

## Globalization, Regional Competition, and the Role of Sport

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### Session 7: Governance Presentation (25-minute)

Thursday, May 31, 2007

1:30 PM - 1:55 PM

Since the end of communism, the East-West ideological context of international sporting competitions disappeared. The triumph of capitalism and the economic and social turbulence experienced by many of former communist states created a new social science agenda in which the concept of globalization took centre stage.

Sport presents one of the most advanced cases of globalization, because there are fewer cultural and political obstacles to the development of trade and international power in sport than there are in other fields. At the beginning of the 21st century, in a world where international sport organizations and transnational corporations have become far more important than ever, the research agenda on sport globalization gained a new focus. The center of analyzes turned to capacity of the states and/or regional organizations in regulating these global, stateless interests of sport.

The role and power of organizations such as FIFA and IOC, and the growing involvement of the European Union in sport related activities increased attention to existing differences between the organization of sport on the North American and the European continent, leading to the question: to what extent is the global world of sport Americanized or rather sport can be seen as a unique exception of Americanization of global popular culture.

Building on the works of Lincoln Allison ("The Global Politics of Sport," and "The Curious Role of the USA in World Sport"), Ken Foster ("Alternative Models for the regulation of Global Sport"), Barrie Houlihan ("Sport, Globalization, the State, and the Problems of Governance"), and Rob Parrish ("Sport Law and Policy I the EU"), this presentation would like to investigate the role of sport in and the relationship of sport with competing economic and political interests between the European and North American continent.

This presentation will focus on two case studies addressing the conceptual problem of Americanization versus Europeanization of sport. First, the study shows how one transnational company's sport sponsorship plan can differ between the two continents in line with the existing differences in value of sport. Second, the study examines the existing differences in approach to the Ryder Cup competition between the two teams representing their continent respectively.