Results: 1 - 20 of 58156 for All journal of co

Advanced

Search Results

中国用户请忽略锁标状态,继续点击,以获取全文

Save Search





Journal of Consumer Culture

1.672 Impact Factor 5-Year Impact Factor 3.134 Journal Indexing & Metrics »

Journal Home

Browse Journal V

Submit Paper ☑

About ~

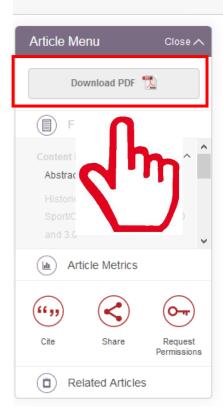
Subscribe ☑

Search: keywords, title, authors, DC



Article available in:

Vol 18, Issue 2, 2018



Global sport and consumer culture: An introduction

Richard Giulianotti. Dino Numerato

First Published December 5, 2017 | Research Article | @ Check for updates https://doi.org/10.1177/1469540517744691

Article information >





SSAGE 网络阿罗/易阅通

SAGE期刊全文获取 Information on full-text access to SAGE journals

更多信息 / Learn More >>

Abstract

This paper introduces the Special Issue of the Journal of Consumer Culture on the theme of 'Global Sport and Consumer Culture'. We begin by briefly setting out how the interrelations of global sport and consumer culture have intensified through three historical stages; first, a 'take-off' phase from the late 19th century to the mid-1940s; second, an 'integrative and expansionist' phase from the late 1940s to the late 1980s; third, a 'transnational hyper-commodification' phase from the early 1990s onwards. We argue that contemporary global consumer sport is underpinned by five 'large-scale transnational processes', which are globalization, commodification, securitization, mediatization, and postmodernization. We explore how a variety of substantive themes subsequently emerge within global consumer sport, which are diversely referenced by the papers in this special issue; these themes include social structures and divisions, celebrity culture, the making of sport consumers, and the glocal aspects of global consumer sport. We conclude by outlining the contents of the seven papers contained within this Special Issue.

Keywords

Sport, consum

✓ 点击左侧的Download PDF,

或者文摘下方的View access options

Author Biograph

Richard Giulianotti is a professor of Sociology at Loughb University College of Southeast Norway, Telemark, Norway projects, and published many books and journal papers, in N peace, youth, crime and deviance, migration, and mega-events.

University, UK and professor II at the Inducted numerous funded research ds of sport, globalization, development,

View access options 🔍

Related Articles

Similar Articles:

View all >

Glocalization, consumption, and cricket: The Indian Premier League

Show details >

Advertising the 2015 Cricket World Cup: Representing Multicultural Female Sports Fans

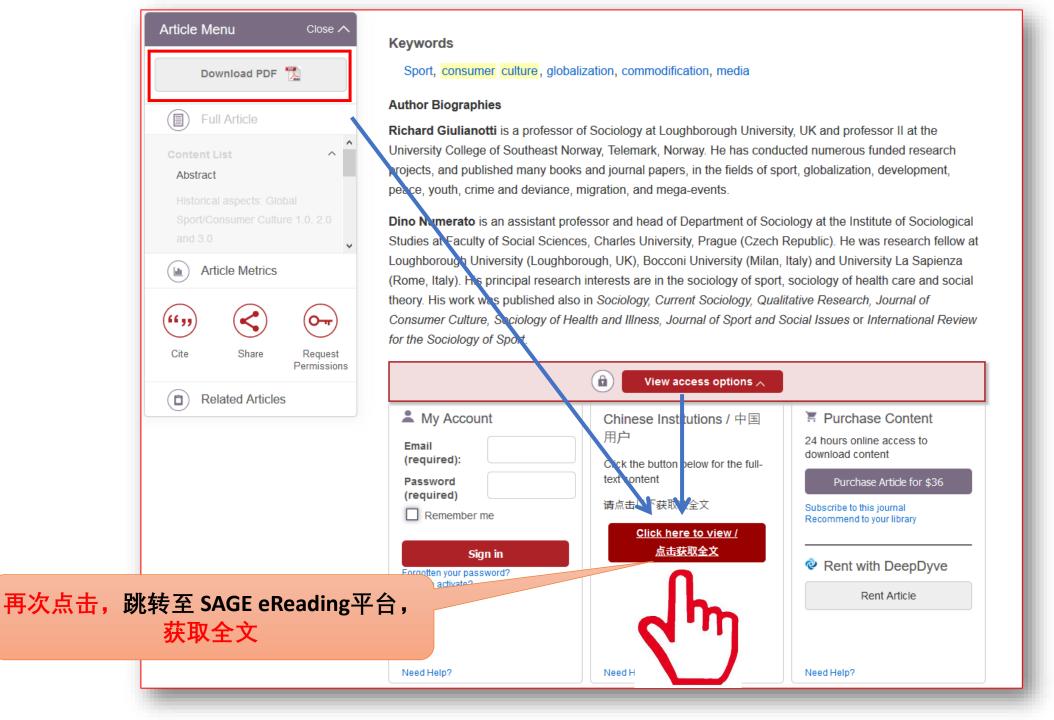
Show details >



The ubiquitous baseball cap: Identity, style, and comfort in late modern times

Show details >









Journal of Consumer Culture

1.672 Impact Factor more »

Home

Browse -

Submit Paper

About

Global sport and consumer culture: An introduction

Richard Giulianotti, Dino Numerato

Published May 01, 2018







Abstract

This paper introduces the Special Issue of the Journal of Consumer Culture on the theme of 'Global Sport and Consumer Culture'. We begin by briefly setting out how the interrelations of global sport and consumer culture have intensified through three historical stages: first, a 'take-off' phase from the late 19th century to the mid-1940s; second, an 'integrative and expansionist' phase from the late 1940s to the late 1980s; third, a 'transnational hyper-commodification' phase from the early 1990s onwards. We argue that contemporary global consumer sport is underpinned by five 'large-scale transnational processes', which are globalization, commodification, securitization, mediatization, and postmodernization. We explore how a variety of substantive themes subsequently emerge within global consumer sport, which are diversely referenced by the papers in this special issue; these themes include social structures and divisions, celebrity culture, the making of sport consumers, and the glocal aspects of global consumer sport. We conclude by outlining the contents of the seven papers contained within this Special Issue.

Keywords