

# Contents

<i>List of Figures, Tables and Boxes</i>	ix
<i>Preface</i>	xi
<b>1 Of 'Politics' and 'Sport'</b>	<b>1</b>
What is 'politics'?	3
What is 'sport'?	4
Approaches to the study of sport politics	11
The structure of the text	14
<b>2 The Study of Sport Politics</b>	<b>17</b>
The study of sport and politics or 'sport politics'	20
The breadth of sport politics	26
<b>3 Sport, the State and National Identity</b>	<b>35</b>
Sport and the state	35
Germany's contribution to sport politics	38
East Germany and sport politics	42
Sport and national identity	44
Back to basics	49
Domestic sport politics	50
Summary	52
<b>4 The Political Economy of Sport</b>	<b>55</b>
High demand, uncertain outcomes and sporting rivalries	57
The commercialization of the Olympics	63
The impact of commercialization on sport	66
Summary	68
<b>5 Sport and the Media</b>	<b>70</b>
The development of sport media	71
Media: the national 'narrative' and 'stereotypes'	74
The impact of media on sport development	78
Summary	81



---

<b>6</b>	<b>A Politician's Dream: Sport and Social Capital</b>	<b>83</b>
	The 'original' social capital debate: James Coleman	85
	Robert Putnam	87
	Types of associations	90
	Sport participation and social capital	97
	Summary	99
<b>7</b>	<b>The Politics of Performance Sport: Why do States Invest in Elite Sport?</b>	<b>101</b>
	Government rationale for investment in elite sport	102
	Reasons (or 'assumptions') to invest	105
	Converging elite sport systems?	113
<b>8</b>	<b>Governing Sport: Domestic and International Governance</b>	<b>123</b>
	The 'governance' of sport	123
	The 'governance narrative'	124
	International sport governance	129
	Summary	136
<b>9</b>	<b>Doping Matters</b>	<b>139</b>
	Competing explanations of why doping is so widespread	143
	Historical precedent and present predicament:	
	the fox and the henhouse	145
	It's the money, stupid	147
	To ban or not to ban?	149
	Large-scale scandals	150
	Summary	152
<b>10</b>	<b>Public Diplomacy, Soft Power and Sport</b>	<b>154</b>
	Sport and soft power	154
	Sport and diplomacy	156
	Utilizing SMEs for public diplomacy	159
	The double-edged sword of hosting	162
	Case study of SMEs and three 'emerging' states	167
	Summary	173
<b>11</b>	<b>The Future of Sport Politics</b>	<b>175</b>
	Themes likely to define sport politics in the future	176
	Conclusion	186
	<i>Glossary</i>	187
	<i>Bibliography</i>	195
	<i>Index</i>	225