

Sport Culture And Ideology

Power and Ideology in American Sport addresses a wide range of topics, including: how sport is embedded in the social, political, and economic structures of American society; how the sporting experience is shaped by powerful individuals as well as ordinary people; and as such how sport both unifies and segregates individuals, social classes, racial and ethnic groups, and competing political loyalties.

Sport in the Middle East has become a major issue in global affairs. The contributors to this timely volume discuss the intersection of political and cultural processes related to sport in the region. Eleven chapters trace the historical institutionalization of sport and the role it has played in negotiating "Western" culture. Sport is found to be a contested terrain where struggles are being fought over the inclusion of women, over competing definitions of national identity, over preserving social memory, and over press freedom. Also discussed are the implications of mega-sporting events for host countries, and how both elite sport policies and sports industries in the region are being shaped. **Sport, Politics and Society in the Middle East** draws on academic disciplines from the humanities and social sciences to offer in-depth, theoretically grounded, and richly empirical case studies. It employs diverse research methodologies, from ethnography and in-depth interviews to archival research, to make a lasting contribution to this critical subject.

This book explores the tradition of left wing political thinking in the culture of fans of professional football in Europe. It sets out to chronicle and celebrate the fraternal, communal and radical tradition of football - seen to best effect in demands for democratic fan ownership and control of clubs, in fan campaigns against racist and fascist mobilisation of football supporters, and in a firm commitment to anti-corporatism. Drawing on the rich and varied traditions of fan cultures across Europe, the book examines how football, as a cultural form, carries with it the possibility of promoting the voices of the disenfranchised and the marginalised, and so the basis for nurturing solidarity against oppression, alienation and exploitation current in modern capitalist society. This book was published as a special issue of *Soccer and Society*.

Now available in paperback, this vital handbook marks the development of sports studies as a major new discipline within the social sciences. Edited by the leading sociologist of sport, Eric Dunning, and Jay Coakley, author of the best selling textbook on sport in the USA, it both reflects and richly endorses this new found status. Key aspects of the Handbook include: an inventory of the principal achievements in the field; a guide to the chief conflicts and difficulties in the theory and research process; a rallying point for researchers who are established or new to the field, which sets the agenda for future developments; a resource book for teachers who wish to establish new curricula and develop courses and programmes in the area of sports studies. With an international and inter-disciplinary team of contributors the Handbook of Sports Studies is comprehensive in scope, relevant in content and far-reaching in its discussion of future prospect.

A socio-cultural analysis

A Critical Perspective

The Transformation of Modern Poland

Sport, Culture and Ideology in the State of Israel

Sport, Culture and Ideology (RLE Sports Studies)

Sport, Politics and Society In the Middle East

Media, Sports and Society provides a foundation for research on the communication of sports. The volume is framed by a seminal article outlining the parameters of the communication of sports and pointing to major issues that need to be addressed in the relationship between sports and media.

Contributors examine the theoretical, cultural and historical issues, the production of media sports programming, its content and its audience. Individual chapters include a discussion of the spectacle of media sports, a comparison of Super Bowl Football and World Cup Soccer, a consideration of the spectators' enjoyment of sports violence, the rhetoric of winning and the American dream, and a fascinating examination of gender harmony and sports in

This collection provides interdisciplinary study of sport in the Middle East in the context of history, politics, policies, gender, religion, ideology and international relations. The chapters examine the role of the Pan-Arab Games in strengthening the bonds of Arab identity in Qatar, the contribution of sport to the building of nationhood and cultural image in Lebanon and Turkey, female involvement in the Olympic movement in Middle Eastern countries, how sport has facilitated the promotion of gender equality and how sport has served the social and cultural transformation of the Islamic world. Study of the role and functions of sport in the Middle East in its historical, political and cultural context is long overdue. Based on recent research conducted by prominent young scholars in this field, this collection will inspire and stimulate the future development of research in the Islamic world.

This book was originally published as a special issue of The International Journal of the History of Sport.

The history of sport in socialist Yugoslavia is a peculiar lens through which to examine the country's social, cultural and political transformations. Sport is represented as one of the most popular and engaging cultural phenomena of social life. Sport both embodied the social dynamics of the socialist period as well as revealing questions of the everyday lives of the Yugoslav people. Ultimately, sport was closely intertwined with the country's overall destiny.

This volume offers an introduction into the myriad social functions that sport served in the Yugoslav socialist project. It illustrates how sport was central to the establishment of Yugoslavia's physical and leisure culture in the early post-Second World War period, an international promotional tool for Yugoslav communists championing the ideological superiority of the 'Brotherhood and Unity' and the Non-Aligned Movement, as well as a social field in which the ideological contradictions of Yugoslav socialism became increasingly apparent. The chapters expand the existing knowledge of the processes that defined Yugoslav sport and contribute to a more nuanced understanding of socialist Yugoslavia in the years between 1945 and 1991. This book was originally published as a special issue of The International Journal of the History of Sport.

Mexico City's staging of the 1968 Olympic Games should have been a pinnacle in Mexico's post-revolutionary development: a moment when a nation at ease with itself played proud host to a global celebration of youthful vigour. Representing the Nation argues, however, that from the moment that the city won the bid, the Mexican elite displayed an innate lack of trust in their countrymen. Beautification of the capital city went beyond that expected of a host. It included the removal of undesirables from sight and the sponsorship of public information campaigns designed to teach citizens basic standards of civility and decency. The book's contention is that these and other measures exposed a chasm between what decades of post-revolutionary socio-cultural reforms had sought to produce, and what members of the elite believed their nation to be. While members of the Organising Committee deeply resented international scepticism of Mexico's ability to stage the Games, they shared a fear that, with the eyes of the world upon them, their compatriots would reveal Mexico's aspirations to first world status to be a fraud. Using a detailed analysis of Mexico City's preparations for the Olympic Games, we show how these tensions manifested themselves in the actions of the Organizing Committee and government authorities. This book was published as a special issue of the International Journal of the History of Sport.

Foreign Student-athletes in American Universities

Politics, Consumption, and Culture

Populism in Sport, Leisure, and Popular Culture

Sport and Political Ideology

Language, Culture And Ideology In South African Sports Reporting

Routledge Handbook of Sport and Politics

This book lays bare the ideological and political character of the positivist rationality that has been the primary theoretical underpinning of educational research in the United States. These assumptions have expressed themselves in the form and content of curriculum, classroom relations, classroom cultural artifacts, and the experiences and beliefs of teachers and students. Have existing radical critiques provided the theoretical building blocks for a new theory of pedagogy? The author attempts to move beyond the abstract, negative characteristics of radical critiques, which are often based on false dualisms that fail to link structure and intentionality, content and process, ideology and practice, etc. He also is critical of the over-determined models of socialization and the abstract celebration of subjectivity that underlies much of the utopianism of many radical perspectives. Professor Giroux begins to lay the theoretical groundwork for developing a radical pedagogy that connects critical theory with the need for social action in the interest of individual freedom and social reconstruction. Author note: Henry Giroux is Assistant Professor of Education at Boston University. He is the co-editor of *Curriculum and Instruction: Alternatives in Educational Theory and Practice*, *The Hidden Curriculum* and *Moral Education*.

This book examines and establishes the sociological relevance of the concept of populism and illuminates the ideological use of sport, leisure and popular culture in socio-political populist strategies and dynamics. The first part of the book -- Themes, Concepts, Theories -- sets the agenda for reviewing and evaluating populist themes, concepts, and theories and exploring their cultural-historical roots in and application to contemporary events such as mega-sports events, reality television programmes, and the popular music festival. The second part -- National Contexts and Settings -- examines populist elements of events and regimes in selected cases in South America and Europe: Argentina, Brazil, Greece, Italy, and England. In the third part -- Trump Times -- the place of sport in the populist ideology and practices of US president Donald Trump is critically examined in analyses of Trump's authoritarian populism, his Twitter discourse, Lady Gaga at the Super Bowl, and populist strategy on the international stage. The book concludes with a discussion of the strong case for a fuller sociological engagement with the populist dimensions of sport and popular cultural forms. Written in a clear and accessible style, this volume will be of interest to sociologists and social scientists both specialising in popular culture and cultural politics of sport and leisure, as the topic of populism and its connection to popular cultural forms and practices has come increasingly into prominence in the contemporary world.

"A welcome addition for those who teach sports studies... Used as a primer, this book provides readers with excellent introduction to the sociological concepts, methods, and theories, and, also offers useful examples and contextualised discussions that beginners to the real world of sociology will no doubt appreciate. Beedie has compiled for students a good companion text that could certainly be used in conjunction with detailed books, and, to guide students through more complex academic texts. Students have certainly appreciated Beedie's efforts to help them apply sociological rigour to analysing their sporting worlds, identities and experiences." - Geoffery Kohe, Worcester University "This should be highly useful for any sports studies students who are encountering the sociology of sport for the first time, even those who have previously studied sociology." - Alison Cain, Hertfordshire University Sociology is central to the study of sport in higher education. This reader-friendly text introduces all of the subject's core themes, such as power, diversity and mediation, and relates them to major contemporary social issues like commercialisation and globalisation. Special emphasis is given throughout to examples drawn from the UK and to the significance of the Olympics. Theoretical explanation is fully supported by case studies, practical and reflective exercises and guidance on further study. Sport celebrates basic human values of freedom, justice and courage. This collection of essays probes beneath those assumptions in order to illuminate how sport is intimately related to power and domination. Topics include the media treatment of sport, drug-taking in sport and the controversial and problematic relationship between sport and politics in Russia and South Africa.

Sport, Politics and the Working Class

Sports, Art, and Ideology in Late Russian and Early Soviet Culture

Critical Social Theory in the Era of Mass Communication

Sport Sociology

Identities, Commodities and the Politics of Representation

Faster, Higher, Stronger, Comrades!

This is the first book to address the link between culture and sport management. The aim is to demonstrate that culture profoundly affects how we research, teach and practice sport management. The book engages with the concept of culture both as an abstract analytical category and specific beliefs and practices. It recognizes that a single best way of managing does not exist; that the applicability of management theories may stop at national boundaries; and that fundamental cultural values act as a strong determinant to managerial ideology and practice. Culture makes the study of sport management interesting because it challenges many taken-for-granted assumptions about management, yet it reinforces our belief in the existence of common management problems. The book offers a comprehensive review of the conceptualisations of culture and its relation with sport management by examining a range of issues: the emergence of multiculturalism as a policy issue; the impact of commonly shared cultural values within the fitness industry on managers and organisations behaviour; building cultural bridges in community sport organisations; cultural meanings attached to the consumption of Olympic merchandise, and culturally-informed interpretation through a reflective analysis of sport management texts. This book was published as a special issue of *European Sport Management Quarterly*.

Football fans and football culture represent a unique prism through which to view contemporary society and politics. Based on in-depth empirical research into football in Poland, this book examines how fans develop political identities and how those identities can influence the wider political culture. It surveys the turbulent history of Poland in recent decades and explores the dominant right-wing ideology on the terraces, characterised by nationalism, 'traditional' values and anti-immigrant sentiment. As one of the first book-length studies of fandom in Eastern Europe, this book makes an important contribution to our understanding of society and politics in post-Communist states. *Politics, Ideology and Football Fandom* is an important read for students and researchers studying sport, politics and identity, as well as those working in sports studies and political studies covering sociology of sport, globalisation studies, East European politics, ethnic studies, social movements studies, political history and nationalism studies.

Across the modern political spectrum, left-wing and right-wing political theorists have invested sport with ideological significance. That significance, however, varies distinctively and characteristically with the ideology—a phenomenon John Hoberman terms "ideological differentiation." Taking this phenomenon as its point of departure, this provocative work interprets the major sport ideologies of the twentieth century as distinct expressions of political doctrine. Hoberman argues that a political ideology's interpretation of sport is shaped in part by the value it assigns to work and play as modes of experience; the political anthropologies of right and left can be distinguished by examining their

resistance to—or affinity for—sportive imagery of their leaders and of the state itself; there exists a fascist temperament that shows an affinity to athleticism and the sphere of the body that is not shared by the left. Tracing modern sport ideology back to its premodern antecedents, Hoberman examines the interpretations of sport that have been promulgated by European political intellectuals, such as cultural conservatives and contemporary neo-Marxists, and by the official ideologists of Nazi Germany, the Soviet Union, the German Democratic Republic, and China before and after Mao. As a form of mass theater, sport can advertise any ideology. But the deeper relationship between sport and political ideology has never before been explored with such vigor. Presenting the first general theory of sport and political ideology to appear in any language, Hoberman's groundbreaking work is a unique and invaluable contribution to the intellectual and political history of sport in the twentieth century.

This study examines the ways that F. Scott Fitzgerald portrayed organized spectator sports as working to help structure ideologies of class, community, and nationhood. Situating the study in the landscape of late nineteenth/early twentieth-century American sport culture, Chapter One shows how narratives of attending ballgames, reading or listening to sports media, and being a 'fan,' cultivate communities of spectatorship. Adopting this same framework, the next three chapters explore how Fitzgerald's literary representations of sport culture express the complexities of American society. Chapter Two specifically considers the 'intense and dramatic spectacle' of college football in 'This Side of Paradise' as a means of exploring links between spectatorship, emulation and ideology. Chapter Three continues with college football as its theme, but this time looks at how it is portrayed in Fitzgerald's short stories, in order to scrutinize the relationship between the performative aspects of sport and the performative aspects of social class. Finally, Chapter Four scrutinizes how *The Great Gatsby* critiques the romantic nationalist ideology of 'America's game' by revealing the class divisions and tensions of baseball's spectator culture.

Ideology, Culture, and the Process of Schooling

Sport and Spectacle in Post-revolutionary Mexico

Unframing a Dynasty

Sport Management Cultures

Fan Culture in European Football and the Influence of Left Wing Ideology

Power, Politics, Ideology and Religion

Offering new approaches to thinking about political ideologies and sports, *Sports and Neoliberalism* explores the structures, formations, and mechanics of neoliberalism. The editors and contributors to this original and timely volume examine the intersection of sport as a national pastime, but also as an engine for urban policy - e.g., stadium building - as well as a powerful force for influencing our understanding of the relationship between culture, politics, and identity. Contributors include: Michael Atkinson, Ted Butryn, CL Cole, Norman Denzin, Grant Farred, Jessica Francombe, Caroline Fusco, Michael D. Giardina, Mick Green, Leslie Heywood, Samantha King, Lisa McDermott, Mary G. McDonald, Toby Miller, Mark Montgomery, Joshua I. Newman, Jay Scherer, Kimberly S. Schimmel, Brian Wilson.

This is the most comprehensive collection of articles available on women, sport, and culture. The book features 24 selections from various feminist positions that examine the relation between sport and gender. The articles in >Women, Sport, and Culture> serve as a marker of where feminist sport studies has been as a field and a guidepost for what may be the most promising theoretical directions in the future. Part I introduces and provides an overview of feminist theories that have examined gender, women, and sport. The articles in the section discuss the complexity of the relations among sport, gender, ideology, bodies, and technology. Part II addresses the gendered organizational order of sport and explores the practices through which women in institutionalized sport are managed. The articles in Part III respond to Kenneth Sheard and Eric Dunning's idea that sport is a male preserve—a site for the production and reproduction of gendered power relations. The section explores how certain practices associated with sport actively degrade women and how women have alternately appropriated and opposed what they perceive to be oppressive and unjust practices. Part IV examines the role of the media in circulating and legitimizing dominant meanings of sport, women, gendered bodies, and sexuality. Part V looks at heterosexism and homophobia in sport.

This book is available as open access through the Bloomsbury Open Access programme and is available on www.bloomsburycollections.com. The role of sport in development initiatives has grown dramatically over the last five years, now finding a place in the UN's millennium development goals. In *Sport and Development for Peace*, Simon Darnell outlines the most recent sociological research on the role of sport in development initiatives. The book analyses the relationship between sport and international development and looks at what this reveals about socio-political economy. It addresses a gap in the literature by focusing on issues of politics, power and culture, particularly looking at volunteer experience, mega-sporting events and sporting celebrity in the context of development. Darnell questions the belief that sport can offer a 'solution' to enduring development issues. Drawing on the latest empirical research, the book is a thorough and timely analysis of the social and political implications of tying sport to development.

This set examines sport and leisure from a social science viewpoint. The volumes included, originally published between 1984 and 1991 take a cross-disciplinary approach to explore the social, political and cultural roles of sport in today's society. They cover issues as diverse as inequality, nationalism, gender, and commercialisation and engage with a range of academic disciplines including cultural studies, history, politics and sociology.

Ideology and Modern Culture

Media, Sports, and Society

Playing the World

Sport and Modernity

Handbook of Sports Studies

Representing the Nation

Sport, Culture and Ideology (RLE Sports Studies) Routledge

The volume offers a timely (re-)appraisal of Seleukid cultural dynamics. While the engagement of Seleukid kings with local populations and the issue of "Hellenization" are still debated, a movement away from the Greco-centric approach to

the study of the sources has gained pace. Increasingly textual sources are read alongside archaeological and numismatic evidence, and relevant near-eastern records are consulted. Our study of Seleukid kingship adheres to two game-changing principles: 1. We are not interested in judging the Seleukids as "strong" or "weak" whether in their interactions with other Hellenistic kingdoms or with the populations they ruled. 2. While appreciating the value of the social imaginaries approach (Stavrianopoulou, 2013), we argue that the use of ethnic identity in antiquity remains problematic. Through a pluralistic approach, in line with the complex cultural considerations that informed Seleukid royal agendas, we examine the concept of kingship and its gender aspects; tensions between centre and periphery; the level of "acculturation" intended and achieved under the Seleukids; the Seleukid-Ptolemaic interrelations. As rulers of a multi-cultural empire, the Seleukids were deeply aware of cultural politics.

This text looks closely at different groups of women who have become sporting heroines. It focuses on five specific groups of women from places in the world: South African women; Muslim women, Aboriginal women, and lesbian and disabled women.

"The author's style is breezy and likable, but many of his references to Australian music and sports concepts and studies will be unfamiliar to readers in the U.S. The latter fact may be a good reason for reading the book, as means of testing the generality of accepted thought about sport and music." --Choice "Relentlessly intelligent, at once critical and respectful of its subjects, and carefully documented, David Rowe's book is especially useful for working through the bipolar opposition between theories of power and theories of resistance, between large-scale political economic domination and localized oppositional readings. Forceful and pointed, yet accepting a degree of inconclusiveness, Rowe works through the complete range of relevant theoretical formulations and conflicting real-world forces. Rowe's theoretical sophistication is a godsend. He knows and enjoys the pleasures of his subjects but examines them with demanding originality. Never content with the easy or the obvious, this work marks a significant advance in cultural theory and application. Popular Cultures places David Rowe in the first-rank of cultural theorists." --Michael Real, Telecommunications and Film Department, San Diego State University

Rock music and sport are the pulse of Popular Cultures, a fascinating examination of the interrelations between economics, ideology, and culture. This book gives the reader a unique insight into the dynamics of rock music and sport, discussing how they encompass the contradictory elements of popular culture. Using punk rock music as a case study, author David Rowe analyzes it in terms of production, practical consciousness, and symbolic expression--a blending of cultural studies and political economy. Using rock music and sport as case studies, the author effectively combines economics, culture, and popular forms of recreation. Thus, this book is essential reading for students and researchers in popular culture, cultural studies, leisure studies, sociology, communication, and related fields of study.

Power and Ideology in American Sport

Routledge Handbook of Sport, Gender and Sexuality

Sport, Culture and Advertising

Rock Music, Sport and the Politics of Pleasure

Routledge Library Editions: Sports Studies

Culture and Ideology under the Seleukids

This book traces, conceptually and historically, the multifaceted nature of sports in the State of Israel from its early years. It is argued that sports in Israel have to be seen as interdependent within the broader socio-political dimensions. Moreover, it is argued that the development of sport in Israel can only be adequately understood by presenting them in its unique historical context. The processes of state formation, population growth, urbanization, militarization, and, most germane to the present purposes, the development of sport are presented alongside stories of Games (such as the Maccabiah) and (Zionist) Ideology. This book was based on a special issue of Sport in Society.

When this book was first published the study of sport had been largely neglected by sociologists. The contributions to this volume bring the sports field, the leisure centre and everyday leisure activities to a more central position within the sociological enterprise. Whether amateur or professional, sport contributes to wider relations of power, privilege and domination and this debate represents an important phase in the sociology of sport and leisure.

The Routledge Handbook of Sport, Gender and Sexuality brings together important new work from 68 leading international scholars that, collectively, demonstrates the intrinsic interconnectedness of sport, gender and sexuality. It introduces what is, in essence, a sophisticated sub-area of sport sociology, covering the field comprehensively, as well as signalling ideas for future research and analysis. Wide-ranging across different historical periods, different sports, and different local and global contexts, the book incorporates personal, ideological and political narratives; varied conceptual, methodological and theoretical approaches; and examples of complexities and nuanced ways of understanding the gendered and sexualized dynamics of sport. It examines structural and cultural forms of gender segregation, homophobia, heteronormativity and transphobia, as well as the ideological struggles and changes that have led to nuanced ways of thinking about the sport, gender and sexuality nexus. This is a landmark work of reference that will be a key resource for students and researchers working in sport studies, gender studies, sexuality studies or sociology.

Sport is frequently considered to be an aspect of popular culture that is, or should be, untainted by the political. However, there is a broad consensus among academics that sport is often at the heart of the political and the political is often central to sport. From the 1936 Olympic Games in Nazi Germany to the civil unrest that preceded the 2014 World Cup in Brazil, sport and politics have remained symbiotic bedfellows. The Routledge Handbook of Sport and Politics goes further than any other book in surveying the complex, embedded relationships between sport and politics. With sections addressing ideologies, nation and statehood, corporate politics, political activism, social justice, and the politics of sports events, it introduces the conceptual foundations that underpin our understanding of the sport-politics nexus and examines emergent issues in this field of study. Including in-depth case studies from North America, South America, Europe, the Middle East, Africa and Asia, this is an essential reference for anybody with an interest

in the social scientific study of sport.

Sport in the Middle East

Politics, Ideology and Football Fandom

Sport, Culture and Ideology in the State of Israel [electronic resource]

Understanding Sport

Sport, Leisure and Social Relations (RLE Sports Studies)

The Brawn Drain

Sport is the most universal feature of popular culture. It crosses language barriers and slices through national boundaries, attracting both spectators and participants, to a common lingua franca of passions, obsessions and desires. This book brings to light the connections between sport and culture. It argues that although sport is obviously a source of pleasure, it is also part of the government of everyday life. The creation of a sporting calendar, movements of rational recreation and the development of physical education in the public sector, are read as ways of disciplining and shaping urban-industrial populations. In addition, sport is examined as a principal front of globalization. The sports process draws together dispersed communities and generates economic wealth. The book demonstrates how commodification, bureaucratization and ideology are fundamental to the organization of sporting cultures.

First Published in 2004. Routledge is an imprint of Taylor & Francis, an informa company.

This book examines and establishes the sociological relevance of the concept of populism and illuminates the ideological use of sport, leisure, and popular culture in socio-political populist strategies and dynamics. The first part of the book – Themes, Concepts, Theories – sets the scene by reviewing and evaluating populist themes, concepts, and theories and exploring their cultural-historical roots in and application to cultural forms such as mega-sports events, reality television programmes, and the popular music festival. The second part – National Contexts and Settings – examines populist elements of events and regimes in selected cases in South America and Europe: Argentina, Brazil, Greece, Italy, and England. In the third part – Trump Times – the place of sport in the populist ideology and practices of US president Donald Trump is critically examined in analyses of Trump's authoritarian populism, his Twitter discourse, Lady Gaga at the Super Bowl, and populist strategy on the international stage. The book concludes with a discussion of the strong case for a fuller sociological engagement with the populist dimensions of sport, leisure, and popular cultural forms. Written in a clear and accessible style, this volume will be of interest to sociologists and social scientists beyond those specialising in popular culture and cultural politics of sport and leisure, as the topic of populism and its connection to popular cultural forms and practices has come increasingly into prominence in the contemporary world.

In the decade or more since publication of the first edition of *Understanding Sport*, both sport and wider global society have undergone profound change. In this fully updated, revised and expanded edition of their classic textbook, John Horne, Alan Tomlinson, Garry Whannel and Kath Woodward offer a critical and reflective introduction to the relationship between sport and contemporary society and explain how sport remains an important agent and symptom of socio-cultural change. Fully integrating historical, sociological, political and cultural analysis, the book covers every key topic in the study of sport and society, including: debate, interpretation and theory sport and the media sport and the body sport and politics commercialization globalization. Retaining the accessibility and scholarly rigour for which *Understanding Sport* has always been renowned, this new edition includes entirely new chapters on global transformations, sports mega-events and sites, sporting bodies and governance, as well as a succinct guide to researching sport. With review and seminar questions included in every chapter, plus concise, helpful guides to further reading, *Understanding Sport* remains an essential textbook for all courses on sport and society, the sociology of sport, sport and social theory, or social issues in sport.

Sport for Development and Peace

The Politics of Difference and Identity

A Critical Sociology

Sport, culture and ideology

Heroines of Sport

Sport in Socialist Yugoslavia

*The revival of the Olympic games in 1896 and the subsequent rise of modern athletics prompted a new, energetic movement away from more sedentary habits. In Russia, this ethos soon became a key facet of the Bolsheviks' shared vision for the future. In the aftermath of the revolution, glorification of exercise persevered, pointing the way toward a stronger, healthier populace and a vibrant Socialist society. With interdisciplinary analysis of literature, painting, and film, *Faster, Higher, Stronger, Comrades!* traces how physical fitness had an even broader impact on culture and ideology in the Soviet Union than previously realized. From prerevolutionary writers and painters glorifying popular circus wrestlers to Soviet photographers capturing unprecedented athleticism as a means of satisfying their aesthetic ideals, the nation's artists embraced sports in profound, inventive ways. Though athletics were used for doctrinaire purposes, Tim Harte demonstrates that at their core, they remained playful, joyous physical activities capable of stirring imaginations and transforming everyday realities.*

In this major new work, Thompson develops an original account of ideology and relates it to the analysis of culture and mass communication in modern Societies. Thompson offers a concise and critical appraisal of major contributions to the theory of ideology, from Marx and Mannheim, to Horkheimer, Adorno and Habermas. He argues that these thinkers - and social and political theorists more generally - have failed to deal adequately with the nature of mass communication and its role in the modern world. In order to overcome this deficiency, Thompson undertakes a wide-ranging analysis of the development of mass communication, outlining a distinctive social theory of the mass media and their impact.

*Despite the range of theoretical and methodological positions adopted and the wide range of issues and topics related to advertising covered by cultural studies, relationships between sport and advertising have been largely overlooked. Given its global popularity and its prevalence across the spectrum of cultural and commercial life it is not surprising that scholars interrogating the cultural politics of sport have begun to recognise advertising as an important site for the analysis of power relations, cultural politics and cultural representation. *Sport, Culture and Advertising* presents a first step towards understanding the relationship between advertising and identity with a focus on sport. The book will be useful for scholars across a range of disciplines and will be of interest to students looking for a more critical examination of the commercial realm of sport.*

This important new book from one of the world's leading sociologists of sport weaves together social theory, history and political economy to provide

a highly original analysis of the complex relationship between sport and modernity. Incorporating a powerful set of theoretical insights from traditions and thinkers ranging from classical Marxism and the Frankfurt School to Foucault and Bourdieu, Gruneau analyzes the emergence of "sport" as a distinctive field of practice in western societies. Examining subjects including the legacy of Greek and Roman antiquity, representations of sport in nineteenth-century England, Nazism, and modern "mega-events" such as the Olympics and the World Cup, he seeks to show how sport developed into an arena which articulated competing understandings of the kinds of people, bodies and practices best suited to the modern western world. This book thereby explores with brio and sophistication how the ever-changing economic, social, and political relations of modernity have been produced and reproduced, and sometimes also opposed and escaped, through sport, from the Enlightenment to the rise of neoliberalism, as well as examining how the study of exercise, athletics, the body, and the spectacle of sport can deepen our understanding of the nature of modernity. It will be essential reading for students and scholars of the sociology and history of sport, sociology of culture, cultural history, and cultural studies.

Special Issue

Popular Cultures

Organised Labour and Sport in Inter-war Britain

Sport and Neoliberalism

Sports, Narrative, and Nation in the Fiction of F. Scott Fitzgerald