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Media and Sport Section

Abstracts of papers presented at the annual conference of the

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Id: 9252

Title: The power of ambiguous gender: The case of Indian sprinter Dutee Chand.

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Abstract: Regimes of truth in the world of sport are much less fluid and mobile in relation to sex gender than in many other social worlds, whatever the possibilities of transformations that technoscience promises in relation to performance. Sport is premised upon a sex gender binary which informs its regulatory framework and the embodied practices of practitioners.   'Kath Woodward, Sex power and the games (2012: 52)   Under the inquiry of 'Sex,' my recent visa application to India listed three choices: Male, Female, or Transgender, which struck me as odd. But stranger still, according to the International Association of Athletics Federation (IAAF), which governs track, female Indian sprinter Dutee Chand is only eligible to compete if her testosterone level is lowered beneath the male range. Starting with 2012 London, the International Olympic Committee (IOC) decided to abandon its policy banning female athletes with hyperandrogenism ' a condition wherein persons have naturally high testosterone levels. Specifically, those lifted restrictions drew attention to Caster Semenya, a highly successful South African runner whose gender identity was in question. Probably nothing better represents gendered politics, it can be argued, than the fact that this topic of sex testing even exists.   Beginning with definitions and descriptions of the phenomenon, a brief history of the biological, socio-psychological, and feminist reactions are delineated, including a lengthy, detailed literature review. What follows next is a case study of Dutee Chand's dilemma when, although she is the current champion of the women's 100-metres event in the 18-and-under category in India, she was dropped from competing in the Commonwealth Games based on her natural levels of testosterone. Offered options of surgery or taking hormone-suppressing drugs, Chand has held firm in her decision to maintain her body just the way it is; as such, she has become a cause célèbre for many athletes and activists'both male and female, around the world. As this proposal is being constructed, drawing upon extensive media coverage from India, Europe, and North America regarding her case, it has been appealed to the Court of Arbitration for Sport. Hopefully, its conclusion will help us draw some valuable bioethical conclusions about another ambiguous form of communication: gender.

Id: 9348

Title: Time out: media convergence, a wider agenda and alternative narrative through long-form sports journalism. A comparative analysis of Sports Illustrated Longform and L'Équipe Explore

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Abstract: Bearing in mind that lengthy sports feature articles in Sports Illustrated date back to the mid-fifties, it is clear that long-form sports writing in itself is not a new phenomenon. Nevertheless, in recent years this genre has vigorously expanded across the sports journalism landscape. In the current media environment, characterized by 24/7 production cycles, high speed information flow and the impact of social networking sites, it is therefore of undoubted interest that some companies have invested their human resources in formats which go beyond deadline-driven content. Legacy outlets such as The New York Times or The Guardian and prominent online platforms such as SBNation, NBC SportsWorld, ESPN.com, Grantland, Sports Illustrated Longform or L'Équipe Explore have embraced innovative technical possibilities and alternative narrative techniques in order to enhance their long-form reporting skills. However, what lies behind the long-form sports story' Does longer necessarily mean better' Has the availability of multimedia and interactive resources lead to an increase in the quality of sports information and a broadening of the news agenda' If so, how can these factors be measured'   In order to address these and other questions, this paper first analyses the professional and commercial reasons behind this emerging trend and delves into the editorial requirements, complexities and challenges associated with those products. In order to set the groundwork for the current and forthcoming empirical studies, a categorization system of the long-sports media texts is also provided. Once this has been set up, the paper then offers a comparative transatlantic case study featuring the entire collection of long-form stories developed by two prestigious publications -the American magazine Sports Illustrated (SI Longform) and the French sports daily L'Équipe (L'Équipe Explore)- and focuses on three key axes. First of all, this paper aims to illustrate how these publications contribute to broaden the sports news agenda as they do not exclusively provide compelling stories about the most popular and revenue-generating sports such as soccer or basketball but instead help to widen readers' horizons by devoting more than half of their stories to disciplines such as boxing, horse-riding, surfing, mountain climbing or even bass fishing. Secondly, the investigation examines the characteristics of the digital convergent storytelling techniques employed in this genre (immersive formats such as video, graphics and multimedia elements along with interactive applications) as part of the wider narrative formulas used by the two outlets. Finally, the paper provides a general evaluation of long-form sports journalism architecture (sources, context, data) as an attempt to deliver the most

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complete picture of a particular sports issue.

Id: 9366

Title: How much truth is in transfer rumours' A quantitative analysis of quality and reliability of football transfer coverage

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Abstract: Football is the sport that gains the widest media coverage worldwide (Horky & Nieland, 2013). Corresponding to that, football transfer news attract more and more interest and have become an important part of media coverage in general and sports reporting in particular (Meyen, 2014). In 2013, transfer activities of international football clubs had a combined transfer compensation value of USD 3.7 billion (FIFA, 2014). Which player is joining a team and who is leaving has wide influence on sporting and economic success of a club and can determine its sporting development ' and even stock prices - for years to come. Reliable information on football transfers therefore is of great importance for supporters, shareholders, sponsors and investors and it is a main concern for international sport journalism.But until now and despite of its social and economic relevance, there is no systematic scientific analysis of quality and reliability of football transfer reporting. Using the example of German press, the present study asks a) how football transfers are reported, b) how reliable media coverage of football transfers actually is and c) if there are differences between tabloid, quality and specialized sports media. The study addresses those three questions by analysing the entire coverage of football transfer news of five major daily newspapers and weekly magazines during the official pre-season transfer windows (the periods in which football clubs can transfer players into their playing staff) of the German Bundesliga from 2010 to 2013 with the help of a quantitative content analysis (n = 2.132 articles). In addition, media data is contrasted with official extra-media-data on football transfers between 2010 and 2013. The results indicate that a) media coverage of football transfers follows specific news values and notably focuses on certain transfer characteristics such as market values and status of players as well as on sporting success and prestige of the involved clubs. Furthermore, b) transfer coverage turned out to be surprisingly reliable. About two-thirds of all transfer predictions and rumours shape up as correct. Using extra media data, certain characteristics of media reporting on football transfers that predict the quality of transfer news were identified. For example, transfer rumours turned out to be more reliable if they were denied by a player, trainer or football manager in the respective media article. c) Differences between daily newspapers and the weekly sports press were found in respect of extent and type of media coverage as well as with regard to reliability.

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Id: 9445

Title: FIFA 2014 World Cup Brazil. Comparative Analysis of the Televised Treatment of the Opening Ceremony by Brazil's Globo network and Cuatro in Spain

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Abstract: Large sporting events today are shaped by their television coverage. Beyond the competition itself, these events involve opening, awards and closing ceremonies that encompass cultural aspects related to the organizing country, and which are broadcast on international television signals. The inaugural ceremony for the football World Cup has been growing gradually, although it has not reached the spectacular scope of the opening ceremony for the Olympic Games. The main objective of this study is to conduct a comparative analysis of the narrative treatment of the television broadcasts of the opening ceremony of the football World Cup by the Global television network in Brazil and the Cuatro network in Spain. The paper examines the differences and similarities of the programs analyzed that will allow understanding new communicative perspectives on the same event through an internal and external look. The study used a qualitative methodology based on content analysis. The data sample comes from recordings of the television programs on the Globo and Cuatro networks. The instruments of analysis used include the observation, description and interpretation of the content analyzed together with a review of the scientific references. The material selected is organized in 5 narrative categories: gender and format; elements of the enunciation; the structure of the narrative; environments and people; as well as space and time. In parallel, visual and audio elements are included that are present in a transversal form in the categories mentioned. In relation to gender and format, an analysis was conducted of how a direct rebroadcast of a special event treated these issues in association with the information and entertainment. In the case of Globo, a specific program was developed, while the Spanish network situated the broadcast within an already existing program. In terms of the elements of enunciation, the organization of the discourse was examined encompassing the focus of the program and the anchor person among other factors. Thus, the paper analyzes the narrative characteristics of the main anchor person of the program and of the accompanying analysts who provide complementary information. In terms of the structure of the broadcast, the event analyzed is presented through a classic linear narrative model and is organized around the 4 acts that composed the opening ceremony. In relation to the environments and personalities, a series of elements are analyzed. On one hand, the surroundings and the situations related with the staging of the sporting event are analyzed. On the other hand, the characters are represented by the group of artists that perform in the

ceremony. In terms of the final category of space and time, in relation to space the paper considers the visual planning and the spatial axes; and in terms of time: the length, rhythm and temporal frequency. Based on the results obtained in this study it is possible to discuss both the current treatment of the sporting event in relation to its discourse and to indicate what narrative tendencies predominate in this type of content.

Id: 9531

Title: Who is responsible for doping in sports' An analysis of the attribution of responsibility in German media coverage

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Abstract: Sports in general and major sporting events in particular (e.g. the FIFA World Cup, Olympic Games and Tour de France) are covered comprehensively by the media. Given the extensive interest in sports, such occasions provide a perfect environment for the advertising industry and the celebration of national successes. In addition, sports has adapted unambiguously to the media logic, with the consequence of reciprocal benefit by covering sports competitions. However, in the last two decades the sports world and traditional sports nations often have been rocked by doping scandals, such as the Armstrong scandal or the BALCO affair. For the media, such doping cases are very newsworthy because they correspond with news factors, such as scandal, negativity or personalization. According to the substantial importance of the media with regard to sports, our study examines the German print media coverage on doping. Specifically, we ask how responsibility for PED use is attributed in media discourses. For this novel contribution, our study draws on the framing approach put forth by Entman (1993: 52): 'To frame is to select some aspects of a perceived reality and make them more salient in a communicating text [']'. Pertaining to the attribution of responsibility, Iyengar (1991) distinguishes between the episodic news frame and the thematic news frame. Episodic framing focuses on certain individuals or specific events, while thematic framing places 'issues and events in general context at the societal or governmental level' (An & Gower 2009: 108, Semetko & Valkenburg 2000). We conducted a content analysis of 775 articles from the three quality German nationwide daily newspapers, Sueddeutsche Zeitung, Die Welt and Frankfurter Allgemeine Zeitung, in the time period from May 1999 to April 2014. Our results indicate that the newspapers attribute responsibility for doping almost equally to the micro-level (individual or collective actors) and the macro-level (system). However, treatment recommendations much rather target changes on the macro-level. These involve severe sanctions of misconduct or strict doping tests. Furthermore, we find a significant relationship between the type of framing and the cause for doping. Articles using the episodic frame primarily make individual actors responsible for doping, while the thematic frame places the reasons for PED use on the systemic level. By applying Iyengar's framing approach, we gain deeper insight into the dynamic construction of a national media discourse regarding the attribution of responsibility for one of sports' most profound challenges.

Id: 9675

Title: Consensus and Resistance: A Comparative Look at Global Reporting on Brazil's Expectations as 2014 FIFA World Cup Host

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Abstract: This paper examines discourses of expectation surrounding sport mega-events by comparing global news reporting on Brazil's preparations to host the 2014 FIFA World Cup. It first looks at academic literature concerned with the expectations of sport mega-event hosts to identify global north versus global south geopolitics, national support and global appeal, sustainability and legacy, and infrastructural change and safety needs, as the main discourses that underpin the expectations of most sport mega-event cities and nations in a global perspective. Next, it takes an in-depth look at the ways Brazil has positioned itself as mega-event host and poses a question of the extent to which Brazil is both defined by and differentiated from other global north/south mega-event hosts by these discourses of expectation. Following a methodological discussion of qualitative discourse analysis, this paper then examines how online dailies from a number of recent mega-event host nations ' the US, UK, Russia, South Africa, China, and Brazil included ' have reported on Brazil's preparations to host the 2014 World Cup in terms of these discursive themes. This paper thus forms the basis for a timely and comparative look at discourses of expectation surrounding mega-event host nations both because of the overt sociocultural and political differences that seemingly divide these nations, and, paradoxically, because of a common desire to see themselves re-imagined within a global perspective. This study finds that global reporting on the expectations of Brazil as 2014 World Cup host closely align with that on South Africa's preparations to host the 2012 World Cup. Both countries are viewed as having effectively altered global imaginings of their geopolitical contexts by hosting sport mega-events, which this study argues is due less to their professed 'emerging economy' status and more to tacit statements about their histories of race relations. Global reporting on the expectations of Brazil as 2014 World Cup host also intertwines themes of nation building. However, gaps in the ways that certain national dailies report on wide-scale protests in Brazil against public funding of the 2014 World Cup suggest that an interest in protecting their global image, connected to their hopes of hosting future mega-events, take precedence. Finally, this study argues that even in the most comprehensive reporting on Brazil's preparations to host the 2014 World Cup, there is a discursive tendency to substantiate global north/south divides, which looks at Brazil, among other 'developing' nations, in an 'eternally hopeful' light. This is a view that overlooks the potency of negotiation and resistance in the context of hosting sport mega-events, and thus that temporarily, at least, sidesteps democratic processes in favour of a global cultural economy administered by a few, select organizations.

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Id: 9724

Title: Media Coverage and the Concussion Crisis in Sports

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Abstract: This paper explores the sports media coverage of the concussion crisis in sports since Chris Nowinski published Head Games in 2006 and Alan Schwarz first wrote in January 2007 about Andre Waters' suicide; that Waters suffered with Chronic Traumatic Encephalopathy (CTE). The paper's hypothesis is that sport media coverage of this important health issue is an example of the media as watchdog of the public interest. Despite denials and opposition from one of the most powerful sports businesses in the U.S., the National Football League, several sport media outlets, starting with The New York Times but including a host of sports editors, reporters and executive producers in print, TV, and new media, practicing investigative, beat and long form journalism, continued to publish and produce stories about the link between concussions and long term debilitating illnesses related to the development of CTE in the brains of amateur and professional athletes. Two-dozen former and current leading sports editors and executive producers from American print, TV and new media (NY Times, ESPN, Washington Post, CBS, Wall Street Journal, Deadspin...) were interviewed in person and recorded via video or Skype recording. The snowball method was used to choose interviewees, beginning with Chris Nowinski and Alan Schwarz, Tom Jolly and Jason Stallman of The New York Times.

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Id: 9820

Title: The Corridor of Uncertainty - Media, Cricket and West Indian identity

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Abstract: When in 1963, CLR James published Beyond a Boundary, forever attaching the sport of cricket; its rituals, its rhythms and its customs; to the construction of a West Indian identity ' the cricket-playing Caribbean (the West Indies) was a different place and cricket was a different game.The intervening half century has seen the failure of the West Indian Federation (the West Indies cricket team and the University of the West Indies being the only remaining vestiges of this noble experiment); the commodification of sport; the globalization of the media and most significantly; paradigmatic shifts in the presentation of the sport of cricket in step with a continued decline in the fortunes of the West Indies cricket team. These paradigmatic shifts have had tremendous impact on the region as the West Indies, the geographical outliers in the cricket playing world; have become further isolated as performances have lessened the team's value in this age of commodification thus leading to less marketable series; cricket is now available in the region (if at all) only on premium cable channels or occasionally on the radio whereas NBA basketball and European football are almost universally accessible.The commodification of sport has seen the value of live sports and their associated broadcast rights rise astronomically in the past twenty years. The impact has been felt globally across sports with rising ticket prices and in the case of SuperBowl XLIX; the ability to charge US$3.5 million for a 30-second broadcast commercial. In cricketing terms, the commodification of sport has seen the BCCI ' the body that controls Indian cricket ' assume a virtual stranglehold by dint of audience on the International Cricket Council's Future Tours Programme that schedules series five years in advance. This paper makes the argument that cricket, a colonial artifact reimagined in the West Indies as an expression of resistance, is the ideal instrument of interrogating this Corridor of Uncertainty in post colonial identity in the cricket-playing Caribbean - particularly given the dominant assumption in postcolonial studies is that in all the ex-colonies and dominions the imperial past strongly informs the present. Through analysis of mediated sport in the regional media landscape along with the financial impact of the newer forms of the game (T20) on the West Indian players, The Corridor of Uncertainty challenges the continued conflation of cricket and West Indian identity and questions the relevance of such an identity in the absence of a West Indian nation. Keywords: West Indies, Identity, Cricket, Media Studies, Critical Studies, Public Sphere, Hegemony, Post-colonial Studies

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Id: 10427

Title: The Change of the News Practices with the Industrial Football: Eski'ehirspor Case

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Abstract: Today's football is called an 'industrial football', as a result of commercialization. The commercialization of the football has been realized with the implementation of the neo-liberal policies. This process was began with the, deregulation and privatization policies implemented towards the media, since the main income of the industrial football is coming from the television broadcasting rights of the football matches. The percent of income is coming from the television broadcasting rights, is 46 percent for European teams and 44 percent for the Turkish teams. The other income sources of the industrial football are the sponsors, advertisements and selling of the commercial products of the teams, rather than the income of the tickets of the matches. The another turning point for the commercialization of the footbal, was the 'Bosman Decisions' of the Eurepean Court of Justice were taken in 1995. This brought the mobility of the football players who has the origin of both Europe and outside of the Europe. After that, incomes of the transference of the football players and football teams has been rised enormously.The commercialization of the football has been realized in Turkey too, with the dynamics of the deregulation policies were implemented for the media. The main indicator of this process is the change of the value of Turkish football. The value of the Turkish football was 150 million euro in 2000 and it was 685 million euro in 2013. The commercialization of the football or industrial football has also effected the news practices of the sport journalists in Turkey: enlargement of the pages of the football in the newspapers, the rise of the football-comment programmes at televisions, becoming of the old football players as football-commentators of the newspapers and televisions and most importantly, becoming the 'fan of the football teams' as a sport journalists.Within this context, in this study, the change in the news practices of the local sport journalists in my city-Eski'ehir-Turkey was examined. The football team of the city-Eski'ehirspor has began to play in the Turkish Super League (Turkish premier league) since 2008. The research question of this study was: 'How news practices of the the sport journalists have been effected with the process of commercialization of the Eski'ehirspor together with the playing at the Turkish Super League'. To search this question the semi-structured depth interwievs were made with six sport journalists that they has worked both before and after the Super League. The data collected with the depth interviews were thematized like that: the relationships of journalists with club; the work conditions (the material and non-material conditions, the conditions of te matches, professional relations); the content of the news; the sources of the news and adherence of the journalists to te club. Except the adherence of the journalists (fan journalists) to Eski'ehirspor, it is seen that there has been a drastic changes in the news practices of the sport journalists after team's playing at the Super League.

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Id: 10629

Title: Bottom-up framing: understanding social media fan interaction around international rugby union

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Abstract: The substantial use of social media for fan interaction around major sports events requires a shift in scholarly attention from the one-way transmission model of news framing to a bottom-up, emergent conceptualisation of framing. This shift is important because it refocuses framing studies away from traditional media gatekeepers and towards everyday individuals who easily and regularly engage in online, mobile and social media fan interaction. Even though sport makes up a relatively small percentage of overall television programming, around half of all content posted to Twitter in 2013 was related to sport. Other platforms such as Facebook and Instagram are used extensively to mediate information transfer and interaction between sports organisations, stakeholders and fans. Arguably the top-down basis of traditional sports broadcasting precludes ' or even ignores ' the possibilities for networked fan interaction during and between fixtures. Yet the importance of such conversation to fans has been evident for decades through the use of successive electronic platforms such as fan bulletin boards, chat rooms, web pages, social networking sites and microblogs. In order to understand how a bottom-up framing approach can be developed in order to analyse online, mobile and social media fan interaction, this study analyses social media activity by television consumers during the 2015 SANZAR (South Africa, New Zealand and Australia) Super Rugby competition. Rugby union is a distinctive site of investigation since many of its fans worldwide are located within comparatively high-income earning brackets; therefore it can be anticipated that these fans can engage in simultaneous TV viewing of a fixture while interacting with other fans via smart devices and social media ' so-called 'second-screen behaviour'. Focusing on the Australia-based ACT Brumbies rugby union team during the 2015 SANZAR competition, this study extracts Twitter data from open, public Brumbies fan sites using the MUSTT (Multiple User-defined Search Terms on Twitter) data capture tool. These data are then analysed using the conversation analysis tool Leximancer which detects key concepts from within extracted textual data. Initial findings indicate that the brief nature of Twitter posts mean that fan comments to this platform can be comparatively unidirectional, declarative and/or rhetoric. In contrast,

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Facebook conversation themes are less unidirectional and more focused on debates around a theme such as gameplay or individual player or coach performance. The effects of a particular social network on fan interaction will continue to be an important element within the understanding of bottom-up framing.

Id: 10815

Title: Enacting Fan Identities though Binary Oppositions: The Case of Football Fans' Communication in Cyprus

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Abstract: In this paper we present and discuss some key findings from an on-going project on football fans' communicative practices. We focus on football fans' communication in Cyprus, where football fandom and football culture itself are largely characterized by intense rivalries between certain teams, rooted mainly on politics and locality. In particular, we discuss the ways in which fans publicly communicate their affection for their own team, especially when the team is in an outright opposition with another team, and we seek to understand what these oppositional communicative actions mean and what purpose they serve. To answer these questions we use data from field observations of first division football games in Cyprus, from in-depth interviews with fans and from an analysis of football-related websites. We find that, in attempting to prove the superiority of their own fan object over that of the rival, football fans engage in identity construction through a communicative struggle for domination. We term this struggle 'the symbols war'. A key characteristic of this warlike situation is that the superiority of one's own identity is constructed to a smaller extent by appraising one's own team and fan group and to a larger extent by reducing the value of the opposite team and opposite fan group. This 'us versus them' mentality is often articulated through heavy swearing, obscene chants, irony and insults. Another important characteristic of this communication is that these binary oppositions only occasionally refer to sports. Commonly, they refer to social divisions such as those related to politics (left vs. right), local dominance (the boss of the city vs. the subordinates), ethnicity (the Greeks vs. the Turks), gender, masculinity and sexual preference. In particular, rather than ridiculing or humiliating the opponent by stressing the opponent's inferiority in playing football, fans more commonly struggle to ridicule and humiliate their opponents by calling them (typically in obscene and vulgar terms) anti-patriots, weak, racially and culturally inferior, female, feminine, gay, etc. Although such divisions are often based on socio-historical particularities and conditions of older times, which hold less value in current society, they are still adopted and reproduced in football fans' communication. A third key characteristic is that, although particularly harsh, these communicative practices are often creative, witty and playful. Thus, for fans, the 'symbols war' seems to be just a game; specifically, a game of antagonistic identity performance. At the level of football fandom, these binary oppositions are instrumental in waging the 'symbols war' against rival fan groups, as they satisfy the need for community, identity and distinction. Simultaneously however, on a societal level, these practices can be

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seen as manifesting, sustaining and reproducing prejudice, stereotyping and social divisions.

Id: 10851

Title: Do they even know the national Anthem' Minorities in service of the Flag ' Israeli Arabs in the national football Team

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Abstract: Studies conducted in Israel have highlighted the strong affinity between sport and nationalism. Through the years, sport in Israel has played many a diplomatic role, from striking up international friendships to prompting political collaborations and deepening ties with diaspora Jewry. Israeli Arabs, as a whole, are an ethnic, religious, linguistic, cultural, and national minority whose separate communities and institutions remain under constant suspicion of national disloyalty. At the same time, this group continues to battle towards improving its own status. A 2011 study, commissioned by the Israel Democracy Institute reveals that only two-thirds of Israeli Jews consider their fellow Arab citizens, "proper" Israelis.Arab teams have been members of the Israeli football league since the 1950s with ensuing decades seeing an ever-growing number of Jews playing and coaching Arab teams. During the second half of the 1990s, with the number of Arab footballers in Jewish teams steadily growing, along with Arab teams rising to the top of the football pyramid, one could no longer deny Arab football's prominence in the Israeli landscape. In 1976, Arab footballers began playing for the Israeli national team, which raised an array of identity-related questions amidst the Arab minority. On the one hand, joining the national team was cause for great communal pride, not to mention a validation that an Arab-Israeli can in fact make it in a field where one is judged solely on talent and effort. On the other hand, here was a national team whose every marker was distinctly Jewish (uniform-colour, flag, national anthem). Over on the Jewish side, the inclusion of Arab footballers in the national team was all in all, well received, save for the odd exception. Ultimately, Arab footballers joining Israel's national team allowed for the formation of a joint symbol, shared by the country's Jewish and Arab citizens, alike.In recent years, Arab footballers and teams have been enjoying unprecedented presence in Israeli football, and especially the national team. With that in mind, this study set out to examine Jewish football fan attitudes to this emergent phenomenon as they are expressed in online reader-comments. Via an analysis of reader-comments taken from two popular, Israeli online news outlets (Ynet Sport and One) this study seeks to highlight trends amidst hegemonic football fans' sentiments towards Arab footballers "in service of the flag". The study's time period spans the Israeli national team's matches through the course of two years, (2012-2014), including thousands of reader-comments to 360 articles discussing the Israeli national team. All comments referring either

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to Arab footballers or the Arab sector were included in the analysis. Alongside displays of empathy and support, the study's findings revealed the existence of various mechanisms, minimising the Arab footballers' contribution to the national team, to the point of an all-out rebuttal and fear of their presence. That said, the fact that Arab footballers continue to join Jewish teams whilst Jewish footballers too, keep joining the ranks of a growing of number of Arab teams, could in fact be the harbinger of impending change.

Id: 11038

Title: Digital media and mediatization of sport

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Abstract: This paper will address the role of digital media as agents of social and cultural change in the institution of sport. On the basis of the theoretical concept of mediatization it will be argued that the spread of digital media constitute an 'erruptive moment' (Hepp 2013) that provide a new wave of mediatization. Digital media currently give rise to an 'intensified mediatization of culture and society' (Hjarvard 2014), as they permeate many levels in both individuals' and organizations' lives. Until now most contributions on digital media and sport have had a highly relevant focus on their implications for those exclusive events, organisations and individuals in sport that have well established and strong relations to mass media and big media conglomerates (Billings 2011, Sanderson 2011, Boyle & Haynes 2012, Hutchins & Rowe 2009). For those agents the Internet, digital and social media constitute a particular challenge as the 'media sport content economy' that they rely heavily upon is restructured (Hutchins & Rowe 2012). Even so, it has been stressed that the economic and technological barriers for production and distribution of media content have been lowered and provided a new multitude of content producers. And likewise it has been pointed to the need for thinking more about how digital media 'constitute the material reality and experience of sport' (Hutchins & Rowe 2012). This paper intends to pick up on these two issues, stressing that digital media attain an increasing 'everyday relevance' (Hepp & Krotz 2014) for all organizations and individuals. This is a characteristic of the new wave of mediatization. Therefore, if we want to grasp the overall impact of digital media on sport as a social and cultural field, we also need to take into consideration how they influence those sports, events and activities that are not part of the dominant paradigm in the media-sport nexus. This will be done by drawing on data from two very diverse case studies: a study of the organisational response to digital media in Danish national sports federations, and a study of individuals' use of self tracking technologies for exercise. Both cases exemplify how digital media's power needs to be seen in context. Organizations' use of digital media is highly influenced by other influential institutions in their everyday environment. And individuals' use is highly influenced by their everyday life and life story in relation to sport. But in both cases we see that digital media change sport from within and from the bottom: Organisational orientations and routines are under pressure and are changed as mediated communication is perceived as increasingly important. And digital tracking technologies and fitness apps provide new kinds of training practices that are fundamentally communicative ' while at the same time allowing for the creation of a flexible routine that supplements or substitutes more traditional organisational frameworks around individuals' practices of sport.

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Id: 11133

Title: The Summoning : Reverse Women's Oppression through Road Running in Taiwan

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Abstract: Road running craze has swept across Taiwan, from 2005 hold forty-two road races to 2014 over four hundred and forty-eight road races, spawning a new milestone in Taiwan sports history. More substantial is that women tend increasingly to embrace and participate in road running. Some companies smell this trend, in 2010 Nike launched the first women road race, named after 'Nike Free Yourself Women's Road Race', as then, more businesses jump on the bandwagon of holding women's running events to boost their selling. While, publication targeted on women road running consecutive mushroomed. Road running in Taiwan conflates with capitalism and consumerism, no longer sheer sports but more like a product. According to the French scholar Baudrillard, the product must be presented as one symbol before being the object to consume. Mass media plays a key role on solidifying this symbolized process.The objective of this paper is to understand what symbol or semiotics mass media in Taiwan represent that summons women in forging into road running over time. Using content analysis, focuses on women-targeted road running publications including books, magazines, advertisements, videos and events in the past four years (from 2010 to 2014), salient symbolic themes appeared. I argue that mass media in Taiwan represents road running as a standard of 'thin-build' sports or activities that create a lean body shape, advocating women's self-management to catch up with social norms of expectation. Both cater to what patriarchal constructs, 'the gazed body' which is fundamentally oppressive to women. Through ethnography and interview work with female road runners, this study indicates that women who participate in road running do hailed by the symbolic intention behind the mass media, but they run without favoring of social norms of expectation; instead, female road runners try to negotiate the male-dominated occupations by finding their body agency. In the meantime, with the appearance of new media, female road runners simultaneously create a 'new' womanhood online and on road, while arguing that it reverses oppression among women in Taiwan through road running.

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Id: 11218

Title: Professional hockey, Philanthropy and the (Re) Configuration of Social Classes

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Abstract: Throughout the last decade, the famous Montreal Canadiens hockey club have been more than ever involved in 'the community'. From the inception of the Montreal Canadien Children Foundation in 2000 to the construction of outdoor rinks in what they called 'disadvantaged boroughs', the organization of the team has broadened the scope of its interventions. Dedicated at first to children affected by physical disabilities, their actions aim to promote and to integrate better healthy lifestyle for 'disadvantaged children'. Supported by an important budget, the Foundation provides funding for variegated projects held in the province of Québec.Drawing from a media analysis of the Montreal Canadien Children Foundation, this paper interrogates how philanthropy (the discourse on as well as the practices) participates to the re-configuration of the social classes in the context of the decline of welfare state. Following Anderson (2011), the act of charity (based on the ideal of a bourgeois citizenship) reiterates social class divisions. I argue that through this form of conspicuous philanthropy, the Montreal Canadiens Children Foundation maintains not only its particular aura and status, but re-configures social divisions in popularizing the act of giving and its prestige. More specifically, I examine how the foundation, especially since its commitment to act as a leader and being a catalyst within the community, transforms its position but also the understanding of the 'children in need'. By its considerable financial means and its great visibility, the mandate of the Foundation informs therefore what is considered as a 'problem' (Foucault, 1994) as well as the direction of the ideal solutions to improve the life conditions of children.In the wake of the popularization of the conspicuous philanthropy practiced by celebrities (Trope, 2012), the professionalization and the institutionalization of charity in sport culture and the implementation of the discourse on Corporated Social Responsibility in professional sport team (Sheth & Babiak, 2009, Valois-Nadeau, 2014), the traditional conceptions of activism and of the 'people in need' have been challenged. Encouraged by the current political and economic conditions, I suggest that the Montreal Canadien acts as leader in the community in stretching serial means to stimulate personal initiatives which overlapping commodity activism (Mukherjee & Banet-Weiser, 2012) and mobilization of other stakeholders. This paper points thus a form of 'activism' which aims to produce social changes by promoting specific habits and lifestyle (especially regarding physical activity of youth) in avoiding paradoxically a discourse on income disparities and on the social and economic conditions producing poverty.

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Id: 11219

Title: 'Yes, I am a racist! So what" Incompetence of the hegemonic Czech sports media discourse to reflect racism amongst Czech football fans

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Abstract: This paper presents selected discourse analysis results regarding representation of racism in relation to the Czech sports media and the sports fans. Racism plays an irreplaceable role on the Czech stadiums. Due to this fact, repetitive incidents occur and the football matches turn into manifestations of hatred and intolerance of the football fans. The images of these events in media vary from media hype through irreverent reconciliation to silent overpassing. Whereas sports articles are often indifferent, discussions of fans and sports readers reveal pieces of evidence of undeniable racism. Growing interest of the academics emphasizing the importance of sports media as a vital platform for strengthening and shaping the discourse about racism in sport brought us to the idea to raise a main research question whether there is a difference in representation of racism in sport between sports journalists and the football fans respectively. In order to explore how the image of racism is presented by sports journalists, we undertook a discourse analysis of Czech online and social media coverage of two incidents of riots on the sport stadiums based on manifestation of racism. The first example concerns a case when the TJ Junior Roma football team faced the racial intolerance from another teams in the league, which declined to play with them because of the players' Roma ethnicity. The second example presents a black player case who was insulted during the game because of the colour of his skin. After analysing related articles and thousands of fan posts, the paper reveals the discrepancy of representation of racist acting during sport events by media and sports fans. The preliminary findings support our hypothesis, that both social media sites and the discussions under articles allowed fans to spread racist thoughts and build the resistance towards others. On the contrary, the sports journalists use the hegemonic discourse, which downplays and trivialize the whole topic. We conclude that racism is an important part of the football fans' identity and hegemonic public discourse which denies it is challenged by individuals and specific social groups. Czech society is being more and more radicalized not only in the field of sports, but we currently witness an increase in the number of another racially

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motivated actions, such as anti-Roma marches or banners with hateful slogans against Islam.

Id: 11271

Title: Pro Kabaddi in India - When Child's Play Goes to Market

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Abstract: This presentation focuses on the co-option of an amateur game that transforms it into a broadcast media enterprise supported by celebrity owners and endorsers. This presentation describes the organizational structure of the India-based Pro Kabaddi League and highlights domestic and international news coverage of the league, its players and its owners. This presentation begins with a discussion of early attempts to take Kabaddi out of its exclusively Indian origins and bring to a global stage as its governing bodies attempted to make it a part of international sporting competitions. It continues with a content analysis of the news coverage in the West, much of which took a colonialist tone, describing the sport as quintessentially foreign. New sports leagues that emerge in the digital era make extensive use of social media to gather support and reach audiences beyond national borders. This project also investigates the extent to which the Pro Kabaddi League uses Twitter to connect with the Non-Resident Indian community. The presentation concludes by suggesting that the sport has reached maturity because of its newfound commercialized component made possible by heavy technical, structural and organizational support by corporations and individuals known and respected within Indian public and private life.

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Id: 11452

Title: L'INDUSTRIE SPORTIVE DANS LA CONSTRUCTION DE LA MARQUE PAYS DES PAYS SOUS-DEVELOPPES : LE CAS DE LA COTE D'IVOIRE

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Abstract: La plupart des pays du tiers monde, beaucoup plus intéressés par les questions quotidiennes de gestion de base, développent très peu ou pas du tout de stratégies pour la construction de leur marque pays. En référence aux pays africains, la projection internationale est le plus souvent liée aux conflits permanents, catastrophes et crises incessantes. Cette image traduite à travers les médias internationaux influence les opinions et définit une construction de la réalité de ces pays à travers le monde. Il faut indiquer que la projection internationale des pays à travers la marque pays est aussi influencée par des indicateurs tels que l'organisation de compétitions sportives, les victoires des sélections dans les compétitions de haut-niveau ou encore la projection mondiale des stars du sport. Kotler et Gertner (2002) indiquent que les nations ont une image de marque qui est influencée par de nombreux éléments dont notamment les symboles, les perceptions, l'expérience, les observations et les médias. Anholt (2007), à son tour, affirme que la marque pays est un indicateur important pour le positionnement de toute nation à l'extérieur. Ce travail se propose d'établir avant tout les indicateurs principaux qui influencent la marque pays et définir en quoi le sport à travers les résultats des sélections nationales, les stars sportives ou encore l'organisation de compétitions sportives affecte l'image du pays à l'extérieur travers la marque pays. L'image négative de la Cote d'Ivoire à l'extérieur suite à la crise militaro-politique des années 2000 s'est vue améliorée au moyen des résultats de sa sélection nationale de football et ses stars du ballon rond tel que Yaya Toure (Manchester City) ou encore Drogba Didier (Chelsea). Pour mener à bien ce travail, nous convoquons les instruments de mesure de la marque pays tels que le Country Brand Index, Nation Brand Index et ensuite nous analysons la projection internationale du pays à travers les contenus de la presse internationale. Les références directes à la marque pays, à l'économie et celles concernant le sport ivoirien seront analysées pour mesurer l'influence du sport au niveau de la projection international de ce pays. Au total, cette étude nous permet de mieux comprendre la contribution du sport dans la construction de l'image de la Cote d'Ivoire à l'extérieur en orientant notre analyse sur le concept de la marque pays et ses implications au niveau international.

Id: 11462

Title: You haven't got a leg' Don't worry you still can be a star! - Media image of the cyclists Je¸ek

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Abstract: This paper provides a theoretical and analytical insight into the framework of celebritization in sports, it mainly deals with the world of athletes with physical disabilities. This study focuses on the media image of Ji'í Je¸ek, the most successful cyclist in the history of Paralympic sport, created by Czech public television, 'eská Televize, and Czech private television, Nova. The content analysis of their main sports broadcasts (TV sports news and shows) was the most important research item.The story of sportman Je¸ek demonstrates that disability doesn't necessarily have to be an obstacle of becoming a famous sports star. He is a vivid example of an athlete with disability who has starred in newspapers' headlines or in TV commercials. He has won the Paralympic Games six times, Sydney 2000 was his first triumph and gold medal from Paralympic Games in London 2012 was the most recent one. Our paper analysis, also media coverage, of his sport performance in the world's most famous race Tour de France. His gold medals and his big success have multiplied his popularity.The quantitative research (how often he has been presented by those TV stations during the last fourteen years) was followed by the qualitative research methods (how they have presented him and his story). Basic quantitative analysis (presence of a number of articles about Ji'í Je¸ek in the period from 2000 to 2014) was supplemented by qualitative analysis, that will improve their knowledge and detailed data. Data will relate particularly to a representation of Ji'í Je¸ek and topics that are focused articles.In the Czech Republic it's not unusual that the 'unsportsmanlike' companies support athletes with disabilities but in the case of Ji'í Je¸ek this argument is not valid. That's why we contacted the companies (without the sports industry) to find out why they chose Ji'í Je¸ek as a figure to present their company. In the course of obtaining additional data an additional questionnaire was created for those companies. Many of them deal with sports but some of them do not specialize in sports. They answered the question, why they had decided to pick him. Representatives of those companies explained, why they had chosen him.' With some other source of information, we present a complete image and we describe in detail the process of celebritization of an athlete with a disability who has become really famous, a real star.

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Id: 11519

Title: TWITTER AND PEDS: COMMUNICATION STRATEGIES FOR MANAGING PLAYER TRANSGRESSIONS IN BASEBALL

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Abstract: The steroid era of the late 1990s and 2000s was marked by ambiguity about player use of illegal performance enhancing drugs. In particular, McGwire, the exemplar this thesis uses for the era, took twelve years from the first accusation of wrongdoing to finally admitting guilt. The texts examined, key front page articles from each of the crises McGwire was involved in, showed he followed image restoration strategies; however, the timeline from the first accusation until mortification or admission of guilt, was lengthy. On the other hand, when Twitter is added to the texts examined during the 2013 Performance Enhancing Drug (PED) crisis 19 of 20 accused players used mortification strategies within twenty-four hours. For exemplars of the PED crisis, this thesis examines Ryan Braun of the Milwaukee Brewers and Alex Rodriguez of the New York Yankees. These two players were chosen because they popular players receiving who were noteworthy for being the only two repeat offenders in the group. The research suggests that Twitter caused accused players to accept responsibility for their actions and apologize quicker that during the steroid era. This is especially seen from the example of Ryan Braun who actually apologized to his Twitter followers twelve hours prior to his suspension being announced by the League. As mentioned, 19 of 20 accused and suspended during the PED crisis to resorted to mortification. This thesis examines the one exception Alex Rodriguez. Due to a lack of cohesive strategy he and the team took a different approach then everyone else involved; the Yankees choosing mortification and distancing themselves from Rodriguez and Rodriguez choosing to try to build his parasocial relationship with the fans. In the final section, this thesis examines the implications of Twitter on crisis communication, social media generally on future communication strategies and the long-term effect of the choice crisis communication strategies on baseball.

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Id: 11581

Title: Between Rivalry and Regional Friendship: Japanese Newspaper Coverage of the Korean National Soccer Team in the 2002 FIFA World Cup

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Abstract: According to literature on sport and nationalism, international sporting events are where nationalism and national sentiments are prominently presented (Bairner 2001). In sporting nationalism, rivalry is a crucial factor, as many studies has shown that mainstream media coverage repeatedly reinforce the 'us vs. them' dichotomy (Cho 2009; Sabo et al. 1996). Such dichotomy also applies to Japan and South Korea -- traditional Asian rivals. Japanese media frequently refer the Korean national team as 'an old foe'; In Korean media discourse about the 2000 Summer Olympics, Japan was the main rival (Cho 2009).However, sometimes Japanese media's coverage puts distance from the nationalistic discourse as such. For example, in June 2014, in NHK's live coverage of the Korean national team's final match of the World Cup Soccer Tournament, a commentator said, 'I hope the Korean team will win and move to the next stage because it is an Asian team.' Considering nationalistic aspects of international sporting events as widely acknowledged, how Japanese media portray the rival team is surprising because they emphasize the regional border of Asia rather than the national border based on traditional rivalry. This paper aims to investigate the relationship between nationalism and regionalism in media discourse this from the case of the 2002 FIFA World Cup Korea/Japan: the success of the Korean national team that has become the first Asian team to advance to the semifinals. A total of 292 articles and editorials from three Japanese major newspapers were analyzed.While a sense of rivalry was remaining, the dominant discourse was less nationalistic, and more regional and cosmopolitan. After the round of 16 matches, when Korea proceeded to quarterfinals while Japan did not, all three papers reported opinions by journalists and citizens that they would cheer for the Korean team, as it is the only Asian team left in the tournament. On the closing of the event, an editorial was titled 'Beyond Nationalism' and evaluated the event to 'have contributed to the friendship and exchange among nations beyond borders.'However, it is notable that the Korean team in Japanese newspapers seems to lack substances. The team's achievement during the tournament was in most cases attributed to something abstract such as 'spirit' 'tenacity' and 'solidarity.' Rather, the discourse surrounding the Korean team's achievements was shaped not from what Korean team did or what the team was but how the society and the mainstream media wanted to define the event and the team ' symbol of reconciliation and mutual understanding. Interestingly, the findings in this analysis are quite similar with Japanese media's discourse on Korean popular culture boom in the 2000s. It is a traditional strategy of Japan to put emphasis on reconciliation and mutual understanding through non-political fields such as popular culture and sports, which is called cultural diplomacy. Therefore, the Asian regionalism in Japanese newspapers' representation of the Korean team should be understood in a broader context, which is the relationship between sport and Japan's political and diplomatic strategy.

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Id: 11605

Title: Sports coverage in Mexico: the hegemony of soccer and the baseball resistance.

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Abstract: During the past few years, mexican media outlets have developed a highly biased coverage focused mainly on soccer. Certainly, this is the most popular sport in the country, but due to corporate, economic and also political reasons, the media coverage of the rest of sports have been overshadowed. This matter is particularly contradictory regarding the case of baseball, since it has an historic high popularity throughout several states on the south, southeast and northwest regions of Mexico.Based on selected media and key sports events, the paper address the following issues:1. Media ownership, monopolies and commercial interests2. Media framing regarding programming and publishing3. Lack of depth in the soccer analysis, in favor of gossip and common discourse.4. The strength of baseball tradition and the dissonance of its media coverage.The research, thus, highlights how the pervasive depiction of soccer in mexican media is deviated from the social, cultural and historical sports traditions, in order to benefit power-related entities. Also, the document emphasizes the resilience of baseball, both in its real life groundwork and in the social media landscape. To accomplish the aforementioned, the theoretical frameset of this analysis comprises authors as McCombs & Shaw (Agenda setting), Entman (Framing bias), Kennedy & Hills (Sports and media), Wilson (sport-related activist resistance), Castle (Baseball and media) and Szymanski & Zimbalist (Baseball and Soccer sociological comparison).

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Id: 11630

Title: "You Know Why I'm Here:" The Framing of A Silent Black Athlete

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Abstract: When Willie O'Ree skated onto the ice as a member of the Boston Bruins in 1958 he broke the NHL color barrier. Although it would be several more years before black athletes could be seen on nearly every professional roster, O'Ree's debut marked the moment that all four major North American athletic leagues (NHL, NFL/AFL, MLB, and NBA) had integrated black athletes.It has been more than five decades since this historic moment but professional sports still have a major race problem in America. In 2014, two NBA owners (Donald Sterling and Bruce Levenson) had sold controlling interest of their franchises after making insensitive remarks about black fans attending games and other team events. Also in 2014, Seahawks defensive back Richard Sherman was heavily criticized for his emotional outburst near reporter Erin Andrews after his team won the NFC championship game. Lorenz and Murray (2014) have addressed blackness in basketball and hockey by analyzing the dress code and media coverage of athletes. Even when black athletes are portrayed with positive qualities, such as incredible athletic ability, it often comes at the expense of their mental prowess (Mercurio & Filak, 2010) These events are only a few examples of issues regarding the way nonwhite athletes are portrayed in American sports.Aside from the comments of Sterling and Levenson, these other incidents were covered in mainstream media as nothing more than justified criticism and necessary actions. However, other viewers and reporters made note the coded language and otherizing of these athletes. In this paper, I analyze articles and blog posts of prominent sports publications to show the framing of Marshawn Lynch at the 2015 Super Bowl media week. Lynch famously angered reporters with his refusal to answer questions for the second year in a row and was framed as either a spoiled millionaire or a hero. By exploring the use of coded racial language and framing in this circumstance, I can understand how these athletes are viewed even when they choose not to verbally communicate with media.

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Id: 11645

Title: #IAmCHIKARA: Fandom in the Social Media Era for CHIKARA Pro Wrestling

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Abstract: CHIKARA Pro Wrestling is an 'independent' wrestling company started in Allentown, Pennsylvania in May of 2002. Over the years it has developed many unique characteristics that help it stand out from many other independent organizations and a desire to tell the traditional 'stories' of professional wrestling in a unique manner. Founder Mike Quackenbush stated from the start that 'CHIKARA will, by design, bend and break the imagined parameters of American independent wrestling.'At their iPPV event 'Anniversario: Never Compromise' held in June of 2013, they did just that. They destroyed their own company. Except that the wrestlers refused to accept this and participated with fans in an attempt to bring the company back. What followed was extensive campaigns, 'sister' wrestling promotions, rallies, online videos, and the #IAmCHIKARA social media movement. What there was not, however, was wrestling. For the next eight months, CHIKARA was a wrestling promotion that held no wrestling matches. Instead it told stories using alternate means. For example, at an event organized by 'former' employees, a 'fan' was 'kidnapped'. In order to rescue him, an elaborate scavenger hunt was undertaken through the city of Philadelphia and also streamed online where others helped out with clues. And all of this would have failed if the fans did not have the ability to participate through online means, allowing both CHIKARA and their fans to break the parameters of not just indie wrestling but the sense of audience.This paper analyzes the efforts of CHIKARA to utilize social media as a form of fan interaction and storytelling. Perhaps what has come closest to capturing the concept at work here is what Jenkins (2006: 290) calls 'participatory culture' which he defines as '[c]ulture in which fans and other consumers are invited to actively participate in the creation and circulation of new content.' But what Jenkins is primarily unveiling is the practice of fans to fill in gaps, either intentional or unintentional, with additional fan generated work. CHIKARA created a situation that went beyond mental or psychological levels of activity. Or even the interactivity that might come from media such as web sites and video games, or filling in gaps of the story while searching for new information. Audience members had to become actual participants in the act of storytelling for the text to actually get created. And it would have failed if fans could not participate through online means. Through close reading of this movement and other online efforts this paper considers how an organization and its fans can re-define their roles through mediated interactions.Henry Jenkins, Convergence Culture: Where Old and New Media Collide (New York: New York University Press, 2006).

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Id: 11691

Title: Indigenous tribal games: a space for (dis)empowering the collective cultural consciousness of the Mangyan indigenous tribal games players in the Philippines

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Abstract: The Olympics is a much anticipated sports competition that brings together the 'best of the best'. In this event, each country's "chosen" is heralded, win or lose. UNESCO, acknowledging the invaluable resources of intangible cultural heritage, has come up with Traditional Sports and Games that aims to foster cultural empowerment and kinship for the participants. In 1999, their focus was on the youth of Africa. In 2013, India has come up with a similar activity that aimed to strengthen bonds.The Philippines, being an archipelago, has numerous indigenous groups struggling to keep their "relevance" in this age of globalization. From choosing players to be included in the Olympics, the Philippine National Games, or even the local sporting events held in "ligas" (small town games), the indigenous peoples (IP) do not have equal chances of joining such events. No, their voice is not even heard. Further, a lot of them have been content to watch and cheer from the sidelines, the opportunity to take part not even crossing their minds. And this, is the greatest danger of all: the indigenous denigrating themselves because that is all they have ever known and experienced. Through the Indigenous Tribal Games (ITG), a sports advocacy of the Philippine Olympic Committee, questions on whose voices are allowed to be heard; whose contested views are negotiated; and more importantly, who are allowed to participate, are addressed. Using a critical approach in viewing sports, the ITG becomes a platform wherein the cultural contemporaneity of the Mangyan indigenous group is discussed. Through participant observation of four different ITG events spanning from 2010-2014 and conducting surveys and semi-structured interviews to 66 Mangyan players, I was able to flesh out better understanding of the lived struggles of the unempowered, the oppressed. Communitas, coming from intercultural interactions among different IPs, becomes a source of empowerment and pride. Through this, the Mangyans realized that they are not the only tribe in the Philippines; in fact, though having different physical traits and characteristics, their shared values and intangible heritage sets them apart- together. In lauding these noble initiatives, several IPs were able to go abroad for the first time and compete in the 1st ITG held in Kota Kinabalu. It was covered in several Philippine national and local newspapers; it sparked the interest of several feature stories wherein the players were interviewed. They became local celebrities in their own right. The ITG started a soft ripple that enabled the concerned indigenous peoples to have (re)new(ed) identities. But in all these, there is still the danger of subverting the power of the very people we hoped to have empowered. According to Col. Jeff Tamayo, who spearheaded the ITG project, these are not merely games for them- these are their survival skills. But this begs asking. Are these indigenous players recognized only as "indigenous" players' Does celebrating them come with a clincher: that of being indigenous' Is their forced exclusion and label 'as minority' the definer that enables them to enter the space of minority discourse'

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