

Arcadia in Barcelona

Arcadia University Center for Catalan, Spanish & Mediterranean Studies

BARC ISCS 310S

Sport, Culture and Society in Europe: The Case of Spain

Credits: 3

Prerequisite: none

COURSE OUTLINE:

The main aim of this innovative course is to analyse the key role that sport plays within contemporary European culture with particular emphasis on the socio-political use of sport in Spain from the Francoist dictatorship through to today. The relations between politics, media and sport are considered as a useful combination for understanding wider social and political themes in Spain and Western Europe such as nationalism, violence and racism as well as universal issues such as internationalism, identity, or globalization.

LEARNING OBJECTIVES:

Once the course is completed, students should be able to:

- defend the thesis that the study of sport and society is an academically viable route for understanding sociological aspects of Spanish and European popular culture
- to cross-examine the fundamental differences between the sports-media-culture matrix in Spain, Europe and the US
- to extrapolate from professional sporting activity, an analytic discourse regarding values and wider debates in contemporary society
- to analyse the role of sport in the construction of modern European countries, particularly Spain

INSTRUCTIONAL FORMAT:

Given the very nature of the subject matter, this course will adopt a hands-on approach according to which theoretical, instructor-led sessions will be complemented by case studies, open debates, field trips, guest speakers and constant cross-referencing between Europe and the US. Students will be expected to participate actively in every session. Interaction and genuine student input is absolutely necessary in this course given the constant US comparisons which serve to help understand the European case studies. All readings from the course textbook must be completed prior to each session.

ASSESSMENT:

- 25% Final Exam
- 25% Mid-Term Exam
- 20% Research Project (prior instructor approval)
- 10% Student class presentation
- 10% 2 papers (5% x 2) based on course reading
- 10% Class participation (assistance at all field trips + class readings + class debates...)

ATTENDENCE POLICY

At Arcadia, all professors follow the same attendance policy: attendance is mandatory. You are allowed 2 absences. Any unexcused absences beyond those will negatively impact your grade, bringing the grade down with each additional unexcused absence. Ex: 3 absences, A- becomes B+; 4 absences, B- becomes C, etc.

If you have reached the 2 absences, be absolutely sure that you attend every remaining class in the semester or that you have a valid doctor's note specifically excusing your absence. You are responsible for obtaining the assignment, the material and any class notes.

If you miss more than 4 sessions, you will lose the right to take the final exam and will receive an F as a total grade of the course.

Punctuality is expected of all students. Coming late to class for more than 10 minutes three times will be counted as an unjustified absence.

REQUIRED READING

ROWE, Sport, Culture and the Media (Oxford University Press, 2004) ISBN 0335210759, 9780335210756 Cost: To Be Determined

COURSE CONTENT (Brief Outline)

PROGRAMME

MODULE 1: SPAIN, SPORT AND SOCIETY

- 1. Presentation of course. Defining concepts of sport, culture and society.
- 2. The Spanish context: The birth of the sports star. Sports and society 1896-1939.
- 3. The political use of sports during the Franco years 1939-1975. Real Madrid: Franco's White Ambassadors
- 4. FC Barcelona: more than a club? Tradition, present and future.
- 5. FIELD TRIP 1 Camp Nou. FC Barcelona museum.
- 6. Spain and postmodern society 1975-2012. A new generation of sports stars.
- 7. The Barcelona Olympic Games 1992. Implications for Barcelona and Spain.
- 8. FIELD TRIP 2 Olympic and Sports Museum.

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MODULE 2: SPORT AND THE MEDIA

- 9. The Sports Press in Europe: France, Italy and Spain. Spain: a unique case.
- 10. The strange case of the sports journalist.
- 11. Sport and audiovisual media I: sport and the radio
- 12. Sports and audiovisual media II: sport and television
- 13. MIDTERM EXAM (Modules 1 & 2)

MODULE 3. CONTEMPORARY ISSUES IN SPORT

- 14. Media, sport and racism. Comparison Europe v USA.
- 15. Sport and Violence. Hooligan phenomenon in Europe.
- 16. Gender Issues in Sport. The invisible female athletes.
- 17. Sport and the Internet.
- 18. Research papers tutorials (mandatory)

MODULE 4. BUSINESS & FUTURE OF SPORTS INDUSTRY

- 19. Business of Sports I: Star construction and branding
- 20. Business of Sports II: Selling the sports story: merchandising & advertising
- 21. The Future of Sport I: extreme sports
- 22. The Future of Sports II: virtual sport, fantasy sport, gambling
- 23. Course summary & Exam preparation
- 24. FINAL EXAM (Modules 3 & 4)

FIELD TRIPS

-El Camp Nou: behind the scenes look at FC BARCELONA (Europe's biggest soccer stadium)

The Olympic and Sports Museum in Montjuic. A unique way of examining the impact on the city of Barcelona of the 1992 Olympic Games.

OTHER THINGS: Suggestions and coaching to:

- -Sports events (when coinciding with course) such as Barcelona Tennis Open, Formula 1 motor racing circuit, Espanyol RCD...)
- -Sports forums, exhibitions yet to be announced