



CENTER FOR  
SOCIOCULTURAL  
SPORT & OLYMPIC  
RESEARCH

Center for Sociocultural Sport and Olympic Research

Second Annual Conference

15-16 March, 2019

[www.cssor.org](http://www.cssor.org)

# Hosts

Founded in 2014, the Center for Sociocultural Sport and Olympic Research (CSSOR) at California State University, Fullerton has been recognized as an International Olympic Studies Centre by both the International Olympic Committee's Olympic Studies Centre and the United States Olympic Committee for its quality and commitment to research and academic activities.

Its mission is to promote education and research concerning sport and the Olympic Games in their broadest cultural, social and political dimensions.

The goal of the center is widespread support and sharing of research and education that takes sport seriously and sincerely. By hosting conferences, community events, and supporting curricula on sport and the Olympic Movement, CSSOR hopes to further our understanding of these enduring human enterprises. In addition to this conference, CSSOR continues to pursue new projects, funding opportunities, and innovative research through visiting professorships and collaborative activities with scholars from around the world.



CALIFORNIA STATE UNIVERSITY  
**FULLERTON**

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**CENTER FOR SOCIOCULTURAL  
SPORT AND OLYMPIC RESEARCH**

# Maps

## Map of California State University Campus

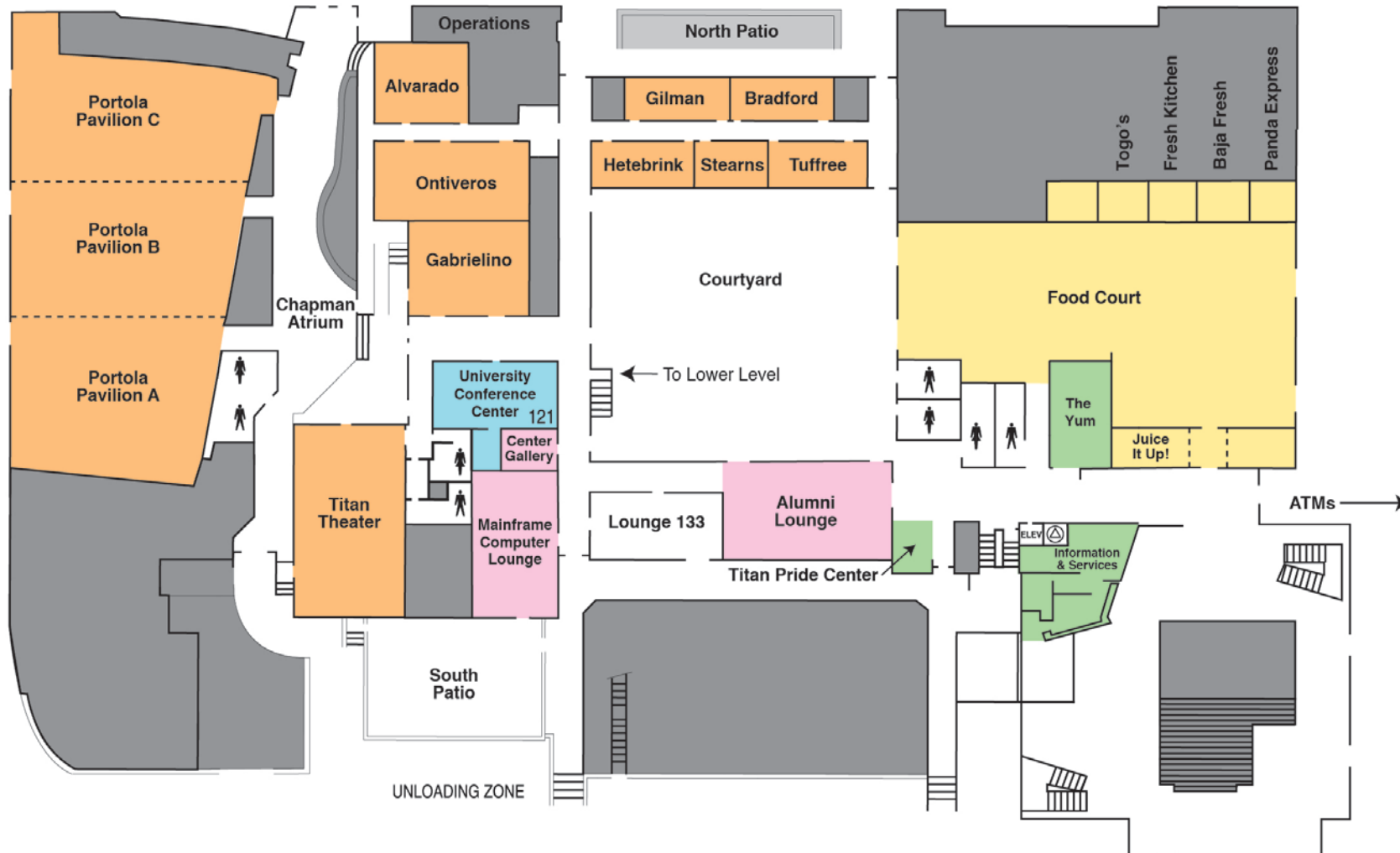


### Legend

- 31. Titan Student Union (TSU)  
Conference Activities (See  
Page 5 for details)
- 36. Parking for Day Use,  
purchased permit required
- 25. Gastronome
- A. Marriott Hotel

# Expanded Map of TSU for Conference Activities

## MAIN LEVEL



# CSSOR Distinguished Scholar Award

The Distinguished Scholar Award was established in 2015 to annually recognize one individual for their significant research contributions to the sociocultural understanding of sport. Recipients are nominated and selected by CSSOR Directors based on their overall body of scholarship.

Past recipients:

2015 Paul Dimeo, University of Stirling

2016 Cheryl Cooky, Purdue University

2017 John MacAloon, University of Chicago

2018 Andrew Zimbalist, Smith College

2019 Dave Wiggins, George Mason University

# CSSOR Distinguished Leadership Award

The Distinguished Leadership Award was established in 2018 to recognize outstanding leaders who have dedicated themselves to help sport achieve its highest ideals. Recipients are nominated and selected by CSSOR Directors.

Past recipients:

2018 Anita DeFrantz, Vice President of the International Olympic Committee

2019 Harry Edwards, Civil Rights Activist and Professor at University of California, Berkeley

# 2019 Distinguished Award Recipients



## Harry Edwards, CSSOR Distinguished Leadership Award

Receiving the 2019 CSSOR Distinguished Leadership Award, professor and civic activist Harry Edwards has devoted 50 years to and activism for racial inclusion in sport. Edwards has written extensively on the connections between race, sport and society. He is the author of “The Struggle That Must Be: An Autobiography,” “The Sociology of Sports,” “The Revolt of the Black Athlete,” and countless articles on race, sports, and the sociology of sport in books, academic and popular press. Considered a leading authority on the sociology of sports and diversity, Edwards has appeared on nationally syndicated television shows and documentaries while traveling extensively to perform public engagements. He has been the recipient of several awards and honorary doctorate degrees.



## David Wiggins, CSSOR Distinguished Scholar Award

Delivering the 2019 CSSOR Distinguished Scholarship address, Dave Wiggins has published scholarly articles, book chapters, and several books on the history of sport, particularly as it relates to the involvement of African American participation in sport and physical activity. His most recent book is *More than a Game: A History of the African American Experience in Sport* (2018). Wiggins is also a three-time recipient of the Research Writing Award for outstanding scholarship from *Research Quarterly for Exercise and Sport*, a Fellow of the Research Consortium of the American Alliance for Health, Physical Education, Recreation, and Dance, Active Fellow in the National Academy of Kinesiology, Editor of the Sport, Culture, and Society Series of The University of Arkansas Press, and currently President-Elect of the North American Society for Sport History.

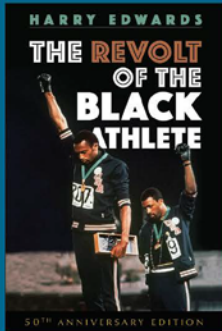
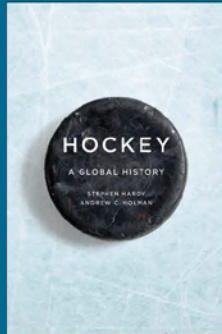
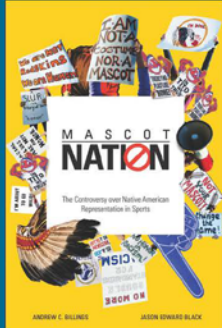
2020



Journal of  
OLYMPIC STUDIES

Published by the  
Center for Sociocultural Sport  
and Olympic Research

VOLUME  
01  
ISSUE  
01



UNIVERSITY OF ILLINOIS PRESS

www.press.uillinois.edu

*New journal coming in 2020*

**Journal of Olympic Studies**

*An official publication of the  
Center for Sociocultural Sport  
and Olympic Research*

Edited by MATTHEW P.  
LLEWELLYN

**Replays, Rivalries,  
and Rumbles**

*The Most Iconic Moments in  
American Sports*

Edited by STEVEN GIETSCHIER  
Paperback \$19.95; E-book

**Mascot Nation**

*The Controversy over  
Native American*

*Representations in Sports*  
ANDREW C. BILLINGS and  
JASON EDWARD BLACK

Paperback \$24.95; E-book

**Football and Manliness**

*An Unauthorized Feminist  
Account of the NFL*

THOMAS P. OATES  
Paperback \$25.95; E-book  
*Feminist Media Studies*

**Walter Camp and the  
Creation of American Football**

ROGER R. TAMTE  
Hardcover \$24.95; E-book

**Journal of Sport History**

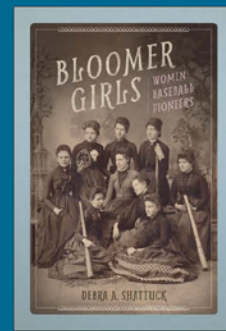
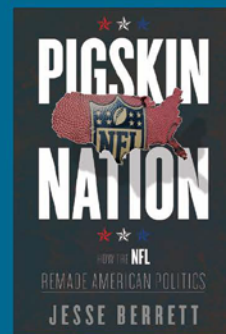
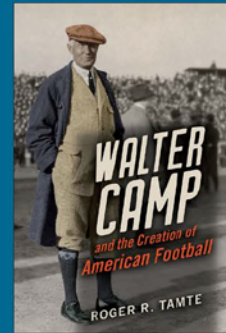
*The official journal of the North  
American Society for Sport History*

Edited by MAUREEN SMITH

**Creating the Big Ten**

*Courage, Corruption, and  
Commercialization*

WINTON U. SOLBERG  
Paperback \$29.95; E-book



NEW VOLUMES IN THE SERIES SPORT AND SOCIETY

**Hockey**

*A Global History*

STEPHEN HARDY and  
ANDREW C. HOLMAN

Paperback \$29.95; E-book

**The Revolt of the  
Black Athlete**

*50th Anniversary Edition*

HARRY EDWARDS

New in Paperback \$19.95

**Cold War Games**

*Propaganda, the Olympics, and  
U.S. Foreign Policy*

TOBY C. RIDER

Paperback \$24.95; E-book

**I Fight for a Living**

*Boxing and the Battle for  
Black Manhood, 1880–1915*

LOUIS MOORE

Paperback \$27.95; E-book

**Pigskin Nation**

*How the NFL Remade  
American Politics*

JESSE BERRETT

Paperback \$24.95; E-book

**Bloomer Girls**

*Women Baseball Pioneers*

DEBRA A. SHATTUCK

Paperback \$25.95; E-book

**Baseball**

*A History of America's Game  
Fourth Edition*

BENJAMIN G. RADER

Paperback \$22.95; E-book

*Available Spring 2020*

**The Gold in the Rings**

*The People and Events  
That Transformed the  
Olympic Games*

STEPHEN R. WENN and

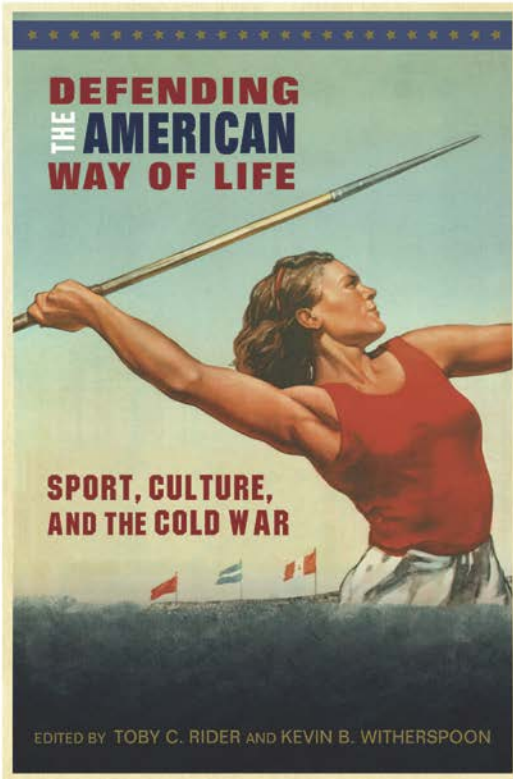
ROBERT K. BARNEY

# Conference Program

Time	Friday March 15, 2019	
8.00 - 8.30	Registration TSU Atrium	
8.30-9.00	Welcome and Conference Introduction Directors Toby Rider, Matthew Llewellyn, and John Gleaves Gabrielino Room	
9.00 – 10:15	Parallel Sessions	
	<b>Gabrielino Room</b>	<b>Hetebrink Room</b>
	<u>Sport and Literature</u>	<u>Sport and Apartheid</u>
	Chair: Colleen English Pennsylvania State University, United States	Chair: Tanya Jones University of Texas at Austin, United States
	David Lunt Southern Utah University, United States	Matthew Llewellyn and Toby Rider California State University Fullerton, United States
	<i>An Old Story with Some New Questions: The Baffle in the Altis at Olympia in 364 BCE</i>	<i>“Help us to beat this evil”: Britain, Morality, and the Transnational Foundations of the Anti-Apartheid Sport Boycott</i>
	Andrew Linden California State University Northridge, United States	Derek Charles Catsam University of Texas Permian Basin, United States
	<i>Dominant Narratives of Pro Football’s 1960s: A Critical Reading of Paul Hornung’s Football and the Single Man</i>	<i>Boycotting Apartheid: The 1976 All Blacks Tour of South Africa and the Global Politics of Rugby</i>
	Natalia Camps Y Wilant Independent Scholar, Germany	Michelle Sikes Pennsylvania State University, United States
	<i>Visual Sources and the Importance of Context: Two Examples from Olympic History</i>	<i>African Reprisals: The Case of the 1974 British Lions Rugby Tour of South Africa</i>
10.15-10.45	Coffee and Refreshments	



10.45-12.30	<b>Parallel Sessions</b>	
	<b>Gabrielino Room</b>	<b>Hetebrink Room</b>
	<u>Inside Sport Experiences</u>	<u>The Black Athlete's Struggle</u>
	Chair: Andrew Linden California State University Northridge, United States	Chair: Natalie Graham California State University Fullerton, United States
	Colleen English Pennsylvania State University, United States	Michael Rizk California State University Fullerton, United States
	<i>Elite Women Athletes and Feminist Narrative in Sport</i>	<i>Sitting Down to Stand Up: A Critical Examination of the Rhetorical Body Politics of Colin Kaepernick's Silence</i>
	Paul J. MacArthur <sup>1</sup> and Lauren Reichart Smith <sup>2</sup> <sup>1</sup> Utica College; <sup>2</sup> Indiana University, United States	Tilleree Johnson California State University Fullerton, United States
	<i>Ready for Winter Primetime: The Portrayal of Male and Female Athletes on NBC's Primetime Television Broadcast of the 2018 PyeongChang Olympic Games</i>	<i>An Analysis of Female Black Athletes, Stereotypes, and Femininity</i>
	Marjorie Enya and Katia Rubio University São Paulo, Brazil	Nathan McHugh California State University Fullerton, United States
<i>Defying Gravity: The Invisible Emotional Labor and Care Work Behind the Success of Brazilian Olympic Athletes</i>	<i>Glory Road's Great Erasure: The Forgotten Trauma of the Black Basketball Five</i>	
	Edward L. Robinson Jr. California State University Fullerton, United States  <i>The Inner Struggle: Black Athletes, White Friends, and White Racism</i>	
12.30-14.00	<b>Lunch at the Gastronome</b>	



"Toby Rider, Kevin Witherspoon, and their collaborators have crafted a focused, thoughtful, and illuminating set of essays that dissect sport's Cold War arena. They reveal just how intensely the US and the USSR waged the Cold War in a fifth dimension—not via military alliances, economic pacts, political doctrines, or global bodies like the IMF—but via sport. It's history at its best—explaining sport's past while showing how that past continues to affect sport today."  
—Rob Ruck

"An impressive collection that focuses on a variety of themes and issues, Rider and Witherspoon's book smartly investigates how the Cold War influenced peoples' experience with sport, and how sport was used to promote Cold War agendas. Anyone who studies the topic should read this engaging volume."  
—Chris Elzey

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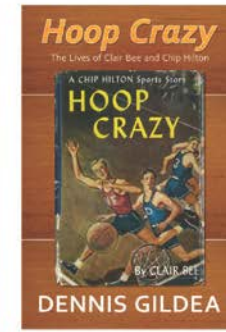
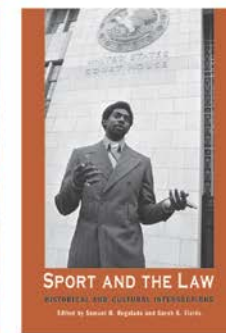
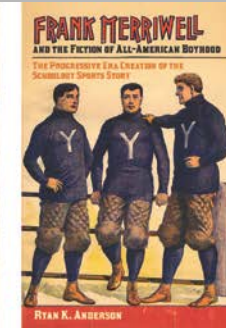
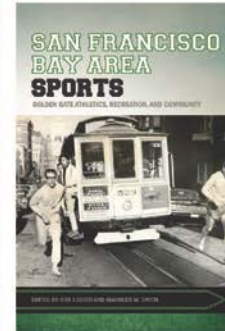
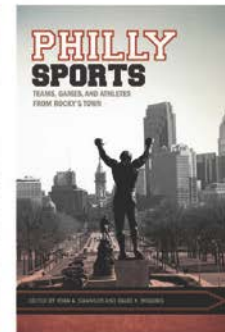
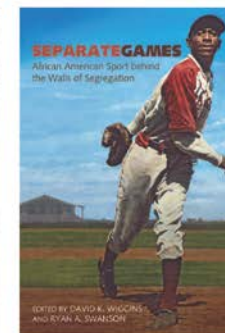
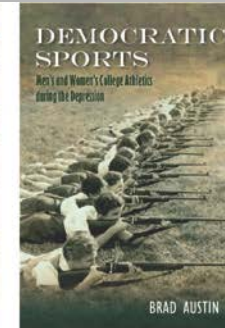
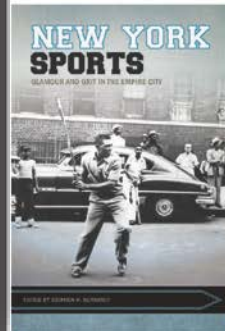
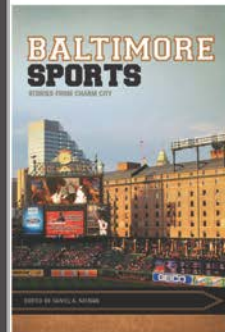
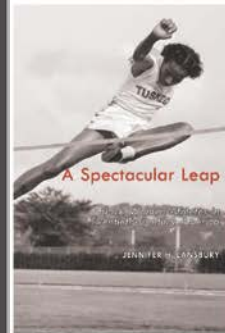
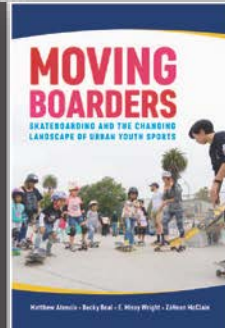
## SPORT, CULTURE & SOCIETY

DAVID K. WIGGINS, SERIES EDITOR

Recognizing sport's powerful influence and ability to change people's lives in significant and important ways, the Sport, Culture, and Society series focuses on topics ranging from urbanization and community development to biography and intercollegiate athletics. It includes both monographs and anthologies that are characterized by excellent scholarship, accessible to a wide audience, and interesting and thoughtful in design and interpretations. Singular features of the series are authors and editors representing a variety of disciplinary areas and who adopt different methodological approaches.



The University  
of Arkansas  
**PRESS**



## CSSOR Distinguished Scholar Address

14.00-15.00

**David Wiggins**  
George Mason University

*Milt Campbell: Olympic Decathlon Champion 'Famous for Not Being Famous'*  
Presented in TSU Pavilion A

15.15-16.30

### Parallel Sessions

#### Gabrielino Room

##### Olympic Challenges and Legacies

Chair:  
Michelle Sikes  
Pennsylvania State University, United States

Wanjiang Zhou and Jeffery Monseau  
Springfield College, United States

*The Influence of Chinese Springfield College Alumni on Chinese Basketball in Olympic Movement*

Sam Schelfhout  
University of Texas at Austin, United States

*"A Fine Example of Brotherhood and Sportsmanship": 1964 Tokyo Summer Olympic Games in the Era of the "Little Détente"*

George Hirthler<sup>1</sup> and Gary Rhodes<sup>2</sup>  
<sup>1</sup>Ind. Scholar; <sup>2</sup>California State University, Dominguez Hills, United States

*The United States and International Pierre de Coubertin Committees: History, Current Resources and Challenges*

#### Hetebrink Room

##### Hosting the Olympic Games

Chair:  
Toby Rider  
California State University Fullerton, United States

Niloufar Vadiati  
HafenCity Universität, Germany

*Career Legacy of the London Olympic Games 2012 Among Local East Londoners*

Yanan Feng  
Beijing Sport University, China

*Behind "No City for the Olympic Games": The Appeal of Post-Modern Urban Change to the Olympic Games*

Cécile Collinet, Marie Delaplace, Yannick L'Horty and Pierref-Olaf Schut  
University Paris-Est Marne-la-Vallée, France

*Assessing the Legacy of Mega-Events in the Context of the Olympics*

Time	Saturday March 10, 2018	
8.00-9.15	<b>Parallel Sessions</b>	
	<b>Gabrielino Room</b>	<b>Hetebrink Room</b>
	<u>Sport Performance</u>	<u>Governing Sport</u>
	Chair: Matthew Llewellyn California State University, Fullerton, United States	Chair: Emmanuel Macedo Pennsylvania State University, United States
	Amy August University of Minnesota, United States  <i>Parallel, but Uneven Practices: Ability Tracking in Club Gymnastics</i>	Ian Ritchie Brock University, Canada  <i>Structure, Agency, and Claims-Making: The Early Years of the Canadian Centre for Ethics in Sport</i>
	Natália Kohastsu Quintilio, Vinícius Souza, Katia Rubio University of São Paulo, Brazil  <i>The Pursuit for Empowerment from the Experience of Olympic Values in the School</i>	Richard Baka and Rob Hess Victoria University, Australia  <i>The Victorian Olympic Council: Its Role as a Fund-Raising Arm of the Australian Olympic Committee</i>
	Susan J. Rayl State University New York Cortland, United States  <i>Schizophrenia and Elite Athletes: The Struggles of Kamara James</i>	Otto J. Schantz University Koblenz-Landau, Germany  <i>Coubertin's Spiritual Legacy: How Communication Technology has Transformed the Olympic Ideology</i>
9:15-9:30	<b>Coffee &amp; Refreshments</b>	

9:30-10:45	<b>Parallel Sessions</b>	
	<b>Gabrielino Room</b>	<b>Hetebrink Room</b>
	<u>Anti-Doping in Sport</u>	<u>Space and Place</u>
	Chair: Ian Ritchie Brock University, Canada	Chair: Phil Hatlem Saint Leo University, United States
	Emmanuel Macedo Pennsylvania State University, United States	Sean Dinces Long Beach City College, United States
	<i>The International Anti-Doping Movement and the Council of Europe: An Unexamined Actor</i>	<i>Bulls Markets: Chicago's Basketball Business and the New Inequality</i>
	Heather Reid Morningside College, United States	George Kioussis California State University Northridge, United States
<i>Agency, Efficiency and the Spirit of Sport</i>	<i>The Sport Space Revisited: Soccer in Los Angeles at the Turn of the Twentieth Century</i>	
John Gleaves California State University Fullerton, United States	Sheldon Anderson Miami University of Ohio, United States	
<i>Therapeutic Use Exemptions in Anti-Doping: A Concern for the Spirit of Sport?</i>	<i>Minnesota and the Politics of U.S. Olympic Hockey</i>	
10.45-11.00	<b>Coffee &amp; Refreshments</b>	
11.00-12.15	<b>Parallel Sessions</b>	
	<b>Gabrielino Room</b>	<b>Hetebrink Room</b>
	<u>Ethics and Identity in Sport</u>	<u>New Sports</u>
	Chair: Heather Reid Morningside College, United States	Chair: David Lunt Southern Utah University, United States
	Tanya Jones University of Texas at Austin, United States	Marcelo Alberto de Oliveira, Marjorie Enya, and Katia Rubio University São Paulo, Brazil
	<i>Personal Happiness and National Identity: Zola Budd's Olympic Switch</i>	<i>Karate: From Martial Arts to Olympic Sport</i>

	Ewa Malchrowicz-Moško University of Physical Education Poznan, Poland <i>Is Sport Tourism Halal or Haram? Leisure Time of Muslim Women in Islamic Countries</i>	R. Douglas Manning, Margaret C. Keiper, Joey Gawrysiak, Seth E. Jenny, and Nicolas Besombs <i>Digital Age Olympiad: Inclusion of eSports in the Olympics</i>
	Brad Gallant Independent Researcher, Canada <i>Indigenous Mascots And Human Rights</i>	James Stout University of California San Diego, United States <i>The 1936 Popular Olympics</i>
12.15 - 13.30	<b>Lunch at the Gastronome</b>	
13.30 – 14.45	<b>Parallel Sessions</b>	
	<b>Gabrielino Room</b>	<b>Hetebrink Room</b>
	<u>Sport and Nation Building</u>	<u>Sport as Human Rights</u>
	Chair Sheldon Anderson Miami University of Ohio, United States	Chair: Otto J. Schantz University Koblenz-Landau, Germany
	Yoav Dubinsky University of Oregon, United States <i>The Impact of the 1972 Munich Massacre on Israel's Sports Diplomacy</i>	Billy Graeff <sup>1</sup> , Marjorie Enya <sup>2</sup> , Katia Rubio <sup>2</sup> <sup>1</sup> Federal University of Rio Grande; <sup>2</sup> University São Paulo, Brazil <i>Human Rights and the Olympic Movement: Estrangements and Approximations</i>
	Zineb Belmaati Cherkaoui Paris-Nanterre University, France <i>The 1983 Casablanca Mediterranean Games: A Policy Window for the King Hassan II of Morocco</i>	Katia Rubio University São Paulo, Brazil <i>Empowering Athletes: Structural Challenges in Sports in Brazil</i>
	Greg Andranovich California State University Los Angeles <i>Flipping the City for Olympic Sized Gain</i>	Natalia Quintilio University of São Paulo, Brazil <i>Olympic Education</i>
17.00	<b>Conference Reception and <i>Journal of Olympic Studies</i> Launch Party</b>  <i>Wine and Hors D'oeuvres</i>  <b>Marriott Hotel Banquet Room</b>	



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