

1st Term 2009-2010
SSC 301/ GEC 321
Understanding Sport

Elective for Social Science Programme and General Education Programme

Course Lecturers

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Course Description and Aims

Sport has become a global phenomenon, but it is also an integral part of society and history at a national and even local level. This course introduces students to different disciplinary approaches to the development and dynamics of this particular aspect of globalization. It will also demonstrate that despite evidence of emerging sports monocultures across the globe, the diffusion of sports has also stimulated or reinforced cosmopolitan and ethnic consciousness. Examples will be drawn from Hong Kong and the region, and case studies of some well-known sporting personalities and of particular sports will be used to illustrate the debates.

Learning Outcomes

On completion of this course, successful students will be able to:

- (i) recall and understand the historical development of modern sport
- (ii) employ political-historical, sociological, economic and business perspectives to analyse sport's multi-faceted role in society
- (iii) analyse, from a multi-disciplinary perspective, the various issues relating to the development of sports in Hong Kong and China.
- (iv) conduct simple research on a sports-related issue and present findings of such research both verbally and in the form of a written report/essay.

Teaching Method

This course will be taught using the sectional approach with classes at 4:30 p.m. on Tuesdays (two hours) and at 11:30 p.m. on Fridays (one hour).

Assessment

Continuous Assessment takes up 60% and consists of three components – class participation, individual term paper and group presentation and project report – details as follows:

10% class participation refers to general participation in class - so do speak up in class! (*measures learning outcomes i– iii*)

20% for one individual term paper chosen from a list of topics (*measures learning outcomes i - iv*). The deadline for this paper is Tuesday 3rd November and you must hand in your paper in class on that day. Your paper should be around 4 pages (1,000 words) and should include proper footnoting/referencing. Plagiarism will be severely penalised. So too will late submission.

30% for a group presentation and project report based on observation and/or participation in a relevant sporting event in Hong Kong and drawing on the various perspectives discussed in the course (*measures learning outcome ii - iv*). A collective grade will be given for the group which will contain a maximum of five students.

Presentations will be made in the final week of classes on 1st December, and a written report must be submitted the week before the presentations on 24th November. All students are required to attend the presentations, presentation length should be approximately fifteen minutes with a further ten minutes allowed for questions and answers.

Final exam takes up 40%, to take place during exam week (*measures learning outcomes i – iii*)

Supplementary final exam will only be granted if (1) an application is made at least one week before the test or exam date, or (2) in case of unforeseeable circumstances such as illness or emergencies, that an application is made within 24 hours after the missed test or exam. The course instructors are the final arbiters on whether there are legitimate grounds for a supplementary test or exam to be granted.

Students shall be aware of University regulations about dishonest practice in course work and the possible consequences as stipulated in the Regulations Governing University Examinations.

Examples of dishonest practice include plagiarism (i.e. presentation of another person's work without proper acknowledgment of the source), copying the work of other students or deliberately allowing other students to copy from you (whether from this or any other institution), submitting the same piece of work for more than one course.

Group Presentation Project

Students will be divided into groups and each group needs to attend and/or participate in a local sports event. The group project for this course requires students to engage in a research project related to a local sporting event. As with any research project you need to decide on an issue or issues to study and to decide on the objectives and methodology of your research. You can focus your analysis on the economics or business side of the event, or the politics and sociology side of it, or a combination thereof.

As a guide, some example research topics suitable for the course may be;

An analysis of the marketing plan of the Carling Cup competition.

Social structure and horse-racing attendance: evidence from a visit to the Happy Valley racecourse.

The benefits of government support for 'minority' sports; the case of the Hong Kong ju-jitsu association.

To complete this project you need to decide on a research topic, and then develop a set of research objectives and decide on which sporting event you will attend to study this particular issue.

The event you choose to attend could be anything ranging from a regional martial-arts competition, football match, to an inter-hostel basketball competition. The earlier you can decide on an event, the better. As the 2009 East Asian games will take place in Hong Kong later this year, you are encouraged to base your project on this event. You should confirm this title/topic and choice of sporting event with any one member of the course teaching team before proceeding further.

The next step will be to decide on a research plan which you can carry out at or around the event that you have chosen to attend. Such research could be qualitative or quantitative, survey-based or observational. It may be that all of the research data is collected directly at the event, or you may collect data from other sources surrounding the event (media coverage, event advertising or whatever). The information you collect should be used to shed light on the research questions you have previously developed. Note that you are **not** supposed to present merely a summary of what the event was and what went on at the event. You may choose to use photographic, audio-visual or other evidence from the event to support your findings.

Grading of your group written project reports and presentations will be based on the following factors:

- Selection of research topic and development of research objectives.
- Subject background and literature review.
- Suitability of research methods and conduct of research activities.

- Analysis and presentation of results.
- Conclusions and implications.
- Overall presentation skills.

Your written report should be approximately 2,500 – 3,000 words long excluding appendices. These reports should be submitted in class on 24th November so that the instructors will have a chance to look over the reports prior to the group presentations. In compiling your reports, use a report (rather than essay) format and carefully list your references and sources. Working as a group could sometimes be challenging but is also a great opportunity to develop communication, interpersonal and organization skills.

Details of sporting events scheduled to be taking place in Hong Kong can be found on the website of the Sports Federation.

Dr. Chan will be using one class to talk to each group about the selection of project topics (4th September) and Dr. Whitla will make a further progress check on the projects (6th November). Throughout the course, you are welcome to approach instructors for guidance on how to prepare for your presentation.

Course Content

1. Sport in the Modern World
 - paradoxes of sport
 - organised sport, global diffusion and Americanization
2. Sociology of Sport
 - theoretical perspectives on sport
 - sport and gender
 - sport and drugs
 - sport and violence
3. The Business of Sport
 - development of sports as an industry
 - commercialisation and commodification of sporting personalities
 - the globalisation of sports
 - the economics of sports
 - the marketing and sponsorship of sports
4. Sport and Politics
 - sports policy-making: ideology and practice
 - politics of major international sporting events
 - racism, apartheid and sporting boycotts

5. Beijing Olympics and 2009 East Asian Games

- history of Olympism
- preparations, spectacle and legacies
- impacts on Hong Kong

Required Reading

Horne, John, Alan Tomlinson and Garry Whammell, *Understanding Sport: An Introduction to the Sociological and Cultural Analysis of Sport* (London: Routledge, 1999)

Recommended Readings

Allison, Lincoln (ed), *The Changing Politics of Sport*, (Manchester: Manchester Univ.Press, 1993)

Andrews, David and Steven Jackson (eds), *Sports Stars: the cultural politics of sporting celebrity*, (London: Routledge, 2001)

Brookes, Rod, *Representing Sport*, (London: Arnold, 2002)

Cashmore, Ernest, *Making Sense of Sport*, (London: Routledge, 1990)

Close, Paul David Askew and Xu Xin *The Beijing Olympiad: The Political Economy of a Sporting Mega-Event* (London: Routledge, 2007)

Elias, Norbert, *The Civilizing Process* (Oxford: Blackwell, 1994)

Etizen, Stanley (ed.), *Sport in Contemporary Society*, (New York: WH Freeman, 2000 6th Edition)

Foer, Franklin, *How Football Explains the World: an Unlikely Theory of Globalization* (London: Arrow Books, 2004)

Giulianotti, Richard, *Football: a sociology of the global game* (London: Polity, 1999)

Ho, Juanita Kit Mui and Eric Wing Hong Chui, *Family and Sport* (Hong Kong: Univ. of Hong Kong Social Sciences Research Centre, 1996)

Houlihan, Barry, (ed.), *Sport and Society: A Student Introduction* (London: Sage, 2003)

Jarvie, Grant, *Sport, Culture and Society: Can Sport Change the World* (London: Routledge, 2006).

Knuttgen, Howard, Ma Qiwei and Wu Zhongyuan, *Sport in China* (Champaign, Illinois: Human Kinetics Books, 1990)

Lam, S.F. and J.Chang (eds), *The Quest for Gold: Fifty Years of Amateur Sports in Hong Kong, 1947-1997* (Hong Kong: Hong University Press, 2006)

Maguire, Joseph , *Global Sport: Identities, Societies, Civilizations* (London : Polity, 1999)

Mangan, J.A., (ed), *Cultural Bond: Sport, Empire and Society* (London: Frank Cass, 1992)

Manzenreiter, Wolfram and John Horne (eds) "Football Goes East: Business, Culture and the People's Game in China, Japan and South Korea" (London: Routledge, 2004).

Phillips, John, *Sociology of Sport*, (Boston: Allyn and Bacon, 1993)

Toohy, Kristine and A.J. Veal, *The Olympic Games: A Social Science Perspective*, (New York: CABI, 2000)

Wenner, L (ed), *Media, Sports and Society*, (Newbury Park, Calif: Sage, 1989)

Whiting, Robert, *You Gotta Have Wa: Baseball and Japanese Culture* (New York: Vintage, 1990)

Additional Suggested Reading: Section 2 – Theoretical perspectives on sport

Dunning, Eric. 'Sociological Reflections on Sport, Violence and Civilization', *International Review of the Sociology of Sport*, 1990, Vol. 25(1): 65-81.

Rail, Genevieve and Jean Harvey, 'Body at Work: Michel Foucault and the Sociology of Sport', *Sociology of Sport Journal*, 1995 Vol. 12: 164-179.

胡志轩等篇， *一人一球 - 一群社会学人的足球笔记*, 2006, Roundtable Publishing。

Additional Suggested Reading: Section 3 - The Business of Sports

(Please refer to the final slide in each week's presentation for lecture-specific additional reading)

Beech, John and Simon Chadwick (editors), *The Marketing of Sport* (Pearson Education 2007)

Larmer, Brook, *Operation Yao Ming: the Chinese sports Empire, American big business and the making of an NBA superstar* (Gotham Books 2005)

Leeds, Michael and Peter von Allmen, *The economics of sports* 2nd Edition (Pearson 2005)

Lewis, Michael , *Moneyball: the art of winning an unfair game*, (W.W. Norton & Co 2003)

Oates, T. and J. Polunbaum, 'Agile Big Man: The Flexible Marketing of Yao Ming'
Pacific Affairs, Vol 77 No. 2, 2004, pp.187-210

Shank, Matthew D., *Sports Marketing: a strategic perspective* (Pearson 2005)

Watson, James L., 'China's Big Mac Attack' *Foreign Affairs*, (May/June 2000)

Additional Suggested Reading: Section 5 – Beijing Olympics

Cha, Victor, 'Beijing's Olympic-Sized Catch-22', *Washington Quarterly*,
Summer 2008, pp.105-123.

Xu, Guoqi, *Olympic dreams: China and Sports 1895-2008*, (Cambridge:
Harvard University Press, 2008)

Xu, Xin, 'Modernizing China in the Olympic spotlight: China's national
identity and the 2008 Beijing Olympiad', *Sociological Review*,
December 2006, pp. 90-107.

Useful websites

<http://www.sportsbusinessjournal.com/>

<http://www.sportsmarketingnetwork.com/>

<http://www.hksdb.org.hk> (the Hong Kong Sports Development Board)

<http://www.olympic.org>

<http://www.2009eastasiangames.hk>

Understanding Sport: Class Timetable

Class	Date	Topic	Lecturer
1	Tue 1 Sept Fri 4 Sept	Introduction to the course Introduction to the Sports Project	All Lecturers Dr. Annie Chan
2	Tue 8 Sept Fri 11 Sept	The paradoxes of sport The origins and diffusion of sport	Prof. Brian Bridges
3	Tue 15 Sept Fri 18 Sept	Sociological perspectives on sport	Dr. Annie Chan
4	Tue 22 Sept Fri 25 Sept	Sport and gender	Dr. Annie Chan
5	Tue 29 Sept Fri 2 Oct	Sport and drugs	Dr. Annie Chan
6	Tue 6 Oct Fri 9 Oct	Sport and violence	Dr. Annie Chan
7	Tue 13 Oct Fri 16 Oct	The commercialisation of Sports The economic globalisation of sports	Dr. Paul Whitla
8	Tue 20 Oct Fri 23 Oct	The economics of sports	Dr. Paul Whitla
9	Tue 27 Oct Fri 30 Oct	The marketing of sports	Dr. Paul Whitla
10	Tue 3 Nov Fri 6 Nov	Presentation Progress Check Review: the business of sports	Dr. Paul Whitla
11	Tue 10 Nov Fri 13 Nov	Sport and politics: government policy-making	Prof. Brian Bridges
12	Tue 17 Nov Fri 20 Nov	The Olympic games: sports, nationalism and politics	Prof. Brian Bridges
13	Tue 24 Nov Fri 27 Nov	The Beijing Olympics and HK Sporting Culture Sports and racism	Prof. Brian Bridges
14	Tue 1 Dec	Student Presentations	All Lecturers

Important dates: 3 November submit individual essay
 24 November submit group project report
 1 December group project presentations