Centers and Peripheries in Sport

PART ONE
The Development of Football: Commercialization, Culture and Identity

PART TWO
The Development of Women Sport: Separate but not Equal

International conference on sports in Malmö, April 8–12 2010
THE CONFERENCE ON CENTERS AND PERIPHERIES IN SPORT IS SPONSORED BY

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NORDIC SPORT SCIENCE FORUM  MAKING SENSE OF SPORTS

SCANDINAVIAN SPORT STUDIES
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Thursday, April 8

08.00–09.15  REGISTRATION
09.15–09.30  WELCOME AND INTRODUCTION
09.30–10.30  KEYNOTE ADDRESS  Richard Giulianotti (Durham University) Football and Globalization  ROOM D138
10.30–11.00  Coffee
11.00–12.30  THREATMIC SESSION I  Winners and Losers in British, Danish and Swedish Men’s Football (invited speakers)  ROOM D138
1. Guy Osborn (University of Westminster) Barclay Premier League: Winners and Losers in British Football
2. Rasmus Storm (Danish Institute for Sports Studies, Copenhagen) Winners and Losers in Danish Football: Commercialization and Developments in European and Danish first-tier clubs
3. Torbjörn Andersson & Bo Carlsson (Malmö University) Allsvenskan and the Commercial Immaturity of Swedish Club Football
12.30–14.00  LUNCH
14.00–15.00  KEYNOTE ADDRESS  Simon Gardiner (Leeds Metropolitan University) Nationality and Protectionism in Football  ROOM D138
15.00–15.15  REFRESHMENTS
15.15–17.15  PAPER PRESENTATIONS I  The Market and the Law  and, simultaneously, in Swedish,
PAPER PRESENTATION I

MODERATOR  Guy Osborn  ROOM A227

1. Football Labour Market: Player Acquisition Trends in Elite Level European Professional Football (Martin Littlewood, David Richardson, Christopher Mullen, UK)
2. Football’s Other Transfer Market: Examining the Effects of Foreign Players and Processes of Feet-exchange in the Premier Academy League (R. Elliott, UK)
3. Post-Bosman Football Milieu in the Czech Republic (S. Eysettova, Czech Republic)
4. The Future of Football in Europe (M. Kronberg, Germany)
5. “Super League”: The Long-Awaited Solution for Greek Professional Football or Just another Marketing Ploy? (C. Anagnostopoulos, UK & P. Alexopoulos, Greece)

PAPER PRESENTATION II

The Fans

MODERATOR  Arve Hjelseth  ROOM E323

1. Influences of Organizations Supporters Trusts on Economical and Sport Performance of Football Clubs (Jiri Kotab, Czech Republic)
2. Foreign Fandom and the Liverpool FC: A Cyber-Mediated Romance (Anthony Kerr, La Trobe University)
3. Banning Orders: Legitimacy Problems of Banning Orders (P. Coenen, UK)
4. Reflexivity of Contemporary Football Fandom (D. Numerato, Italy)
5. The 39th Game: Fan Responses to the Premier League’s Proposal to Globalize the English Game (N. Chan & J. Rookwood, UK)
Friday, April 9

08.00–09.00 **REGISTRATION**

09.00–10.00 **KEYNOTE ADDRESS** Hans Hognestad (Telemark University College) Split loyalties: Globalization, Identity and Morality in Scandinavian Football  **ROOM D138**

10.00–10.30 **COFFEE**

10.30–12.30 **PAPER PRESENTATIONS III** Identities

and, simultaneously, in Swedish,

10.30–12.30 **THEMATIC SESSION III** Perspektiv på svensk herrklubbfotbollsutveckling och dess framtid (inbjudna talare) **ROOM D222**

1. Per Solér (Fotbollsalliansen, Fryshuset) Svenska fans och utvecklingen av svensk klubbfotboll
2. Lars Richt (Svenska Fotbollförbundet) Svensk herrklubbfotbolls framtid
3. Luciano Astudillo (Riksdagspolitiker [S]) Svensk klubbfotboll och politisk styrning

19.00–20.15 **WELCOME RECEPTION. SPECIAL GUEST** Fredrik Ekelund  *The Novels of Football*

20.15 **COMPLIMENTARY BUFFET DINNER**

15.15–17.15 **THEMATIC SESSION II** Makt, ekonomier och internationalisering inom herrfotbollen i ett historiskt och ekonomiskt perspektiv (inbjudna talare)  **ROOM D222**

1. Matti Goksøyr (Norges idrettsfagskole) Maktbalanser inom fotbollen, i ett historiskt perspektiv
2. Bill Sund (Stockholms universitet) Fotbollsindustrin
3. Bo Johansson (Svensk Elitfotboll) Den svenska herrklubbfotbollens framtid: Hot och möjligheter

20.15–21.00 **PAPER PRESENTATION III**

**Identities**

**MODERATOR** Kalle Jonasson  **ROOM E340**

1. Real Play: Assyrians and Syriacs and Football as a Performative Space (C. Rommel, Sweden)
2. Football, Ethno-Politics and Sámi Identity in Northern Scandinavia (H. Pedersen, Norway)
3. Society, Nationality and Brazilian Football in the Researches of Interdisciplinary Group of Studies on Soccer (D. Machado da Silva, J. Streapco & P. Nascimento, Brazil)
4. Gauffres and Guinness: Football Fandom among Irish Migrants in Belgium (A. Beiu, Belgium)

10.30–12.30 **PAPER PRESENTATIONS IV** Past and Future of Football

**MODERATOR** Tomas Peterson  **ROOM E323**

1. Some Reflections on -Representations of England Football Team through Ephemera from the 1966 World Cup to the present (M. McGuinness, UK)
2. English National Identity and the National Football Team: The Views of Contemporary English Fans (T. Gibbons, UK)
3. Identity and Performance in Premiership Football: Who we are is what we do! (M. Nesti & M. Eubank, UK)
4. Can School Soccer Solve the Problem of Hooliganism? A Marxist Attempt at an Answer (Martin Alsiö, Sweden)
Paneldebatt med de tre talarna och Anja Gatu, Sydsvenskans sportchef, med Torbjörn Andersson som moderator.

12.30–13.30 LUNCH


14.30–15.00 REFRESHMENTS

15.00–16.30 THEMATIC SESSION IV Local and Global Trends in Football and Culture (invited speakers) ROOM D138
1. Arve Hjelseth (Norwegian University of Science and Technology) The Commercialisation and Glocalisation of Supporter Culture
2. Jesper Fundberg (Malmö University) The Everyday Life of Migrated Young Talents in Europe
3. Daniela Wurbs (Football Supporters Europe) Development of Fans and Culture in Europe

18.00–20.00 A selection of social activities.

Saturday, April 10

08.00–09.00 REGISTRATION

09.00–09.15 WELCOME AND INTRODUCTION

09.15–10.15 KEYNOTE ADDRESS Celia Brackenridge (Brunel University, UK) Children’s Rights in Football: Welfare and Work ROOM D138

10.00–10.30 COFFEE
10.30–12.00  **THEMATIC SESSION V  Women’s Football: Contested Issues** (invited speakers)  **ROOM D138**  
1. Linda Wijkström (Swedish Women Football League)  
   *The Swedish Women Football League: Threats and possibilities*  
2. Sine Agergaard (University of Copenhagen) & Vera Bothelo (University of Southern Denmark)  
   *Moving for the Love of the Game? Migration into Scandinavian Women’s Football*  
3. Bente Ovedie Skogvang (Hedmark University College)  
   *Norwegian Women’s Elite Football – One of the Best in the World, but Challenges at Home*  
4. Tanja Walther Ahrens (LGBT Sport in Europe/Berlin)  
   *Lesbianism as the Last Taboo in Women’s Football*

12.00–13.00  **LUNCH**

13.00–14.00  **KEYNOTE ADDRESS** Marion Keim Lees (University of Western Cape, South Africa)  
   *Football as Social Development in South Africa*  
   **ROOM D138**

14.15–16.15  **PAPER PRESENTATIONS V**  
   **Problems and Challenges in Women’s Football**  
   **MODERATOR Sine Agergaard**  
   **ROOM D222**  
1. Women for Sports Development, with a view for Development of Women Football (A. Musa, Uganda)  
5. A Wonderful Second Place (D. Romijn, The Netherlands)

16.15–16.30  **REFRESHMENT**

16.30–17.30  **KEYNOTE ADDRESS** Pirkko Markula (University of Alberta)  
   *Power and Gender Discourses in Modern Sport*  
   **ROOM D138**

19.30  **CONFERENCE BANQUET** at Malmö Old City Hall

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**PAPER PRESENTATION V**  
**Problems and Challenges in Women’s Football**

1. Women for Sports Development, with a view for Development of Women Football (A. Musa, Uganda)  
5. A Wonderful Second Place (D. Romijn, The Netherlands)

**PAPER PRESENTATION VI**  
**The Organization of Women’s Elite Football**

1. Female Elite Football Players in Denmark (L. Ottosen, G. Nielsen & M Brandt-Hansen, Denmark)  
2. The Future of Females in Football in UK (C. Dunn, UK)  
3. Challenging the Positioning of Women as “New Consumer” Fans: The Importance of Local Identity and Tradlavority for Female Football Supporters (S. Pope, UK)  
4. Women’s Football: Organizational Culture within European Football Organizations (J. Day, UK)
Sunday, April 11

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<td>09.00–10.00</td>
<td><strong>KEYNOTE ADDRESS</strong> Kari Fasting (Norwegian School of Sport Sciences)</td>
<td><em>Sport, Gender and Sexual Harassment ROOM D138</em></td>
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<td>10.00–11.30</td>
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<td><strong>PAPER PRESENTATIONS VIII</strong> Women in Elite Sports</td>
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<td>12.30–13.30</td>
<td><strong>KEYNOTE ADDRESS</strong> Martin Polley (University of Southampton)</td>
<td><em>Sweaters and Swimsuits: Knitting Patterns as Primary Sources for the History of Sport and Gender ROOM D222</em></td>
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<td>13.30–14.30</td>
<td><strong>KEYNOTE ADDRESS</strong> Jorid Hovden (Norwegian University of Science and Technology) When Difference means Inequality. Discourses and Strategies for the Inclusion of Women in Sport</td>
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<td>14.30–15.30</td>
<td><strong>KEYNOTE ADDRESS</strong> Gertrud Pfister (University of Copenhagen)</td>
<td><em>Muslim women and sports</em></td>
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<td>15.30–16.00</td>
<td>Bus transfer to the Football Arena</td>
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<td>16.00–18.00</td>
<td>Football Match (see Social Program for more information)</td>
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**PAPER PRESENTATION VII**

*The Gendered Body*

**MODERATOR** Torun Mattsson & Anna Fabri  **ROOM D222**

1. Validation or Victimization: the Caster Semenya Case (Adrianne Blue, UK)
2. Gender cheating (Kutte Jönsson, Sweden)
3. Women in the weighing room (Laura-Jayne Roberts & Malcom MacLean, UK)
4. Falling in love with a wheelchair (Elisabet Apelmo, Sweden)

**PAPER PRESENTATION VIII**

*Women in Elite Sports*

**MODERATORS** Gun Normark & Camilla Norberg Hansen  **ROOM E239**

1. The 1926 Women’s World Games in Gothenburg (Claes Annerstedt, Karin Grahn & Natalie Barker-Ruchti, Sweden)
2. Women’s football in -South Africa (Cassandra Clark, South Africa)
3. The under-representation of women within leadership, management and coaching positions in sport (Milly Blundell, UK)

**PAPER PRESENTATION IX**

*Gender and Participation in Sports*

**MODERATORS** Karin Book & Jesper Fundberg  **ROOM C232**

1. Mentoring and Equality in Sport (Britt Dahmen, Germany)
2. Dialogues of Dominance and Division – Skaters and Skater Girls Juxtaposing Gender (Åsa Bäckström, Stockholm University, Sweden)
3. Gender and physiology in ice hockey (Kajsa Gilenstam, Sweden)
4. Does Equality in Sport Mean Accepting Differences? (Maja Pilgaard, Denmark)
Monday, April 12

08.30–09.00  **REGISTRATION**

09.00–10.00  **KEYNOTE ADDRESS** Sigmund Loland (Norwegian School of Sport Sciences) *Rethinking Fairness: Genetics, Sex and Gender in Competitive Sport*  **ROOM D138**

10.00–12.00  **PAPER PRESENTATIONS X**  **Gender and Participation in Sport**  **ROOM D138**

12.00–13.00  **LUNCH**

13.00–14.00  **KEYNOTE ADDRESS** Raewyn Connell (University of Sydney) *Sport, Gender and Globalisation*  **ROOM D138**

14.00–15.00  *A presentation of World Village of Women Sport by Märten Hedlund, CEO*  **ROOM D138**

15.00–15.30  **COFFEE**

15.30–17.00  **ROUNDTABLE**  **Separate but Equal?** With Kari Fasting, Sigmund Loland, Celia Brackenridge, Raewyn Connell, and Susanna Hedenborg  **ROOM D138**

17.00–17.15  **THE END**

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**PAPER PRESENTATION X**

**Gender and Participation in Sport**

**MODERATOR Ingegerd Ericsson  ROOM F413**

1.  **Fight like a woman:** A critical review of female participation in martial arts. (Anna Kavoura & Tatjana Ryba, Finland)

2.  **The development of Women’s Lawn Tennis in Britain:** not separate and (relatively) equal. (David Berry & Jeremy Crump, UK)

3.  **Doing gender in equestrian sports** - an issue of difference and equality. (Birgitta Plymoth, Sweden)

4.  **Together, but still not equal?** Gender integration in British equestrian sport. (Katherine Dashper, UK)

5.  **Putting Women on the Sports Research Agenda:** The Meaning of Sports Fandom for Females in Britain. (Stacey Pope, UK)

6.  Architecture, Women and Sports. (Laura Munch & Mette Mogensen, Denmark)

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**PAPER PRESENTATION XI**

**Gender, Sports and Generation**  
**– Children and Elderly People**

**MODERATORS Kristin Fransson & Katarina Schenker  ROOM C232**

1.  **“Actively disadvantaged?”**: A Foucauldian perspective of rural adolescent girls’ participation in sport and physical education. (Amanda Mooney, Rochelle Eime & Warren Payne, Australia)

2.  **Gender Differences in the Daily Physical Activity of Danish Children**. (Glen Nielsen, Denmark)

3.  **Gender Equity** (Marianne Meier, Switzerland)

4.  **The Role of Gendered Social Structures in Framing Physical Activity and Sport of Elderly People**. (Ilse Hartman Tews, Germany)