of deviant behavior and explaining its implications for understanding cheating in sport. Highlighting the significance of rules, it discusses why deviance in sport poses dangers to the integrity of sport. It explores different patterns of sport deviance in college, professional, and international sport competition. It ends with a discussion of off-field violence and deviance among athletes.

- 26 Creating the Frankenstein Athlete: The Drug Culture in Sports 427

FRAN ZIMNIUCH

The author provides an overview on the use of performance enhancing drugs in sport and raises questions about their long-term effects on the future of sport and the health of the drug users.

- 27 Discourses of Deception: Cheating in Professional Running 432

PETER G. MEWETT

Though cheating is an undeniable reality in many sports, there are few observation-based analyses of this type of deviance. In this article, using a Marxist theoretical perspective, Mewett presents an ethnographically-grounded analysis of cheating in the working class sport of professional running in Australia.

- 28 Male Athletes, Injuries, and Violence 446

MICHAEL A. MESSNER

The media frequently report stories about the flagrant misconduct of athletes in bars and nightclubs or at parties. In this article, Messner explains the off-field group deviance of male athletes as a by-product of their strong interpersonal bonding.

- 29 The Sprewell/Carlesimo Episode: Unacceptable Violence or Unacceptable Victim? 456

THERESA WALTON

Why do some types of violence by athletes provoke stronger reactions than do others? In this article, Walton focuses on off-field violence by athletes and argues that the amount of coverage the media gives to a specific episode of violence is directly proportional to the status of the victim. She argues that this is especially evidenced in the different responses to white male and female victims.



- 30 Unnecessary Roughness?: School Sports, Peer Networks, and Male Adolescent Violence 467

DEREK A. KREAGER

Using national quantitative data about young men, Kreager examines whether the type of sport one plays and whether peer participation in that sport affects the likelihood that the athletes will get involved in fights. He finds differences among sports and, as Messner discusses in Chapter 28, strong peer effects.

- 31 The Dark Side of Social Capital: An Ethnography of Sport Governance 487

DINO NUMERATO AND SIMONE BAGLIONI

Based on a study of sports governance in Italy and the Czech Republic, this article demonstrates that the social capital produced by sports in the form of feelings of social connection and trust, which typically is viewed as positive, can have a negative side if that trust is manipulated to facilitate corruption.

- 32 Women Athletes as Falsely Accused Deviants: Managing the Lesbian Stigma 503

ELAINE M. BLINDE AND DIANE E. TAUB

Stereotyped views of women athletes as unfeminine often discourage women from playing sports. In this article, Blinde and Taub focus on the stigma management techniques of women athletes who find themselves suspected of being lesbians.

SECTION 6: GLOBALIZATION AND SPORTS 513

This section explores the impact of globalization as the most powerful and dynamic development affecting sport in the contemporary era. Exploring the positive and negative conceptions of globalization, it examines examples of sport globalization in different nations. Among the most important topics discussed are: the Olympics as the global venue of sport competitions; soccer (football) as the preeminent global sport; the globalization of American professional sport; international sport players migration and its effects in changing patterns of fans' loyalties.

- 33 Theorizing Sport in the Global Process 539

JOSEPH MAGUIRE

In this article, Joseph Maguire discusses the major sociological theories of globalization and illuminates key issues about how sports have changed in the context of global cultural and economic flows.

34	The Denationalization of Sport: De-ethnicization of the Nation and Identity De-territorialization	559
	RAFFAELE POLI	
	<i>In this provocative essay, Poli argues that global player mobility and global media presentations have changed the relationships among states, identities, and territories. Using many examples of athletes who compete in and/or for countries to which they immigrated, Poli suggests that with the de-nationalization of sport comes a de-territorialization of identity (e.g. French fans of the San Antonio Spurs) and a de-ethnicization of nations (e.g. Africans playing for German teams).</i>	
35	The Global and the Local in our Contemporary Sports Cultures	571
	ANDREI S. MARKOVITS	
	<i>The author argues that sports is undergoing a second globalization which is not only challenging the dominance of earlier established sports but also – led by the popularity of global sports stars – spreading meritocratic norms of sport and fostering a climate of cosmopolitan citizenship.</i>	
36	Between Adoption and Resistance: Globalization and Glocalization in the Development of Israeli Basketball	581
	ERAN SHOR AND YAIR GALILY	
	<i>Examining the process by which American basketball practices, ideology, language, culture, and players came to dominate Israeli basketball, this article highlights the glocal responses which entailed both adoption as well as resistance to Americanization.</i>	
37	What Happens While the Official Looks the Other Way?: Citizenship, Transnational Sports Migrants and the Circumvention of the State	598
	THOMAS F. CARTER	
	<i>This article focuses on the state controls of sport migration and the strategies migrants have used to evade government controls of their movements. Based on both ethnographic materials and investigative reports, it argues that we need an updated theory for understanding transnational sport migration which incorporates not only the actual experiences, routes, and roots of this migration but also the multiple forces that shape these processes.</i>	
	Glossary Index	617