



Conference Abstracts
**Sport and the Global South:
Linking Theory and Practice**

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While sport is played all around the world, the power relationships in global sport still favor the larger nations of the Northern Hemisphere with particular sites of power located in Europe and North America. Infrastructure and opportunities are also vastly uneven throughout the world though many sport development programs have been established in the nations of the Global South. This conference will address major issues facing sport in the Global South and brings together researchers and practitioners in discussions about the structural problems and the prospects for sport in the Global South during the Twenty-First Century.



Garrett **Ash**: University of Connecticut, USA

Malcolm J.B. **Anderson**: Running Across Borders/International Humanities Center,
ENGLAND

Patricia E. **Ortman**: Girls Gotta Run Foundation, USA

Supporting Impoverished Ethiopian Girls Who Are Training to Become Professional Runners: Successes, Challenges, and Future Directions

Ethiopia is one of the 10 poorest countries in the world, but some Ethiopians earn income 4 to 1500 times the national averages through careers in long distance running. Seven of the 10 top earning Ethiopian runners are women, and girls who participate in running are more likely to finish school and less likely to experience early marriage, childbirth and domestic abuse. Since 2006, the Girls Gotta Run Foundation (GGRF) has supported 50 impoverished Ethiopian girls who are training to become professional runners by providing financial grants of varying amounts and for varying purposes to girls in four different programs/teams. While all the programs focus on both running and education, they differ in other important ways. For instance, some programs support girls living at home while others facilitate a supervised shared residence. Additionally, girls enter the programs from a wide variety of backgrounds, and with various levels of educational attainment and running experience. Many of the girls have achieved significant educational success and several have experienced significant success in professional running. This paper will describe the successes of the girls/programs, the challenges GGRF and its partner organizations face(d), and plans and questions about future directions of GGRF's work.

Susann **Baller**: University of Basel, SWITZERLAND

Senegalese Neighborhood Soccer, Youth Politics, and the Football Federation

Neighborhood soccer teams, the so-called “navétanes”, are much more popular in Senegal than any league clubs or even the national team. Currently, more than 2,000 teams exist in the whole country. The first teams were created in the 1950s. Every year, they compete against each other in local, regional and national neighborhood championships. The history of these clubs and their championships demonstrates the complex interrelations between soccer and politics and provides insights into the conflicts and tensions between young people in the clubs, the Senegalese football federation and the government, namely the Ministry of Youth and Sports in Senegal. While the football federation longtime tried to avoid any direct involvement with the neighborhood clubs, the Ministry of Youth and Sport thought about how to get control over the teams. Young people in the clubs tried to keep their autonomy, but some also aimed at increasing their power and influence thanks to the popularity of the championships. This resulted in several periods of reorganization of the teams and championships and renegotiation between the Ministry, the federation and the clubs which eventually were incorporated into the Senegalese football federation in 2009. This paper analyses three turning points of increased tensions between the different actors, showing how soccer makes politics and politics shapes soccer.

Derek **Catsman**: University of Texas of the Permian Basin, USA

Of Pixies and Golden Girls: Zola Budd, Caster Semenye and the Burdens of Race and Gender in South African Athletics

In 2009 Caster Semenye dominated the women's 800 meters in the IAAF World Track & Field Championships. Almost immediately after her performance whispers turned into accusations, and Semenye found herself in the midst of a gender-testing controversy that evoked some of the worst public humiliations of black South African women tracing back at least as far as Saartjie Baartman. Further complicating an already fraught situation, this controversy took place against a background of a long history of cheating in track and field (and sport more generally) that meant that once the accusations were levied IAAF officials had little choice but to follow through on them. Semenye was eventually cleared, but as so often happens in these cases, the accusations drew more attention than the acquittal and Semenye's case became a cause célèbre, particularly in her home country where her humiliation led to fierce defenses.

A quarter century earlier another South African woman became a lightning rod for controversy in the world of track and field. Prior to the 1984 Los Angeles Olympics Zola Budd, a South African expatriate, was able to gain British citizenship suspiciously quickly. Though she proclaimed not to have any opinions and little knowledge about the racial situation in her homeland the apartheid subtext followed her into the games and her participation further engendered controversy and hostility when she tangled legs with American favorite (and media darling) Mary Decker in the 3000.

In both of these cases race and gender intertwined in ways that reveal the extra burdens that women athletes have faced but also the deep histories of race and politics in South African sport. This paper will explore the two cases in what will eventually be a chapter of a book on race, politics, and sport in South Africa.

Hugo **Ceron-Anaya**: Kutztown University, USA

The History of Golf in Mexico: modernity, class, and race, 1890 - 1940

This paper analyses the history of golf in Mexico during the late nineteenth and early-twenty century, when the Mexico Golf Association was run by US and British expatriates. I am particularly interested in explaining the substantial symbolic power golf possessed in the Mexican society at the time. To do so, I examine the composition of the golf clubs, the pattern of distribution of courses in the country, and the images produced by the Mexico Golf Association. This information allows me to elaborate on the relationship between modernity and class, showing for instance how the connection between golf and business, created in the UK and the USA, was replicated in Mexico. The interaction between the economic field and golf partially explains why this sport enjoyed a considerable status

among economic and political elites in Mexico. However, I argue that the power of golf not only resided in its modern nature and business implications, but also in its racial connotations. The headed paper and posters produced by the Mexico Golf Association offer visual evidence to demonstrate the relationship between golf and race. In theoretical terms, the article advances Norbert Elias's notion of the established and the outsiders.

Simon **Darnell**: Durham University, ENGLAND

Robert **Huish**: Dalhousie University, CANADA

Sport and South-South Solidarity: Investigating the development politics and policies of Cuban sport policy in the Global South

Recent years have seen increased critical attention paid to the mobilization of sport to meet international development goals in the Global South, accompanied by calls for a de-centered approach that investigates sport-for-development beyond the traditional top-down notion of North to South deliverance (see Lindsey and Grattan, in press). In this paper, we suggest that the model of sport policy utilized by the Cuban state offers an important comparative analysis given its uniquely explicit political commitment to bilateral development through sport. For example, the *Escuela Internacional de Educación Física y Deporte* offers students a fully inclusive scholarship to study physical training and coaching and the school currently supports 983 coaches from vulnerable communities in 53 Low and Middle Income Countries across the Global South. Through critical analysis of state policy and current sports initiatives, and drawing on fieldwork at Cuba's national sports ministry, the *Instituto Nacional de Deportes, Educación Física, y la Recreación*, we suggest that the commitment to South-South development solidarity factors into Cuba's sport policies, alongside nationalism and foreign remuneration. This unique approach is illustrative of Cuba's broader goals of counter-hegemonic policies related to both development and sport. The Cuban case therefore offers an opportunity to analyze sport as more than just a tool for development, but also as a socio-political practice firmly embedded within international relations and the global political economy.

Russell **Field**: University of Manitoba, CANADA

Splitting the world of international sport asunder: The 1963 Games of the New Emerging Forces – challenging the global sport order from the South

This historical reconsideration of the Games of the New Emerging Forces (GANEFO) examines a moment of political contestation in sport that emerged in the global south. GANEFO was an international multi-sport event that took place in Djakarta, Indonesia, in November, 1963. Approximately 3000 athletes from 48 nations met in the Indonesian capital for 20 sporting events and cultural festivities. Athletes hailed primarily from recently decolonized countries in Asia, Africa, and Latin America, which were labeled the “new emerging forces” by Indonesian President Sukarno in his attempt to situate his nation as a regional power. But large teams were sent by the People's Republic of China and the Soviet Union.

GANEF0 was organized on the model of the global sporting event while protesting against the perceived forms of repression symbolized by similar events. IOC President Avery Brundage warned that GANEF0 “might split the world of international sport asunder” and “is unquestionably the first move in a campaign to take over international sport.” This paper highlights the many ways in which GANEF0 can be read historically, as a sporting manifestation of: the anti-colonial movements of the 1960s, Cold War politics, tensions in the Sino-Soviet split, and a residue of European worker’s sport culture.

Tyler **Fleming**: Columbus State University, USA

Jake Tuli, the Toweels and a Tiger Kid: Racial Discourses within South Africa’s Postwar Boxing Worlds

South African racial segregationist policies hardened after World War II, ultimately culminating with the rise of apartheid in 1948. Though South African sport was largely segregated before this era, the lines between black and white sporting worlds significantly solidified following the end of the war. Boxing, in particular, became highly racialized. Under national law, it was made illegal for white fighters to face “non-Europeans” (Asian, African and Colored opponents). In many ways, the “European” and “non-European” boxing worlds existed in parallel universes with their own respective titles, promoters, venues and fan favorites. Despite how separate these spheres remained throughout the period, racial discourse did occur in a variety of arenas. This paper explores the role race played within and between both white and black boxing circles. It does so by examining various white and black boxing periodicals, governmental documents and autobiographical accounts to flesh out how race fundamentally shaped South African boxing in the postwar era.

Philip **Forde**: University of the West Indies- Cave Hill, BARBADOS

How hegemonic pressure and issues of self worth threaten the survival of traditional sports in the West Indies

Barbados was one of the earliest sugar producing British colonies. As with all West Indian sugar colonies, enslaved Africans were used as a source of cheap labor. Despite pressure to ‘root out’ any cultural retention from Africa, warri and stick fighting survived. Of these two warri is in its original form whereas the present stick fighting form is a product of the creolization process.

Both of these African cultural retentions have come under pressure in the post-emancipation era by games and martial arts that are part the ‘Global North’ culture.

The sport of cricket was seen by working class blacks as a means of performing on the international stage. This has led to the demise of the once popular stick fighting. Those



Barbadians who practice the fighting arts have, by and large, chosen the Asian martial arts that enjoy international recognition.

Chess, draughts(checkers) and dominoes are the board games of choice in present Barbados. Warri's popularity has declined as a result.

Alex **Galarza**: Michigan State University, USA

Fútbol Espectáculo: Crisis and Construction at Club Atlético Boca Juniors, 1960-1976

In this paper, I examine the historical process that led to a financial crisis in football and measure its effects through a case study of Club Atlético Boca Juniors. There, club president Alberto J. Armando would preside over an era of expensive signings and ambitious projects. Armando's policies would characterize a period in Argentine soccer known as 'fútbol espectáculo'. I analyze the annual memorias y balances of Boca Juniors from 1966-1976 to find revenue data, membership statistics, noteworthy club events, and details of Boca's ill-fated project to construct the Ciudad Deportiva. The Ciudad Deportiva was a massive construction project that encapsulated city planners' desires to make Buenos Aires a 'modern' capital while demonstrating the crucial role football clubs played in providing the leisure infrastructure of the city. I argue that the Ciudad Deportiva's failure illustrates the nature of the economic crisis in footballing while revealing the crucial role that clubs played in urban politics. Boca's activities throughout the crisis also demonstrate how they simultaneously shifted toward commercial logics while emphasizing their historically public roles.

Andrea **Giampiccoli**: North-West University, SOUTH AFRICA

John **Nauright**: George Mason University, USA

Impacts and Legacies of Sports Events in the New South Africa

The sport events industry is growing enormously around the world. As suggested: "Sport events are big business and have grown enormously during the past two decades" (Saayman, et. al., 2005:211). Sport mega-events (SMEs) such as Football FIFA World Cup, Rugby World Cup, Olympic Games and the Cricket World Cup are widely supported with the promoted prospects of facilitating and enhancing economic development. As we have written: "Mega-events like the FIFA World Cup are widely touted for the economic benefits they can bring to a country" (Giampiccoli & Nauright, 2010:42). International SMEs or hallmark events "are generally thought to help position a host city as an international tourist destination and facilitate touristic activity in the years following the event [however] mega events tend to be short lived but have long-term consequences for a community that may not always be positive" (Gibson et. al., 2003:182). In other words "[m]ega-events have differential long-term financial and social benefits for various groups in host communities" (Nauright, 2004: 1326).

In the same time small-scale sport events (SPEs) or locally organized and controlled sport events have also grown in relevance as a way to promote economic development. For instance it has been noted that “[c]ollege-sports events have the potential to increase city revenue and community spirit, while increasing travelers’ awareness of the local community” (Gibson et. al., 2003:181). However, compared to SMEs “small scale-sports events might result in more positive effects for host communities” (Gibson et. al., 2003:181). It is therefore of significance to investigate the different political economic contexts and reasoning behind the two different level of events and the local impact scenario that they offer. For the aim of this paper SPEs related to sport events that are smaller in scale and are organized and managed at the local (within South Africa) and not by international sporting entities, while SMEs are sport events organized and managed by an international sporting entities. We use the South African context as a case study to investigate a number of SMEs and SPEs to examine the framework behind the two types of events and expose the possible different impact at the local level the two types of events have.

Rommel **Green**: University of the West Indies, Cave Hill, BARBADOS

Water Body Cultures in Barbados

An examination of contemporary water sports cultures in Barbados will demonstrate that there is a relationship between social location, habitus and taste as espoused by Pierre Bourdieu. This ties in neatly with the conference theme of major issues facing sports in the global south. The Barbadian swimming body is implicated in society where it is constantly affected by social, cultural and economic processes. Economic, cultural and other forms of capital have a permanent influence on participation in sporting activities which affect development of the body. Economic barriers however are not sufficient to explain the class distribution of competitive swimming in Barbados. They are more hidden entry requirements, such as family tradition early training and dress (training equipment) which keep competitive swimming closed to most of the working class. In order to understand the social composition of a sport, it is important to locate that sport within the entire field of sports, and examine the structure in relation to other social fields within the nation. The relation between sports and other social fields can affect the social composition of the participants. For example, swimming and water polo playing was popular among Barbadian whites in the 1940s, 50s, 60s and 70s. Blacks were looked upon as part of the non swimming majority.

Abbi **Hill**: Brock University, CANADA

Cheri L. **Bradish**: Brock University, CANADA

Sport for Development: Implications for Sport Management

This study examined and analyzed leading academic and industry opinion regarding the 'state' of 'Sport for Development' with regard to implications for sport management. As



such, this presentation will provide an overview of key expert opinion, related opportunities and challenges for the 'future' of Sport for Development, as well as will provide implications and discussion for the important academic and field work in this area.

Lindsay Sarah **Krasnoff**: U.S. Department of State, USA

Dual Nationality Players: Aiding or Shortchanging the Development of African Football?

In late April 2011, French soccer authorities were accused of discussing the institution of ethnic quotas to limit the number of youths of North African and African background enrolled in the country's soccer training academies. The allegations rocked the nation and highlighted the debate about immigration and identity; the team that won the 1998 World Cup was multi-ethnic, feted and hailed as a symbol of modern France.

The French Football Federation (FFF) recast the allegations, insisting the discussion was one about the difficulties of "bi-national" youth players. Such dual nationality youths, French-born and trained but who don another country's team jersey in international competition may be considered a "problem" for soccer officials. However, they illustrate a new trend: youths born and athletically formed in France who opt to play for their ancestral country (usually in Africa).

"Dual Nationality Players" will look at this development through the prism of French youths who play for African national soccer teams. It will examine the desirability of such players by African soccer scouts, why players opt for another national team, what benefits they bring in doing so, and ways that such practices may/may not be harmful to youth sport development in some African countries.

All views portrayed in this abstract are those of the author and do not represent those of the Department of State or the United States Government.

Carrie W. **LeCrom**: Virginia Commonwealth University, USA

Brendan **Dwyer**: Virginia Commonwealth University, USA

Bringing Cultures Together Through Coaching Education

This presentation will address the ability for sport to be a powerful tool in cultural exchanges and how sport management faculty and professionals can actively lead programming in foreign countries. Faculty members at Virginia Commonwealth University's Center for Sport Leadership recently returned from a visit to Shanghai, China. The trip was the final piece in a two-year grant funded by the U.S. Department of State.

Developing and Improving Synergies in Chinese and United States Soccer (DISCUSS) aimed to promote cultural understanding between citizens of the U.S. and



China through the sport of soccer. Specifically, the program trained youth soccer coaches and administrators in on- and off-field practices and methodologies aimed at developing players to be successful in soccer and in life. Its goals were overwhelmingly met through encouraging an open exchange of ideas, developing tools to overcome obstacles within youth soccer, and creating lasting ties for future teamwork and collaboration. By discussing the project from conception to completion, it is the hope that other faculty and students will benefit from this example of a 'best practice' in global exchanges.

Kleon **McPherson**: University of the West Indies, Cave Hill, BARBADOS

Understanding the Correlation Between Sport and Culture in the 21st Century: A Caribbean Perspective

The objective of the paper is to illustrate how sports could be better incorporated into a contemporary conceptual framework of cultural studies, by attempting to correlate sport with culture via viewing them through the same lens. This process becomes even more practical since both encompass interwoven themes such as power, race, stereotyping, 'othering' and hegemony. This investigation was incited due to sports research being marginal to cultural studies as a field of enquiry. One would utilize the historical narrative of West Indies cricket as a model for not only assisting in better understanding West Indian cultures, but also explaining sport within the contemporary framework of cultural studies. Justification for doing this is to furnish a somewhat subaltern representation as one could easily get trapped in the grand narrative of elitist perspectives. This level of historicity becomes pertinent seeing as racial and colonial discourses in sport are prevalent in the twenty-first century. Additionally, historical investigation is warranted since the phenomenon of globalization in sport reflects the same imperialist structures enacted in colonial times. Thus, my intention is not to furnish an absolute solution to the problem, but rather to map out general conceptual underpinnings and aligning them within a historical context.

Rosie **Meek**: University of Southampton, UNITED KINGDOM

The role of sport in the reintegration of young offenders: preliminary findings from a prison-based football and rugby intervention.

This paper outlines the potential benefit of delivering sports-based intervention programs in prison and presents the preliminary findings from an evaluation study examining the impact of a football and rugby Academy at a prison holding 18-21 year-old males in the South of England. The group-based project consists of sport-specific coaching, supplemented with classroom-based team skills and intensive resettlement casework. Pre- and post-participation questionnaires and semi-structured interviews were carried out in order to assess the effectiveness of participation on a range of measures. The research is ongoing but preliminary findings have revealed positive pre-post participation changes in each of the 17 psychometric measures of aggression, conflict resolution and self esteem.

The quantitative findings are supported by the qualitative interview data, with interviews revealing the positive impact of participation on desistance from offending from the perspectives of the young men taking part in the program. Staff-prisoner relationships are also observed. Although the preliminary findings support the short-term effectiveness of sport as a way of engaging with young men in supporting the transition from custody to community, the methodological challenges of carrying out rigorous research in this domain are explored, along with future research directions.

Kelsey **Moore**: George Mason University, USA

Best Practice in Sport and Development

While sport for development projects exist throughout the Global South as well as in disadvantaged areas in developed countries, no clear and widely accepted guide to best practice exists. This paper explores key dimensions that are crucial for success in sport for development initiatives and provides examples of good practice from a case study of the organization Coaches Across Continents.

Joshua H. **Nadel**: North Carolina Central University, USA

Double Disparities: Women's Soccer in Latin America

Women's soccer in Latin America has a long, if obscured, history. Since the first organized games in the 1930s, *futbol femenino* has faced myriad challenges—from legal bans to cultural taboos—some of which continue to retard the game. And, while support for the sport is growing, Latin American federations are slow to embrace it: the Mexican women's national team was administered by the amateur division until 2009, for example, while the Argentine Football Federation still has no committee for women's soccer.

Perhaps nowhere are disparities in sport between the Global North and South more visible than in women's soccer. The United States and much of Europe provide ample funding to their respective women's teams. While this support does not equal that given to men, it nevertheless approaches parity. This is not the case in Latin America, however. There, men's teams receive the lion's share, and the scant resources available for women's soccer create a double disparity: the gap between women's and men's soccer in the region exacerbates the North-South divide within the women's game. This paper will assess ongoing efforts to strengthen Latin American women's soccer and will explore the social, cultural, and institutional barriers continuing to face the game.

Kayla **Nolan**: Occidental College, USA

More than a Sport: Gender Relations, Running and the Ethiopian National Identity

Despite poverty, oppression and second-class citizenship, Ethiopian women have found an avenue for greater recognition and equality through their involvement in long-distance running. Over the past fifty years the continued success of Ethiopian runners has created a renewed sense of pride in the strength and endurance of the Ethiopian people and a nation that is struggling to define itself in the contemporary international community. The recent emergence and involvement of women in the sport of running has begun to change fundamental social interactions and cultural values that have long defined the roles that Ethiopian women play in their families, society and nation. Although women continue to face discrimination, running has developed new patterns of cultural and social behaviors that facilitate greater female participation and equity in Ethiopian society. This study—based primarily on participant observation and interviews with women runners and leaders of athletic and women’s organizations—concludes that the sport of running has contributed to the development of an avenue for women to actively construct Ethiopia’s national identity and renegotiate gender power relations in the male dominated arena of sports and in Ethiopia’s patriarchal society.

Philani **Nongogo**, Tshwane University of Technology, SOUTH AFRICA

Youth Olympics and Sport Development in the Global South

Sport events such as the Olympic Games, FIFA Football World Cup and the Commonwealth Games are the biggest sport events in the world today. These mega-events are equally expensive and thus elude and marginalize the developing world. However, these events are seen by both the Olympic Movement and the governments that bid to host them as crucial for economic development; enhancing the countries images; fostering social cohesion and; more importantly in the “development” of sport and diffusing and/or popularising those sports codes that the youth are not familiar with in a particular region. The latter seem to have been central in the thinking of the International Olympic Committee (IOC) on July 6, 2007, when it approved the establishment of the youth version of the Olympic Games in its 119th Executive Board Session in Guatemala City. The Youth Olympic Games (YOG) were positioned to be a multi-sport, cultural and educational event for young people and driven by young people; complementing the Olympic Games in bringing the Olympic values alive. The inaugural YOG in Singapore in 2010 brought together talented athletes from around the world, including those from the Global South and its two-thirds majority within the developing world; to participate in high-level competitions and lead them on their way to becoming true Olympians. Paramount to the latter was the IOC’s emphasis that the host countries should use already existing facilities such that the magnitude and cost of the Games themselves be contained and manageable. This was critical in offering the developing countries reasonable prospects, not only to send athletes but to host the YOG. The latter therefore had the potential, at least in the eyes of the Olympic Movement, through the Games, to communicate on Olympic values; stimulate worldwide sports

activities; highlight the different sports and provide an efficient platform to motivate young people to “get active”. The present study seeks to examine the above notions and claims, especially in the light of Innsbruck City (2012) and Nanjing City (2014), which were elected to host the winter editions of the Games without a single developing country in sight.

Charles **Parrish**: George Mason University, USA

Rugby Development in Argentina and the Demise of the Amateur Ethos

The diffusion of rugby in Argentina occurred as a bi-product of the larger migration pattern of British settlers arriving to the River Plate region during the middle of the nineteenth century. British expatriates formed enclaves with exclusive education institutions and athletic clubs. Over time, as modern sport forms took root, association football gained in popularity while rugby football became marginalized. As association football shifted to professionalism, rugby was and continues to be practiced primarily within the network of British private schools and affiliated athletic clubs as an amateur sport. In the absence of a domestic professional league, Argentina’s elite rugby players seek wage opportunities abroad. Recent developments related to Argentina’s pending inclusion into the Tri Nations have fostered a movement in which the Argentine Rugby Union (UAR) is considering taking unprecedented measures towards professionalization. Many domestic rugby administrators fear the process will exacerbate the current developmental imbalance among the 25 regional rugby unions. Proponents claim the element of professionalism is a necessary step to enhance the quality of play and to develop a viable consumer market for the sport that transcends enduring class divisions. This paper seeks to explore the key challenges and opportunities facing the UAR as it navigates uncharted territory.

Anand **Rampersad**: University of the West Indies- St. Augustine, Trinidad & Tobago

Inside the lives of women cricketers in Trinidad and Tobago: Phoenix Women Cricket Team

Social scientists in the English speaking Caribbean have offered scant rigorous analysis to the study of sport. What has been offered have been limited to the study of cricket as it related colonialism. In addition the emphasis has always been on males. The purpose of this research is to bring women’s participation in sport into the main discourse of Caribbean social issues.

This study seeks to gain an insight into the lives of these athletes’ involvement in cricket. In doing so it looks at factors that have motivated and driven these athletes and also the issues that are challenging and discouraging. Data collection spans a three (3) year period (2009-2011) and includes in-depth interviews and participant observation of the Phoenix women cricket team. The research design allows the women to express themselves openly so as to offer their explanations of themselves. The study also raises questions about being political or apolitical in the research process in the Caribbean. The study is beneficial in itself as it provides an insight into the lives of

sporting 'others' as well paving the way for future research involving women of other sporting disciplines.

Rob **Ruck**: University of Pittsburgh, USA

Fa'a Samoa and the Tropic of Football

Robert Louis Stevenson once called Samoans 'god's sweetest work.' He wasn't thinking of Pittsburgh Steeler Troy Polamalu but quite a few football coaches in the US and rugby coaches in New Zealand and Australia would probably agree. Coaches fielding athletes from the Samoan islands can't seem to get enough of them.

The Samoan islands have become micro-cultures of sporting excellence, producing an extraordinary number of athletes on a per capita basis. It's often said that an American Samoan (including the *diaspora*) is forty times more likely than a member of any other demographic group to make it to the National Football League. I suspect independent Samoa has a similar story to tell regarding rugby but I will focus on football in this presentation.

What accounts for this extraordinary number of talented athletes erupting onto the global sporting scene in recent years? And what does that tell us about the role and meaning of sport in these cultures? Are these achievements primarily a function of global capitalism reducing sport to a commodity as well as the Americanization of Samoans in the States and the territory? Or does the continuing influence of *fa'a Samoa*—the Samoan way—matter even more in the construction of a micro-culture of sporting excellence?

Rwany **Sibaja**: George Mason University, USA

A Crisis of Identity in Argentinean Fútbol: A view from the press (1955-1970)

A study of the Argentine press between 1955 and 1970 exposes a tension between two distinct philosophies about national *fútbol*. On the one hand, traditionalists favored the *criollo* style—based on ingenuity and craftiness—which had become an identifiable aspect of national identity by 1955. With an emphasis on ball control, creativity, and “shaming” an opponent through trickery and deceit, the Argentine *crack* or *pibe* became a well-known figure of world football. *Criollo fútbol*, largely seen as a product of the working class, contrasted with the rigid and organized approach favored by the British instructors who introduced the sport in Argentina in the late 1800s.

Some journalists and coaches, however, were concerned that this *criollo* style failed to deliver international success. Favoring the more “modern,” disciplined, and team-oriented version practiced by successful European teams of the time, modernizers of the sport turned their back on the working-class *pibe* in favor of the disciplined professional. The success gained by teams employing these new modern approaches brought Argentina



some international success by 1970; however, these squads also earned infamy for playing a dirty and “anti-football” style. As a result, debates about *fútbol* in the press during these fifteen years reveal larger questions of Argentine identity: between tradition and modernity, between playing like an “Argentine” and winning at all cost.

Earl **Smith**: Wake Forest University, USA

The Political Economy of Development & Underdevelopment in Sport

This paper –in-progress explores the “why” question as to the continued dominance of USA sports teams on the international stage in light of “globalization” taking root in the sports world. Using the under-development theoretical framework provided by Frank and Rodney, consideration is given to the movement of athletes in a similar context to that of the movement of resources such as diamonds, gold, rubber, and tea. The argument reflects on colonialism and the exploitation of many countries situated within the Global South regarding valuable resources. Today “first world countries”, such as the USA and many in Western Europe, continue to extract precious resources-in this case star athletes-from the same countries they have exploited for centuries. Despite a lack of direct colonialism by the United States, the US and its historical involvement in the slave trade and pursuit of foreign resources has also created pathways for the development of an international trafficking of athletes in sports such as baseball, basketball, and hockey. The paper ends with recommendations on what is to be done about professional “World Championships” that showcase a significant number of athletes from around the world but do not necessarily include teams and competition based outside North America.

David **Spencer**: University of the West Indies, Cave Hill, BARBADOS

“Beyond the boundaries of Cricket”:- Exploring a history of Track & Field in Barbados and its marginalization in the face of Cricket.

Entrenched within the English speaking Caribbean, Cricket’s tentacles reached deep within schools, churches, communities, and grass root where little attention was paid to other sports. This dissertation seeks to write an indigenous history of Track and Field in Barbados after our colonial experiences along with challenging the discourse that cricket is not the only meaningful sport that is deserving of a written and published history. By examining this historically important journey, I argue that Athletics has been constrained and marginalized due to the heavy emphasis on cricket development and cricket’s representative as the National Sport. The time periods studied include the 1937 riots, inception of the Amateur Athletic Association 1947, transfer of power from whites to black, 1966 Independence, the democratization of cricket, the emergence of black local political power and the winning of medals at the Olympics. I use a mixed method research strategies: (1) *a qualitative analysis of oral histories* and (2) *one case study*. Data was collected from sport persons, archives, interviews, newspapers, and published reports. Writing a history of track and field allow institutions, individuals and athletes to have a

better understanding of who they are, access to opportunities and reducing the gaps between the hierarchies in sports.

Sasha **Sutherland**: University of the West Indies- Cave Hill, BARBADOS

Women and Sport in the Anglophone Caribbean

Women are arguably the pillars of sport and society to the extent that they provide “unofficial” support to athletes and officials who are the established and celebrated faces of the arena. These faces are commonly understood as male. Yet, females who dare to step beyond the boundary of their socially legitimised liminality are ostracised, tokenised and sometimes ignored for their seemingly hapless attempts at engaging what is determined as male spaces. While the global north has seen some successful attempts at narrowing the margins of inequality at all levels of sport, the following essay will evaluate the progress of female athletes and administrators in sport in the Anglophone Caribbean. Sport will be examined as a site where the goal line is consistently shifting, making any attempt at legitimate success in sport for women an unsuccessful one. Football is seen as the main site of this contestation, demonstrating that while sport in the global south is attempting to break its glass ceiling to the rest of the sporting world, those glass pieces are being used to reinforce the glass ceiling to female sport development.

Damion L. **Thomas**: University of Maryland

African-American athletes, Cold War politics, and the Global South

This paper examines U.S. government attempts to manipulate international perceptions of U.S. race relations during the Cold War by sending African American athletes abroad as cultural ambassadors. As nations in the Global South gained their independence, State Department officials realized that international condemnation of U.S. domestic racial violence was a major hindrance to U.S. Cold War foreign policy objectives. Because Southern, segregationist Congressmen repeatedly stymied efforts to improve civil rights laws, high-ranking U.S. government officials authorized an aggressive propaganda campaign abroad. Consequently, the State Department began to send prosperous African Americans overseas to showcase African Americans as the preeminent citizens of the African Diaspora, rather than as victims of racial oppression. Because sports were, arguably, the most high profile American institutions to integrate, athletes were prominently featured in the State Department goodwill tours. These tours were designed to undermine anti-Americanism as a foundation for racial and political identity formation throughout the Global South.

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Sport as human capital investment for girls and young women: How can sport contribute to the Millennium Development Goals?

This project includes a literature review, situation analysis, and proposal for future research on the impact of sport for girls in developing economies. The study will examine international sport development for girls and will focus on the Caribbean country of Barbados.

Very little research exists on Barbados, especially concerning the topics of sport and development. To date, no studies were found on the impact of sport on the social, economic, or political development of Barbados. Furthermore, no studies were found on girls and women participating in sport in Barbados. Given this vacuum of information, this study can contribute much information to social sciences, especially in developmental studies and sports sociology.

Given the positive indicators of Barbadian society (literacy rate, standard of living) and the linked policies of sport and education in this country, the study of sport development in Barbados may provide a model for other developing nations to employ the power of sport to improve the lives of their people. In particular, this study will examine the impact of sport on girls (ages 12-18) in Barbados.
