Sport Diplomacy

Course Description:
Focusing on activities in the cultural sector of sport, this seminar studies the ways that political and economic structures are experienced and constituted in the everyday. Our approach is to consider the different meanings of sport and its regulations. Through an interdisciplinary approach of sociology, international relations, diplomacy, business, and political science, this seminar builds a framework for asking and answering how social, commercial and state interests encourage or resist particular contemporary sporting practices. We will consider topics of soft power, branding, political economy, identity, public good, corporate social responsibility, strategic communication, collective memory, (trans)nationalism, international law, transnational labour, and global governance.

Through intensive study on sport, we will consider what sport can accomplish, as well as its pitfalls.

Whether looking at grassroots sport or sport mega-events, this seminar is organized to focus our attention to think about the sport system as a way to transmit values, norms, and culture. The seminar’s specialized study of concepts, tools, and issues around sport will help us better engage in and assess public sport projects and their implications for states and societies.

Assessment:
Seminar Participation & Exposé: 15% of overall mark
Site Response Papers: 30% of overall mark
Midterm (FEBRUARY 25): 25% of overall mark
Final Project: 30% of overall mark

Seminar Social Media:
Twitter: @Cabinet48
Hashtag: #Sporthodox, #SportPD
Tumbler: Cabinet48

Week One: 14 January
Introduction: The Concept of Sport and Diplomacy
Sport Landscapes: A Practice in (Re)Seeing Sport

Week Two: 21 January
Defining Sport Diplomacy and its Stakeholders

Week Three: 28 January
Cultural Expression, Form, and Organizing Principles of Sport
— Response Paper Due —

Week Four: 4 February
Modern Sport: Ideologies and Political Character
— Response Paper Due —
Week Five: 11 February
Birth of the Olympic Movement: Sporting Idealism

Week Six: 18 February
National Stripes, Colors and Flag Waiving

Week Seven: 25 February
--- Midterm ---

Week Eight: 4 March
Athlete Activism: Agent of Social Change?

Week Nine: 11 March
The Sport-Media Nexus

--- Spring Break 16-21 March ---

Week Ten: 25 March
Advocacy and Reconciliation Work on the Pitch
--- Response Paper Due ---

Week Eleven: 1 April
The Profits of Corporate Diplomacy

Week Twelve: 8 April
Vulnerable and Exploited Groups
Required Reading:

Week Thirteen:
Whose Games are These, Anyway?

Week Fourteen: 22 April
Global Stage Making: Vying for Global Limelight

Week Fifteen: 29 April
The Concept of Sport and Diplomacy Revisited

--- Final Project Presentations ---
Statement on Academic Conduct and Support Systems

Academic Conduct

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Section 11, Behavior Violating University Standards https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, http://policy.usc.edu/scientific-misconduct/.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the Office of Equity and Diversity http://equity.usc.edu/ or to the Department of Public Safety http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us. This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. The Center for Women and Men http://www.usc.edu/student-affairs/cwm/ provides 24/7 confidential support, and the sexual assault resource center webpage sarc@usc.edu describes reporting options and other resources.

Support Systems

A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the American Language Institute http://dornsife.usc.edu/ali, which sponsors courses and workshops specifically for international graduate students. The Office of Disability Services and Programs http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, USC Emergency Information http://emergency.usc.edu/ will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing.