

Course Outline

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Credit: 3 lecture hours, 0.5 course | Schedule: Online | Instructor: Michael Heine | office: HSB 335

Contact: mheine@uwo.ca | Meeting: by appointment (meet in person / via phone or Skype) // TA: tbd. Main Area of Investigation

Overview

We live in a world where sports and organized exercise practices are internationally dominant cultural activities. Sporting events have become part of the social and cultural fabric of nations across the world, and healthy life style issues have become dominant media narratives. Very likely, most of us hold positive opinions about the worlds of sports and healthy lifestyles. It is easy to assume that our own positive experiences in these areas represent the general norm. Likewise, in these areas— it seems these movements are

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| <ul style="list-style-type: none">• Why can it be so important to look thin — or big? What does a thin (big) body 'mean'? How 'healthy' can it be? Does it 'tell a story'?• The importance of 'pink'.• What's the colour of <i>Band Aid</i>?• "Throwing Like a Girl"?• Why do Canadians care about the Olympics?• What's the importance of gold medals? What stories do sports movies tell? | <ul style="list-style-type: none">• Constructions of our understandings of health and the healthy body.• Constructions of our understanding of the gendered and raced body in sports and exercise practices.• Globalization of Sport and Health Practices• The significance of symbols applied to exercise activities and the body, in particular as shown in sports films, sports media, and advertising. |
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length for this assignment is ca. 400–500 words; time for completion and online submission of each entry is one week from posting of the question. Information on the expected structure for this assignment will be posted on OWL.

3. **Written Term Project**

An investigation of a media event in the area of spor

MODULE 3: ZOOMING IN ON OUR MAIN INTEREST:
CULTURE AND REPRESENTATION (STUART HALL)

We examine an important lecture by cultural theorist Stuart Hall. He explains how we can investigate the culture of sport, p.a. and health as issues of *representation*. We'll need Hall later on to understand how issues of race and gender are always also issues of representation.

Readings / Viewings

MODULE 4: REPRESENTATION IN THE CULTURE OF SPORT: SPORTS MOVIES

How should we 'read' what sport films, even those identified as documentaries, present to us? Can we trust this presentation? Is it the truth? — Are there other questions to ask about them?

Readings / Viewings

MODULE 5: REPRESENTATIONS OF WOMEN
'Throwing Like a Girl' — who wants to?

How can we understand the impact of different representations of women and girls in sports movies and media?

Readings / Viewings

MODULE 6:

Segment	Topic	Text	Video
	Readings / Viewings		
MODULE 10: APPLICATION—IDEOLOGY, SPECTACLE, THE CANADIAN OLYMPICS The politics of meaning in the era of globalization			
	Global Sports, the Olympic Spectacle, and Canada at the Olympics Does it make Canadians 'feel better' when Canadian athletes 'own the podium'? Why would this be whose interests are served by such narratives of 'Canadian ownership'? The Olympics Games provide a rich testing ground for the application of our critical reflections, and open them up to a global perspective — the Olympic Games are a phenomenon of globalization.		
	Readings / Viewings		

Tech Support

In case of online problems please use the following options:

- Contact the ITS Help Desk at (519) 661 3800. For hours and additional contact information please visit <http://www.uwo.ca/its/helpdesk>.
- OWL troubleshooting and help information is available in the OWL Documentation Site. To join the site:
 - Log into OWL (<http://owltoo.uwo.ca/>)
 - From My Workspace, select Membership from the left hand side
 - Click the "Joinable Sites" link
 - Find "OWL Documentation" in the list of Joinable Sites
 - Click the "Join" link
 - Click the "Home" link at the left to refresh the page
 - The site "OWL Documentation" will now be one of your active sites