

**Carly Adams, University of Western Ontario and Julie Stevens, Brock University**

***The Role of the Ontario Women's Hockey Association in Women's Hockey Development***

Established in 1975, the Ontario Women's Hockey Association (OWHA) has provided opportunities for girls and women of all abilities to play hockey provincially, and has led the way in pushing the boundaries of women's hockey to national and international levels. While arguably successful in both these endeavours, the OWHA continues to stagnate as a progressive model for the governance of the women's game. Through the contextualization of the OWHA within the larger social and legal issues that surround women's hockey in Ontario both past and present, this paper critically analyzes the OWHA as a women's sport governance model. Intrinsic to this exploration is the purported separatist position of the OWHA that is seemingly contradictory to its alliance to the larger male hockey network, which includes the Ontario Hockey Association and Hockey Canada. Can a female hockey support structure exist independent of the male hockey network or is the future acceptance and success of the women's game intrinsically tied to the support and control of male-dominated hockey organizations? Using primarily secondary source material, this paper argues that the OWHA was and continues to be a catalyst for women and girls hockey participation but has failed to initiate progress towards female hockey governance within Canada.

**Mary Louise Adams, Queen's University**

***Indifference to Gender? Lessons from an Integrated Past***

Gender segregation is a fundamental organizing principle of contemporary sport, indeed, sport today would be almost unthinkable without it. Discourses of sexual difference make the separation of women and men in sport seem like a cultural necessity. What would happen to the meanings we make of sport if this were to change? While gender segregation has been an important theme in the history of sport, it is not, however, the whole story. In the late nineteenth and early twentieth centuries there were also sports in which gender segregation was not part of the structure, in which women and men trained together and competed against each other in high level competition, seemingly without threat to their gender identities. What made it possible for women to demonstrate equality with or superiority over men in competitive sport, a realm most scholars consider important to the maintenance of male supremacy? This paper looks at non-segregated episodes in certain sports (bobsledding, skeleton, figure skating) to consider the discursive formations that permitted their seeming indifference to gender and also at those that brought these episodes to an end. These cases bring into focus the social processes through which gender segregation came to seem like the only sensible way to organize sport. Had gender segregation been the norm in these sports from the beginning, the stories would be far less troubling.

**Eric Anderson, University of Bath**

***Dancing with Reporters: Public Sociologies and the Sport-Media Complex***

Eric Anderson has been on several television shows and conducted hundreds of interviews with print and radio media. As a believer in public sociologies, he will discuss some of the practical considerations that academics can utilize in preparing for and effectively delivering their message to various forms of media. Topics will range from handling preliminary interviews, choosing attire, delivering an effective message, controlling anxiety, dealing with dissent, and plugging one's own work.

**Eric Anderson, University of Bath**

***Pigskin Patriarchy: The Effect of Gender Segregation on Homophobia and Misogyny***

This research explores the cultural and structural factors that influence the reproduction of homophobia and misogyny in men's team sports. It finds that homophobia and misogyny are reproduced through the segregation of men into a near-total, closed-loop institution that stigmatizes women and gay men. However, it also shows that when these same men join the gender integrated sport of cheerleading much of their homophobia and misogyny dissipate, suggesting that integrating sports might interfere with the reproduction of orthodox masculinity. Because team sports are ubiquitous in youth culture, these findings carry important implications for the manner in which sports are currently structured.

**Michael Atkinson, McMaster University**

***The Song Remains the Same: Managing Violence in Canadian Ice Hockey***

Recent cases of on-ice violence in Canadian hockey have prompted leagues at both minor and professional levels of the game to re-assess their existing policies on player conduct and punishment. Indeed, the arrests and criminal prosecutions of professional hockey players including Marty McSorley, Todd Bertuzzi and Alexandre Perezhugin for assaultive behaviours during games has forced hockey organizations to revisit their institutional mechanisms of player control. Yet, despite the creation of innovative fair play leagues and youth education campaigns at the minor league levels, and harsh player punishment and rule changes at the professional levels, there exists little empirical evidence to suggest that leagues such as the National Hockey League (NHL), the Ontario Hockey League (OHL), or the broader Canadian Hockey Association (CHA) have systematically curbed player violence. As some sociologists suggest (Atkinson and Young 2005), this is a result of leagues attending to the structural policing of rule violations in the sport, but not the culture of violence in Canadian hockey. In this paper, the deterrence culture of player regulation in the sport is critically assessed and a harms reduction model of violence management is introduced. By tapping case study data on player violence and punishment in the NHL and the OHL since 1981, it is argued that a more fruitful approach to the control of hockey violence might result from coaching and player development initiatives that highlight the physical and social outcomes of on-ice violence.

**Michael Atkinson, McMaster University**

***You Are What You Eat: Sports Supplementation in Endurance Athlete Figurations***

Although there is an established kinesiological literature on the use of performance-enhancing drugs or supplements like Whey protein, Creatine, glutamine and HGH in power and performance sports figurations, few have sociologically studied the use of sports supplements by either elite-level or recreational, endurance athletes. While recent media exposés about the prevalence of steroids or blood doping drugs like EPO in cycling cultures draw attention to the potential (ab)use of sports supplements by endurance athletes, sociologists of sport have been largely remiss in addressing how supplementation figures into social processes of training, competition and recovery in endurance athlete cultures. In drawing on ethnographic data collected on elite-level and recreational/competitive triathletes, duathletes and marathoners in southern Ontario, Canada (n=52) over two years, this paper explores social constructions of sports supplementation as a rational, disciplinary practice. More specifically, and interpreted through the theoretical lens of figurational sociology, the data point to how ergogenic supplementation is understood in certain pockets of the endurance athlete figuration as necessary, and how established-outsider definitions of appropriate use crystallize through ongoing social interaction.

**Alan Aycock, University of Wisconsin - Milwaukee**

***Intersections of Race, Class, and Gender in Super Bowl Ads***

The Super Bowl markets itself as America's première annual sporting event. The success of this hyperbole is indicated by the enormous cost of Super Bowl advertising in 2005, nearly \$5 million per minute of air time. With so much at stake, it's reasonable to hypothesize that Super Bowl ads represent, as Geertz famously remarked, stories we tell ourselves about ourselves. As such, Super Bowl ads offer a confluence of narratives of race, gender, and class. Many of these narratives are presented humorously: the funny Super Bowl ad has become a familiar, stable genre that attracts a great deal of critical media byplay. Using Douglas's classic theoretical model of joking, I show how humor is made to work in Super Bowl ads by revealing commonly held beliefs, ideas, and stereotypes precisely at the juncture of key social and cultural characteristics.

**Trish Barbero and Geneviève Rail, University of Ottawa**

***"Fat ain't phat": Defining Fitness Through the Voices of Canadian Youth***

The adolescent years are increasingly the focus of school-based programs intended to improve fitness and reduce obesity. This paper challenges the recent uncritical enthusiasm of such institutional programs, as a counterpoint to the eulogies frequently recited to the power of this strategy. Given the evidence that physical activity is associated with positive health, the relationship that equates physical inactivity to obesity to ill-health

is often exaggerated. It is argued that many of these programs are premised on adult (mis)understandings of what is “good” for young people, yet evidence suggests that these assumptions do not necessarily reflect their lived realities and dispositions. Drawing particularly on feminist postcolonialist and poststructuralist theories, our ethnographically based study uses the voices of 13-15 years old high school students in the Ottawa region to explore the way local bodies discursively (re)construct, (re)interpret, and challenge the normalizing technologies of health and fitness in their day-to-day lives. Our analysis suggests that young men and women appropriate elements of dominant health and fitness discourses and locate themselves as (un)fit subjects within them. Moreover, we indicate how they construe issues of fitness primarily in terms of appearances and negotiate their own gendered understandings of what it means to be fit.

**Nameka Bates, Aaron Hodges, CL Cole and Damion Thomas, University of Illinois at Urbana-Champaign**

***Research on Black Athletes: A Reflective Study***

There have been many scholars who choose to research African American athletes over the past twenty plus years. Scholars such as Harry Edwards, Richard Lapchick, Robert Sellers, Earl Smith, Peter and Patricia Adler, and many others have offered insightful and socially challenging theories in the examination of African American athletes in American society. The past and current insights have helped create awareness of the challenges facing black athletes today. However, many of these challenges are still present. The purpose of this study is to compile and thematically categorize all of the research available on black athletes in American society. Optimistically, this study will reveal several areas in which the study of black athletes can evolve and advance.

**Becky Beal, University of the Pacific, and Joanne Kay, Sport Canada**

***Beautiful Losers: The Construction and Contestation of Authenticity in Skateboard Culture***

Several researchers have documented the heterogeneous processes and interests in the creation of cultural discourses and products (Kay & Laberge, 2002; Meckiffe, 2003; Negus, 1997). This paper will examine the cultural dynamics which formed a particular discourse of authentic skateboard culture. Beautiful Losers was a traveling exhibit of contemporary art and street culture and serves as the particular case. The show was organized by a former Los Angeles skateboarder turned New York gallery owner and was also co-sponsored by Nike. This exhibit provided a history of street culture heavily influenced by graffiti and skateboard artists. The paper will briefly describe the foundational values of the exhibit's version of authenticity, but primarily focus on its construction by examining the historical context, actors, and processes which mediated and ultimately framed the show's representation of authenticity. Importantly, the exhibit's orientation was challenged during an artist/curator panel discussion at the Yerba Buena Center for arts (San Francisco). This contestation by much of the audience as well as some of the artists illuminated the power differentials coded within the exhibit's notion of authentic street skate culture.

**Natalie Beausoleil, Memorial University of Newfoundland and Geneviève Rail, University of Ottawa**

***Physical Activity Discourses in Newfoundland and New Brunswick Youths' Narratives***

This paper focuses on the results of a study that aims to understand how young Canadians make sense of dominant health and physical activity discourses, as well as how they discursively construct their own notions of fitness and health. Since the early 1980s, many health education programs in Canada have been adopted to improve fitness and health among youth, yet recent national statistics on a variety of health indicators suggest that these programs are not very effective. While most fitness and health-related programs are premised on “rational” and adult understandings of what is “good” for adolescents, we suggest that these assumptions are problematic granted the reality and the complexity of young people's lives. This presentation will use examples from our qualitative study involving over 60 adolescents from Newfoundland and New Brunswick. Shedding light on various subjectivities and seeing them in the context and as part of dominant (already gendered, racialized, heterosexualized) discourses, we use a feminist poststructuralist framework to explore the ways in which such subjectivities are negotiated and performed by youth and how they inform their discursive constructions of physical activity. We examine how youth conflate physical activity, health and beauty in the

interplay of dominant discourses. We also explore how youth tear apart and sometimes question these dominant discourses.

**Rob Beamish, Queen's University and Ryan Beamish, The University of Toronto**

***From Bush to Conseco to Congress: The Steroid Double Play***

Off the bat of the BALCO/Bonds allegations, George Bush fielded the ball in his January 2004 State of the Union Address, flipped it to second as Jose Conseco's *Juiced* appeared and the relay went to the Committee on Government Reform and the Committee on Energy and Commerce steroid use among ball players and youth became an issue of national importance. While there are grounds for concern over steroid use among young people, using a social constructionist framework, this paper argues that Bush's feed may have helped turn steroid use into the newest moral panic but the only double play on the grounder was a headline grab and some prime time coverage for House representatives before their local constituents. The latest legislative grandstanding has, in fact, done a serious disservice to any informed discussion of steroid use by youth in that country.

**Andrew Billings, Clemson University**

***Fantasy Football as a Tool for Teaching Sports Communication***

Sports communication often requires students to learn about intersecting issues of mass media, organizational communication, interpersonal communication, intercultural communication, and more. This presentation will illuminate how many of these issues align nicely with fantasy football. A semester-long class activity will be outlined in which students draft teams, issue press releases, construct promotional strategies, and learn marketing approaches that are dependent on real-life circumstances (whether their players succeed or fail, get arrested or win awards, get injured or not). As such, I will argue that fantasy football is an excellent opportunity for an applied sports communication experience.

**Bryan Bracey, University of Maryland**

**SCHOLARSHIP WINNER!**

***Separate as the Fingers: Resegregation, Sport, and the Hip-Hop Generation***

When Booker T. Washington asserted in his 1895 Atlanta Compromise speech on race relations that, in all things that are purely social we can be as separate as the fingers, yet one as the hand in all things essential to mutual progress, he offered a sanitized version of free blackness in the United States that would presumably be more palatable for a dominant white patriarchal society. This idea has parallels to the Separate but Equal societal model which the 1954 Brown v. Board court decision sought to overturn in the United States school system. More than 50 years post-Brown, this social separatist ideology has regained covert momentum. I posit that in recent years U.S. schools have, in fact, taken on a resegregation process. I look to engage the aforementioned development through the notion of a co-opted American Dream that can presumably be achieved through athletic or entertainment success. Complicated by a (multi)mediated, neo-liberal discourse, that claims democratic innocence while promoting naturalized racial difference, the fame and fortune offered through music and popular sport in the United States offers a key site for explicating and exposing this unspoken agenda.

**Sean Brayton, University of British Columbia**

***MTV's Jackass: Transgression, Abjection and the Economy of White Masculinity***

In light of white male backlash in the post-civil rights era, it is argued some white men have come to adopt a marginalized positionality. This is often described as a distorted attempt to wrest social privilege from those who malign civil rights, feminist, and gay/lesbian movements. Through reflexive sadomasochism the white male subject is able to simultaneously express a masculine/aggressive and feminine/receptive identity. While this overt narrative of white male victimhood is a recurring theme in popular film it has been discussed solely within the action-drama genre. In response, I rely on a textual analysis of the popular film and television series Jackass to explain an alternative version of white male victimhood. Jackass produces an abject white masculinity through parody, a comic mode that necessarily complicates the discourse of white male disadvantage. These depictions are alternately reminiscent of white male backlash and carnivalesque

transgression through grotesque realism. The conservative white male backlash can easily assume the guise of the carnival and its contempt for authority. Likewise, the parodic performance of exaggeration may double as a recuperative identity of dominant groups. In both cases, Jackass reframes the white male as an anti-hero.

**William Bridel and Genevieve Rail, University of Ottawa**

***Exploring Gender & Sexuality through the Experiences of Gay Marathoners***

Abstract: There is a small but growing body of literature exploring the experiences of gay males in sport, the majority of which has focused on mainstream or categorical team sport environments. As a marathoner self-identifying as queer, this autoethnographic study begins from my own experiences within the sport and examines the experiences of male marathon runners self-identifying as gay or queer. Of particular interest are how the participants and I negotiate or construct gender within marathoning; how sexuality is constructed and impacts on our involvement in marathoning; and how we may appropriate or resist elements of dominant discourses on gender and sexuality. Experiential field notes as well as guided conversations with, and written narratives from, gay and queer marathoners are analyzed through the lens of queer theory, and interrogated borrowing from Foucault's concept of discourse. Such an approach suggests that we can come to understand human experience by deconstructing discourse that is re/articulated within a particular context, which in turn allows us to call into question truths present in dominant discourse.

**Robert S. Brown, Ashland University**

***Fantasy Football as a Tool for Teaching Sports Information***

Abstract: Creating a course in college sports information/media relations should emphasize the objectives and skills required in the operation of sport media offices. Using a fantasy sport league as the centerpiece of the class provides students with the subject matter needed to create media guides, game programs, game reports and other press releases, while also compiling weekly statistics and working with other league members in creating league-wide publications. Perhaps best of all, using fantasy sports creates a fun environment which draws students and almost completely eliminates student complaints over the heavy writing requirement. This paper examines application of fantasy football in an actual class from Fall 2002 and innovations used to improve the class for Fall 2005.

**Robert S. Brown, Ashland University**

***X-Games, Outdoor Games, and the Creation of ESPN's Own Content***

Bill Leggett of *Sports Illustrated* coined the term "Trash Sports" in reference to questionable athletic events created, supported, and promoted by networks as sport programming. Leggett was describing the mid-1970s ABC creation "Battle of the Network Superstars." Nearly 30 years later, ESPN has turned fringe sporting events such as skateboarding and various methods for cutting trees and turned them into prime-time content on their own family of networks. These programs, in the form of the X-Games and Outdoor Games, are promoted and covered in ESPN's Magazine and on Sportscenter as real events, even though they are largely or completely ignored by other sport media. This paper does not question the role of the athletes or the quality of the events, but instead examines the ethical issues involved in the blurring of the lines between ESPN's sport news and sport product.

**Toni Bruce, The University of Waikato**

***The Sociological Imagination in the Sports Media: Writing Newspaper Columns***

Although sport sociologists have been responsible for extensive analysis and critique of the sports media, few have directly intervened in media discourses by writing for the media. In this presentation I explore my experiences of writing a weekly column for an Australian newspaper. I discuss and provide examples of ways in which employing a sociological imagination to challenge dominant sporting ideologies can stimulate rather than alienate sports fans. I consider strategies for successfully approaching sports editors and tips for turning academic knowledge into entertaining and stimulating writing appropriate for the media. Finally, I argue for the value of the different perspective that sport sociologists can bring to mass media representations of sports and suggest why it is important that we seek out opportunities to engage directly with the masses of sports fans.

**Jennifer Bruening, University of Connecticut, and Marlene Dixon, University of Texas**

***Title IX Moms: Gender, Work, and Parenting in College Athletics***

This study examined the effects of Title IX on women who participated in college athletics, chose careers in college athletics, and now are mothers balancing the demands of career and family. Inquiry focused on time commitment to and respective levels of family, work, and life satisfaction. Additionally, we explored coping mechanisms (Colquitt, 2001) utilized to achieve success in both realms as well as primary sources of strain (individual, societal, and structural). Data were collected via online focus groups with forty-one mothers ages 40 and under as the first generation of women to participate as athletes and to pursue a career in coaching during the lifespan of Title IX. All were NCAA Division I head coaches in various sports. Supports included stress relief outlets (e.g., exercise), family, flexible childcare, co-workers, and their work environment as the main supports. Strains included internal pressure to succeed, lack of family in close proximity, child care issues, competition with peers without the same family responsibilities, and less understanding work environments (e.g., we've never had a pregnant coach before). The results provide evidence of the specific structural and social supports and strains of the work context of sport. While individuals make choices within the structure and culture of sport, it is obvious that their decisions are constrained in identifiable ways.

**Lisette Burrows and Anita Brady, University of Otago**

***Youth Culture, Health and Physical Activity in New Zealand***

Schools, government and private agencies in New Zealand are responding to heightened anxieties about young people's health and physical activity patterns with a raft of programmes geared toward the production of self-managing, resilient ectomorphs who can make the right choices when faced with an array of potentially health-inhibiting possibilities. Cultural resources that adults attach to youth and childhood are increasingly being drawn on in these attempts to reinscribe youth subjectivities. New media technologies, including gaming culture and texting, constitute one weapon in the arsenal of practices applied in the name of producing active and healthy youth. In this paper we draw on poststructural theoretical resources, perspectives from the sociology of childhood, together with interviews with school children to interrogate the ways health promoters and educators are endeavouring to harness young people's cultural resources to agendas around the production of empowered and physically active youth and with what effects?

**Allison Butler, New York University**

***Saturating Sport & Media: Analyzing Gender, Race & Class***

We live in a global culture saturated by media, sport, and often, the intersection between the two. Athletes become superstars, in part, because their mediated bodies are easily manipulated and their presence, skill and passion transcend gender, race, class and geographic boundaries. Nevertheless, athletes carry with them the weight of their sociological presentation as permanently sexed, raced and classed bodies who stand as pillars across nations. This presentation situates itself at the crossroads of media institutions and the presentation of social actors who carry with them a map of myriad social factors. In addition to examining this intersection, the presentation also includes the role of the audience in learning about the athlete through the media. Therefore, this presentation shares analyses from a sampling of five years of *Sports Illustrated* cover articles' coverage of professional athletes, critically examining the treatment of gender, race, class and nationality. *Sports Illustrated* is the most popular sports periodical in the United States; through it, we the audience learn a carefully selected slice of the public image of athletes. How, in the reporting and, in turn, in our reading of the athlete do we help create and perpetuate a public image of the superstar athlete?

**Katie Butler, University of Western Ontario and Joseph Maguire, Loughborough University**

***"The Healing Games:" British Media Perspectives of Salt Lake City***

The IOC claim that the Olympic Games, and the Olympic Movement more broadly operate in accordance with a set of Olympic ideals Olympism. With the Salt Lake City Games being the first global sporting event in the US since the New York terrorist attacks, this study uses these winter Olympics as a case study to examine how, and if Olympism was able to find a voice in the context of a post 9/11 America. The study uses a

qualitative content analysis of the British press and BBC coverage of the Games. The findings demonstrate a general absence of ideas relating to Olympism. Instead, the dominant themes or characteristics which have emerged are: politics, particularly related to the war on terror; nationalistic bias; gendered treatment of athletes; and a focus on high performance sport. This paper looks specifically at the prominence of politics surrounding terrorism and the narrative that emerged from this, framing the hosts as overtly jingoistic and nation-centric. Rather than an expression of Olympic values such as international understanding, cultural exchange and the independence of sport from politics, the Salt Lake City Games were portrayed in the British media as a reflection of broader, ongoing civilisational struggles

**Ted M. Butryn, San Jose State University**

***Choked Off the Air: Arab American Characters in Post-9/11 Professional Wrestling***

Although World Wrestling Entertainment (WWE) cable programming has historically been highly rated, the WWE has, until recently, received limited academic scrutiny (Atkinson, 2002; Sammond, 2005). Following a tradition of controversial ethnic gimmicks, in early 2005, the WWE introduced two Arab American characters, Hassan and Daivari, via a series of scripted vignettes in which they clearly articulated the injustices they have faced since September 11th, 2001. In subsequent months, Hassan was pushed to main-event status. However, in the summer of 2005, an unprecedented media backlash over a presumably terrorist storyline direction prompted the UPN network to demand that the characters be removed from television. In this paper I draw from critical sport studies and the growing body of research on Arab American experiences to critically examine the discourse surrounding the Hassan and Daivari characters. Using various media sources, I focus on how the framings of the characters work to perpetuate racist stereotypes and xenophobia in ways that are different from previous Arab characters. Finally, at a time when a significant percentage of US citizens hold unfavorable views of Arab Americans, particularly those of Muslim faith (Nisbet & Shanahan, 2004), I examine the implications of the WWE characters on larger perceptions of Arab Americans.

**Margaret Carlisle Duncan, University of Wisconsin-Milwaukee**

***"Fat Memoirs" as Resistant Discourse***

Writing about the obesity epidemic tends to frame obesity/overweight as a problem to be solved by personal self-discipline or by biomedical intervention. Either way, the obese/overweight person is discursively positioned as the object of concern, whether villain or victim. This paper examines the point of view of the alleged afflicted, that is, fat people themselves. More specifically, it analyzes a particular type of resistant discourse that is autobiographical. Earlier accounts of the lives of fat people tended to follow a standard formula: I let myself go, I learned the error of my ways, I dieted, exercised, and/or had bariatric surgery, and as a thin person, my life is redeemed. However, a recent explosion of fat memoirs adopt an in-your-face stance. The writers steadfastly refuse to follow the fat formula. Rather, the most salient feature of this fat discourse is anger and a keen sense of injustice over a society that reveres thinness and reviles fatness. I argue that this new repertoire of counter-discourses offers fat people a source of empowerment.

**Laura Frances Chase, California State Polytechnic University, Pomona**

***Waddle On: Distance Running, Weight Divisions and Alternative Running Groups***

Distance running has increasingly included people with a range of body types and sizes. This growing diversity has contributed to the development of divisions for runners based on body weight and running communities/groups that coalesce around size and speed. Clydesdale or Athena divisions exist in a number of high profile United States marathons and the number of size and speed based running groups has proliferated in recent years. The need to develop running groups, and internet discussion groups and communities specifically for larger runners is a reflection of the status of runners with larger and slower bodies within the running community. My preliminary research indicates that there has been substantial resistance within the sport to the development of weight-based divisions. I utilize interviews with key players in these groups to generate a deeper understanding of the context surrounding weight based divisions in distance running and running groups for larger runners. I explore the experiences of athletes outside of the norm, attempt to broaden

our understanding of distance running and work to challenge the dominant notions of who counts as a distance runner. This paper is an important step in understanding the growing complexity of distance running.

**Megan Chawansky, The Ohio State University**

***Getting the Girl of your Dreams: Recruiting Female Athletes***

This paper examines the ways in which existing cultural discourses on athletic recruitment situate women and women's sports. Because masculine models and structures dominate sport discourse, the ideology and norms of recruiting that prevail tend to reflect a male experience. As such, this paper argues that existing recruiting narratives and methods fail to acknowledge the female experience and position females as ancillary actors in the recruiting game. Subsequently, one is left with little understanding of what it means for women to be recruited as prospective student athletes, what methods are used to recruit women student athletes and how and why this might differ from the male experience. This paper utilizes personal narrative and interviews to reclaim and document the experiences of women in recruiting. Ultimately, it seeks to re-work the existing narrative of recruiting by imparting an interdisciplinary methodological framework grounded in existing feminist theories on gender, sexuality, power, agency and discourse.

**Jessica W. Chin, University of Maryland**

***Lifestyle Consumption and (Ideal) Body Construction in Post-Communist Romania***

Post-communist nations have had little, if any, chance to experience Western ideas of luxury, and have developed a different historical and cultural perspective on the consumption of goods and services. How relevant, then, are discussions of a global consumer culture to societies that have yet to fully embrace capitalist ideologies and enterprises? Romanian culture, history, and national identity, are hardly aligned with that found elsewhere in the world; and yet despite these significant differences, it still seems plausible to surmise that the project of the body and the quest for social and cultural capital as it appears in the West is manifesting itself in similar ways among Romanians. Taking a closer look at the condition of post-communist Romania, I draw upon the theoretical work of Pierre Bourdieu and his notion of habitus to examine patterns of Romanian lifestyle consumption in terms of body image, physical appearance, standards of health, and social status to reveal a quasi-alignment of Western and Romanian social constructions of the (ideal) body. Using critical media discourse analysis, I also explore the possible exploitation of Romanians as they negotiate their identity, cultural practices, and social spaces in the face of global capitalism and global consumer culture.

**Aaron W. Clopton, University of Kansas**

***Exploring the Role of Athletics on Students' Sense of Community***

College sports have long been acknowledged as a medium for generating a sense of community amongst students and alumni (Toma, 2003). However, no empirical data exists to collate the notion of college sports perpetuating this rallying point among the campus community. The aim of this research study, then, was to examine a national dataset of colleges and universities, investigating whether each institution's measure of community could be significantly predicted by the presence of athletics. Data from the 2003 College Student Survey from the Higher Education Research Institute were used to obtain a sense of community score from each university and subsequently compared with each institution's accumulated points from NACDA's annual Director's Cup. The conceptual framework for this research was derived from Boyer's notion of campus community, namely, the celebrative community (1990), while adumbrating the effort of Stone and his work measuring the objective integration and subjective identification of individuals with their community and their related sport involvement (Stone, 1960 & 1981). The results are pertinent to the administrators of both athletics and higher education administrators who promote college sports as a significant contributor to developing community amongst students a lacking resource on today's college campuses (Strange & Banning, 2002).

**Jodi H. Cohen, Bridgewater State College and Julie Stevens, Brock University,**

***NWHL (National Women's Hockey League): Recreational league or professional sport?***

The NWHL (National Women's Hockey League) presents itself as the premier women's ice hockey league in

the world, yet it falls under the jurisdiction of Hockey Canada, the national sport federation for Canadian hockey. Despite claims that the NWHL “represents the highest level of women’s league play in the world”, and “creates an environment that recognizes the world class status of these players in a way that represents them as role models for young athletes” – Hockey Canada rules and regulations control and limit women’s teams and women players under rules typically reserved for youth and recreational hockey. Consequently, women are not given the authority to govern their own game and regulations limit the presence of international players and those from outside provinces, creating teams as local instead of the league as national or international.

These limitations are dependant on constructivist ideas of femininity predicated on weakness where the women athletes are created as “deficient” as they are subjected to rules applied to youth. This paper focuses on the rules used to control female athleticism and the women’s game within a feminist poststructuralist framework focusing on the binary oppositions of empowerment/disempowerment, while acknowledging the restrictions of society’s structures and women’s agency.

**Todd Crosset, University of Massachusetts**

***Putting Anti-Racist Practices into Practice: Lessons from an experiential learning course***

The Key Players Project is a community service learning/experiential learning component of a sport management course focusing on community relations.

The project honors men of color in Springfield, Massachusetts who have had a positive influence in young lives. The men are nominated by the youth of the city and then selected by Springfield community leaders. Key Players are honored at a Springfield-area reception and at half court during half time of a Boston Celtics game. Students administer the project. They are guided by and attempt to implement anti-racist and community building principles. This talk focuses on some of the positive outcomes which have resulted by staying true to those principles. Key Players is a collaboration between the Boston Celtics Community Relations Department, the University of Massachusetts Sport Management Department and community leaders/activist of Springfield. This collaboration between a professional basketball team, a university and community can be replicated at other colleges and universities.

**Judy Davidson, University of Alberta**

***Limits of Sexual Identity Politics: Meditations on Assimilation and Resistance***

For at least the last quarter century, critical sport sociologists have commented upon and drawn attention to the subversive possibilities of local and resistive athletic formations. Such formations are largely understood to challenge mainstream, commercial sport, often by focusing on social identity categories such as gender, race and class. In and against this context, there has been an emerging interest in sport and the production of sexual identity. Taking these discussions as my starting point, this paper is a meditation on the problematics and possibilities of sexual identity-based sporting spectacles, focusing in particular on the Gay Games and Cultural Events. It is my argument that: in the effort to carve out space for (primarily) gay and lesbian identified athletes (and/or lesbigay supportive participants) to compete at world-class levels, the Gay Games organization has engaged in a particular form of assimilationist politics with a variety of both productive and limiting effects. To make this argument, the paper discusses a series of events from the last 15 years of Gay Games' history to complicate how we might understand their resistances to heteronormative sporting hegemony and lesbigay organized sport.

**Christine Dallaire, University of Ottawa**

***Physical Activity: Health Risk or Health Risk Management Strategy***

This paper stems from a multidisciplinary research that included qualitative individual and group interviews, a survey and an experimental psychometric study to further understand how Canadians perceive risks to their health and how they rate the acceptability of these risks. Recreational physical activity was one of the exemplars common to the three aforementioned studies, and results were similar for each study: its risks were perceived to be relatively low and mostly acceptable. However, the interview study revealed that physical activity is also intricately linked to how Canadians manage the risks they are most concerned about for their own health. After diet, fitness activities are the most important lifestyle changes participants undertake to deal

with perceived risks to their health, but it is also the second most reported type of behavior they feel they could increase further. Drawing on Lupton's post-structural work on risk (1999a, 199b; Tulloch and Lupton, 2003), the analysis presented here focuses on the qualitative interview study to understand the discursive construction of a) the health risks associated to recreational physical activity and their acceptability and b) recreational physical activity as a health management practice. Results from the two companion studies complement the discussion of risk perception and acceptability of recreational activity compared to other study exemplars.

**Larry DeGaris, James Madison University**

***Lost in Translation: American-style Pro Wrestling in Japan, Japanese-style Pro Wrestling in America***

American-style professional wrestling was introduced in Japan shortly after World War II and quickly grew in popularity, leading to decades of exchange. In this paper, I will discuss how aspects of professional wrestling style and performance, such as stiffness, kayfabe, and angles, are associated with Japanese and American styles. Drawing on ethnographic data, including a pro wrestling tour in Japan, I will suggest that dispositions in style are portrayed as categorical differences and discuss the implications for the practice, performance, and interpretation of the pro wrestling craft, both in the US and in Japan. In conclusion, I will discuss how descriptions of professional wrestling styles are related to ideas of "Japaneseness," "American-ness," and the political and economic relationships between the two regions.

**Bryan E. Denham, Katherine W. Hawkins, Karyn Ogata Jones, and Andrew C. Billings, Clemson University**

***Anabolic-Androgenic Steroid Use and the Female Athlete Triad***

Participating in competitive sport has benefited millions of young women through enhanced physical fitness, the development of positive self-esteem and a sense of camaraderie, and in some cases, the opportunity to earn a college scholarship. Despite such benefits, however, many young women have faced severe health consequences from excessive training regimens and win-at-all-costs thinking. This paper advances scholarship on the Female Athlete Triad, focusing on how the use of anabolic-androgenic steroids stands to both perpetuate and complicate the pattern of disordered eating, amenorrhea and premature osteoporosis among female adolescents. Based on (a) an interdisciplinary review of scholarly literature, (b) the results of focus groups and one-on-one interviews with a small sample of NCAA Division I athletes and coaches, respectively, and (c) the results of a pilot survey of female athletes, the article situates steroid use within the physiological and psychological dimensions of the Triad. In proposing strategies for effecting positive change, the article draws upon (a) Behavior Adaptation, (b) Precede-Proceed, and (c) Stages of Change models grounded in appeals to self-efficacy and task performance, as opposed to threats of imminent maladies and the repercussions of immoral and/or illegal behavior.

**Bryan E. Denham, Clemson University**

***Political Opportunism and the Anabolic Steroid Control Act of 2004***

This paper examines the processes by which the Anabolic Steroid Control Act of 2004, an act that added steroid precursors such as androstenedione to the list of Schedule III Controlled Substances in the United States, came to pass both the House of Representatives and the Senate. Grounded theoretically in political economy, the paper addresses, in the abstract, how the interplay of political pressures and economic influences affect the actions of public officials, and how tougher drug policies those touted to be more substantive and efficacious than existing regulations often fail to effect change. The paper concludes with implications for those involved in the study and regulation of anabolic steroids and steroid precursors, with particular attention paid to the exemption of the supplement DHEA from classification as a Schedule III Controlled Substance.

**Michele Donnelly, University of Maryland**

***Mainstream Subcultures, or What's So Alternative About Snowboarding Camps?***

Snowboarding is among the fastest growing winter sports and, by 2008, industry insiders project that snowboarders will outnumber skiers on the slopes. No longer are snowboarders the resort outlaws or pariahs studied by Anderson, Heino, and Humphreys in the 1990s. With particular reference to the snowboarding camps organized settings where children, adolescents, women, and men, in coed or single sex groupings, are taught by coaches to snowboard (for a fee) that are now offered at ski resorts across North America, I am interested in exploring the idea of snowboarding as an alternative sport in 2005. The term alternative has traditionally been used to describe people, practices, and values that challenge dominant ways and meanings. In the 1990s, snowboarders earned their alternative status, in part, through adopting an anti-competition and anti-authority ethos, as well as through their grunge and hip hop inspired fashion and music choices. In 2005, everyone snowboards, snowboarding competitions (including X-Games and Olympic Games events) are both commonplace and corporate-sponsored, and snowboarding inspired fashion is cool. Has snowboarding become mainstream (the opposite of alternative)? What are the potential (and more useful) alternatives to studying snowboarding through the alternative-mainstream dichotomy?

**Kristina Edwards and Maureen Smith, California State University, Sacramento**

***Cultural Ideologies and the Sport of Survivor***

This study examines the first season of the television show "Survivor" to determine the quality of representation of the contestants and whether the communicated messages presented within the show reproduce, reaffirm, challenge, and/or transform the ideologies of race, gender, sexuality, and class in relation to sport. The methodology employed in this study was primarily a qualitative content analysis of the verbal and visual communication within the 13 episodes and the group reunion of the first season of "Survivor." How "Survivor" both perpetuates and deconstructs preexisting sport ideologies will be discussed, as will the role "Survivor" plays within televised sport and competition based media.

**Mark Falcous, University of Otago**

***Global Regimes, Local Agendas: Sport, Resistance and the Mediation of Dissent***

This paper argues for the need to establish local agendas to analyse the place of sport within neo-liberal geopolitical agendas. In doing so it constitutes a response to recent calls for the academy to register critical, reflective responses to ongoing international crises (Martin & Shohat, 2002; Denzin & Lincoln, 2003). It interrogates sport as a site through which various corporo-politico-militaristic discourses are appropriated and mobilized in regard to the organization and discipline of daily life in the service of particular political agendas, by illustrating both the global extent of these agendas and the locally conjunctural nature of such processes. Specifically, we centre upon the case of Aboriginal Australian boxer Anthony Mundine, and the response to his post-9/11 criticism of Australian involvement in the War on Terror. Mundine was vilified and demonised within the Australian corporate media, and sanctioned by world boxing bodies. Yet, the media rhetoric of the moment also reveals the inherently local agendas which contour (and limit) the scope for sport to provide a forum for athletes to deviate from the neo-liberal conservative agenda within a climate of omnipresent fear. We close with further observation on the entwined nature of Antipodean sport and present political, military and economic trajectories.

**Victor Fan, Yale University**

***Trading Football and Opium between "China" and the "Euro-West"***

In response to China's first World Cup qualification, Chinese critics comment that football is symbolically diametric to its national identity. Football arrived with opium and bore witness to the castration wound of the nation. Football has always been a cultural currency for China to gain access to the Euro-West. Nonetheless, the symbolic conflation between China and opium in the late 19th and early 20th centuries, and the appropriation of opium as the representamen of Chineseness, have made it impossible for China to gain access to football. This is a comparative study of how historians, reporters, writers and players perceived football as part of the racist formations of China and the Euro-West from the late 19th to the early 20th

century. On the one hand, England experienced a perspectival shift from seeing football as a breeding ground of eugenic racism, to an arena that gave form to an ideology-based nationalism. On the Chinese side, I would compare the late Qing and early republican writings in China, as well as the eye-witness account of George Barbour. I would examine how football both combated against and conformed to the growing conflation between China and opium under the changing gaze of the Euro-West.

**Annemarie Farrell, The Ohio State University**

***Considering Female Consumer Disinterest in Women's Sport: An Interdisciplinary Perspective***

Though women's sports have seen an explosion of growth and popularity during the past decade, it cannot be ignored that many women do not consider themselves fans of female sports. While women are increasingly becoming vested fans of men's football, baseball, basketball and NASCAR, the perceived barriers sociological, psychological and practical to watching women's sports still appear formidable for many female fans. Since many women's professional sports leagues have failed or are struggling to survive, attracting the female fan is vital. Exploring women's sport consumer behavior is a complex undertaking and can be studied from numerous vantage points. However, there exists a severe lack of research concerning women spectator and fan motives of women's sports. This paper offers an in-depth look at existing literature and emerging themes detailing the impacts of mass media, societal values and gendered spectator motives, arguing that it is the culmination of factors that help contribute to the disinterest in women's sport by female fans of men's sport. I will pull from the fields of sociology, communication studies, sports management and gender studies, as well as present the initial results of several qualitative semi-structured interviews with female fans of men's sport.

**Linnet Fawcett, Concordia University**

***A Skater's Discourse: Fragments***

Interested in how affect is experienced by a multi-ethnic, multi-generational, and diversely-talented cohort of devoted recreational ice-skaters, my aim is to evoke that sense of affect in my writing. To this end, I mobilize Barthes' favoured literary trope, the figure, to build a skaterly encyclopedia of affective culture. Comprised of snippets culled from ethnographic field notes, the purpose of these fragmented texts is to provoke a visceral response. For instance, if the reader feels, on reading the figure spin, a physical sensation of dizziness, or experiences a moment of fluttery intoxicating abandon, then the text could be said to be doing its work. For indeed, these texts are designed to work: in recreating a sensation of movement through affect, they are meant to do something to you, as opposed to tell you about something. As a collective assemblage, their task is to make you feel like you are that diasporic subject living life on the edge down at your local rink. Whether they succeed is less important, perhaps, than what this reading of figural writings suggests about the particular challenges facing those who strive as so few do to insert the moving body into typological etchings on a page.

**Ted Fay, State University of New York, Cortland**

***Racism, Sexism and Ableism in Sport***

This paper will define and give context to ableism in sport in connection with racism and sexism in sport. The paper will provide an analysis of ableism in the sporting environment. The concept of ableism has only recently been explicitly applied to sports culture (Wolff, Hums & Fay, 2005), and the linking of ableism with racism and sexism in sport is yet to be fully explored. The authors will examine the central issues that parallel and intersect an understanding of ableism with racism and sexism in sport.

**Russell Field, University of Toronto**

***Stoic Observers or Fanatic Fans? Women as Hockey Spectators***

As a recent emigrant from Scotland in the late-1920s set about acclimatizing herself to Canadian society, her choices could not have been more iconographic, perhaps even iconoclastic: a job with Eaton's department store and weekly Saturday evening outings with five women friends to Toronto Maple Leafs hockey games, a tradition she maintained until 1938. Hockey's historical record, however, has paid little attention to the female spectator, privileging instead the arena as a men's cultural centre (Kidd, 1990). Yet, facilities such as New

York's Madison Square Garden (built in 1925) and Toronto's Maple Leaf Gardens (1931), ushered in a new era. Designed with the comfort of spectators in mind, these buildings were operated by entrepreneurs who explicitly invoked private spheres notions of femininity: buildings appropriate enough to attract women in evening wear to hockey games would also attract acceptable, paying customers. In contrast, this paper explores the lived experiences of female hockey fans in New York and Toronto in the 1930s. An examination of spectator accounts, based on a series of interviews, reveals the contrast between men who recall women primarily accompanying men, and women who characterize their fandom as active, engaged, and free from the expectations of male chaperones.

**Sarah K. Fields, Ohio State University**

***Risking Injury and Lawsuits: Sports Violence in the United States***

Injuries are an inherent risk in sport, and generally the risk is considered worth the physical and psychological rewards. The risk of injury, however, is not just from the dangers of physical exertion and movement. Injuries can and do occur from violence surrounding sport, particularly incidents involving brawling, hazing, and foul play. These incidents can not only physically hurt the victims, but they can also deter people, particularly children, from continuing to participate in sport and physical activity which thus increases their risk of poor health. The question that then arises is how to minimize incidents and thus the risk of injuries from these unsportsmanlike activities. One possible means is through the legal system. Michael D. Smith's *Violence and Sport* (1983) described the socio-legal topography of sports-related violence. Subsequently Kevin Young has published extensively on sports violence and the role of the Canadian courts in particular. This presentation will build upon their work and focus on the United States legal system. After surveying the themes of the published legal cases from the last twenty years, the presentation will argue that the risk of litigation may ultimately be one way to minimize the risk of injury from sports related violence.

**Giovanna Follo, Wayne State University**

***Female Athletes' Perception of Sports, the Olympics and Female Athletes***

Is sport unfeminine? Could this perception be the catalyst for the second-class treatment of female athletes? Literature suggests that female athletes, compared to male athletes, receive less coverage in all forms of media. The Olympic Games symbolize the height of athletic excellence, placing women and men of all countries on an equal competitive footing. Television coverage creates the perception of the female athlete. This perception is carried on through the Olympic Games. The aim of this study was to use inductive research to examine the perception of female athletic portrayals. The study interviewed female athletes in contact sports about their enjoyment of sport, the positive aspects of sport, and their level of participation. In addition, female athletes were asked about how their sport influences the types of sports they watch and how this influenced their perspective of the Olympics. The overall aim was to determine how female athletes in non-traditional/contact sports view other female athletes. The themes examined in this discussion will look at the positives and negatives of sport, the definition of sport, the physicality of sport in an examination of the first tackle, individual and team sports, perceptions of female Olympians and perceptions of female athletes in general.

**Sylvie Fortin, Université du Québec à Montréal**

***Professional Dancers & Constructions of Health: Interpretive and Postmodern Ethnography***

This paper examines dancers and discursive constructions of health, and how dance practices impact on professional dancers' constructions of health. Our position is that dancers are constructors of their own health within the constraints of artistic and social discourses. First, we will present themes that emerged from our one-and-a-half-hour conversational-style interviews with 15 professional dancers. An interpretive grounded approach to theory acknowledging our positionality was favored in this study (Denzin, 2002). This traditional way of reporting ethnographic study will be complemented by fictional narratives which stemmed from our concrete data. We will present two forms of creative analytical writing practices (Richardson, 2000). Through them, we are experimenting radically with the creative use of the interview transcripts; we openly manipulated data. The textual arrangement becomes an act of literary reconstitution in line with poststructuralist authors who

leaves a clearly personal mark on their writings. As such, our research findings will be presented using two different epistemological perspectives: interpretive ethnography and postmodern ethnography (Alvesson & Sköldbberg, 2000). By doing so, we attempt to illustrate how dancers have integrated dominant discourse on health about individual responsibility and productivity. They minimize health loss to privilege the artform; but this experience is different for women and men.

**Brian Frederick, University of Colorado**

***Sartre and Yao: How Basketball Changes China and China Changes Basketball***

An examination of the creation of basketball and its introduction to China at the turn of the 20th Century. The game was used by Christian missionaries to "normalize" Chinese youth. It was also used to break down Chinese notions (and impose Western notions) of gender. Basketball was later "emptied" of its original content and "replaced" with contents that suited the "politics and the tenor of the times in China." For instance, during the Cultural Revolution, the ideal game ended in a tie. Today, the Chinese player Yao Ming represents the future of Chinese basketball and the future of the NBA.

**Michael Friedman, University of Maryland**

***Capital Spaces: A Lefebvrian Analysis of Washington's New Baseball Stadium***

In this presentation, I will discuss the manner in which the framework developed by Henri Lefebvre can be used to analyze cultural, social, political and economic aspects surrounding the construction of a new stadium in Southwest Washington, DC for the use of the Washington Nationals of Major League Baseball. In investigating the social production of space, Lefebvre suggests analyzing spatial practices (primarily consisting of the physical environment), representations of space (the manners in which perceptions of a space develop and are created), and spaces of representation (the manners in which space is used by different groups). In particular, this presentation will focus on the theoretical and methodological considerations in which I will be using Lefebvre's framework to critically interrogate both the production of space through document and interview data with those responsible (e.g. city planners, civic leaders, architects) for contouring Washington's physical urban structure and imaged identity and the consumption of space through ethnographic-oriented and interview research methods allowing for thick description and interpretation of the practices, experiences and identities of the diverse peoples who live, work and use these spaces.

**Hiroshi Fukasawa, Akita University**

***Children's involvement in sports: Comparative study between Japan and Malaysia***

The purpose of this study is to clarify the similarities and differences in children's involvement in physical activities in Japan and Malaysia. A total of 1504 elementary and junior high school children in Japan and Malaysia were surveyed by questionnaires. Nationality was used as the dependent variable, and 13 items were used as independent variables. The results were analyzed by using Hayashi's Quantitative Analysis. The results showed both similarities and differences. For example, the involvement in traditional sports, such as sumo in Japan and sepak-takro in Malaysia, was less than in modern sports. Involvement in physical activities outside of physical education classes was high in both countries. The greatest difference between the two groups was the level of self-confidence in physical fitness. The Malaysian children expressed more self-confidence in their own physical fitness. The second difference was the indirect involvement in sports such as watching sports on TV or listening to sports on the radio. The Japanese children tended to watch or listen to sports programs more than the Malaysian children. There were also differences in the amount of free time spent on sports during the weekdays, preferences for certain types of physical activities and membership in community sports clubs.

**Dorie A. Geissler, University of Illinois, Urbana-Champaign**

***A Critique of Critiques: Feminist Sport Studies and the the Athletic Female Body***

Informed by cultural studies and post-structuralist sensibilities, this paper examines the influence of feminist critiques of gender and sport produced during the 1980s, on contemporary definitions of the athletic female body, healthy female subjectivity, and female agency. Highlighting the ways in which this work was shaped and limited by cultural debates and concerns over female sport participation, the second wave feminist movement, and feminist theory, I examine how these critiques, in their emphasis on ideology, hegemony, and anti-essentialism, privilege a politics of resistance and transformation that not only obscures the influence of the sport sciences in the discursive production of the athletic female body, but at times, support the very truth claims they purport to challenge. In this vein, I see this work and its endorsement of cultural explanations for gender differences in athletic performance and advocacy of female physicality as a site for transgressive body politics, operating in a pedagogical sense, functioning to reify biologically based theories about female athletic inferiority and popular articulations between the athletic female body and psychological health. Lastly, I consider how the popular dissemination of these scientific definitions of the athletic female body as psychologically empowered, yet biologically handicapped have served, in seemingly contradictory ways, to maintain suspicions about female athleticism while at the same time reconfiguring female sport participation as a healthy and desirable practice.

**Tammy George, University of Toronto and Geneviève Rail, University of Ottawa**

***Barbi Meets the Bindi: An Exploration of Fitness Among Young South-Asian Canadian Women***

In our neo-colonial era, stereotypes emphasizing passivity, docility, and uncleanliness all contribute to cultural (mis)understandings of Canadian women of South Asian background. Such understandings are a part of dominant racist discourses, including bodily discourses related to fitness. This paper focuses on the discursive constructions of fitness among 10 second generation South-Asian Canadian women from the Ottawa and Toronto areas. In this qualitative study, feminist postcolonialist and poststructuralist theories are used as a lens through which we analyze and interpret the transcripts of conversations with these young women. Our results highlight these young women's constructions of fitness and particularly how racialized and gendered notions of "looking good" constitute their main understanding of what it is to be "fit." We discuss how these young women locate themselves as un/fit subjects within larger cultural discourses of traditional (white) femininity, heteronormativity and consumption. Finally, we argue that while these women's complex speech acts sometimes rearticulate conventions of the social world around them with regards to gender and race, they often constitute a powerful challenge to such conventions.

**Michael D. Giardina, University of Illinois, Urbana-Champaign**

***"God, Guns, & Guts": The Cultural Politics of Sport after 9/11***

This paper critically interrogates the contested terrain of freedom and democracy within U.S. (sporting) culture during a particular post-9/11 moment, one characterized by rampant expressions of jingoistic patriotism and a concomitant mainstream (press) aversion to dissent. Specifically, I examine the multi-layered articulations of the tripartite "conservative" slogan "God, Guns, & Guts" as operative within the fictional political manifestation of so-called "NASCAR Dads" (i.e., white, middle-class, intensely patriotic rural men with families who tend to associate with very "traditional" values) and its deployment in the 2004 Presidential election. Recognizing that research or research methodologies are never "objective" but always located, informed, and performed by particular social positions and historical moments and their agendas, I further discuss the shifting paradigmatic conditions in which "NASCAR Dads" (and their lesser-known partners, the "Security Moms") supplanted the Clintonian "Soccer Moms" as the latest cause celebre among Republican and Democratic politicians alike. And, with it, the extent to which a remolded, culturally-divisive "Southern Strategy" based on lies and deceit that became "truth" was re-constituted by Bush/Cheney, Inc.

**Keith Gilbert, Deakin University**  
***Daring to Fly with Clipped Wings***

The purpose of this paper is to provide details of narrative research into the relationship between the theoretical concept of courage (Tillich, 1975, Lawry, 2001, Darling-Smith, 2002,) and the lives of Paralympic athletes. The main intention of the research was to discover the lived experiences of courage (Gilbert, 2001) within the Paralympic community. In highlighting the notion of courage the foremost question revolved around the work of Bourne (2002) who enquired, when referring to individuals with a disability, what is the structure of the lived experience of dealing with courage in their lives? This paper develops this theme by providing lived experiences of 21 Paralympic athlete's lives from a narrative perspective. Theories of courage (Per Buhn, 2003, Phillips, 2004) are woven into the fabric of the presentation and examples provided of the narratives of Paralympic athletes and their lived experiences of courage from a life history (Sparkes, 1994a) perspective. Throughout the narratives the vivid and concrete aspects of the athletes lives are unfurled and attention is drawn to the lived experiences of the athlete's courage over time as told by the athletes themselves. The salience of the stories highlights the notion of the multidimensionality of courage and the concrete impact that their individual disabilities have had on their lives. In conclusion, the paper highlights the lack of community, and sport administrators understanding of the daily lives of the Paralympic athletes and also the impact that the individual athletes outward signs of courage have on the general population, media and other individuals with a disability. Finally, this paper argues that it is possible that athletes can let the inertia of one's condition at birth or their life's mishap assist in positive ways in their development of a trajectory for life and assist them to courageous in the face of their fears.

**Keith Gilbert and Barbara Petri-Uy, Deakin University**  
***Facing Reality: Resurrecting Disability Sport in Kosovo***

This paper, inspired by the development of disabled sport in Kosovo after the United Nations peace keeping force and United Nations Interim Mission in Kosovo (UNMIK) began its Humanitarian Intervention in 1999, examines the role played by the United Nations representatives in sport development programming in the early stages and the difficulties encountered throughout the past few years in the organisation and management of the UN sponsored programs. Initially the paper views the historical context of Kosovo after the effects of post conflict conditions. It does this by reviewing the trauma of ethnic cleansing and the effects of NATO bombing on the population and the infrastructure of the country. Following this discussion we turn to the specifics of the development of disabled sport in Kosovo. This was achieved by interviewing athletes (Spradley 1969), leaders of the sports community and UN officials. Much of this qualitative work is presented in visual format and highlights the many difficulties experienced by the United Nations Program Advisers for the Ministry of Culture, Youth and Sports. The study weaves the theoretical concepts of development and political strategy throughout the paper which in particular highlights the development of the disability areas of sport in the state. It emphasises why there has been the need for disability sport to be utilised as a political instrument in Kosovo. Also it highlights intercommunity reconciliation and socio-economic development and the extreme need to repair infrastructure and provide sound sports policies which are grounded in the political development of the

interim government for disability athletes. Furthermore, it highlights the plight of women with disabilities in the development of post conflict sport in Kosovo. Concrete examples are provided of the successes and failures of the disability groups over the past few years and their quest to achieve notoriety within the boundaries of sport and of future campaigns designed to develop the area. Finally, the paper argues for the development of human rights for disabled athletes in Kosovo and as such there is an expectation that this presentation will provoke strong discussion at the conference which might lead to further research in the area of sport development in post conflict conditions.

**Emmett L. Gill, Jr., University of Maryland, Baltimore**

***A Coach's Perspective: Improving the Academic Achievement of College Basketball Players***

In light of increasing commercialization in Division I college sports and the low graduation rates of student-athletes who participate in revenue-generating sports this study aims to examine how to improve the graduation rates of collegiate basketball players. Data were collected from twenty Division One head basketball coaches, who were also members of the National Association of Basketball Coaches (NABC) Division One Congress, using a self-administered questionnaire. Respondents completed a 25-item questionnaire that included questions related to current NCAA academic policies, strategies to improve graduation rates, and proposed academic reform. The descriptive analyses included frequencies, cross tabulations, and margin coding of open-ended questions. The results indicate that coaches disagree with proposed academic reform that will penalize teams, believe that strategies to improve academic achievement must begin in high school, favor enhancing the infrastructure of academic support departments, and do not believe that there is a conflict between the athletic goals of athletic departments and the academic goals of student-athletes. The data, which were collected prior to the latest wave of NCAA academic reform, has implications for the effectiveness of new policies designed to hold specific teams and their respective coaches accountable for the graduation rates of student-athletes.

**Colin Guthrie, Temple University and Eli A. Wolff, Northeastern University**

***Sport Category and/or Identity Culture Model: An Analysis of Disability***

***Sport in Relation to Mainstream Sport: A Comparison of Disability Sport Models: Sport Versus Identity/Culture***

How do sports for people with disabilities fit into the broader arena of mainstream sport? What exactly are sports for people with disabilities? Can we understand sports for people with disabilities as a category of sport? This paper will examine the status of sports for people with disabilities in the context of mainstream sport. A sport model will be presented and developed, followed by an identity culture model of sports for people with disabilities. Conceptions of ableism and internalized ableism will be applied to the sport model and the identity culture model in order to identify attitudinal barriers and opportunities for change in mainstream sport and society at large.

**Vidar Halldorsson, Iceland University of Education**

***The Social Aspects of Managerial Succession in Contemporary Soccer***

This study focuses on the contemporary soccer coach with emphasis on managerial succession in soccer. Firstly, a statistical analysis on the Icelandic Premier Soccer League, from 1981-2002, was made in order to evaluate the frequency of managerial succession and job-tenure of soccer coaches. Secondly, interviews with Icelandic Premier League soccer coaches and various soccer-related resources were used to gain a more adequate understanding for the reasons and consequences of managerial succession. The findings show that the job of the soccer coach is complex and problematic and that managerial succession is frequent in contemporary soccer. In-season managerial changes are made when team efficiency is low and the findings also indicate the importance of the soccer managers for their clubs since results tend to improve considerably for low-efficient teams that make in-season managerial change. The findings further suggest that soccer coaches experience what Robert Merton describes as 'anomie' in their jobs. The cultural goals in contemporary sports are out of reach for most soccer clubs with the structural means provided. Finally it is

therefore argued that 'anomie' is one of the main reasons for frequent managerial succession in contemporary soccer.

**Kelby K. Halone, University of Tennessee, and Andrew C. Billings, Clemson University**  
***The Structuration of Sport Commentary: Identifying the (Inter)Ethnic System and Interactive Structure of Mediated Athletic Performance***

Research in the domain of sport studies has revealed that the broadcast commentary enacted at sporting events differentially draws upon intergroup assumptions to facilitate an (inter)ethnic climate of mediated athletic performance. This essay empirically examines the manner and degree to which such mediated messages both constitute and regulate such intergroup processes. A content analysis of 2,367 lines of broadcast commentary, enacted among sport commentators throughout the 2000 Men's and Women's NCAA Final Four Tournament games, revealed how mediated messages contribute to the promotion and perpetuation of (inter)ethnic observations of athletic performance. The findings provide prospective insight into understanding how intergroup assumptions communicatively pervade those dynamics endemic to sport spectator consumption.

**Marie Hardin, Pennsylvania State University, and L Brent Hardin, University of Alabama**  
***Images of Disability & Gender in Sports n Spokes Magazine***

The purpose of this study was to examine the photographic images of *Sports n Spokes* magazine to explore the relationship between sport, disability and gender. Photographs in 24 issues of *Sports n Spokes* were collected and examined via content analysis. A recording instrument was developed by the researchers to code 2,141 editorial images. The instrument was adapted for use with images of disability and the categorical variables were: (a) gender of the subject; (b) disability; (c) type of sport participation; (d) competition in sport; (e) motion; and (f) camera angle. The findings indicate that men dominated photographic coverage in *Sports n Spokes* and were more likely to be depicted in dominant photos and as sports competitors than women. Women were more often depicted as non-sporting, and women were depicted less often as competitors. However, the magazine includes women to a much greater degree than mainstream (able-bodied) sports magazines, thus reflecting pleasure/participation (versus power/performance) as a valid sporting value.

**Marie Hardin and Erin Whiteside, Pennsylvania State University**  
***Still a Boys' Club: Demographics in U.S. Newspaper Sports Departments***

Although many feminists argue that the percentage of women who work sports media outlets is ultimately inconsequential to true gender equity in mediated representations, many agree that a commitment to hiring women (and minorities) is still an industry obligation because it reflects a commitment to social equity in the workplace. Previous surveys of sports departments (all informal) reveal that gender equity had not been achieved; for instance, a survey of 50 newspaper sports departments in 2001 showed that women constituted about 13% of employees—mostly in the ranks of clerks, copy editors and reporters. This research, an April 2005 telephone survey of sports editors in the top-200 circulation newspapers, revealed that sports departments are still nowhere near parity. The largest papers (250,000+ circulation) employ the most women, but their numbers are still far behind newsroom averages. Sports departments are closer to parity with the rest of the newsroom in the employment of racial minorities; the largest papers have the largest minority representation, bringing up the overall percentage. The authors speculate on the reasons that representation of racial minorities in sports departments has surpassed that of women, and why that trend will likely continue.

**John Harris, Kent State University**  
***The Messiah and the Meterosexual Man***

Rugby Union is the national sport of Wales and plays an important role in the (re)positioning of this small country in the international sporting arena. During the 1970s Wales was the leading rugby nation in the world, but since the end of the halcyon days there has been a series of failures and false dawns. In the Principality leading players are positioned as heroes and their performances are inextricably linked to national power and prestige. This paper explores notions of identity, nostalgia and style in Welsh rugby through an examination of two important players in the (post)modern game - Lestyn Harris and Gavin Henson. Through an analysis of

newspaper texts it examines and problematizes rugby union and national identity in both twenty-first century Wales and the global rugby world. It argues that in different ways Harris and Henson have transcended boundaries that no other Welsh athletes have ever done before and offer interesting cases in exploring theorizations of the nation. The study also highlights how national identity can be read as provisional, contingent and relatively unfixed.

**Louis Harrison, Jr., Zan Gao, and Willy K. Rotich, Louisiana State University**

***African American Athletes' Racial Identity***

Historically, African American over representation in particular sports has been examined through genetic, anthropometric, physiological, and sociological means. The quantity of explanations and examination of the idea concerning African American athletic superiority is a testimony to the complexity of this phenomenon. This presentation seeks to explore the relationship between the African American athletic experience and their racial identity. Recent research suggests that identity development in African American males fosters an identity that embraces particular sports. It is theorized that for African American males identification with so-called black sports encourages the development of those sport skills. Self-schema theory proposes that proficiency in particular activities derives from viewing those activities as self-defining. Thus, the notion of basketball being a black sport may have anecdotal and theoretical merit. Contrarily, African American athletes' lofty status shields them from discrimination and prejudices that their non-athletic peers contend with on predominantly White college campuses. This may retard the athletes' racial identity development. In this study African American athletes were administered the Helms Black Racial Identity Attitude Scale and compared to their non-athletic peers. Results indicated that African American athletes had lower levels of racial identity than their non-athletic peers. Implications for these differences are discussed.

**Benita Heiskanen, University of Helsinki**

***The Racialized Bodily Labor of Professional Boxing***

This paper approaches boxing as a form of racialized bodily labor, notorious for its questionable business practices, worker exploitation, and corrupt rankings. To shed light on some of its practical, policy, and ethical issues, I will draw on recent governmental, judicial, and medical discourses surrounding the sport, and will then contextualize them with interviews conducted with professional boxers in the United States. Ultimately, however, I will suggest that it might serve the sport well to begin conceptualizing its impact not only within the place-based dynamics of the United States, but to also interrogate its larger significance within the spatial dynamics of global pugilistic networks. After all, boxing comprises an international collective of worker-athletes who do the actual labor within worldwide racialized socio-economic conditions, entrepreneurial principles, and sporting dynamics. It follows, then, that how people are situated in society necessarily corresponds to political problematics of location, as well as theoretical questions of spatially demarcated social organization, what cultural geographer Edward Soja characterizes as the politicized spatiality of everyday life. For professional boxers, the fistic line of work becomes their self-made means to connect to, claim a stake within, and contest the sport's socio-economic, cultural, and political ramifications.

**Leslie Heywood, State University of New York, Binghamton**

***Surfing, Environmentalism, and Subcultures***

This paper explores the impact of globalization on the environmental movement as seen through the lens of transformations in the sport of surfing from subculture to mainstream. It will explore what this shift reveals about theories of subculture more generally, and what the implications are for environmentalism/environmental ethics as an effective or ineffective critical discourse in the contemporary political climate, and the relationship between so-called "extreme sports" and environmentalism.

**Dan C. Hilliard, Southwestern University**

***Representing Men and Women in Sports Television Advertising***

Content analysis of a set of 1526 commercial messages shown during National Football League telecasts from the 2003-2004 season is used to explore representations of masculinity and of relationships between men and

women. The project acknowledges the "televised sports manhood formula" (Messner, Dunbar and Hunt, 2000), and replicates the finding that "men are foregrounded in commercials" (Messner, Dunbar and Hunt, 2000: 383). However, the findings go beyond the "stale roles and tight buns" formulation (O.A.S.I.S., 1988) used to describe print advertising's portrayal of hegemonic masculinity. Men are represented in various ways in these ads, and those representations are correlated with the presence or absence of sports settings and imagery in the ads. Since women alone are almost never the subjects in these commercials, to the extent that women are shown, the ads produce representations of heterosexual gender relations. Only two of the 1526 ads portrayed women engaging in sport or physical activity in the absence of men. Several ad campaigns represented sports settings as pick-up sites for heterosexual relationships. In ads depicting couples, men and women are frequently shown perceiving the situation differently and manipulating one another; consuming the advertised product is offered as a way of resolving gender conflict.

**Laura Hills, University of Durham and Eileen Kennedy, Roehampton University**  
***At Home and Abroad: Comparing Mediated Nationhood in Wimbledon 2005***

At first glance, the Lawn Tennis Championships at the All England Lawn Tennis and Croquet Club, Wimbledon, present a mythologised picture of England, a place scarcely changed from the middle-class suburbs of late nineteenth-century London, stratified immovably along class, race and gender lines. Yet this image of national identity is completely contemporary: spectacularised, commodified and globalised. The construction of national identity in the televising of the Wimbledon Championships is perhaps more complex than it first appears, a finely-tuned global consciousness (Tomlinson, 1999: 30) permeating the quaint nostalgia. National identity is always unstable: identity is contradictory and fractured only conceivable in and through difference (Sarup: 1996: 47). This paper explores the ways that national identity is inflected by multiple differences, constructing a shifting sense of the local within the global. A comparative analysis of the televising of the Wimbledon Championships in the UK and the US is conducted in order to elicit the complex intersections of gender, sexuality, race and class in the national identities shaped around the Championship on both sides of the Atlantic. It is argued that these complex differences in the signification of Wimbledon inform the creation of a responsive identity in the media of both countries.

**Aaron Hodges, University of Illinois, Urbana-Champaign**  
***"Color-blind racism in college athletics"***

Color-blind racism serves as the central ideological formation that has emerged to support and reproduce the new racial structure and to maintain the status quo in the United States (Bonilla-Silva, 2001). Bonilla-Silva also states that there are four themes of color-blind racism: abstract liberalism, biologization of culture, naturalization of matters that reflect the effects of white supremacy, and the minimization of racism (2001). Considering that sport is recognized as a microcosm of society, elements of color-blind racism should be apparent in the world of intercollegiate sports. This paper seeks to analyze the policies/statements that the NCAA and college athletic departments make dealing with matters that affect black athletes (Propositions 48 and 16, and the lack of diversity in college athletic administration for example) using Bonilla-Silva's four themes of color-blind racism. What this paper will show is that concerning those issues, color-blind racism operates as the central racial ideology to avoid addressing and to explain away current inequalities that exist in college athletics.

**Margery Holman, University of Windsor**  
***Mentoring in sport for the prevention of violence against females***

The majority of people are not violent people. However, it is common practice that individuals will attempt to dominate others to augment their own sense of power, self-esteem, or goal achievement. (Goldstein, 1983) There are also those who will resort to self-serving violence, often at a cost to more vulnerable groups. Sport has many recorded incidents of violence that could be categorized according to these purposes. At the same time, violence against females continues to be a social problem with a cry for solutions. These solutions are seldom sought through the medium of sport even though violence in sport receives a great deal of attention from researchers, media and critics. Berkowitz (2004) notes that (t)he field of sexual assault prevention is

shifting attention to address the role of men in ending violence against women. This shift includes educational interventions that address men's socialization, capacity for victim empathy, understanding of consent and belief in rape myths. This paper will look at the role of mentoring in shaping the behaviours of sport participants for preventing violence against females. It will discuss the importance of recruiting males who support efforts to understand the role that sport can have in contributing to violence against females and the potential for males in sport to partner with females in the quest to end violence against women.

**Jeremy Howell, University of San Francisco**

***Corporate Philanthropy 2005: The New Business of Giving***

On July 21, 2005 the *San Francisco Business Times* sponsored a Corporate Philanthropy Summit at the Hilton Hotel in San Francisco. The purpose of the breakfast meeting, attended by approximately 500 leaders from both the profit and non-profit business sectors, was to celebrate the top 60 corporate citizens in the San Francisco Bay Area. Headed by companies such as Wells Fargo, Intel, Bank of America, Chevron, and Applied Materials, it was announced that these 60 companies donated \$101.3 million in direct cash contributions to Bay Area non-profit charitable agencies in 2004. Now there is little doubt that this infusion of much needed cash into the non-profit and charitable domain is much needed. Indeed, as the subsequently released *San Francisco Business Times Fourth Annual Bay Area Corporate Philanthropy Report* notes, the \$101.3 million cash infusion marks a 15% increase in corporate giving from 2004 and a dramatic jump from the \$60.9 million amount donated in 2001. But, as the *Report* continues to note, corporate philanthropy is emerging from the 2001 economic downturn with a new focus. In the new philanthropic economy, companies are increasingly targeting their giving to charities that either complement their business focus or provide new marketing opportunities and branding initiatives. This move to "strategic philanthropy" is causing great debate in both the university classroom and business boardroom. The key issues of the debate will be addressed via an ethnographic account on the way in which one San Francisco sports related Corporation (with revenues of approximately \$100 million) has developed a philanthropic initiative that is an inherent part of the corporate business strategy, embedded into the daily practices and operational levels throughout the organization.

**Amy S. Hribar, Montana State University**

***Celebrity (Un)fitness: Reality Television and Remaking the Everyday***

After the successes of the reality-based television shows *Survivor*, *The Osbournes*, and *Extreme Makeover*, cable music channel VH1 put its own spin on the reality genre by creating *CelebReality*, a block of three reality-based programs featuring celebrities in various aspects of everyday life. One of the shows, *Celebrity Fit Club*, focuses on a group of overweight, out-of-shape, and usually ornery celebrities who are making a statement to the world that they have a problem and they need help to overcome it. Instead of focusing on the usual perfection of celebrity bodies, these less-than-A-List stars are shown at their physical and emotional worst. Unlike *Survivor*, which makes everyday people household names, *CelebFit Club* attempts to present celebrities as ordinary people with everyday problems. In this paper, I will examine the rise of the voyeuristic reality-television phenomenon, the discourses in reality-type fitness shows, and the shift in what we've come to expect from the celebrity body. This realignment is especially interesting in light of the Center for Disease Control's recent adjustments to obesity estimates and Dove's Campaign for beauty featuring real women.

**Glyn Hughes, University of Richmond**

***Sports Branding 911: "How the Game Serves Us"***

With a recently completed study of sports branding and corporate culture as its backdrop, this essay describes branding as a form of management, one used not only by corporate advertisers but also by the likes of the U.S. government. Drawing on business literature, sport sociology, analyses of post-9/11 culture, historical documents, and Situationist theories and analyses, this essay poses key questions about the rising importance of marketing and the role of sports in the post-9/11 socio-cultural order. As the leading content genre for marketing projects, sports in contemporary culture are linked to historical strategies of empire and control, though they often appear to be unconnected processes. Sociologists, sports scholars, and activists would do

well to recognize marketing in general and sports marketing in particular as under-analyzed forms of governance.

**Mary A. Hums and Anita M. Moorman, University of Louisville**

***Sport as a Human Right: Role of the Olympic Movement***

In terms of academic examination, the concept of sport as a human right is relatively new. Within the last 25 years, the United Nations has codified this issue in various documents, including the Convention on the Elimination of All Forms of Discrimination Against Women, the Convention on the Rights of the Child, the Convention on the Rights and Dignity of People With Disabilities, and Sport for Development and Peace: Towards Achieving the Millennium Development Goals. The International Olympic Committee (IOC) directly addresses sport as a human right through language in the Olympic Charter as well as through the Sport for All Movement. The International Paralympic Committee released its Position Statement of the IPC on Human Rights during the 2004 Athens Summer Paralympic Games. In addition, sport can also be used as a tool to promote human rights, as seen in terms of the Olympic Movement's historical stance against apartheid, the promotion of the Olympic Truce, and the work of the IOC Commission on Women. The purpose of this paper is to discuss the history, development, and current status of the concept of sport as a human right, as defined by the United Nations and the Olympic Movement.

**Greg Jackson, Brock University**

***Athletes in the Development of Canadian Anti-Doping Policy***

The use of certain performance enhancing substances and methods has been defined as a major ethical breach by parties involved in the governance of high-performance sport. As a result, elite athletes worldwide are subject to rules and regulations set out in international and national anti-doping policies. Existing literature on the development of policies such as the World Anti-Doping Code and The Canadian Policy on Doping in Sport suggests an undemocratic sport system in that athletes are rarely meaningfully involved in policy development (Houlihan, 2004). Additionally, it is suggested that this lack of involvement is reflective of a similar lack of involvement in other areas of governance concerning athletes' lives. This presentation is an analysis of the history and current state of athletes' involvement in the anti-doping policy process in Canada's high-performance sport system. It includes a discussion of recently-conducted interviews with those involved in the policy process as well as an analysis of relevant documents, including anti-doping policies. This presentation demonstrates that a re-evaluation of current policies is necessary to more fully recognize the reality of athletes' lives in Canada's high-performance sport system and their rights within that system.

**Shannon Jette, University of British Columbia**

***"Buff Moms" and "Yummy Mummies"***

In this paper, I draw upon poststructuralist theory to explore the various meanings attached to exercise and pregnancy in contemporary Western culture, and the yummy mummy phenomenon. I begin by examining the medical establishment's official stance towards exercise during pregnancy, noting that although guidelines have become less restrictive over the past two decades, medical discourse remains risk-centered and continues to pathologize the female reproductive system. Moreover, the most recent guidelines also emphasize the possible health risks (to both mother and unborn child) of not engaging in moderate exercise while pregnant, such that being fit for motherhood includes a moral (as well as physical) component. I then discuss the way in which the fitness industry has capitalized on the shift in medical discourse and women's concerns with body image (especially unsightly baby fat) to create a lucrative pregnancy fitness industry. Building on previous research by Dworkin & Wachs (2004), I explore the emergence of the yummy mummy lifestyle in consumer culture and the increasing visibility of the celebrity mommy and her lifestyle, focusing on the manner in which discriminatory forms of bodily control are employed to relegate women to the domestic realm.

**Christiane Job, University of British Columbia**

***Enduring The "Current": Gertrude Ederle, Ideology and Gender***

When American Gertrude Ederle swam the English Channel in record time in 1926 she was instantly recast in heroic mold and her success hailed as striking a blow for women's rights. My aim in this paper is to illuminate the active and conscious roles Ederle played during her life in the production, perpetuation and/or subversion of both potentially liberating and constraining ideologies and practices around endurance sports such as long distance swimming for women. Perceived gender differences in the sport of long distance swimming have rendered different outcomes. Suggestions that genetic differences between men and women enhance or differentiate performance in endurance events burgeon. My paper will build on the research already available on women's participation in long distance swimming (Borish, 2004; Wennerberg, 1997; Kahn, 1974) and reflect on the social construction of gendered ideologies that continue to influence individuals' participation in this sport. Ederle's swimming experiences and unmistakable desire to remain connected to water provides a useful base from which to examine traditional and current gender based arguments relating to the physiological differences between men and women in endurance sports such as long distance swimming.

**Matt Jones and Albert B. Nylander III, Delta State University**

***Pay for Play: Perceptions of Faculty, Staff and Students at a Regional University in Mississippi***

Using an online survey, we examine perceptions of faculty, staff, and students' attitudes toward Pay for Play at Delta State University, the most integrated university in the state of Mississippi. A survey link was e-mailed to the University's 515 full-time faculty and staff and its 3,729 students. The convenient sample numbers came to 514 total participants. Our data show that there is a divide racially when it comes to this topic. Blacks support compensation outside of scholarships for athletes, and they also believe that athletes are under compensated for their services; whereas, whites believe just the opposite. We conclude that the perceptions between whites and blacks, on this topic of pay for play, appear to reflect the characteristics of race relations in this region.

**Janelle Joseph, University of Toronto**

***Afro-Brazilian and Caribbean-Canadian Martial Artists Shake Hands***

People of African descent in Canada hail mainly from the Caribbean. The North of Brazil has also been referred to as the south of the Caribbean because of the similar climates and cultures. When Afro-Brazilians and Afro-Caribbeans meet in Canada under the auspices of a martial art subculture, a special pseudo-Caribbean diasporic community forms. The language barrier dissolves as students of this Brazilian martial art use their bodies, their songs, and their drums to communicate. A hierarchy is created whereby those uninterested in authentic African identification are pushed to the periphery. This presentation will explore the ways in which capoeira (Brazilian martial art) is represented within the Canadian community as multicultural yet owned by blacks, the sole outlet for self-expression all that blacks have, a means to open white's minds about black culture and a way to differentiate cultural performers from thugs. By attempting to replicate an authentic form of Afro-Brazilian culture, Blacks from Brazil and the Caribbean subtly transform capoeira and transform what it means to be black in Canada.

**Kerrie Kauer, University of Tennessee, Knoxville**

***Transgressing the Closets: Female Coaches Negotiations of Heteronormativity in Sport***

Using a hybrid queer-feminist framework, I explored the ways in which eight, self-identified, out lesbian coaches negotiated their sexual identity within the heteronormative culture of athletics. In addition, I explored the political agency of these out lesbians and the ways in which they were able to effect social change. Inductive, thematic analysis resulted in several themes including: Identity Performance, Inside/Invisible, Outside/Visible, Coach/Athlete Relationship, and Psychosocial Impact. For these coaches, performing sexual identity was contextual and dependent upon the sociopolitical climate in which they worked and lived. They were also greatly affected and influenced by the nature of the coach/athlete dynamics. The psychosocial themes that occurred during the coaches identity performances illustrated both positive and negative aspects of being out socially and personally. Many of the coaches stated that their own subordinated identities influenced them to engage in efforts toward broader social change and social justice. Informed by Diana Fuss

s theorization of identity/identification and my own findings, I argue that while these eight coaches tend to transgress the more traditional boundaries of heteronormative sporting culture in their daily negotiations of marginalized sexual identities, it was impossible to escape essential categories and, therefore, these lesbians simultaneously reinforced compulsory heterosexuality.

**Eileen Kennedy, Roehampton University**

***Sonic Sport: Approaches to Theorising Sound in Televised Sport***

Media sport is an audio-visual phenomenon, but rarely has the attention of media sport analysts strayed beyond the visual. The interaction between sound and vision deliver the experience of televised sport, an experience which is seen, heard and felt. This paper explores ways in which we can reorient ourselves to the sonic dimensions of media sport, avoiding what McLuhan termed the neglect of ear culture (2004: 69). However, while we have many terms and techniques for the analysis of image, as Altman suggests, we must take a new approach to sound (1992: 15). This paper argues that, using Chion's (1990: 109) term, the soundtrack of televised sport is able to render the experience of sport. It goes on to suggest that by adopting Chion's techniques of reduced listening and forced marriage, and by employing the concept of affect, our critical attention can be drawn to the role of sound in rendering the affective experience of sport. New work by the experimental composer/sound artist, Phil Durrant, will be discussed. The paper will consider how his software treatments of the soundscape and imagery of a televised soccer match sensitise us to the interaction of both audio and visual channels in media sport.

**Rick Kenney, University of Central Florida**

***"How 'Bout Them 'Hooters'?: Gendered Nicknames and the Mass Media***

Since 2001, the NCAA has undertaken the controversial subject of Native Indian nicknames, mascots, and logos. The issue finally appears headed toward resolution. This year, as widely publicized in sports media, the organization is reviewing self-evaluation questionnaires sent to 30 member institutions that use such nicknames, mascots, practices, and/or logos and in August will recommend any action for the schools. Such attention from the NCAA and the media, while laudatory, further isolates gender-rooted nicknames as a nearly unspoken problematic. Discussion of objections to, for example, Gentlemen and Ladies (Centenary) or Cowboys and Cowgirls (Oklahoma State) has been relatively muted in media discourse. Meanwhile, Southern California and Troy University have quietly but officially moved away from the objectionable Lady Trojans, opting for Women of Troy and Trojans, or no nickname reference at all. In the mid- 90s, one newspaper refused to print the nickname of the now-defunct Miami Hooters arena football team. Generally, however, the gender issue in team nicknames has flown under the media's radar. This paper examines the recent evolution of gender-rooted team nicknames and through interviews with college athletics administrators, sports information directors, and newspaper and broadcast sports editors assesses the current status and future for such terminology.

**Kensu Han, Florida State University and Seungbum Lee and Stephen, D. Ross University of Minnesota**  
***Football Federation Australia's Join to the Asian Football Conference: An Understanding from Wallerstein's World-System Theory***

After more than three decades of failed attempts to leave the Oceania region and move north to Asia, Football Federation Australia has finally been invited into the multibillion-dollar Asian football family in 2005. The only remaining steps to take in order to be the official 46th member of Asian Football Conference (AFC) is for Australia to resign from the Oceania Football Confederation (OFC), inform the Fédération Internationale de Football Association (FIFA), and then finally apply to the AFC. Currently, both AFC and Australia feels that this move will bring mutual benefit to them. It is not an unusual case in sport, especially in the business of soccer, that a member of an association joins another confederation. In the past, the AFC has received Guam from Oceania, previously and Kazakhstan left Asia to join The Union des Associations Européennes de Football (UEFA). Generally speaking, as economies become more connected to other economies, they not only increase opportunities, but also increase the level of heated competition. Globalization is not a new phenomenon and has become a more common feature of in the case of world economics. Globalization

characterized by its process and impact in the twentieth century, also strongly affects the sport business world. Australia's movement can be understood within the context of world economics because the AFC is the fastest growing sector in the world football's economy, representing 3.7 billion people in countries stretching from Syria to Guam. This presentation will look at Emanuel Wallerstein's modern world-system theory and how his thesis can be applied in this presentation case. World-system theory illustrates economic growth as it is influenced by various elements. Simply put, Wallerstein maintains that there are capitalist world that exist, consisting of competitive economic actors that eventually seek capital accumulation. Through this presentation, the application of Emanuel Wallerstein's modern world-system theory will be addressed.

**Edward (Ted) Kian, Florida State University**

***Gender in Sportswriting: Does the Writer's Sex Influence Content***

Numerous research studies reveal that sports sections of daily newspapers provide considerably less and different types of coverage of women's sports compared to men's sports. These findings have been verified through quantitative and qualitative content analyses. However, there is little research on if these patterns hold based on the sex of the sportswriter. In an attempt to ascertain attitudes and experiences of sportswriters related to gender, in-depth interviews were conducted with both male and female sportswriters representing varying experience levels and employed by different newspapers across the country. Data from the interviews were coded. Theoretical and definitional memos were written on reoccurring concepts, and the constant comparative method was employed. Three primary themes emerged. First, the socialization process of attitudinal formation toward men's and women's sports is similar for all sportswriters, but some of the gender-related experiences leading up to their careers differ between men and women. Second, once they enter the profession, men and women sportswriters have contrasting gender-specific experiences, which leads to different attitudes toward women in the profession. Finally, veteran male and female sportswriters convey similar attitudes toward men and women's sports. Results from this study and guidelines for future research are discussed.

**C. Richard King, Washington State University**

***Reading Race/Reading Sport: Asian Americans and Athletics***

This paper interrogates the silences and symbols through which American publics imagine, identify with, alienate, and ignore Asian American Athletes. It concerns itself particularly with Orientalism and anti-Asian racism in accounts of and engagements with sporting worlds. Building on the tradition of critical ethnography, especially the work of Norman Denzin, it endeavors to discern the competing voices and visions of race swirling around prominent Asian Americans in sport, including Sammy Lee, Michelle Kwan, and Norman Chow, and to apprehend their significance for broader understandings of racialization.

**Samantha King, Queen's University**

***Sport Culture, the "War on Terror," and the Emergence of Jockocracy***

In order to kickoff the 2003 season, the NFL became the first corporate entity in history permitted to take over the Washington Mall. A private jet owned by Philip Morse, a partner in the Boston Red Sox, is used by the CIA to fly special renditions to Guantánamo Bay and other popular destinations among masterminds of the war on terror. The Army National Guard, already the major sponsor of a NASCAR vehicle, seeks to purchase the naming rights for the Washington National's RFK Stadium. Although relationships between organized athletics and the military are not new, this paper uses these cases to argue that a system is emerging in which sport culture has moved beyond its customary role as an ideological support to the state. In this new configuration, professional leagues incorporate Bush administration policy into their business strategies. But the Bush administration also builds a supportive audience for its military ventures through an association with a group of brands that attract more fans on a weekly basis than a presidential election draws voters once every four years. There is, in other words, an intensified depth and mutuality to the sport-war nexus, a shift that offers a further indication of the militarization of everyday life--and, simultaneously, of the sportification of political life--in the contemporary United States.

**SunYong Kwon, California State University, Los Angeles**

***What Fool Would Argue With That? The Culture of the Reflexive Self in the Field of Health, Fitness, and Exercise***

The purpose of this study was to problematize and analyze the culture of the reflexive self in the field of health, fitness, and exercise. The culture of the reflexive self refers to a symbolic system that centers on the celebration and prioritization of liberating individuality. In the field of health, fitness, and exercise, the discourses of empowerment, lifestyle, and responsibility can be viewed as symbolic manifestations of the culture of the reflexive self. This paper was guided by two main questions. The first question focused on developing a theoretical framework, including analytical concepts, to analyze and critique the culture of the reflexive self. The second question focused on demonstrating the presence of the culture of the reflexive self in the field of health, fitness, and exercise. The primary findings are as follows. First, it is suggested that existing literature has failed to conceptualize the culture of the reflexive self. From selected theoretical resources, a theoretical grounding for the culture of the reflexive self was developed. Three analytical concepts that are central to the culture of the reflexive self were identified: the disembedded self, the self at risk, and the reflexive self. Second, both popular magazines *Prevention*, *Men's Health*, and *Shape* and scholarly texts were found to support the existence of the culture of the reflexive self. The magazine texts showed the clear presence of the three analytical concepts. In addition, the three analytical concepts entwined within the discourses of empowerment and lifestyle were also clearly present in the scholarly texts.

**Jason Laurendeau, University of Calgary**

***He Didn't Go in Doing a Skydive : Sustaining the Illusion of Control in an Edgework Activity***

Exploring Lyng's (1990) notion of edgework, this paper draws on ethnographic data to explore the ways skydivers create and sustain the belief that they can maintain control while working the edge in this sport. The paper focuses on the ways skydivers construct and maintain the illusion that they can exercise control as they negotiate their particular edge. It elaborates the ways this sense of control is constructed and informs the ways risk recreators approach the edge. In the choices jumpers make about how they participate in the sport and the ways they interpret the experiences of themselves and other jumpers, they defend the position that their hazardous environments are within their control. When this position becomes untenable, they often draw on the notion of fate to construct certain hazards as outside of the sport, thereby sustaining their sense of control.

**Jeong-Dae Lee, Michigan State University**

***Socio-cultural Constructions of Masculinity and Sport Values***

This study examines a socio-cultural construction of masculinity and sport values. Most of the studies in this area have heavily been based on qualitative approaches. They have often presented particular understanding of detailed practices, local meanings, and immediate events of societies and cultures. Yet, an unaddressed question is raised; what could be a constructive set of perspectives that can underlie and predict relations that are dealing with transmitted complex socio-cultural practices? Under this inquiry, the study will become an attempt at a constructive fulfillment that would be imposed for an initiative base for a postulated critical discussion. Hypotheses of the study are; (1) socio-cultural influences on traditional gender norms are significantly related to masculinity; (2) masculinity is significantly related to positive sport values; (3) the social-cultural influences on traditional gender norms, masculinity, and sport values are subsequently related. The study analyses employ a recursive path model to prove the construction of complex socio-cultural relationships with traditional gender norms, masculinity, and sport values. In the study model, culture is described as a pervasive agency to affect traditional gender norms, masculinity, and sport values while intricate societal relations are formulated.

**Seungbum Lee, Stephen D. Ross, University of Minnesota and Kensu Han, Florida State University**

***A Religious Organization hosts a Mega-Sports Event: Differences in Psychological Acceptance between Sports Fans and the Public at Large***

Much research regarding religious organizations utilizing sport as an apparatus to enhance organizational ties with people (Sorek, 2002). Yet, there have been few cases of religious organization hosting mega-events as an

educational tool. The Unification Church, founded by Rev. Moon in Korea in 1954, hosted the first World Peace Cup of soccer during 2003 in Korea. The World Peace Cup invites eight internationally renowned professional soccer teams to participate, and the prize money for participating teams and champion is known to be the highest among all international soccer competitions. Interestingly, this Unification Church is not recognized as an orthodox religion (i.e., heterodox). Therefore, tensions between the traditional Christian church and the Unification Church regarding beliefs were inevitable. The perception of the World Peace Cup of soccer among these organizations is no exception. While objections were obvious, the Christian church could not boycott the Peace Cup due to soccer's popularity in Korea and the presence of internationally popular teams. Given that media has an increasingly important impact on public perceptions, the purpose of this presentation is to examine how a mega-events associated with religious organizations are portrayed differently by sports fans and the public at large. This research was conducted using a content analysis of major newspaper articles pertaining to psychological acceptance by both sports fans and the public at large from July 2002 to July 2003.

**David J. Leonard and C. Richard King, Washington State University**

***White Nationalism and Sport in Post-9/11 America***

Aside from increased security and heightened patriotism at athletic events, 9/11 seems to have had a limited impact on sporting worlds. In fact, although largely unnoticed by scholars or citizens alike, in the past four years, a hardening of racial hierarchies and the quickening of white supremacy have been given voice and social force in and through athletic and the associated social fields it animates. Indeed, sporting spectacles have fostered some of the clearest expressions of white nationalism in a new world (dis)order shaped by a war on terror, an assault on civil liberties, the neoliberal retreat from social justice, and a conservative backlash against women, queer folks, and people of color. To be sure, virulent white nationalism reigns in chatrooms and discussion forums many would reject as hateful, racist, and extremist; importantly, it also shape the content and form of more mainstream sport discourses, ranging from sport talk radio and moral panic over black athletes to commentaries and coverage of the NBA, NASCAR, and the Olympics.

**Lin, Yi-Hsiu, Chen, Chen-Yueh, University of Northern Colorado, and Chiu, Ping-Kun, National College of Physical Education & Sports**

Poster: 1: Open Poster Session

***BIRG at Taipei Physical Education College in Taiwan***

This study attempts to examine whether the BIRG phenomenon exists among the students at the Taipei Physical Education College (TPEC), whose men's basketball team has enjoyed more than one hundred wins in row in the University Basketball Association (UBA) in Taiwan. One hundred and forty nine players replied to the survey with a total return rate of 99%. A validity test was executed by using exploratory factor analysis. The result of exploratory factor analysis revealed that the validity of this instrument was satisfactory. Cronbach's alpha for the construct of BIRG phenomenon was 0.882, indicating generally satisfactory internal consistency. Results from Independent-sample t tests showed that students who are specialized in non-ball-related sports tend to reveal more BIRG phenomenon than those who are specialized in ball-related sports ( $p < .05$ ); students who watch the UBA basketball games tend to reveal more BIRG phenomenon than those who do not ( $p < .05$ ). However, no significant differences were found in BIRG phenomenon based on gender, age, and whether students know the TPEC's men's basketball players. In addition, results from one-way ANOVA showed that no significant difference existed in BIRG phenomenon based on students' status in college (freshmen, sophomore, junior, and senior).

**Sue Lissel, University of Alberta**

***The Body Habitus: Teen Girls' Experiences in Hip Hop Dance***

Physical activity is often understood to be a means for body beautification or control and less as bodily experience. This Masters research explored the notion that physical activity, specifically Hip Hop dance, can be a means to experience the moving body positively for teenage girls beyond its visual appearance. This feminist inspired project inquired into the multiple ways that teenage girls learn about and experience their

gendered bodies in their continuous search for identity. Taking up Bourdieu's (1990, 2001) notion of body habitus, the meanings and experiences of the adolescent female body were explored through participant observation and interview data in an eight-week Hip Hop program in southeast Edmonton. This research focused on gathering information about the bodily experiences of four girls in physical activity settings, as well as in their daily lives and through their interactions with friends, family and society. This research is able to offer insight into ways that physical activity may be structured to promote positive bodily experiences for girls, as well as how this is practically experienced as articulated by the girls themselves. Through the girls' voices, insights into strategies for alternatives to the opportunities that currently exist for teenage girls to be active will be presented.

**Rebecca Lock, University of Alberta**

***Hockey and Heterosexual Femininity: The Painful Processes of Subjectification***

In this paper I consider how pain is utilized in women's ice hockey to construct female athletes. The question I tackle is: how are women who engage in a sport that is commonly understood as male appropriate, reigned in as heterosexually feminine subjects? Some authors (Nixon, 1996; Young and White, 1995) suggest that women who tolerate pain and injury in sport are intelligibly displaying masculine toughness. Contrary to this, I argue that how hockey is regulated specifically for women, formally and informally, constitutes the kind of pain that women experience in ways that contribute to the construction of female hockey players as heterosexually feminine subjects. To understand how pain is gendered in sport, I discuss three different discourses of female pain: rape, birthing, and pain in medical contexts, which heterosexual femininity is in part constructed through. These western discourses on pain consolidate women's experiences of pain with norms of female heterosexuality. In order to grasp the complicated ways in which female pain is regulated in ice hockey, I discuss the grammar and social script of these three kinds of pain. I argue that many of the norms from these discourses manifest in how pain is regulated in women's ice hockey.

**Margaret MacNeill, University of Toronto**

***Youth Discourses of Health, Risk and Fitness***

This paper explores embodiment and struggles over meanings of health and fitness produced by youth. Specific narratives of gendered and racialized appearance, performance and healthism mediating youth expressions are explored using a feminist poststructuralist approach. Seventy youth, 13-15 years old, participated in focus group discussions and created visual productions of "fit" bodies. The tensions between medicalized notions of fitness and health risk (promoted by activity leaders, public health officials and teachers) and the wider array of understandings that participants adapted from parental, media and peer sources are interrogated. Strategies to develop less prescriptive and more diverse activity cultures for youth are offered. Later this year, the results from Toronto-Halton case studies will be compared to the sites involved in this SSHRC funded project, including: the Ottawa/Hull area being investigated by Geneviève Rail, P.I.; and sites in Nova Scotia and Newfoundland being investigated by Natalie Beausoleil. Canadian findings will be compared to findings from Australia and New Zealand.

**Michael Malec and Christian Gilde, Boston College**

***Ranking Corporate Money: The Influence of College Basketball Ranking on Corporate Giving***

This paper explores one aspect of the commercialization of college sports. Football and men's basketball are, today, the two commercial drivers of college sports. In this paper we investigate the strength of the relationship between corporate giving and the rank of a university's college basketball team, over a period of seven years. Basketball ranking was designated as independent variable, which was discretely correlated with the dependent measures of total corporate giving, corporate cash & security giving, and corporate athletic giving. Our analysis of 160 college and university basketball teams found significant correlations between the basketball ranking of an institution and the amount of giving received from corporate benefactors for each of the seven research periods studied. The higher a university team was ranked, the more money was contributed to a school by corporations. These findings confirm a development that has taken place, especially

over the last three decades: college sport events have, over time, more and more morphed from collegiate events into commercial events.

**Lainie Mandlis and Debra Shogan, University of Alberta**

***The Great White Hope Deconstructed***

Why does the term The Great White Hope continue to be used and accepted in North America? How is it that a notion can be so obviously racist and yet embraced as acceptable in Canada? What does the acceptance of this term say about boxing discourse and about Canadian nationalism? How does the myth of whiteness in Canada support this kind of divisive notion in a country that prides itself on diversity? How does the myth of Canada as a global leader in tolerance, diversity and benevolence continue in the face of such obvious spaces for exclusion? This paper seeks to address these questions through the deconstruction of the term Great White Hope in relation to Canadian nationalism.

**Matthew A. Masucci, San Jose State University**

***Beyond the Octagon: The Ascension of Ultimate Fighting in America***

Despite the abundance of scholarship focusing on violence and the media, the controversial practice of Mixed Martial Arts (MMA) fighting competitions has received minor critical attention. This paper interrogates the resurgence in popularity of the combat sport of MMA fighting in the United States. Having navigated the tricky political terrain of the mid-1990s, when several state legislators moved to ban violent no-holds-barred MMA events (Krauss & Aita, 2002), ultimate fighting contests are currently receiving unprecedented levels of national television exposure. One particular MMA promotion, The Ultimate Fighting Championship (UFC), has taken great strides to legitimate and sanitize its events through rule changes, political lobbying efforts and, more recently, the introduction of a hit reality television program: The Ultimate Fighter. However, many critics still characterize these contests as nothing more than brutal blood-sport. The purpose of this paper is to explore how ultimate fighting has moved from renegade activity to mainstream sport. Further, by tracing the interrelationships of televised sporting violence, hegemonic masculinity, dominant political ideology, and reality television, MMA will be situated within the larger discourse of popular media culture. Toward this end, Internet sites, print media, and SPIKE TV's reality television series, The Ultimate Fighter, will be critically examined.

**Donald Meckiffe, University of Wisconsin, Fox Valley**

***Theorizing Subcultures and Mainstreams: Economies of Exchange***

This paper extends and modifies the theories of subculture and mainstream that emerged from Cultural Studies theorists such as Hall, Hebdidge, Mercer, Gilroy, Thornton and Muggleton. Currently, contemporary product and media industries around areas such as fashion, music, and sports actually encourage and seek out what were initially thought to be subversive forms of subcultural stylistic disruption/innovation emerging from subordinate, sexual, ethnic and economically marginal groups. My paper argues that in order to make sense of the clearly interdependent relationship between mainstreams and subcultures, both categories must be conceptualized as always impure, contradictory and, most importantly, interlocked. My own work has looked at the examples of female bodybuilding and skateboarding to see how patterns of semiotic and economic exchange between areas that have been circulated and understood as mainstream and subcultural have played out in particular instances. The results of my work indicate that moments of what appear to be co-optation and appropriation between areas defined as mainstream and subcultural, can be more usefully understood as ongoing discursive struggles and bids for expressive authenticity, authority and hierarchy. These struggles for authority subsequently determine the material rewards which flow from the successful control and coordination of those discourses at particular moments.

**Merrill J. Melnick, State University of New York, Brockport, Kathleen E. Miller, University at Buffalo, Donald F. Sabo, D'Youville College, Grace M. Barnes and Michael P. Farrell, University at Buffalo**  
***Athletic Participation and Seatbelt Use among U.S. Teenagers***

The leading killer of U.S. teenagers is not drugs, suicide, or gun violence, but motor vehicle accidents. While seatbelts are one of the most important safety inventions in automotive history, many teens do not use them,

making them more vulnerable to crash injuries. Conventionally, athletic participation is seen as an antidote to adolescent risk-taking, under the assumption that teens who play sports have substantial incentives not to take chances with their health and well-being. In order to test this proposition, we conducted logistic regression analyses of the Center for Disease and Prevention's 1997 Youth Risk Behavior Survey (YRBS), a nationally representative sample of approximately 16,000 U.S. public and private high school students. Self-reported seatbelt nonuse by nonathletes, moderately involved athletes (1-2 sport team memberships), and highly involved athletes (3+ sport team memberships) were compared. Controlling for age, gender, race, ethnicity, parental education, and urbanicity, we found that: (1) athletes were significantly more likely than nonathletes to use seatbelts; and (2) the link between athletic participation and seatbelt use was stronger for female athletes than for male athletes. We examine gender role socialization, sensation-seeking behavior, and the social dynamics of teen sport subcultures as possible explanations for these findings.

**Brad Millington and Ellexis Boyle, University of British Columbia**

***Representing the Female Pugilist: Narratives of Race, Gender and Disability in Million Dollar Baby***

This paper examines representations of (female) masculinity and intersections of race, gender and (dis)ability in the film *Million Dollar Baby* (2004). Specifically, we examine the ideological repercussions of the insertion of women into the tradition of a masculinized genre of the boxing film. How do portrayals of female pugilists serve to reconfigure or reaffirm representations of gender, the body, race, class and power? Our paper also explores the effect of intertwining discourses of disability with race and gender, which is introduced into the film through the surprise disablement of the white female lead by a black female boxer. While *Million Dollar Baby* can be interpreted through a particular feminist lens that appreciates the transgressive aspects of its portrayal of a female boxer, our analysis is attuned to the ways in which hegemonic narratives of race, gender, sexuality and class are recuperated through the female lead's (Hilary Swank) relationships to the male characters in the film (Clint Eastwood and Morgan Freeman). We place our analysis of these diegetic relationships within a broader examination of films featuring the three main actors—Swank, Eastwood, and Freeman—illustrating how film texts produce meaning by drawing on celebrities' existing popular cultural personas.

**Alex M. Mobley, University of Illinois, Urbana-Champaign**

***Bomberino to Sàdhree Lèk: Asian/Queer Subjects Inventing Volleyball***

International YMCA Secretary Elwood S. Brown exported Volleyball as part of the vast civilizing project comprising the American colonial state of the Philippines. The net served as a pedagogical apparatus that could segregate Filipino and American civil servants. This separation allowed for different rules that were deemed racially appropriate: unlimited contacts for the straightforward Anglo Saxons and a necessary limitation of three hits for their naturally devious little brown brothers. In this paper, I argue that the unknown Filipinos were the true inventors of the game as they developed the pattern of the underhand pass, set, and spike in response to the restrictions placed on them by their paternalistic colonizers. As the game developed throughout Asia during the twentieth century, the sport (and the YMCA itself) increasingly came to be perceived as a feminized practice and/or queer space in the United States.

**Tiffany Mochinski, Queen's University**

***Ultimate Manhood: Hegemonic Masculinity in Sport-based Reality Television***

This paper, which represents the starting point of my thesis research, examines the emerging trend of sport-based reality television and the ways in which this genre replicates traditional narratives of masculinity. The 2004-2005 television season was marked by the emergence of three new sport-based reality programs: *The Next Great Champ*, *The Contender* and *The Ultimate Fighter* which have brought forth a new era in sport broadcasting. These shows offer the viewer unparalleled access to athletes by providing them with entrance into their private, daily lives, while also watching as they participate in official matches to maintain their spot on the show. I will be using Messner, Dunbar and Hunt's televised sports manhood formula as a starting point for comparing the representations of masculinity as presented on these shows. By performing content and discourse analysis on both the shows and their accompanying commercials, I will attempt to determine why *The Ultimate Fighter* was a ratings superstar while *The Contender* and *The Next Great Champ* had lackluster

ratings and faced cancellation. As Ultimate Fighter moves into its second season, it is important to consider the messages these shows are presenting to their largely male fan base about the masculine ideal.

**Jeffrey Montez de' Oca, University of Southern California**

***Citizenship and Sport Studies***

The concept of citizenship has gained increased interest in sociology in recent years. This presentation looks at the concept of citizenship, its history, and underpinnings. After outlining the concept of citizenship, I will argue that it not only has value to sociology broadly but it also offers value to sport sociology as well. Modern sport has long been implicated in nationalist projects of citizen construction as well as being part of counter-hegemonic strategies of empowerment. If sport participates in movements towards citizenship, we need to specify what we move towards. The concept of citizenship helps us to construct theoretical framework cognizant of multiple systems of domination, especially race, class, gender, and sexuality.

**Mark Montgomery, State University of New York, Binghamton**

***Post Dot-Com Boom and its Effect on Surf Culture: From Soul Surfer to Riding Giants: Ethical Technologies in Surfing***

This paper examines the evolving surf-culture in Northern California particularly Santa Cruz. This soul-surfing capital has become a haven for young entrepreneurs looking for an edgy hobby. These surfers drive SUVs, sport high-tech no-zip wetsuits, and ride custom-shaped boards to suit the changing wave conditions. Many take surf lessons from the very people they displace, or learn to surf at surf camps a rapidly growing business that has also capitalized on this demographic, guiding expeditions to no-crowd, exotic local and international destinations, where the influence of consumer culture is quickly transforming indigenous ways. Domestic surf camps have also spread throughout popular local wave regions. For the soul surfer in Santa Cruz, this shift has forced many up the coast, where the climate is harsher, the wave conditions less predictable, and the line-ups more frequently inhabited by white sharks. Many have settled in north-coastal towns near Arcadia, where the grassroots vibe is more like the pre-dot-com central-coast attitude. As the sport shifts from an ecologically-based ethic to a technologically driven mode of performance, the impact of globalization can be seen in the way the surfing has changed from a lifestyle and an ethics to big business in a short number of years.

**Sam Morris, The Ohio State University**

***From Games to Sports: Valorizing the Principle of Gender Equity***

This paper is an attempt to use the sportification process in accessing and critiquing gender equity in collegiate athletics. As women's basketball and softball continue to gain popularity and exposure in the media the issue of gender equity should gain salience. What does gender equity mean? Has it mutated into a form of mutually assured destruction (of amateurism) or are we progressing? Has fair and equitable come to mean commercialized and exploited? If we commercialize female athletes like we do some male basketball and football players is there really a sense of empowerment and is it worth the cost? Has gender equity become a catch 22? By applying the concepts of the sportification process to the domain of collegiate athletics I'm hoping to contribute to the work of others and to challenge how gender equity is defined and practiced in collegiate athletics today. Is gender equity in need of redefining? If fair and equitable is to be measured across genders then some consideration is in order. The purpose of this paper is to present this issue in a rhetorical and critical fashion, to develop context and to be pragmatic in discussing gender equity as a vital issue to everyone.

**Rod S. Murray, University of Alberta**

***Captain Iggy to the Rescue***

Late in 2004, a Bowden-area (rural Alberta) mother made a public plea for Calgary Flame captain Jarome Iginla to speak at schools in rural Alberta to combat the effects of racism being experienced by her son. A rational argument suggests that Iginla's success in the predominantly white world of professional hockey, and being raised in a predominantly white, suburban community, would have an impact on the racist culture active in the rural areas. However, an important question to ask, assuming that Iginla even would participate in such

an undertaking, is would this be enough? Even with the famed Jackie Robinson of Hockey, Willie O Ree, leading the NHL Diversity program is not enough to prevent incidents like the throwing of bananas at Anson Carter, nor racial slurs being thrown by high-level coaches. What kind of approach would sufficiently educate a population (either rural or urban) to end the ongoing racist practices still very evident in the sport of hockey?

**Yuka Nakamura, University of Toronto**

***Blood and Boundaries: The North American Chinese Invitational Volleyball Tournament Blood and Boundaries: The North American Chinese Invitational Volleyball Tournament***

The North American Chinese Invitational Volleyball Tournament has been held every Labour Day Weekend for almost 65 years. Competitors from Canada and the U.S. arrive in the host cities to compete, socialize and connect with one another over the course of three days. One of the features of this tournament is that it is organized around a particular form of volleyball, that is, Nine-Man volleyball. While the name of the tournament suggests that participation is limited to Chinese people, up to 1/3 of the players on the court may be of Asian descent. Furthermore, although the official league website implies that the game of nine-man volleyball is a Chinese cultural innovation and phenomenon, only men are permitted to play, making the name nine-MAN volleyball, quite fitting. This paper draws on participant-observation of the 61st annual volleyball tournament to suggest how notions of blood and culture interlock to insure that the boundaries between genders, and between authentic Chinese and Asians are maintained. These boundaries have implications for participation in the tournament and the game, and for full member(citizen)ship in the tournament and the broader Chinese/Asian community.

**John Nauright, Georgia Southern University**

***Embodied Empires: Sport and Reading Black and White African Bodies in Contemporary Media***

In recent times both black and white African bodies have been used to reinforce international hegemonic racial codes. This paper examines the persistence of race as an explanatory tool with particular focus on the construction of white and black African sporting bodies focusing on media coverage that encodes the body in racial terms.

**Joshua I. Newman, Towson University**

***The Grove Society and the Spectacle of Southern White Masculinity***

University of Mississippi football a sporting institution better known by the moniker Ole Miss Rebels is celebrated throughout the American South as the epicenter of a revitalized Old South sport culture. The Sporting News recently ranked Ole Miss s festival-like atmosphere among college football s greatest traditions and described the Grove, or the central campus green space, as the Holy Grail of tailgating sites. In spite of its eminent Old South appeal, the wildly popular sporting carnival presents an awkward dualism of unity and division. At Ole Miss, spectatorship unites the solid white, masculine center of power while simultaneously segregating and alienating race- and gender- based spectator/subjects. The cultural import of the Grove spectacle is not only moored in the politics of race and gender, but the social practices therein approvingly crystallize the centrality of a hyper-white, hyper masculine regime of knowledge/power disciplinarity. A complex assemblage of [neo]-Confederacy symbols, practices of Old South masculinity, and vestiges of hyper-white orthodoxy awaits the spectator of this Grove Society. Through the interplay of active bodies and symbolic solidarity in the Grove space, spectacular practice governs conduct, normalizes identity politics, and hierarchizes codes of representation. My intent here is to problematize such a Grove spectacle that transforms the university space into a broader field of public culture where race and gender are practiced as an allegory of play and performance (King & Springwood, 2001, p. 11). In order to understand the experiences, and experiential discourses of the spectacle of the Grove Society, I offer ethnographic interpretations rendered during the 2004 football season at Ole Miss. Through this ethnography of the sporting spectacle, I aim to explicate how individuals have become unified through the sporting spectacle and colonized under the auspices of a post-segregation era, oppressive Dixie South ideological blanket.

**Howard L. Nixon II, Towson University**

***Resolving the Dilemma of Title IX Versus Men's Nonrevenue Sports***

Advocates of men's college sports programs cut since Title IX was enacted in 1972 have often blamed the need to divert resources to women's programs to achieve Title IX compliance. Women's sports advocates have argued that the blame has been misguidedly aimed at Title IX, when the real culprit is football. In a 1998 article, John Weistart implicitly suggested the outline of a causal model linking Title IX compliance pressures to spending on big-time college sports programs and cuts in men's nonrevenue sports programs. A Weistart-inspired model provides a means of sorting through the arguments about Title IX, men's big-time sports programs and cuts in men's nonrevenue sports, and providing a basis for both a more systematic analysis of these arguments and a clearer understanding of possible solutions to issues and problems raised by these arguments. The purpose of this paper is to formalize, expand upon and test the model implicitly outlined in Weistart's article on the basis of the extant literature and to propose a model to resolve tensions among gender equity, big-time sports programs and men's nonrevenue sports. Analysis of the implications of Weistart's model will focus on the implications of escalating spending on (men's) big-time sports programs.

**Lisa Nordeen, University of Minnesota**

***The Effectiveness of an Academic Intervention Program within College Athletics***

College student-athletes are expected to achieve both athletically and academically. Institutions of higher education develop academic intervention programs and invest substantial economic resources to assist student-athletes with their academic responsibilities and progress. In spite of this investment, there has been almost no research which examines the effectiveness of these intervention programs. The present investigation addressed this gap in the knowledge base by comparing the grade point averages (GPAs) of student-athletes in the Enhancement Program at the University of Minnesota, to the GPAs of student-athletes at the University of Wisconsin who were not in an academic intervention program. Race, gender and sport type were treated as mediating variables to determine if they had a significant impact on student-athletes' academic success. Results indicated that overall, the Enhancement Program had a positive impact on the GPAs of the student-athletes: Those in the intervention program had significantly higher GPAs than those student-athletes in the control group. The findings provide preliminary evidence that intervention programs targeted to at-risk student-athletes result in greater academic performance, but also that performance trends are mediated by race, gender and sport type.

**Moss (Ted) Norman, University of Toronto**

***Bodies Unbound: Obesity Discourses and the Policing of Young People's Bodily Boundaries***

In 2004, Ontario Canada's Chief Medical Officer of Health, Shelia Basrur, released her Healthy Weight, Healthy Lives report which claims that obesity in young Ontarians has tripled between 1981 and 1996. Staggering statistics such as these have generated considerable concern over the health and well-being of young people. However, critics of obesity research (see Campos, 2004; Evans, 1999; Gard and Wright, 2005) have suggested that there are political and moral components to the obesity epidemic that need to be interrogated. Along these lines, I will argue that the discursive construction of the obesity epidemic is as much about disciplining, regulating and normalizing the leaky bodies of young people as it is about their overall physiological health. Nowhere is this more evident than in Greg Crister's widely acclaimed *Fat Land* where he suggests that the increasing body size of Americans is attributable to the erosion of traditional boundaries at school, in the family, at church and, perhaps most problematically, amongst the poor and racialized. Through a discourse analysis of Crister's influential text as well as other popular print and televisual media from Canada and the United States, I will argue that obesity discourse is deployed as a boundary project in the production of the clean and proper, middle-class, white, masculine subject.

**Victoria Paraschak, University of Windsor**

***Structuring Northwest Territories Sport Services through Review, Reflection and Reality***

Policies are socially constructed by particular individuals/groups within specific contexts. They create and naturalize rules concerning the allocation of public resources, shaping ongoing unequal power relations. The

Northwest Territories (NWT) differs greatly from most other parts of Canada due to its majority aboriginal population, few people and isolated communities. The Canadian Sport Policy was released in 2002, endorsed by fourteen governments including the NWT. Four pillars/goals were identified: enhanced participation, enhanced excellence, enhanced capacity and enhanced interaction. I provide a historical analysis of these pillars in the NWT. Beginning in 1974 with the Flynn Report, there have been a series of major reviews of sport and recreation services. These Directions processes were shaped by NWT politics, the experiences of the participants and national developments in sport and recreation. While three of the pillars - participation, capacity and interaction - have been validated and addressed throughout these Directions processes, the fourth pillar - excellence - has been consistently problematized. I discuss the ways that NWT sport and recreation services have been shaped by local versus national developments, and argue against the unreflective naturalizing of the Canadian Sport Policy pillars, as they privilege a national over a local understanding of sport and recreation development.

**Andrew Parker, University of Warwick**

***Sport, Sociology and Media Exposure: Pitfalls, Dilemmas and Responsibilities***

Many sociologists of sport have experiences of working with the media but in an increasingly commercialised and globalized sporting world such occurrences are becoming ever more frequent. This raises a number of key issues which need to be thought through by those in the field. Where media exposure is on offer, what kinds of responsibilities do sociologists of sport have to: (i) their own academic community, (ii) the wider sporting fraternity, and/or (iii) sports personalities and practitioners? In turn, what kinds of responses might we (as academics) be expected to produce for various media (print, visual, on-line) and how might we negotiate these responses? This paper considers the nuances of sociologically informed media contributions as opposed to those traditionally associated with sports journalism. It explores some of the pitfalls and dilemmas presented by sudden and intense media attention/scrutiny focussing on lessons learned from personal experience. The paper seeks to provide practical advice for those who consider themselves somewhat unprepared for such events so that they might be able to draw on a number of strategies to better manage the various phases and stages of media negotiations if and when they occur.

**Andrew Parker, University of Warwick**

***Sport, Masculinity and Consumption: New Men, Metrosexuality and 'Chav' Culture***

One of the most burgeoning academic literatures of recent years has been that surrounding the sociological analysis of men and masculinities. At the same time masculinities have become an increasingly prevalent aspect of popular debate. For example, it is not unusual for newspapers and magazines to devote a significant amount of space to descriptions and images of how contemporary man should look, behave and relate. One of the ways in which the changing dynamics of gender relations have manifested themselves is through the more general emergence of men as consumers of fashion, cosmetics and body image products, a debate into which a number of male sports stars have been drawn. This paper explores how male sports stars might be viewed as emblematic of wider cultural change in relation to patterns of consumption. In so doing it looks at how modern-day masculinities are being re-worked around particular social class trends and ideals. The paper considers these issues via a case study analysis of the celebrity masculinity of UK sports star David Beckham.

**Demetrius W. Pearson and Russell L. Curtis, University of Houston**

***A Decade of Success: Sport Films As An Instructional Tool***

This presentation will briefly share a successful approach to teaching sport sociology themes and concepts through sport films. For the past ten-years sport films have been employed in a graduate course entitled "Sport in Contemporary Society." The course addresses a myriad of socio-cultural issues pertaining to physical activity and sport: social theory, deviance, violence, women, race and ethnicity, etc. Sport films have served as a supplemental instructional tool to compliment course lectures and assigned readings. A film analysis project assigned to students in randomly formed groups has been the salient aspect of this pedagogical strategy. Through the incorporation of sport films in the course students have documented the following benefits on in-class and institutional surveys: a) heightened course interest; b) increased theme and

concept recognition; c) enhanced visual stimulation; d) information reinforcement; and e) a keener sense of sport's pervasiveness. It is hoped that through the dissemination of this information educators will be more inclined to employ this invaluable medium in the classroom.

**LeAnne Petherick, University of Toronto**

***Clean Socks and Deodorant: Adolescent Understandings of Healthism***

Much like physical education policy reform in the UK, Australia, and New Zealand (Burrows and Wright, 2000; Evans and Davies, 2000; Penny, 1998), the official reconstruction of physical education in Canada shifts the focus of health and physical education from sport and fitness to health. With health in the foreground, our pedagogical practices communicate the modern health consciousness of healthism (Crawford, 1980). Discourses of healthism promote the moral obligation and individual responsibility for personal health while conveying notions of empowerment through healthy lifestyle choices (Crawford, 1984; White, Young and Gillett, 1995). Using ethnographic data collected from Grade 9 health and physical education classes, at a Toronto secondary school, this paper focuses particularly on the discursive practices of healthism in the classroom. A feminist and critical pedagogical analysis reveals the similarities between the presuppositions of empowerment (Gore, 1992), and healthism. As we construct health discourses in physical education curricula, we need to remain thoughtful of the normalizing, regulating, medicalizing, and empowering implications of healthism as a potential instrument of domination, despite its good intentions.

**David Phillips, University of Toronto**

***Fashioning the Self in Tennis Magazines: A Cult (ure) of Absence***

Participation in sport is an endeavor which idealizes the development of the athlete as healthy and well-balanced. For sport practitioners, there is a constant tension between holistic development and results; in other words, health and sustainability are often subordinated in order to achieve "optimal" performance. Generally, the acquisition of sport-specific skills is achieved by modeling, what Foucault (1995) called "technologies of self", or through efficacy, i.e., tournament success. This paper will explore particular types of representations that produce, maintain and strengthen the sporting communities' image of health and well-being in the face of "unhealthy" and dysfunctional pedagogical practices. Specifically, I will examine the body as a semiotic environment in the acquisition of sport specific techniques via the consumption of instructional articles magazines. Using his genealogical approach, I will investigate both statements that are and are NOT present, whether by error or purposeful omission. These omissions represent a cult(ure) of absence, an environment which reproduces "unhealthy" practices alongside other racist, heterosexist and gendered discourses. I wish to demonstrate how these absences are complicit in the reproduction of the status quo, the mis-representation of proper bio-mechanics and in so doing, the acquisition and practice of sports as "unhealthy" endeavor.

**John C. Phillips, University of the Pacific**

***Race and Sport: Old Theories, New Data***

The early days of the sociology of sport saw a number of theories advanced to explain obvious racial differences in playing positions in most team sports. The theories sought to explain facts that were available in the 1960s and early 1970s. The present paper reviews some "old" theories in the light of some 30 years of history. If correct, the theories should have predicted or have been consistent with changes that have transpired throughout the past three decades.

**Elizabeth C.J. Pike, University of Chichester, and Simon K. Beames, University of Edinburgh**

***"Am I developing from mixing cement?": Analysing "Youth Development" Expeditions***

This paper analyses the experiences of a group of young venturers who took part in a ten-week Raleigh International expedition to Ghana. Raleigh International is a British youth development charity which aims to enable young people to discover their full potential through participation in an overseas expedition. Data collection primarily involved interviewing young people before, during and six months after the expedition, along with participant observation and informal discussion. Analysis of data is informed by the interactional principles of Erving Goffman. Participants in the study indicated that their engagement with the project was a

form of face-work: by undertaking the adventurous physical activities, along with community service and environmental conservation, which are the heart of the Raleigh encounter, they believed that this would enhance their credibility as an employable adult. Our analysis focuses on the enabling and constraining features of the expedition encounter itself, and also the elements of character that the venturers believed they were developing. We conclude with some questions regarding the values of Raleigh International as an organisational body, and the culture of such projects which lay claim to youth development.

**Robert Pitter, Acadia University**

***Rural Images and Observations of Health, Wellness, Sport, and Recreation***

A study of personal and community wellness and health using photo elicitation was conducted with thirty residents of a small town located in Atlantic Canada. Participants were given disposable cameras to take two sets of photographs. The first were photographs of places they associated with the overall identity of the community. The second were photographs of places in the community that were most important to them personally. No other specific instructions of what to photograph were given. Three segments of the population were included in the study: adults over 50, adults under 50, and high-school-aged youth. Each group of respondents identified a number of sport- and physical-activity-related spaces, including both competitive/recreational sport sites and cultural venues such as a sport museum and sport landmarks. The groups only picked one site in common. The meanings attached to these spaces and their significance to each group of residents are discussed to illustrate that for many people sport and places for physical activity contribute to personal and community wellness through the opportunities they provide for physical health as well as social interaction, economic development, and community pride.

**Darcy C. Plymire, Ithaca College**

***NASCAR Dads, Populism, and the Specter of George Wallace***

The so-called NASCAR dad was the darling of the 2004 US presidential election. Candidates on both side of the political divide embraced rhetorical elements of an American political tradition dating back to the mid-19th century. This paper examines how candidates and parties imagined the NASCAR dad and explores how this imagined type relied on stereotypes of southerners, especially white men, and thus raised the specter of George Wallace.

**Megan Popovic, The University of Western Ontario**

***From A to Be: The Evolution of Canadian Snowboarding Subculture***

Within a relatively short period of time, the sport of snowboarding has experienced a dramatic rise in popularity and carved its own subcultural identity within the larger sporting culture in Canada. The main purpose of the study is to examine the key aspects of snowboarding's subcultural environment and how these aspects have become institutionalized within the sport. There is a significant body of academic research addressing the issues of modernization and institutionalization in physical activity (Guttmann, 1978; Adelman, 1983; Dunning, 1976; Pearson, 1978). The model that provided the most applicable framework for analysis was the schema devised by Morrow (1992). His conceptual framework was used as a heuristic device because it systematized the shaping process of social values within sport to determine how 'away of behaving becomes the way of behaving'. Data was collected from various snowboarding organizational resources, print and electronic media sources, and personal interviews with individuals involved in several facets of Canadian snowboarding. After applying the framework to the evolution of snowboarding, the institutionalization of the sport's subculture could be understood in three distinct yet overlapping phases and determined how 'a way' of being a snowboarder became 'the way' of being a snowboarder.

**Geneviève Rail, University of Ottawa, Natalie Beausoleil, Memorial University of New Foundland**

***Dominant Health Discourses, Physical Activity and Young Women s Narratives of Beauty***

This paper focuses on the results of a study funded by SSHRC (2003-2006) that aims to understand how young Canadian women make sense of dominant health discourses, as well as how they construct their own notions of health. In this qualitative study, feminist postcolonialist and poststructuralist theories are used as a

lens through which I analyze and interpret the transcripts of conversations with young women from a range of linguistic, ethnic and cultural locations in Canada. Shedding light on various subjectivities and seeing them in the context and as part of dominant health discourses, I explore the ways in which such subjectivities are negotiated and performed by the participants/subjects and how they inform their discursive constructions of health. Such constructions are complex and varied but all find their way in narratives that relate to the body and physical activity. I discuss in more detail the finding that racialized, gendered and ableist notions of looking good constitute the subject's main understanding of what it is to be healthy. Finally, I examine how dominant health discourses are appropriated or resisted by the young women and with what effects.

**Yungpeng Rao, Jishou University and Zen Gao, Louisiana State University**

***A cross-cultural analysis of goal orientation and persistence in American and Chinese physical education students***

Past research with students in Western cultures has supported the relationships between goal orientation and persistence in sport and physical education contexts, less has been done on comparisons from non-Western perspectives. The purpose of this study was to examine the generality of the 2\*2 achievement goal model (Conroy, Elliot, & Hofer, 2003) and the contributions of different goal perspectives to persistence across the American and Chinese cultures. A total of 547 participants (249 American students, 298 Chinese students) completed questionnaires assessing their goal orientation and persistence in physical education class. Indices of confirmatory factor analyses provided a good fit of this model to both groups, indicating the four-dimensional factor structure of goal orientation, namely mastery-approach, performance-approach, performance-avoidance, and mastery-avoidance, cut across the two cultural groups in physical education. Multiple regression analyses further revealed that mastery-approach and performance-approach orientations were significantly positive predictor for persistence, and accounted for 25.43% of the variance. Cultural variations were also found with mastery-approach and performance-approach orientations, with American students scored higher on mastery-approach and lower on performance-approach than Chinese students. Overall, the findings provided additional empirical evidence to support the importance of examining students' motivation and persistence in physical education.

**Barbara Ravel, Universite de Montreal, Geneviève Rail, University of Ottawa**

***Queer Theory and the Performances of Women in Team Sports***

Issues concerning sexuality and gender are now being raised in sport sociology in light of Queer Theory. This paper explores the relevance of Queer Theory in understanding the performance of sexuality and sex/gender among women playing team sports and not defining themselves as heterosexual. Examples are drawn from a feminist poststructuralist study involving in-depth conversations with 14 young sportswomen living in Montreal (Quebec, Canada). These participants define their own sexuality as gay, lesbian or bisexual or they refuse labels altogether. Our analysis shows how these subjects play with social representations of the masculine and the feminine to discursively construct their own gender and, in doing so, create their sense of subjectivity. We also discuss how both their gender acts and their performance of sexuality are fluid and constitutive of, as much as impacted by, their gay-friendly sporting milieus and the other social spaces in their day-to-day lives which are dominated by normative heterosexuality. Finally, we argue that while these subjects' complex speech acts sometimes rearticulate conventions of the social world around them with regards to sex/gender and sexuality, they often constitute a powerful challenge to such conventions.

**Erin Reilly, Penny Edwards, Michele Olson, Hank Williford, and Jo Alexander, Auburn University, Montgomery**

Open Poster Session

***Intersecting Race, Body Image, and Eating Behaviors in Adolescent Dancers***

Current research regarding body image and eating behaviors in female dancers has shown that this population expresses, at an above average rate, attitudes about physique and diet that are consistent with those who have eating disorders. The majority of the studies have been conducted with white female dancers or dancers

of professional status. Research also shows that African- American females tend to be more satisfied with their body image than white females. The purpose of this study was to analyze eating attitudes and their correlates in white and African-American adolescent female dancers. Subjects were secondary school dance students enrolled at public magnet schools in a mid-sized city in the southern United States. The Eating Attitudes 26-Test (EAT 26; Garner and Garfinkel, 1979) was administered and skinfold measurements were taken, along with a survey including questions concerning dance experience and aspirations. Subjects were also asked to pick from the Stunkard silhouettes (1983) the perceived ideal dancer and their own. Results indicated that white adolescent dancers were significantly more likely to exhibit attitudes and behaviors consistent with those who have eating disorders, regardless of dance experience, aspirations to become professional dancers, body composition, or results from the silhouette test.

**C. David Ridpath, Mississippi State University**

***Gender as an Indicator of Persistence and Graduation for NCAA Division I Athletes***

The purpose of this study is to determine if NCAA Division I athlete characteristics of graduation, presented in the literature, can be generalized to athletes in a Division I athletic conference. The study identifies characteristics regarding gender and makes conclusions to ascertain if information provided by the surveyed population can be generalized to an athletic conference. The research population for this study was N=1430. The population was athletes at the 13 schools of the Mid-American Conference. All athletes were seniors by NCAA eligibility standards and within one academic year of graduation. The researcher selected a proportional stratified sample (25%) of the population (n=358) and mailed a self-developed survey instrument, inspired by previous surveys and research, to the selected proportion. Data was stored securely and complete anonymity was guaranteed. The analysis of the data indicates that information gleaned from the literature can be applied to student athletes in the Mid-American Conference, based upon the research conclusions presented in this study. The analysis of the data, specific to the athletes in the Mid American Conference reveal, as in the literature, that the construct of gender can have a significant impact on the academic achievement and potential for graduation for a college athlete.

**Brenda Riemer, Eastern Michigan University**

***Social Justice and Sport Management: Dilemmas in the Classroom***

Abstract: Many masters level sport management students at Eastern Michigan University do not understand why they are required to take a sociology of sport class as part of their program. They enter the class with an attitude that if event management or finance is not going to be discussed, then how will the course help them to be marketable. The purpose of this presentation is to discuss how social justice is a part of sport management, and how a sociology of sport class is the perfect place to discuss these issues. Specifically, issues such as gender (the sport management job market, Title IX), and racism (the hiring of coaches and administrators) will be discussed, along with strategies that have worked to enhance learning and understanding.

**Ian Ritchie, Brock University and Rob Beamish, Queen's University**

***Drugs, Performance-Enhancement and the Olympic Games***

This presentation fills a major lacuna in the literature on drug use in high-performance sport by placing the use of performance-enhancing substances and practices in their full socio-historical context. Certain significant political forces shaped the real world of high performance sport since World War II, but those forces and the social context in which they emerged have been ignored in discussions about the ethics of banned substances. Two historical forces of fundamental importance are discussed. First, the early-to-mid twentieth century witnessed a major transition in the science of athletic training; an older notion of the human body as a fixed capacity was gradually, but inexorably, replaced by a notion of physical work capacity as a potential that could be expanded and tailored through scientific research, physiological development and supplementation. Second, political objectives, best captured by the development of sport in the German Democratic Republic and the Federal Republic of Germany, significantly influenced how high-performance sport developed on both sides of the iron curtain. The discussion of these two systems demonstrates how the performance imperatives

of contemporary, world-class, high-performance sport created a fundamental convergence of East and West bloc systems in pursuit of the linear record. These historical and political contexts are central to any sociological understanding of the use of performance-enhancing substances.

**Michelle Rose and Jean Harvey, University of Ottawa**

***Sport Policy and Multilevel Governance: Toronto and Montreal***

In April 2002, Sport Canada introduced the new Canadian sport policy in an effort to improve the efficiency and effectiveness of the Canadian sport system. Enhanced interaction is one of the goals outlined in the policy and is aimed at fostering multilevel governance among the federal, the provincial and the municipal levels of government and civil society. The purpose of this paper is to present some of the results from a study on the changing patterns of interactions among these levels of government and civil society. Specifically, the municipalities of Toronto and Montreal are used as case studies. Using the advocacy coalition framework, the study examines policy change since the 1990s to the present. The paper assesses the nature and evolution of multilevel governance in sport and provides a contextual basis for analyzing current patterns of interaction. This study will provide useful information to policy makers and those interested in studying Canadian sport policy by providing insight into a topic that to date has received limited attention.

**Maura B. Rosenthal, Castleton State College**

***Get Off Me Bitch! Trash Talking in Collegiate Women's Ice Hockey***

In his new book, *Rethinking Aggression and Violence in Sport*, John Kerr (2005) writes about his somewhat controversial theories about aggression in contact sport. He asserts that many contact sports (in which both men and women participate) demand aggressive behavior and contact sport athletes seek these sport experiences precisely because of the aggression involved. In this paper, I bring practice and scholarship closer together by researching verbal aggression, i.e. trash talking, in women's collegiate ice hockey in the context of what we already know about women's experience in recreational and elite level ice hockey. I used a mixed methodology to study verbal aggression in women's ice hockey. Quantitative results from the modified Sport Behavior Inventory (Conroy Silva, Newcomer, Walker & Johnson, 2001) were used to generate questions for a focus group interview. The two general questions that will be addressed are: How do female collegiate ice hockey players use verbal aggression? And, do female collegiate ice hockey players view verbal aggression as a legitimate behavior in the game of ice hockey?

**Parissa Safai, University of Ottawa**

***Sports Medicine's Patronage: Revisiting Terence Johnson***

The study of the growth, structure and organization of sports medicine in Canada bridges, and is related to, a number of significant sociological themes including: the professionalization of sport in the 20th Century; the increased scientific understanding of human physiology and performance; the historical construction and professionalization of medicine and changes in approach to healthcare systems; the changes in the division of labour within and among healthcare occupational groups; and the broader correlations and contradictions between sport, risk and health. These multiple connections, to name but a few, point towards a rich and complex area of study. Drawing on Terence Johnson's conceptualization of the producer-consumer relationship and Beck's conceptualization of the expert within risk society, this paper explores sports medicine's professional-client relationship and questions the role of the state in the development and institutionalization of sports medicine, and its occupational groups, in Canada from the 1950s onwards.

**Michael Sagas, Texas A&M University-College Station and Aaron W. Clopton, University of Kansas**  
***Truth in Perceptions? Exploring the Perceived Gender Discrimination Among Coaches***

A myriad of literature has examined the status of female coaches and the impact of Title IX. Specifically, an ignominious shortfall of female coaches pervades the landscape of intercollegiate athletics, an apparition that has regressed since the advent of Title IX (Acosta & Carpenter, 2004; Pastore, 1991; Pastore & Meacci, 1994). Because of this phenomenon, numerous research efforts have investigated potential causes for the lack of female coaches. This study sought to advance the current research by examining the presence of perceived

discrimination amongst male and female head coaches. Specifically, we sought to establish the relationship between perceived gender discrimination and perceived promotional opportunities. Data were collected from 340 coaches of women's sports teams. Results indicated no gender differences in both perceived discrimination and perceived promotional opportunity. However, hierarchical regression results from the male coaches revealed that perceived discrimination did significantly and negatively impact promotional opportunities ( $R^2 = .055$ ,  $F[1,91] = 5.316$ ;  $p < .05$ ). However, no significant relationship between these constructs existed for women. Thus, the findings support asymmetrical relationships on outcomes for men and women in the sport workplace. A need for future research examining the differential effect of work outcomes on a glass ceiling phenomenon in college athletics seems merited.

**Michael Sam, University of Otago and Jay Scherer, University of Alberta**  
***Votes for Nothing, Stadium for Free: The Consultocracy in Deliberative Politics***

This study broadly considers the growing use of private consultants as sources of sport policy advice to governments. More particularly, our research addresses the combined role of a government-appointed working party and consulting firm in the deliberation process precipitating from proposals to renovate/re-build a sports stadium. Through this New Zealand-based case, we explore the political tensions arising from these bodies' mandates to consult and their roles as vehicles to market policy solutions. Data is gleaned from interviews with working party members (and their consultants), observations of public consultations and analysis of documents (e.g., background papers, reports, and press releases). Implications of this consultocracy (Hood & Jackson, 1991) are discussed in light of recurring paradoxes and contradictions. The first of these contrasts governmental inclinations towards greater public participation in policy-making alongside neo-liberal imperatives for increased efficiency (and expediency). The second points to the bureaucratic predilection for seeing consultation as a marketing output (e.g., the number of regional consultations conducted or the reports produced) rather than a political outcome (e.g., the quality of input from citizens).

**Jay Scherer, University of Alberta and Steven J. Jackson, University of Otago**  
***Globalization, New Media Technologies and the Production/Consumption of allblacks.com***

In conjunction with the continued evolution of new media technologies, revenue-driven sporting organizations are increasingly producing a range of interactive sporting consumption experiences to capture and interact with a global audience of cyber sporting fans. Take for example the New Zealand Rugby Union's (NZRU) production, development and marketing of a placeless and interactive website entitled allblacks.com. The website continues to transform the global availability of information on the All Blacks and New Zealand rugby, while providing a range of sporting and consumption experiences. In doing so, the website adds equity to the All Blacks brand and the commodity signs of the NZRU's official partners, including multinational corporation adidas. In this paper we locate allblacks.com within a range of interrelated conditions of production including: 1) the rugby union's exclusive ownership, control and maintenance of the website, 2) the site's multidimensional objectives and aims as a relatively inexpensive global marketing and communications tool, and 3) the processes through which the website's content and advertising are determined. The analysis is drawn primarily from interviews with the NZRU's marketing and sponsorship manager, the rugby union's broadcasting and content manager, the NZRU's online manager, and the website's specialist videographer and photographer.

**Morgan Seeley and Geneviève Rail, University of Ottawa**  
***Between Tiny Tim and the Paralympics: Youths' Re/articulations of Health, Fitness and Dis/ability Discourses***

Mainstream and medical representations of disability are implicated in dominant discourses about youth with disabilities and show them as passive, dependent, unhealthy and unfit. However, empirical research has yet to uncover how youth with physical disabilities position themselves within such health and fitness discourses. Our paper addresses this absence by examining the discursive constructions of health and fitness among eight 14-17 year old youth with a variety of mobility impairments. Using a framework informed by feminist

poststructuralist and disability theories, our analysis indicates that participants discursively construct health and fitness in primarily corporeal terms such as being active, eating right, and having a good body. Results also highlight a variety of discursive strategies used by participants to defy oppressive stereotypes related to gender and disability and to construct themselves as healthy and fit individuals.

**Nancy Sharara and Jason Laurendeau, University of Calgary**  
***Women's Gender Construction in Mixed-Gender "Alternative" Sports***

This paper problematizes women's gender construction in masculinist gender regimes (Connell, 2002). In particular, the paper examines women's gender construction in skydiving and snowboarding, exploring the articulation of this construction with the gender regime in these mixed-gender sporting contexts and the gender order more broadly. The analysis of data generated through participant observation and in-depth interviews reveals that, despite a rhetoric of gender equality amongst participants, there are important ways in which women are marginalized in both social settings. Women skydivers are sexualized and trivialized by practices and by rituals outside of jumping hours, in which women, more often than men, become sexual exhibits. Women snowboarders, meanwhile, report feeling uncomfortable and unwelcome snowboarding in certain parts of the ski hill. In these contexts, women skydivers and snowboarders engage in different forms of resistance to these marginalizing experiences. Most often, this resistance takes place at the individual level, where they strive to carve out spaces for themselves to participate without challenging structural conceptions of gender.

**Jennifer Shea and Natalie Beausoleil, Memorial University of Newfoundland**  
***Immigrant Youth in St. John's, Newfoundland, and Their Constructions of Fitness***

This paper will examine the results of an empirical study which aims to show how a specific section of Canadian youth construct notions of health and fitness. This study is part of a larger ongoing project entitled "Canadian Youth's Construction of Health and Fitness" in which data will be collected in five Canadian provinces. In particular this paper will focus on the experiences, opinions and perspectives of recent immigrants residing in St. John's, Newfoundland, regarding fitness. Participants for this study will range between the ages 12-17. This study will be qualitative in nature, with research methods consisting of focus groups and journals. As such we will focus on how teenagers voice and write about fitness, while noting the circumstances linked to their performance of an "immigrant" identity. We will show how these youth appropriate and resist elements of dominant fitness discourses in contemporary western society (such as the discourses of beauty and individual responsibility for one's fitness). We will examine how these youth construct themselves as fit or unfit subjects within these dominant discourses. Feminist poststructuralist and postcolonial theory will both inform the aims and approach of the study. This study, in addition to the larger research project, will contribute to fill important gaps in the Canadian literature on health and fitness by focusing on the perspectives of Canadian youth and more specifically examining the experiences of immigrants.

**Michael Silk and David L. Andrews, University of Maryland**  
***Policing Our Crisis?: Toward a Contextual Insurgency within Cultural Studies of Sport***

Within this paper, we offer an emergent and (necessarily) incomplete cartography of the contemporary US context which drives and defines our research agenda. We argue for a cultural studies of sport that articulates the multifarious spaces of sport (in all its material and symbolic manifestations) with a contextually specific moment in which violence is everywhere, and, in which culture, people, truth and democracy are under constant attack (Denzin, 2004a; Giroux, 2001; Hardt & Negri, 2004). We argue it is absolutely essential to locate the critical interrogation of sport within this growing culture of surveillance, inequality and cynicism (Giroux, 2004), the moral regulation and management of populations by those who act on our behalf, and a seemingly ubiquitous neoliberalism and its racist, repressive agenda (Denzin, 2004b) if, as a field, we are to confront such disquieting developments head-on. As Denzin (2004b) suggests, it is to be in collusion with this immoral political regime. In a moment of uncertainty that lies outside the realm of human understanding (Roy, 2001, p. 32), we thus envision, and argue for, a contextually specific cultural studies of sport that understands, interrogates, unpacks, goes against, intervenes, and, mobilizes a critical insurgency against the place and practice of sport within this totalitarian onslaught.

**John N. Singer, James Madison University**

***Institutional Integrity in College Sport: Perspectives of a Prime Beneficiary***

Several scholars have voiced their perspectives and recommended strategies for reforming big-time college sport. However, there is a greater need for the voices of the most important stakeholder or prime beneficiary (i.e., the student-athletes) to be included in this dialogue. This current study included a single focus group and individual interviews with four Black male football student-athletes on scholarship at a predominantly White institution (PWI) with a tradition rich big-time college football program. Findings reveal that these Black males desired for 1) more Blacks/African Americans to be in leadership positions within these PWI; 2) more financial support for student-athletes; and 3) opportunities for student-athletes to participate in studies (like this one) to freely voice their concerns. These findings stress the importance of "institutional integrity" (Daniels, 1987) in big-time college sport.

**Elizabeth Slator and Joy T. DeSensi, University of Tennessee**

***Moving Toward Social Justice Through Sport: Can Coaches Effect Social Change?***

In the United States today, the majority of American sport teams have not accepted the responsibility of teaching young women and men the value of cooperation, democratic citizenship, and critical thinking. Therefore, the purpose of this qualitative interview study was to ascertain the views of 8 intercollegiate coaches of women's athletic teams on the topics of social justice and social difference. In particular, the study investigated how the coaches addressed such topics with their athletes. The findings from the study included: coaches who focus on outcome, coaches who focus on experience, spaces for addressing social justice, and perceived barriers to addressing social justice. This empirical data was then infused with a model called cultural studies as praxis (Wright, 2002) that currently exists in education. This infusion resulted in a new model called athletic praxis, which consists of three main components: theoretical preparation, service learning for social justice, and structured reflection. Integrating the principles of athletic praxis into sport could result in large groups of young women who see themselves as potential agents of social change. As such, the athletic arena could become another means of working toward social justice in our society.

**Brian K Smith, Priya Sharma, Rajneesh Sudhakar, Pennsylvania State University, and Paula Hooper, TERC**

***Learning Decision and Analysis Skills with Fantasy Sports Games***

Fantasy sports games can be viewed as resource allocation tasks where players must decide how to maximize point totals by assembling teams with limited resources (e.g., salary caps). Similar decision processes are used in investment banking, human resource management, military logistics planning, etc. Thus, fantasy sports games may provide more than simple entertainment: They may also be settings where players acquire and use complex analysis and problem-solving skills. We will present analyses of chat room conversations from a 2004-2005 fantasy basketball game that were collected to understand the types of decisions made by novice and expert players when building their teams. We were particularly interested in identifying ways that players seek information, analyze and present statistical data, and critique decisions made by themselves and peers. Our goal is to use these analyses to inform the design of fantasy sports environments that help players reflect on their decision-making and learn new strategies for seeking, analyzing, and critiquing statistical data. Hence, we will describe 1) knowledge use in current fantasy sports games, 2) prototypes of systems that can facilitate further reflection and learning based on those findings.

**Maureen Smith, California State University, Sacramento**

***Mediated Images of Families and Sport on Reality TV***

Fathers and sons in sport has been explored and romanticized as an American ritual of manhood. As more females get involved in sport as athletes and parents, the father-son pairing has evolved to include mother-son, father-daughter, and mother-daughter. The role of the family in the sporting endeavors of young athletes, as well as professional athletes, continues to merit investigation as concepts of family and parenthood shift and

participation in sport expands. This paper examines images of several families involved in sport featured on reality television shows within the political, social, and economic climate of Bush era family values. Focus will be given to two recent series: NBC's *The Contender*, which pitted 16 boxers in the ring for a shot at the final million dollar Las Vegas bout, and Bravo's *Sports Kids Moms and Dads*, which followed five families through a sport season. Each show raises critical questions concerning the relationship between the role of sport and a family's economic status, as well as how ethnicity interacts with class status as well as sport selection. The shows offer the unique opportunity to view relationships between fathers as athletes, as well as the relationship between parents as supporters of their young athletes.

**Sean Smith, Sportsweb Consulting**

***Interrogating the Society of Control: Pantactilism and the Sport Performance Archive***

In his essay 'Postscript on the Societies of Control' (1990), Gilles Deleuze describes a "generalized crisis in relation to all the environments of enclosure" that exist in Foucauldian disciplinary society. Given that sport has been theorised as a site for these enclosed, carceral environments, in which bodies are efficiently distributed in time and space (eg. Shogan, 1999; Bale, 1994), it seems appropriate to follow Deleuze's argument and ask: What role, if any, does sport play in this crisis, as well as in creating and normalizing what he describes as a "society of control"? This paper offers a brief history of the relationship between sport, space, information, and archiving techniques, from its origins in the grid of the chessboard to the contemporary usage of location-based technologies such as global positioning satellites (GPS) and radio frequency identification (RFID) tags. In doing so, we may observe a shift from the surveillant processes of "administrative numeration" found in early modern sport to a pantactile system of control in which location-based technologies and networked databases connect to create centralized records in the sport performance archive -- a development, wrapped in ludic clothing, that is fraught with political implications.

**Richard M. Southall, The University of Memphis, and John Gerdy, Ohio University**

***March Madness ©: Promotional Vehicle for Educational Messages and Images?***

Public interest in college sports is widespread. According to a National Collegiate Athletic Association (NCAA) sponsored survey, 53 percent of the total American public, 65 percent of men and 43 percent of women follow college sports (Harris & Associates, 1992). Research also indicates that television is by far the most dominant influence in the way sport is experienced in American society. (Lever and Wheeler, 1993, p. 125) Because college athletics offers the largest and clearest window through which the public views the institution, sports teams are often considered the most effective vehicle through which to tell the institution's story to a wider audience. Athletics are often the most visible component of collegiate life, and many institutional messages communicated to the public come through vehicles directly related to the athletic program (Case, 1994). This paper presents the results of a content analysis of all televised 2005 NCAA Men's Basketball tournament games. The emergent themes of the broadcasts are juxtaposed between the themes presented in selected 2005 National Basketball Association (NBA) broadcasts. The content analysis results are used to answer the study's research question: What are the institutional messages communicated to the public through NCAA Division I Men's basketball games?

**Nancy E. Spencer, and Jacquelyn Cuneen, Bowling Green State University**

***Got Milk? Kids Got It! Youth Negotiate Gendered Terrain of Sport-Related Milk Mustache Ads***

In this study, researchers employed qualitative methodology and poststructural theory to ascertain multiple meanings that children ascribe to milk mustache ads. Interviewers conducted semi-structured interviews to focus on boys' and girls' perceptions of gendered meanings of 35 sport-related milk mustache ads. In particular, interviewers asked whether youth knew who the sports figures were, what sports they played, who usually played each sport (e.g., girls or boys), and whether they liked the ads. Of all sports figures shown in the milk mustache ads, U.S. Women's soccer superstar Mia Hamm was identified more frequently than any other athlete. While some youth identified skateboarding and football as being more for boys or men, others thought that figure skating and soccer were more for girls and women. Researchers utilized poststructuralism to explore the constitutive processes through which youth position themselves as male or female (Davies, 2003).

Ultimately, we seek to discover how to generate new discursive practices that make possible a non-dualistic, less static gender order (Davies, 2003, p. xiii).

**Jennifer Sterling, University of Maryland**

***Gender Bending: Drag Racing in D.C.***

Washington D.C.'s annual drag race is an open-air performance of gender. Beginning eighteen years ago in D.C.'s self-proclaimed gay community, Dupont Circle, to promote a local bar, the two block high-heeled Halloween race has become a D.C. tradition. So much so that it graces the pages of internet local events calendars and chamber of commerce listings. The participants represent various points along a gender continuum. They may be transgendered, transvestites, or one-time gender benders. Differing reasons for their involvement produce varying performances of gender. Through the examination of participants, their performance, and their level of involvement in light of Butler's queer and gender theories, I hope to further explore the chasm between male and female in the gender binary. Is drag racing reinforcing or challenging? Does it provide a stopping point along a continuum, and disrupt the gender binary? For what reason are the participants performing and for whom? Increased exposure and community inclusion that has grown as the race has over the years may offer drag racing a way of challenging the gender binary that drag has yet to achieve.

**Jennifer Sterling, University of Maryland**

***Sport Art***

In this session lies an opportunity to examine two cultural entities, sport and art, and how they come together to create a unique expression of physical culture. Often addressed in an artist's vision are diasporic subjectivities. Intentional or unintentional these subjectivities, explored by the content and possibly choice of style and/or medium, influence the viewer and become part of the (physical) cultural fabric. Art has often been used in concert with sport to commemorate or honor sporting heroes, achievements, and events. However, the power of the sport/art combination has yet to be explored in a sociological sense; as has the strength of a cultural worker relationship between academic and artist. Rather than a superficial record of events and people, sport art can be critically viewed and produced to help advance subjugated populations. Focusing mainly on the United States, contemporary sport art (as it defines itself or is defined by others), the artists that create it, the museums that house it, and the motivations for producing it, will be viewed in light of social and art theory. A visual examination of sport art will present findings, critique the role of sport art today, and help to define future directions.

**Mike C. Stewart, Florida State University**

***Stacking, Conflict, Friendships, and Leaders in American College Football***

Using in-depth interviews with college football players, this research employs a grounded perspective to address how the meaning and function of race are constructed and dealt with at a division-one, college football program in the U.S. The two guiding questions address how players perceive and explain stacking, and perceive and avoid racial tension on the football team. Several questions about friendships with other players and leaders on the team were also asked. Data was analyzed using a modified form of grounded theory (Glaser and Strauss, 1967; Martin and Turner, 1986) and a coding system based on theoretical memos designed to get at general, underlying processes. Results suggest that players use several tactics to explain and justify stacking: blacks are better athletes, blacks come from a different culture, whites are smarter, and deflecting personal responsibility by deferring to authority. Racial tension or conflict is rarely perceived and is avoided by joking around with race and deferring to authority. The forming of friendships among team members suggested racial implications, but the characteristics of team leaders did not. These results lend support to the contradictions found between beliefs about team sports and the dominant cultural beliefs of democracy, meritocracy, and individualism.

**Terese M. P. Stratta, Winston Salem State University**

***If You Build Sport Subcultures, They Will Come . . . and Stay***

The equitable distribution of resources across men's and women's college sports is currently mandated by gender equity legislation. Given the tenuous nature of recent legislation pertaining to race and gender equity, sports that have traditionally operated with a deficit are always in jeopardy of elimination. An alternative model is therefore needed for demonstrating the benefits and value of retaining sports. The purpose of this paper is to explore the model of multisensory branding as a basis for building sport subcultures into uniquely visible brands in the marketplace. Bridging sport sociology and sport management, this model provides a framework for developing sports as brands with a potential for realizing a return on investment. This goal is in sharp contrast to traditional views of women's sports as newly emerging products that rarely realize a profit. This model additionally holds sport administrators and coaches accountable for developing a constituency of stakeholders who ultimately take ownership of the sport brand.

**Keith Strudler, Marist College**

***Starting an Intercollegiate Athletics Program: The Pros, Cons, and Conjectures***

As certain colleges and universities struggle with the idea of adding an intercollegiate athletics program, these schools that have thus far operated without sports are faced with the basic and broad question, "Do colleges benefit from having intercollegiate athletics?" This paper addresses that question. Many researchers and reports have addressed the effects of athletics on college campuses, often evaluating such topics as gender equity and the academic achievement of athletes. Other studies have examined the publicity gained from winning programs and its effect on the student body. While valuable, especially as college presidents and athletic directors look towards reform, these reports are often geared towards larger schools with existing programs, and do not necessarily help the vast majority of smaller, less visible programs. They are of even less use to those schools debating the addition of athletics. To address the question stated above, several schools that have recently added athletic programs will be studied to evaluate the state of each school before and after their addition. Issues addressed will include applicant/enrollment size and quality, campus diversity, campus life/involvement, student retention, and finances. Finally, recommendations will be made toward those schools that are currently debating adding athletics.

**Heather Sykes, University of Toronto and Sheila Cavanagh, York University**

***Trans-forming Bodies at the Olympics: The IOC's Policy on Transsexual Athletes***

The International Olympic Committee (IOC) has always been plagued by what queer theorist Judith Butler calls gender trouble. In 2004 the IOC adopted a policy enabling transsexual athletes to compete in the Athens summer Olympic games. The policy states that transsexual athletes must have undergone sex reassignment surgery; attain legal documents sanctioning their chosen gender; and wait a minimum of two years following highly invasive (and often multiple) surgeries; and complete hormone therapy to minimize any sex-related advantages. This paper argues that the IOC policy on transsexual athletes does not operate to guard against discrimination and harassment against transgender and transsexual athletes but that it operates to maintain the popular illusion that there are two, binary gender designations. In essence, the policy (with its narrow definition of transsexuality) functions to manage gender in the face of biological indeterminacy; gender identifications had by athletes that aren't intelligible to the mainstream, tv-viewing population; gender purity in men and women's sport; and to mask a fetishistic engagement with the athletic body as media spectacle that is primarily about the body in transition. While both transsexual and Olympic bodies have unique histories and vastly different experiences in the social and political realms, the presence of the transsexual body in sport reminds the IOC and the Olympic community that the fascination with the athletic body is, in part, about a voyeuristic engagement with bodies already transcending the boundaries of binary gender categories.

**Damion Thomas, University of Illinois, Urbana-Champaign**

***Arthur Ashe and the Burden of Being Black***

Shortly before his death from complications associated with AIDS in 1993, Arthur Ashe informed an astonished reporter from People magazine that being black was a greater burden than having AIDS. "Arthur Ashe and the

Burden of Being Black” explores Ashe's comment as a means to examine African American racial uplift ideology and the contentious battles that developed over the role of athletes in the African American struggle for civil rights, integration, and Black Power.

**Thorolfur Thorlindsson, University of Iceland**  
***Sport Subcultures and Tobacco Use***

This paper explores the relationship between sport participation and adolescent s use of tobacco in different social contexts. Focusing on sport participation, I analyze data from a nationally representative sample, exploring the relationship of sport participation to the use of tobacco in three different peer groups including sport, taking both the family and the school context into consideration. I also explore the relationship of smoking between different sport subcultures. The findings show that smoking tobacco varies significantly between peer groups, based on what kind of leisure patterns they engage in. More importantly the findings show that adolescent engaging in sports are less likely to smoke, even if they come in contact with tobacco or alcohol using peers. Finally, I discuss the important implications of these findings for prevention work among adolescents in contemporary society.

**Andrew Thornton, PhD, Roehampton University**  
***The Not-so-Fantastic Four? The Sporting Body in Film***

This paper will discuss and analyse the shifting meanings and signifiers of the sporting body and demonstrate how they are employed as means to construct the intelligibility of the contemporary film 'Super Hero'. The analysis will draw attention to the gendered, sexualised and racialised features of filmic representations of the sporting body that explicitly and implicitly reference sport imagery and symbolism. I will draw examples from current films such as 'The Fantastic Four', 'The Incredibles', The Matrix Trilogy, Spiderman and Million Dollar Baby , among others. The analysis will suggest that in contemporary Western popular film the sporting and super hero body converge in a fashion that stabilises dominant stereotypes of gender, race, sexuality and the heroic. This sport-hero body is made visible by emphasising the nominally positive connotations of the sporting body and linking them with the heroic body. Simultaneously, these representations inextricably invoke our most deeply held and cherished desires and anxieties concerning the body, gender, race and sexuality.

**Holly Thorpe, Waikato University**  
***From Decorative Sociology to Ornamental Social History: Contextualizing Female Boarding***

Abstract: This paper generally concurs with Rojek and Turner s (2000) claim that cultural studies is little more than decorative sociology, and goes one step further to argue that Lawrence Grossberg's radical contextual cultural studies is little more than ornamental social history. Grossberg (1997a: 7-8) proclaims that everything is context and context is everything for cultural studies. But if cultural studies' yardstick for measuring itself is the contextualization of cultural phenomena, then arguably cultural studies is superfluous because it is social history, not sociology or the Johnny-come lately cultural studies that is the discipline of context (Thompson, 1972: 45). In short, social historians have developed the most efficient tools for contextualizing cultural phenomena. I demonstrate this claim by adapting a model employed by the conservative social historian Arthur Marwick (1998) to contextualize a contemporary cultural phenomenon, the female boarder (i.e., the female surfboard rider, skateboarder, and snowboarder).

**Benjamin Tollestrup and Michelle Helstein, PhD, University of Lethbridge**  
***Narratives of a Drag-Queen Jock in the Sociology of Sport Classroom***

Human Kinetics, Kinesiology and, Physical Education are all programs of study which imply in some way bodies and movement. However, increasingly scientific and biological renderings of such programs continue to produce significant normative constraints on legitimate ways of thinking about and using the body and movement within classroom contexts. This presentation explores the challenges, dangers, and possibilities for disrupting such normative discourses of the body within the undergraduate sociology of sport classroom. This exploration is unique in that it places in a productive tension two simultaneous narratives of the classroom experience (an ex-drag-queen/kinesiology undergraduate student and that student s sociology of sport

instructor) in an attempt to provide insight into the pedagogical experience of negotiating power relations in the classroom.

**Ann Travers, Simon Fraser University**

***But It's Not the Same: Comparing Race and Sex Segregation in Sport in Terms of Social Injustice***

The 50th anniversary of the racial integration of major league baseball shone the spotlight on the history of racial segregation in sport and the 'shocking' injustice of this past practice. As part of a practice of whitewashing racial inequalities - past and present - in North American society, little attention to the structures of racial inequality and their relationship to exclusion in sport was paid. Racial segregation was wrong and this injustice has been corrected seems to be the tone of at least mainstream discussion. It is neither ironic nor surprising therefore that any discussion of sex segregation in sport as relating to past and present gender injustice is absent. Challenges to all-male sporting preserves - such as that presented by Annika Sorenstam, Michelle Wie and Hayley Wickenheiser - are greeted with either hostility or an individualistic portrayal of the athlete as hero that ignores broader social injustice. A comparison of race and sex segregation in sport is an important contribution to this discussion.

**Cathy van Ingen, Brock University**

***Bettor Up: Fantasy Sport as Internet Gambling?***

Most fantasy sport leagues require fantasy sport team owners to pay entrance fees that are then distributed back to winners as prizes. Yet, despite its immense popularity, fantasy sports have been largely overlooked by gambling researchers. This paper focuses on the link between the growing communities of online fantasy sport players and gambling. In particular, I have two aims in this presentation. The first, and most general aim, is to highlight key issues regarding Internet gaming and the ambivalence surrounding fantasy sport as a form of gambling. The second aim of the presentation is to draw attention to the ways in which gambling is an activity historically associated with male sporting culture. I argue that fantasy sport, like other popular forms of gambling such as Texas Hold em poker, is structured around gender positions that continue to draw upon masculine tropes deeply embedded within sport and which enable it to function as a respectable form of leisure rather than as a gambling activity.

**Patricia Vertinsky, University of British Columbia**

***The Posture Photo Scandal and the Downfall of William Sheldon***

When *New York Times* reporter Ron Rosenbaum stumbled upon a cache of aging, but official nude photographs in the gymnasium of Yale University he claimed it was a blatant example of well-intentioned institutions allowing their reverence for scientific orthodoxy to do things that seem scandalous in retrospect. In fact, the procedure by physical educators of taking nude posture photos of undergraduates as a guide for corrective physical therapy was extremely common at higher education institutions from the 1890s into the 1960s. Their measurement techniques and interest in body type offered a unique opportunity for William Sheldon to gather data to confirm his somatotyping theories that physique was destiny. Sheldon's somatotyping career flourished into the 1950s highlighted by his publication of *The Atlas of Men*, a taxonomy of 4000 body types. A companion *Atlas of Women* was planned with his assistant Barbara Honeyman collecting the photos for the volume. Their association, however, turned sour when Honeyman accused him of fabricating his data. This paper explores this dissent, its ramifications upon the demise of Sheldon's career, and on sealing the fate of the *Atlas of Women*. Honeyman subsequently built a successful career for herself employing modifications of Sheldon's somatotyping techniques for such luminaries as Margaret Mead, while working with sport scientists around the world to promote the use of somatotyping.

**Theresa Vladicka, University of Victoria**

***On and Off the Mat: Exploring Experiences of Female Wrestlers***

This preliminary study explores the disjunctures and paradoxes of female amateur Olympic freestyle wrestlers' lives on and off the mat. Using institutional ethnography, a narrative of female wrestlers' gendered experiences is presented as the basis for developing a research problematic in order to explicate the extralocal ruling

relations that coordinate their social realities. The analysis is based on semi-structured interviews with three Canadian athletes, as well as my own experiences as a wrestler. The primary fissure that athletes emphasized was between their behaviour and gender identity performance on the mat, associated with achievement, and off the mat, where appearance and femininity were described as paramount. Other tensions discussed in athletes' wrestling experiences relate to the themes of proving ability, second-class citizenship, and the sexualized wrestler. Off the mat themes include the beautiful body, self confidence, and fighting stereotypes. Gendered differences are conceptualized within the framework of gender as a bimodal continuum; athletes expressed and performed gender as more or less feminine, distinct from masculinity. This work is the basis for further research that will examine how wrestlers' gender identity performances in various social contexts serve as both a challenge and re-entrenchment of hegemonic femininity.

**Faye Linda Wachs, California State Polytechnic University, Pomona and Shari L. Dworkin, Columbia University**

***From Women's Sports and Fitness to Self: Third Wave Feminism and the Consumption Conundrum***

The lifespan of the magazine *Women's Sports and Fitness* (1974-2000) marks the transition from Second to Third Wave feminism. A content and textual analysis of the magazine examines this transition as reflected in the articles, advertisements and covers of the magazines. The shift of feminist concerns from institutional demands for equity to individualized consumer lifestyle choices is evident. At the center of the analysis is the growing centrality of the consumption of a specific lifestyle defined as "healthy." Living this lifestyle becomes conflated with feminist principles. Meaningful social action becomes solely individual action, either through the debunking of gender stereotypes or participation in fund raisers for meaningful causes (ie. Breast cancer). This points to the fundamental problem that Third Wave feminism must confront, that the expanding privilege of some women requires the continued exploitation of a hidden cadre of workers who facilitate the privileged lifestyle of consumption.

**Faye Linda Wachs, California State Polytechnic University, Pomona**

***They'll Make You Their Bitch: The Day I Got to Tell Larry King I Was Busy and Other Reflections on Dealing with Being the Flavor of the Day***

It was the second worst I have ever looked in my life, barring the day before, when I hadn't yet found a shower. After surviving the worst natural disaster of several centuries, my partner and I disembarked ready to greet the local Korean paper my husband's parents told us would be there. We walked out to a media crush unlike anything I had ever experienced. CNN, NBC, CNBC, ABC, KTLA, and every local station in the greater Los Angeles Airport was waiting for us. We hadn't slept more than eight hours in four days, my husband was still wearing the swimsuit he had been wearing during the Tsunami and I had finally discovered what my hair would look like without conditioner. The impromptu press conference we gave was broadcast internationally. We thought that was it, but no. The phone never stopped ringing. When our voice mail filled up, they were at the front door. Tsunami II, the media, took us completely by surprise. Learning to deal with the situation was difficult and illuminating. This talk will reflect on managing one's fifteen minutes of fame. It is imperative that one remember the profit orientation of the mass media and that you are completely expendable. If one keeps this in mind, one can sometimes make the media work for him/her.

**Theresa Walton, Kent State University**

***Theorizing Paula Radcliffe: From Triumph to Tragedy (and Back?)***

On Sunday, April 13, 2003 Paula Radcliffe of Great Britain became the fastest woman ever over the 26.2-mile distance, running the London Marathon in 2 hours, 15 minutes, 25 seconds. In doing so, she was the first British finisher, male or female, and the fastest runner in 2003 for the UK. While athletes often become representatives of their nations, both symbolically and as national team members, women's international success remains complicated in terms of nationality, gender, and the meaning of sporting space (Rowe, McKay, and Miller, 1998). For example, Radcliffe's incredible triumph, which could be read as British success, is instead constructed as a foil for the lack of British men's success. As the *Guardian* reported: Record breaker Radcliffe makes the men look soft (Mackay, 2003), noting that the first British man finished two

minutes off her rapid pace. In this paper I will examine narratives of mainstream construction of Radcliffe (print, visual and electronic media), her construction of herself in public forums (her autobiography and website), and fan constructions of her (message boards and letters to the editor), focusing on three main events of her running career: her record breaking run in 2003, her equally spectacular failure in the 2004 Athens Games, and her return to competitive running and win in the New York Marathon in November of 2004.

**Karen Weiller Abels, Christy Greenleaf, University of North Texas, and Catriona T. Higgs, Slippery Rock University**

***Televised Media Analysis of the 2003 Bank of America Colonial: Focus on Annika Sorenstam***

Media focus on women who compete in traditional male events is potentially laden with stereotypes. In 2003, Annika Sorenstam made history as the first woman in 58 years to compete in a PGA tour event. The purpose of this study was to analyze televised media coverage to ascertain whether the media coverage was fair and non-discriminatory, going beyond the novelty of the event. Commentators were expected to provide a great deal of information related to her personal life and focus on her inclusion as a female athlete, taking on an adversarial position against her male counterparts. Researchers analyzed local Dallas-Ft. Worth (ABC, CBS, NBC) entire 10 pm news broadcasts and ESPN SportsCenter (11pm-12am) from Monday, May 19th through Sunday, May 25th. Broadcasts were videotaped in their entirety and all comments related to Bank of American Colonial golf tournament were transcribed. Focus was on the following a priori constructs: gender marking, ambivalent comments, strength-weakness descriptors, male-female comparison, personal/personal life, and emotion. Additionally, several constructs emerged during data analysis: historical context, woman in a men's event (WME), and female-female and male-male comparison. A total of 929 comments were analyzed, 733 (78.9%) delivered by reporters, 94 (10.1%) by Annika Sorenstam, 35 (3.8%) by male golfers, 24 (2.6%) by female golfers, and 43 (4.6%) by fans. Researchers coded 779 comments. Dominant themes that emerged were comments by reporters that focused on ambivalent comments (29%) and emotions (20%). The majority of Annika's comments focused on her reasons for participating in the tournament, as well as her emotions of playing in a PGA event. It was clear that the majority of the coverage in the early rounds focused on Sorenstam with reporters uncertain as to how to describe her. This was supported by the high number of ambivalent comments as well as the strong focus on emotional content. The focus on personal life as well as emotional content was also strongly provided by Sorenstam herself. Results lend themselves toward support of Annika as a female athlete taking on an adversarial position in a male dominated event.

**Emma H. Wensing, University of Toronto**

***Ask the Audience? Theorizing Reception of Sports Media Texts***

At present, there is only a small body of empirical research that has considered audience reception of sports media texts. Audience understanding and interpretation is commonly inferred from discourse and textual analysis of media products, and typically focuses on identifying the dominant/preferred readings which attempt to hegemonize the audience reading to one particular way of thinking about social relations or a given phenomenon. In order to understand and perhaps challenge the patterns of preferred readings, the ways sports media texts impact upon the lived experiences of audience and the contextualised interpretations of actual texts must become known. Moving beyond Hall's model of encoding/decoding, this paper will address issues related to the study of sports media reception and consider how feminist, post-colonial and queer perspectives can contribute to our understanding of the sports media audience. The ways these different perspectives influence choices for audience research methodology will also be discussed.

**Kit Wheeler and John Nauright, Georgia Southern University**

***Golf, the Environment and Development Issues***

This paper examines the issue of golf course development and its impact on the environment with particular emphasis on the role of golf in developing nations and the often disastrous environmental consequences of the supposed "green game".

**Ryan White, University of Maryland**

***Bushleague Democracy: Production of Contrived Innocence at the 2003 Little League World Series***

In the immediate aftermath of 9/11, the US media openly endorsed its government's reactionary measures taken with Afghanistan and Iraq. However, when the American public became increasingly antagonistic toward the U.S. "war" efforts, a qualitative shift could be seen in the communication of US popular culture. Instead of an overt message of nationalism, cultural intermediaries formed a far more insidious variety of American narcissism – one where the United States celebrated its enlightened nature underpinned by its neo-liberal economic policy, while simultaneously using those policies to systematically destroy hope of a truly democratic society. In the following project, I employ a micro-ethnography (Wolcott, 1995) to interrogate the notion that the 2003 Little League World Series - promoted by ABC and ESPN as the "International Pastime" - was an example of a US popular program furtively promoting simplistic American nationalism, even as it explicitly subjugated children for capital accumulation. Further, I contend that this newer form of subversive nationalism affectively allows the American government to feign innocence in tragedies like 9/11 despite actively cultivating a "breeding ground" (Butler, 2002) of hate for itself by maintaining an oppressive regime of corporate worship, illegal occupation, terror, impoverishment, and rationalized murder in Iraq and Afghanistan.

**Brian J. Wigley, Shenandoah University**

***Narcissism and Dominant Culture: Football Players and Performing Arts Students***

Using the Narcissistic Personality Inventory (NPI), Elman and McKelvie (2003) found that football players scored higher in terms of level of narcissism than did non-athletes. Their study was conducted at a small, private university very similar to the university in which the current study was conducted. The two universities were however different in at least one potentially important way. The institution examined by Elman and McKelvie was the home of an established football program with a long standing winning tradition. The current study however was conducted at an institution known primarily for its outstanding and nationally recognized music conservatory, with an emerging football program. Due to the possible existence of different dominant cultures within each institution, the replication appeared intuitive. The NPI was administered to a random sample of 150 students (n=50 conservatory; n=50 football athletes; n=50 non-athletes).

**Brian J. Wigley and Gina Daddario, Shenandoah University**

***Who's on First? Media Coverage of Race, Gender, and Baseball***

For approximately a decade in the 1940 s and early 1950 s, Major League Baseball shared the spotlight with two other leagues, segregated according to gender and color lines: the All-American Girls Professional League and the Negro Leagues. While the AAGPL teams were found primarily in small Midwestern towns, such as Ft. Wayne, the Negro Leagues were comprised of regional franchises, including teams in the South, such as Birmingham. This study proposes to analyze the extent to which the other leagues shared the media spotlight long dominated by Major League Baseball. Specifically, we propose to compare newspaper coverage of the three leagues during the 1946 season. This particular year was identified due to its significant place in baseball history; not only was it the peak season for the AAPGL, but it represented the final season of fully race-segregated baseball in America. Our study will consider the amount of newspaper coverage devoted to each league through a descriptive statistical analysis as well as the nature of that coverage through a textual analysis. With Major League Baseball presumed to enjoy privileged coverage, we will examine the extent to which descriptors used adhere to traditional notions of gender stereotyping and racial stacking in sport.

**Nicole Willms, University Of Southern California**

***Fathers and Daughters: Negotiating Gendered Relationships in Sport***

In a paradox of gender-relations, girls and women are exploring new frontiers in sport, but often under the control, guidance, and discourse of an ever-persistent male-dominated sporting world. My study explores how these tensions are negotiated within father-daughter relationships. Female athletes experiencing a high-level of influence from their fathers embody the precarious position of women s sports today do they represent growth and change or reconstitute old systems of dominance in a new context? Interviews with 22 female college athletes reveal that fathers who play an integral role in developing their daughter s interest in sports act

as both a liberating and dominating force in their daughter's lives. The father-daughter sport relationship is at times one of imposition and dominance, where fathers try to control aspects of their daughter's sports career. In some cases, fathers even used abusive put-downs or aggressive behavior (normal coaching tactics?) to motivate their daughter. The extra attention some fathers paid towards their daughter's sports frequently led her to believe that his love was conditional and based on her ability to perform and succeed. The women interviewed utilized a wide variety of strategies to cope with the situation including acceptance/justification, negotiating, and outright rebellion.

**Matthew J. Wilson, University of Southern Mississippi and Cathleen Daus, University of Central Florida**  
***An Analysis of the USA Today's Coverage of the 2004 Summer Olympics***

The purpose of the present study is to compare men's and women's athletic press coverage during the 2004 Summer Olympic Games. Past research has found inequitable print media coverage to exist between male and female athletes (Wann, Schrader, Allison, & McGeorge, 1998; Eastman & Billings, 2000). As an extension of previous research (Duncan, Messner, & Williams, 1991; Kinnick, 1998; Eastman & Billings, 2000) this study will specifically analyze the USA Today's sport print coverage of the 2004 Olympiad. Previous research has consistently found inequitable coverage of men's and women's athletic coverage by print media (Wann, Schrader, Allison, & McGeorge, 1998; Eastman & Billings, 2000). Data analysis will compare men's and women's sport coverage in the following areas: a) number of articles; b) article length; c) position of article; d) number of photographs; e) type of photographs (color or black/white); f) gender of article's author. These data results will be compared to previous research findings to examine if shifts in coverage have occurred.

**Eli A. Wolff, Northeastern University, Mary A. Hums, University of Louisville, and Ted Fay, State University of New York, Cortland**

***Fear of Disability and the Unspoken Reality: Implications***

Fear of disability has been examined in the context of disability studies yet has not been investigated in the context of sport. How does the fear of disability manifest itself in the sporting environment? Is the lack of attention to sports for persons with disabilities explained by the fear of disability? Is the fear of the inevitable with respect to disability a central part of the obsession and singular focus on able-bodiedness in sport? This paper will ask questions and examine examples of the potential fear of disability in sports culture. The authors will explore the possible relationship and connection between ableism in sport and fear of disability. The authors will address the potential implications of fear of disability on sports organizations, and also address the potential role of athletes with disabilities and sports managers in transforming a culture of fear. Finally, this paper will discuss and analyze the denial of disability as a potential disabling condition in and of itself. The authors will encourage a discussion and dialogue on this complex topic.

**Jan Wright, Valerie Harwood, and Rebecca Dean, University of Wollongong**

***The Abject Other: Obesity Discourses and Harry Potter***

This paper draws on the argument that the 'obesity epidemic' is a social idea or discourse constructed through the intersection of scientific knowledge and a complex of culturally based beliefs, values and investments/desires. We examine how the authority of science permits particular effects, that is, makes possible ways of thinking about and judging individuals and social groups which in turn open spaces for policies, interventions and practices that subjugate people who are judged to be overweight and obese.

Through the discourse of the 'obesity epidemic', a generalised anxiety about the body is promoted by the constant reiteration of the self-evident fact of the epidemic in the print and electronic media, through the proclamations of scientists public health researchers, politicians and media personalities. In this paper we are not so much interested in these explicit manifestations of the discourse. Rather we examine how popular fiction, in this case the Harry Potter series, promotes particular ways of thinking about fatness and how these, through the seductive medium of the narrative, both draw on and constitute notions of the fat subject as abject: stupid, insensitive and out of control. We follow Butler to examine how 'the language which seems to describe the body actually constitutes it'.

**Jan Wright, University of Wollongong**

***Differentiating the 'At Risk' Subject: The Contribution of Physical and Health Education***

From a poststructuralist perspective the notion of youth 'at risk' is constituted as an effect of institutions, discourses and practices. Physical and health education as an institutional practice draws on discourses from public health and from psychological and sociological explanations of adolescence to constitute youth as 'at risk' subjects. As this paper shows this is not a unitary process: schools differentiate between young people on basis of gender, sexuality, social class and cultural background. Some young people are constituted as being more at risk than others and at risk of different 'unhealthy' outcomes. This paper draws on a study, funded by the Australian Research Council, which investigates the meaning of physical activity in young people's lives. In this paper, a discursive analysis of school documents and interviews with teachers from seven schools across three Australian states is used to describe how young people are constituted as being differently 'at risk' in relation to health outcomes associated with physical activity and sport. Interviews with students are used to examine how these discourses are taken up or resisted; and with what effects for how the young people see themselves and their health.

**Alana Young and Christine Dallaire, University of Ottawa**

***Sk8boarding and Technologies of Risk***

In this article, we draw upon the work of governmentality and cultural risk theorists (Foucault, 1979, 1988; Lupton, 1999) to highlight how young women skateboarders are surrounded by and constituted through risk knowledges and technologies surrounding femininity and skateboarding. Drawing on Foucault's concept of governmentality, this article demonstrates the pervasiveness of risk as an organizing principle which is central to the construction, regulation and policing of gender in sport. The primary method of data collection was twelve face-to-face audiotaped interviews with young women skateboarders between the ages of 16 to 29 years of age. Particular attention is paid to how risk discourses subject women to continual surveillance and control, wherein young women skateboarders are constantly aware of the appraising disciplinary gaze. This study explores Foucault's technology of the self and how young women skateboarders actively participate in the regulation and control of their bodies and ultimately articulate counter and dominant discourses of risk, reproducing and challenging historical notions of femininity.